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Окреслено специфіку мови ділової сфери. Належну увагу приділено розвитку навичок усної і писемної ділової комунікації. Видання спрямовано на розширення англomовного словникового запасу, вдосконалення власного стилю ділового мовлення, освоєння термінології, усвідомлення суті синонімічних рядів, явища деривації, розуміння сталих і літературних висловів, уміло введених у навчальний матеріал. Усі тексти актуальні й запозичені з англomовної ділової сфери.

Для студентів вищих навчальних закладів, магістрантів, аспірантів, а також усіх, хто вивчає усну і писемну ділову комунікацію.

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Передмова

Часто у повсякденному житті ми послуговуємося обмеженим запасом слів, а наша мова рясно всипана суржилом. За необхідності справити враження на співрозмовника використовуємо запозичені словосполучення та вирази. Відтак наш словниковий запас залишається роками на одному і тому ж рівні, «у пасиві». А що казати про володіння іноземною мовою! Тут ситуація часто наближена до критичної. Так, свідомі і активна частина української молоді вже з пелюшок відчула і усвідомила багатомовність сучасного світу, а володіння іноземними мовами – як вимогу часу. Завдяки мережі Інтернет у нас неймовірно розширилися комунікативні, а отже і можливості ділової співпраці, бізнес партнерства, обміну інформацією. Однак міждержавні відносини поки що не є демократичними і рівними для усіх громадян, тому виїзд за межі країни не завжди є безперешкодним. Та для людини, яка володіє мовами інших народів, державні кордони не мають суттєвого значення!

Усім, хто прагне посилити власний англійський потенціал у діловій сфері, вдосконалити володіння мовою на усіх рівнях, допоможе цей навчальний посібник. Основу видання становлять підручники та посібники як вітчизняних, так і зарубіжних лінгвістів, філологів, мовознавців, а також англо-українські словники, українсько-англійські розмовники, словники видавництва Longman, фахові Інтернет-джерела та ін. Посібник охоплює 12 уроків та додатки, опанування якими допоможе: здійснити шість основних кроків у пошуку роботи; зрозуміти суть і зміст поступу у професійній

кар'єрі; писати ділові та рекомендаційні листи; заповнювати бланки про особисті дані; писати заяви та складати рапорти; опрацьовувати ділову кореспонденцію; оволодіти основами професійної етики; здійснити тестовий самоконтроль набутих знань; розширити професійний та культурний світогляд за допомогою коротких інформаційних текстів.

Посібник містить англо-український словник-довідник термінів, а також короткі англо-українські глосарії до кожного розділу з найуживанішими зразками словотворення у діловій сфері.

Choose and Venture

Dear Friends!

- When faced with a choice, choose the path that strengthens you.
- Choose to learn, choose to grow, and choose to more fully become who you are.
- Explore places where you have not been before.
- Look at ideas and concepts that you have not considered before.
- If you stay hidden in the comfortable and familiar your spirit can soon grow weary.
- Venture out and recharge the passion in your life.
- Venture out there beyond what is comfortable, routine and expected.
- Venture out and discover the depth and the richness of who you are.
- A life that is tested and challenged is a life that surely becomes filled with real purpose.
- The more briskly the wind blows against your face, the more fully alive you'll feel.
- Venture out from where you've been, then from that new perspective venture out again.
- There's no end to what you can discover, and become.

Lesson #1

Employment: Six Steps in Job Search

“Choose a job you love and you will never have to work a day in your life”

*(Confucius (551–479 BC),
Chinese philosopher)*

Starting up

1. Are you ambitious? Why or why not?
2. Have you done some thinking about the kind of job you are looking for or might be interested in?
3. Would you prefer to be a freelance worker or employed with a fixed salary? What are the advantages and disadvantages of each situation?

Read the words and word-combinations.

Pay attention to the pronunciation

accurate [ˈækjərət]; agency [ˈeɪdʒ(ə)nsɪ]; applicable [əˈplɪkəbl̩]; appropriate [əˈprəʊprɪɪt] (*adj.*), [əˈprəʊprɪɪt] (*verb*); colleague [ˈkɒliːg]; directly [d(a)ɪˈrektli]; evaluate [ɪˈvæljuːeɪt]; experience [ɪkˈspɪəriən(t)s], [ekˈspɪəriən(t)s]; foreign [ˈfɔːrɪn]; language [ˈlæŋɡwɪdʒ]; literacy [ˈlɪt(ə)rəsi]; potential [pəˈtenʃ(ə)l]; prestige [preˈstiːʒ]; process [ˈprəʊses] (*BrE*; *verb* [prə(u)ˈses]); produce [ˈprɒdʒuːs]; product [ˈprɒdʌkt]; prosperous [ˈprɒsp(ə)rəs]; punctuality [ˌpʌŋktɪʃuˈæləti], [ˌpʌŋktjuˈæləti]; qualification [ˌkwɒlɪfɪˈkeɪʃ(ə)n]; qualified [ˈkwɒlɪfaɪd]; questionnaire [ˌkwɛstʃəˈneɪə]; require [rɪˈkwaɪə]; résumé [ˈrezjuːmeɪ]; uncertain [ʌnˈsɜːt(ə)n]

Differentiate

fewer ['fju:ə] – незначна кількість

fever ['fi:və] – жар, гарячка

sell [sel] – продавати, торгувати

sale [seɪl] – продаж, реалізація, розпродаж

sail [seɪl] – плавати, плисти

weak [wi:k] – слабкий; непереконливий; неефективний

week [wi:k] – тиждень

Useful phrases

- application for a job
- communicative
- composition
- cooperativeness
- creativity
- educational background
- employ
- employer
- employment
- job interview
- previous job experience
- prospective boss
- prosperous employer
- punctuality
- reliability
- self-evaluation
- skills and abilities
- to get more experience
- to promote yourself
- well-rounded
- jack-of-all-trades

Reading

The top salespeople are the ones who know the product they are selling inside and out. They know the strong and weak points of the product and can tell others about it. Looking for a job means selling yourself. You are the product. The more facts you know about yourself, the better job you will be able to get. Your prosperous employers would be interested to know about your education, qualifications, skills, interests, and previous job experience. If you don't have accurate information or if you are uncertain about it, you'll produce a poor impression. Your personal infor-

mation is needed each time you look for a job during your lifetime. If you organize your facts now, you can simply update them as you get more experience. The following steps will help you to gather all necessary information and make the process of job searching much more easily:

1. *Self-evaluation*
2. *Application letter*
3. *Résumé*
4. *Letter of recommendation*
5. *Application form*
6. *Job interview*

Step 1. Self-Evaluation

The employment process begins with self-analysis, so start with:

- a) identifying your interests;
- b) evaluating your qualifications.

It will help you to realize what you like and dislike, and what kind of work you really want to do.

Task 1. *While answering the questions identify for yourself*

1. What are you looking for: money, power, prestige, growth potential, other motivators?
2. How important are salary, environment, benefits, and job stability?
3. Do you enjoy working with people, information or things?
4. Is it important to be your own boss?
5. What is your idea of a perfect job, a perfect boss, a perfect colleague?

Task 2. *Answer the questionnaire for a qualified employee in a western company. Put items in A, B, C in order of importance. Discuss your answers with your group mates*

A. Academic Strengths and Qualifications¹:

academic degree; foreign languages;
higher education; computer literacy.
qualification;

B. Abilities and Skills:

creativity; composition;
management; communicative.
analytical;

C. Character Traits:

reliability; flexibility;
punctuality; friendliness.
cooperativeness;

Task 3. *Read and analyse the article, summarize its main points, use them as guidelines in your job searching*

Advice for Job Seekers

(By Robert M. Hochheiser)

Whether you are out of work or just looking for a better-paying opportunity, there is no such thing as a foolproof way to get hired. You can, however, boost your chances if you are willing to work hard at aggressively promoting yourself. Here are some guidelines.

Apply in quantity. Oil people know that to get a gusher they have to drill a lot of holes. As a job-seeker,

¹ Academic strengths = education and degrees; qualification = proof that you have completed a specialized course of study.

you must operate the same way. To get an offer for a good job, you must be prepared to apply – one at a time – to an army of potential employers. If you are sending fewer than several dozen applications every week, you're not trying hard enough. For if you don't make the contacts, someone else will. Aside from going after every advertised job appropriate to your field, make yourself known to recruiters and employment agencies.

Tailor your sales pitch to the reader. With the exception of companies looking for a trainee or a corporate president, few employers will be interested in a well-rounded jack-of-all-trades. Usually, prospective bosses will be impressed only if your skills, achievements, educational background and experience are first rate and directly applicable to the specific job they want to be done as well as to their specific business. They don't care about anything else. When you include in résumé or letter information that is not pertinent, you waste space that you could otherwise use to focus on job-related strengths. You also waste the reader's time, an accomplishment that *never* makes a good impression.

Don't promise to deliver more than the employer requires. If employers want more, they'll ask for it.

(Науменко А. П. Business English Course: –
К.: А.С.К., 2004. – С. 62–64)

Task 4. *Read the text again and answer the following questions*

1. How to increase your chances of finding a job?
2. How do you understand the phrase “apply in quantity”?
3. Why is important to include the correct information in the résumé?

Task 5. Find the words in the text to describe a person who

- a) is actively looking for employment;
- b) pays someone to work for them as a member of their staff;
- c) is decent at everything, but not especially adept at any one thing;
- d) is a leader; someone who is in charge of you at work;
- e) helps you find the job or career that you have always wanted.

Task 6. Match the synonyms

- | | |
|------------------|-------------------|
| 1. look for | a. employees |
| 2. boost | b. certain |
| 3. reliable | c. individual |
| 4. personnel | d. increase |
| 5. personal | e. conversation |
| 6. communication | f. search for |
| 7. management | g. accomplishment |
| 8. achievement | h. organization |

Task 7. Complete the word-building table with the correct form of the words

Verb	Noun (activity)	Noun (person)	Adjective
advertise		advertiser	
		applier	applicable
train	training		
	creation		creative

Task 8. *Fill in all the gaps*

- a) **employ**; b) **employees**; c) **employer**;
d) **employment**; e) **unemployment**

1. Some companies prefer to _____ people with experience rather than better qualified graduates.

2. We can see from this chart that the rate of _____ fell in the third quarter.

3. Some companies do not reward their _____ as well as others do.

4. In this situation it is the duty of the _____ to ensure that female workers are not discriminated against.

5. _____ – is a serious problem in some countries of Europe.

Lesson #2

Career Skills

“Be not afraid of growing slowly;
be afraid only of standing still”
(*Chinese proverb*)

Starting up

1. What should you do to get ahead in your career?
2. Are certain careers more suitable for women than for men? Which do you consider a) for women only? b) for men only? c) for either? Include other careers.

- investigator - bookkeeper - manager
- police officer - lawyer - pilot
- psychiatrist - teacher - prosecutor

3. In your opinion, which qualities below are the most important for a successful career?

- being on time - being open to new ideas
- having ambitions - knowing PC
- working hard - having a sense of humour
- getting on with people - looking smart

4. Make a list of the most important qualities needed to be a police officer, an accountant, a lawyer, a judge, a notary, a prosecutor, a psychiatrist, a manager, etc.

Read the words and word-combinations.

Pay attention to the pronunciation

adaptable [ə'dæptəbl]; ambitious [æm'bɪʃəs]; appeal [ə'pi:l];
appellate [ə'pelət]; barrister ['bærɪstə]; behaviour [bɪ'heɪvjə];

burglar ['bɜːglə]; carrier ['kæriə]; career [kə'riə]; client ['klaɪənt]; competitive [kəm'petɪtɪv]; complaint [kəm'pleɪnt]; complement ['kɒmplɪmənt]; counsel ['kaʊn(t)s(ə)]; curricula vitae [kə,rɪkjələm 'vi:tai]; enhance [ɪn'hɑːn(t)s]; exhausted [ɪg'zɔːstɪd]; experience [ɪk'spɪəriən(t)s]; hire ['haɪə]; indictment [ɪn'daɪtmənt]; judgement ['dʒʌdʒmənt]; judge ['dʒʌdʒ]; jury ['dʒʊəri]; lawyer ['lɔːɪ], ['lɔːjə]; liabilities [,laɪə'bɪlətɪz]; mortgage ['mɔːgɪdʒ]; overwhelmed [,əʊvə'welmd]; perpetrator [pɜːpɪtreɪtə]; personable ['pɜːs(ə)nəbl]; reliability [rɪ,laɪə'bɪlətɪ]; scene [siːn]; society [sə'saɪətɪ]; solicitor [sə'lɪsɪtə]; success [sək'ses]; shareholder ['ʃɛə,həʊldə]; trial ['traɪəl]; workload ['wɜːkləʊd]

Differentiate

barrister ['bæriɪstə] – адвокат найвищого рангу, який має право виступу в суді; баристер

notary ['nəʊtəri] – нотаріус; нотаріальний; який стосується нотаріату

solicitor [sə'lɪsɪtə] – адвокат, який дає поради клієнту, готує справи для баристера (*старшого адвоката*) і виступає тільки у судах нижчої інстанції; юрисконсульт; повірений

court [kɔːt] – суд; зал суду; будівля суду; майданчик, корт; *AmE*: правління (*підприємства*)

trial ['traɪəl] – розгляд/слухання (*судової справи*); судовий процес; спроба; випробування

burglar ['bɜːglə] – (нічний) грабіжник, злодій-зломник

robber ['rɒbə] – грабіжник; розбійник; злодій

thief [θiːf] – суб'єкт крадіжки, злодій

Useful phrases

- advocacy
- apply for the job/position
- attract new investments
- balance sheet
- barrister
- be adaptable
- be charged with an offence
- be competitive
- be on night shift
- be on the beat
- board meeting
- burglar
- complaint
- crime scene
- defendant
- get on with people
- highly-qualified
- judge
- jury
- manage time and use it effectively
- notary
- overwhelmed with a heavy workload
- prosecutor
- proceeding
- punctuality
- solicitor
- trial
- strengths and weaknesses of the staff

Reading

Task 1. *Read the dialogues in English. Don't pay attention to the translation. Then close the left side of the table and try to reproduce the following dialogues in English. Be honest with yourself! Do not cheat! ☺*

1

Successful career in business	Успішна кар'єра в бізнесі
<i>Candidate:</i> What are some of the qualities needed for a successful career in business?	<i>Кандидат:</i> Які якості необхідні для успішної кар'єри в бізнесі?
<i>Interviewer:</i> That's a very difficult question. It de-	<i>Інтерв'юер:</i> Це дуже важке запитання. Це залежить від

<p>depends on what field you're in... I think I can offer three things. You need to be able to get on with people at all levels. Second, you need to be adaptable...</p> <p><i>Candidate:</i> Does it mean that businesses go through constant change, and our role will change, as will the people we work with?</p> <p><i>Interviewer:</i> Quite so. Even the place where you work sometimes changes. And finally, of course, you need a sense of humour to keep it all in proportion.</p> <p><i>Candidate:</i> Thanks a lot. I hope the best way to prepare for a job interview is to look at it from the point of view of the interviewer.</p>	<p>того, у якій Ви сфері... Гадаю, я можу запропонувати три речі. Вам необхідно бути здатним ладнати з людьми на всіх рівнях. Друге, Вам треба вміти пристосовуватися...</p> <p><i>Кандидат:</i> Чи означає це, що бізнес проходить через постійні зміни, і наша роль буде змінюватися, так як і люди, з якими ми працюємо?</p> <p><i>Інтерв'юер:</i> Саме так. Навіть місце, де Ви працюєте, інколи змінюється. І нарешті, звичайно, Вам необхідне почуття гумору, щоб тримати все у співвідношенні.</p> <p><i>Кандидат:</i> Дуже дякую. Я надіюся, що найкращий спосіб підготуватися до співбесіди під час прийому на роботу – подивитися на неї з точки зору інтерв'юера.</p>
--	--

2

Career of a bookkeeper	Кар'єра бухгалтера
<p><i>Terri:</i> Derrick, don't you think you should take a vacation? Even one or two days would be fine.</p> <p><i>Derrick:</i> No way. There's too much work. I try to do my best to manage time and to use it effectively still I ha-</p>	<p><i>Тері:</i> Деріку, ти не думаєш, що тобі слід взяти відпустку? Навіть один чи два дні було б добре.</p> <p><i>Дерік:</i> У жодному випадку. Є занадто багато роботи. Я стараюся робити все як найкраще, щоб розподілити</p>

ven't finished the balance sheets yet. I've been working on them since early morning. I'm almost done.

Terri: You look so exhausted. You need a break!

Derrick: I know. If only they hired more people. Unfortunately they always want to keep the cost down. I am really overwhelmed with a heavy workload.

Terri: They won't hire more people? You should talk to the manager to look for a new bookkeeper. I know someone who'd be perfect.

Derrick: Oh really? Does that bookkeeper have any experience?

Terri: Of course, she's been working for Smith and Co. since 2004. She's not too happy in her current position. She hasn't gotten a promotion for years.

Derrick: Sounds good. Remember, they want someone who is ready to tackle a job with enthusiasm; be willing to work hard; follow instructions promptly, be accurate and tedious in

час і використати його ефективно, проте я не закінчив ще балансових звітів. Я працюю над ними з раннього ранку. Я майже знесилений.

Тері: Ти виглядаєш таким виснаженим. Тобі потрібний перепочинок!

Дерик: Я знаю. Якби тільки вони найняли більше людей. На жаль, вони завжди хочуть стримувати зростання витрат. Я дійсно перевантажений великим обсягом роботи.

Тері: Вони не наймуть більше людей? Тобі слід поговорити з менеджером, щоб пошукати нового бухгалтера. Я знаю когось, хто був би ідеальним.

Дерик: О, справді? Чи цей бухгалтер має досвід?

Тері: Звичайно, вона працює на Сміта і компанію з 2004 року. Вона не дуже щаслива на своїй нинішній посаді. Вона не отримувала підвищення протягом багатьох років.

Дерик: Звучить добре. Пам'ятай, вони хочуть когось, хто готовий взятися за роботу з ентузіазмом, бути готовим багато працювати, виконувати вказівки оперативно, бути точ-

<p>figures; punctual performing the work; try to stay calm and helpful in an emergency. I'll try to persuade them to interview her for the job. Otherwise I should quit and look for another job somewhere else.</p>	<p>ним і скрупульозним з цифрами; пунктуальним, виконуючи роботу, старатися залишатися спокійним і корисним у надзвичайних ситуаціях. Я постараюся переконати їх взяти у неї інтерв'ю для роботи. В іншому випадку я звільнюся і шукатиму роботу ще десь.</p>
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3

A Good Manager	Хороший управлінець
<p><i>Interviewer:</i> Mr. Kelley, will you be so kind to tell us what managers need to be good managers of people?</p> <p><i>Mr. Kelley:</i> Well, I think good managers need to be good at four things, really. First of all, they need to be good at observing – that's so they can understand the behaviour, the strengths and weaknesses of their staff.</p> <p><i>Interviewer:</i> Let me guess the second thing is that they have to be good at listening – rumors are always so interesting and help us look very important.</p> <p><i>Mr. Kelley:</i> That's not quite so. Due to listening you can learn about the staff's problems.</p>	<p><i>Інтерв'юер:</i> Пане Кілі, чи були б Ви такі ласкаві сказати нам, що потрібно менеджерам, щоб бути хорошими керівниками людей?</p> <p><i>п. Кілі:</i> Я думаю, що хороші менеджери повинні насправді добре вміти чотири речі. Перш за все їм слід вміти спостерігати – це для того, щоб вони могли розуміти поведінку, сильні і слабкі сторони персоналу.</p> <p><i>Інтерв'юер:</i> Дозвольте здогадатися: друга річ – вони повинні вміти слухати – плітки є завжди такі цікаві і допомагають нам виглядати дуже важливими.</p> <p><i>п. Кілі:</i> Це не зовсім так. Завдяки слуханню Ви можете дізнатися про проблеми колективу.</p>

<p><i>Interviewer:</i> So we can advice managers to spend time observing and listening. Anything else?</p> <p><i>Mr. Kelley:</i> The next thing is, it's important for them to be good at asking questions – so they can find out all the information they need to make the right decisions. And last of all, I think they have to be good at speaking so they can communicate their objectives clearly to all their staff.</p> <p><i>Interviewer:</i> Thank you very much. It's very nice of you to advice managers who'd like to succeed in their work. And I want to advise them always keep the office door closed. This makes it look as if you are always in an important conference.</p>	<p><i>Інтерв'юер:</i> Отже, ми можемо поради́ти менеджерам проводити час спостерігаючи і слухаючи. Ще щось?</p> <p><i>п. Кілі:</i> Наступна річ: важливо для них вміти задавати питання, щоб вони могли виявити всю інформацію, потрібну їм, щоб прийняти правильне рішення. І останнє, я думаю їм слід добре говорити, щоб вони могли висловити свою мету зрозуміло для всього штату працівників.</p> <p><i>Інтерв'юер:</i> Дуже дякую. Дуже мило з вашого боку давати поради менеджерам, які хочуть досягти успіху у своїй роботі. А я хочу поради́ти їм завжди тримати двері кабінету зачиненими. Це створює вигляд, ніби у Вас завжди важлива нарада.</p>
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4

Audit	Аудит
<p>– Do you really think that in many countries companies applying for sizable loans must have their statements audited?</p> <p>– The right choice of an independent auditor is a ma-</p>	<p>– Ви справді думаете, що в багатьох країнах компанії, котрі претендують на значні кредити, повинні мати свою звітність, перевірену аудитором?</p> <p>– Правильний вибір незалежного аудитора є основ-</p>

major constituent of successful management policy in modern business environment. Auditors are known to check and test all accounting records. In order to do that they must prove the cash balances, confirm physical inventories, verify the amounts owned by customers, decide whether the company's records are kept in accordance with accepted accounting practice. In other words they give auditor's professional opinion as to whether the company's financial reports correctly present its financial position.

– Do people believe the auditors will give them the real and true results of the financial statements examination?

– Actually the main features of the work of serious auditing companies are independence and objectivity, competence and confidentiality, services of high quality (high quality professional service), both individual and complex approach to the problem solving, protection

ною складовою політики успішного управління в сучасному бізнес-середовищі. Відомо, що аудитори перевіряють і тестують усі бухгалтерські звіти. Для того, щоб зробити це, вони повинні довести наявність залишків грошових коштів, підтвердити інвентаризацію наявних товарно-матеріальних цінностей, перевірити суми, заборговані клієнтам, вирішити, чи звіти компанії ведуться відповідно до загальноприйнятої практики бухгалтерського обліку. Іншими словами, вони дають професійну думку аудитора стосовно того, чи фінансові звіти компанії правильно представляють її фінансове становище.

– І люди вірять, що аудитори дадуть їм реальні і правдиві результати експертизи фінансової звітності?

– Насправді основними рисами роботи серйозних аудиторських компаній є незалежність та об'єктивність, компетентність та конфіденційність, послуги високої якості (висока якість професійних послуг), як індивідуальний, так і комплексний підхід до вирі-

<p>from information leakage. They should comply with the Code of Ethics and international standards of auditing.</p> <p>– I can't believe they can help to prevent and solve significant problems of the business such as duty tax planning, defining the real financial position of the company, making contracts, making alterations to the statutory documents, etc.</p> <p>– Nevertheless that is true.</p>	<p>шення проблем, захист від витоку інформації. Вони повинні дотримуватися Кодексу етики і Міжнародних стандартів аудиту.</p> <p>– Я не можу повірити, що вони можуть допомогти запобігти і вирішити істотні проблеми бізнесу такі, як податкове планування (мінімізація податків) належним чином, визначення реального фінансового становища компанії, укладання договорів, внесення змін до установчих документів і т.д.</p> <p>– Тим не менше, це – правда.</p>
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5

Career of a Psychologist	Кар'єра психолога
<p>A: Hello, what's your occupation?</p> <p>B: I work as a psychologist.</p> <p>A: Really? Why have you chosen to work in the field of psychology?</p> <p>B: Because I like to be in contact with people and to help them solve their problems. Psychology is an extremely varied field. Psychologists serve as consultants, diagnose and treat people. They test intelligence and personality.</p>	<p>A: Добридень, чим Ви зараз займаєтесь?</p> <p>B: Я працюю психологом.</p> <p>A: Справді? Чому Ви обрали роботу у сфері психології?</p> <p>B: Тому що я люблю контактувати з людьми і допомагати їм вирішувати їхні проблеми. Психологія – надзвичайно різноманітна наука. Психологи є консультантами, діагностиками і лікують людей. Вони досліджують розумові здібності (інтелект) та особливості характеру.</p>

A: Where else can you apply your knowledge of a psychologist, I mean where can you work?

B: Psychologists can work in laboratories, hospitals, courtrooms, schools and universities, prisons and offices. They can work with business executives, performers and athletes to reduce stress and improve performance. They also advise lawyers on jury selection and cooperate with educators on school reform.

A: I think a profession of a psychologist requires lots of knowledge in all aspects of our world; he must keep up with what is happening around us. It is in great demand nowadays, isn't it?

B: Sure, we should be researchers and innovators in learning fundamentals things regarding human and animal behavior. As scientists we use scientific methods of observation and analysis. We also need to be creative in the way we apply scientific findings. When you are a psycholo-

A: Де ще Ви можете застосувати знання психології, я маю на увазі, де Ви можете працювати?

B: Психологи можуть працювати в лабораторіях, лікарнях, судах, школах, університетах, в'язницях і офісах. Вони можуть працювати з керівниками ділових структур, виконавцями і спортсменами, щоб зменшити стрес та підвищити продуктивність. Вони також радять правникам щодо відбору присяжних і співпрацюють з освітянами над шкільною реформою.

A: Я думаю, що професія психолога вимагає глибоких знань усіх аспектів світу, він повинен триматися в курсі всього того, що відбувається довкола нас. Це найбільша вимога сьогодення, чи не так?

B: Звичайно, ми повинні бути дослідниками і новаторами у вивченні фундаментальних явищ стосовно поведінки людини і тварини. Як вчені ми використовуємо наукові методи спостереження та аналізу. Ми також повинні бути творчими у застосуванні наукових від-

gist, your education never ends.	криттів. Коли Ви психолог, ваше навчання ніколи не закінчується.
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6

Legal Career	Правнича кар'єра
<p>– Hello, John!</p> <p>– Nice to see you, Helen.</p> <p>– How are things with you?</p> <p>– Thank you, no complaints. My greatest ambition has become true. I've entered Lviv State University of Internal Affairs. I'm the first-year student of the Law faculty.</p> <p>– Do you enjoy people who are in legal profession?</p> <p>– Certainly. You see after finishing school I decided to become a lawyer. Unfortunately, I failed my first attempt, but I decided to try my luck again in a year.</p> <p>– Did you gain any legal profession before entering your higher institution?</p> <p>– Oh, yes. I began my legal career working at Prosecutor's Office in my native city. The year that I spent there helped me to understand the essence of legal profession. I'm become aware of the fact that a law-based state needs</p>	<p>– Привіт, Іване.</p> <p>– Радий тебе бачити, Олено.</p> <p>– Як справи у тебе?</p> <p>– Дякую, не скаржуся. Здійснилася моя найкраща мрія. Я вступила до Львівського державного університету внутрішніх справ. Я – першокурсниця юридичного факультету.</p> <p>– Тобі подобаються люди з юридичною професією?</p> <p>– Звичайно. Розумієш, я надумала стати правником одразу після закінчення школи. На жаль, я провалила екзамени під час першої спроби, але вирішила спробувати щастя через рік.</p> <p>– Чи набула ти досвіду у юридичній професії перед вступом у вуз?</p> <p>– Так. Я розпочала правничу кар'єру, працюючи у прокуратурі рідного міста. За рік, який я тут провела, я зрозуміла суть юридичної професії. Я добре усвідомила факт, що правова держава потребує високо-</p>

<p>highly-qualified lawyers to put legal reforms into effect and I think I'll be able to contribute to it.</p> <p>– Wha are you going to be after graduation from the university?</p> <p>– I'd like to be a judge like my mother.</p> <p>– That's fine. I wish you all successes in your future career.</p> <p>– Thanks a lot. My best regards to your family.</p>	<p>кваліфікованих юристів, щоб впроваджувати в життя правові реформи, і я думаю, що зможу зробити свій внесок у цю справу.</p> <p>– Ким збираєшся стати після закінчення навчання в університеті?</p> <p>– Маю бажання бути суддею, як моя мама.</p> <p>– Чудово! Бажаю тобі успіхів у майбутній кар'єрі.</p> <p>– Дуже дякую. Мої найкращі вітання твоєї сім'ї.</p>
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7

Notary	Нотаріус
<p>– Hello!</p> <p>– Hi! How are you doing?</p> <p>– Thanks, life is going its usual way. I'm fully occupied in my job.</p> <p>– So, what are you in?</p> <p>– Oh, I'm a notary.</p> <p>– What are your responsibilities?</p> <p>– I'm specializing in the law relating to real estate, sales, mortgages but I am not allowed to appear in court. I am a public official with the powers of public certification, so the documents drawn up by me are considered to be authentic, which means</p>	<p>– Доброго дня!</p> <p>– Привіт! Як справи?</p> <p>– Спасибі, плин життя не спинити. Я повністю поринув у роботу.</p> <p>– А чим ти займаєшся?</p> <p>– Я – нотаріус.</p> <p>– Які у тебе обов'язки?</p> <p>– Я спеціалізуюся з права, пов'язаного з нерухомістю, продажем, іпотекою, але я не можу виступати представником у суді. Я – посадова особа. З повноваженням видавати свідоцтва від імені держави, тому документи, складені мною, є чинними, отже,</p>

<p>that that the deed or contract is valid.</p> <p>– What kind of advice can the notary provide?</p> <p>– We adjust the wills of the parties to the legal system and at the same time we exercise control to ensure it is licit by virtue of powers conferred upon us by the state. We provide special assistance to both parties and in particular to the party which were to be in a condition of inferiority with respect to the other in order to reach the necessary balance that will make sure that the contract is entered into conditions of equality.</p> <p>– Will you help me with the contract of transfer of property?</p> <p>– Sure, with great pleasure.</p>	<p>акти або договори є дійсними.</p> <p>– Які поради може нотаріус надавати?</p> <p>– Ми врегульовуємо волю сторін з юридичними законами і в той же час ми здійснюємо контроль, щоб гарантувати правомірність повноважень, наданих нам державою. Ми забезпечуємо спеціальну допомогу обом сторонам і, зокрема, стороні, яка перебуває в гіршому правовому становищі стосовно іншої, щоб досягти необхідного балансу, і щоб переконатися, що договір укладено на рівних умовах.</p> <p>– Ти допоможеш мені з договором передачі майна?</p> <p>– Звичайно, з великим задоволенням.</p>
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8

Solicitor & Barrister	Баристер і Соліситор
<p>– Will you see the distinction between a solicitor and a barrister?</p> <p>– If you have a kind of legal question you should consult a solicitor. He does a variety of work – makes investigations, prepares documents for a barrister, deals with</p>	<p>– Чи вбачаєте Ви відмінність між баристером і соліситором?</p> <p>– Якщо у Вас є юридичне питання, Вам слід порадитися з соліситором. Він виконує різні роботи – проводить розслідування, готує документи для барис-</p>

<p>commercial, corporate, financial matters, employment, property, private law, etc.</p> <p>– Does the work of a barrister much differ from a solicitor’s?</p> <p>– Of course. a barrister is a specialist who does well in advocacy and spent most time either in a courtroom or preparing arguments for the court. A solicitor cannot speak in a high court.</p> <p>– Who is more successful, a barrister or a solicitor?</p> <p>– I think a barrister is more independent, he may become a judge, but solicitor can’t.</p>	<p>терів, має справу з комерційними, корпоративними, фінансовими питаннями, зайнятістю, власністю, приватним правом і т.п.</p> <p>– Чи робота баристера дуже відрізняється від роботи соліситора?</p> <p>– Звичайно. Баристер є фахівцем, який має досвід адвокатської діяльності і проводить більшу частину часу або в залі суду або над підготовкою аргументів для суду. Соліситор не може виступати у вищому суді.</p> <p>– Хто є більш успішним: соліситор чи баристер?</p> <p>– Я думаю, що баристер є більш незалежним, він може стати суддею, а соліситор не може.</p>
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9

Job in the Police	Робота в поліції
<p><i>Interviewer:</i> What does the job in the police involve?</p> <p><i>Police Officer:</i> Oh, many people have false imagination of the police work. They think we waste our time chasing criminals in fast cars with wailing sirens and flashing lights. In fact, that’s only one small part of the job.</p>	<p><i>Інтерв’юер:</i> А що собою являє робота в поліції?</p> <p><i>Поліцейський:</i> У багатьох людей спотворене сприйняття поняття про роботу в поліції. Вони думають, що ми марнуємо час, переслідуючи злочинців у швидкісних авто з гучними сиренами і пробісковими маячками. Насправді, це – тільки одна невелика частина роботи.</p>

Interviewer: Quite so. Isn't it exciting?

Police Officer: The thing is that a lot of police work can be quite boring. You can sit at the desk doing routine work for a whole month. Then the next month you may be driving around on patrol, and then you're "on the beat" for a bit.

Interviewer: So, which is the best part of your job?

Police Officer: One of the most interesting part of the job is "community policing".

Interviewer: What does "community policing" involve?

Police Officer: I have my own special area which I have to patrol. It really means being on the beat: walking round keeping your eyes open, making sure you know what's going on, chatting to people, basically trying to prevent crimes.

Interviewer: What aspects of police work do you think are dangerous or unpleasant? Have you ever been frightened?

Интерв'юер: Саме так. Хіба це не захоплююче?

Поліцейський: Справа в тому, що значна частина роботи поліції може бути досить нудною. Ви можете сидіти за столом, виконуючи рутинну роботу протягом цілого місяця. Тоді наступний місяць можете провести за кермом, патрулюючи вулиці, а потім перебувати на дільниці деякий час.

Интерв'юер: Отже, яка частина вашої роботи найкраща?

Поліцейський: Однією з найцікавіших сторін роботи є спільна охорона порядку.

Интерв'юер: Що означає поняття «спільна охорона порядку»?

Поліцейський: У мене є своя дільниця для патрулювання. Це насправді означає робити обхід: ходити довкола, пильнуючи з широко розплющеними очима, переконуючись, що ти знаєш, що відбувається, розмовляючи з людьми, в основному намагаючись запобігти злочинам.

Интерв'юер: Які аспекти роботи поліції, на Вашу думку, є небезпечними або неприємними? Чи Ви коли-небудь були налякані?

<p><i>Police Officer:</i> I was scared during the recent ugly scenes at football matches and demonstrations. Violence is always frightening. Nowadays more people are carrying weapons – knives, coshes and so on.</p> <p><i>Interviewer:</i> Is it the most unpleasant?</p> <p><i>Police Officer:</i> Another unpleasant thing is irregular hours. When I am called on at night on or off duty. But it's one of the things you have to accept.</p> <p><i>Interviewer:</i> Thank you for the talk. I think police work sound like the job for you.</p>	<p><i>Поліцейський:</i> Я був наляканий під час останніх загрозливих сцен на футбольних матчах і демонстраціях. Насильство завжди лякає. Тепер більше людей носять зброю – ножі, дубинки і т.п.</p> <p><i>Інтерв'юер:</i> Є це найнеприємнішим?</p> <p><i>Поліцейський:</i> Інша неприємна річ – ненормований робочий день. Коли мене викликають вночі незалежно чи я чергую чи ні. Але це одна з тих речей, яку Ви повинні прийняти.</p> <p><i>Інтерв'юер:</i> Дякую за розмову. Я думаю, що робота в поліції Вам справді до душі.</p>
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10

Beat Officer	Дільничний інспектор поліції
<p><i>Interviewer:</i> Now you spend some time as a beat officer on the beat. Is that right?</p> <p><i>Beat Officer:</i> That's right.</p> <p><i>I.:</i> And what does this job involve?</p> <p><i>B.O.:</i> It involves doing shift system which is early, lates, and nights.</p> <p><i>I.:</i> Early, lates and nights. Can you explain what hours they are?</p>	<p><i>Інтерв'юер:</i> Зараз Ви працюєте дільничним інспектором поліції. Правильно?</p> <p><i>Дільничний:</i> Саме так.</p> <p><i>I.:</i> І що ця робота передбачає?</p> <p><i>Д.:</i> Вона передбачає позмінну систему, що означає ранні, пізні та нічні зміни.</p> <p><i>I.:</i> Ранні, пізні та нічні зміни. Можете пояснити, котрі це години?</p>

B.O.: The early shift lasts from six o'clock in the morning till two o'clock in the afternoon. Then you've got the late shift from two o'clock in the afternoon to ten o'clock at night. And then night duty from ten p.m. until six a.m. because obviously all stations have to be manned twenty four hours a day.

I.: Is any particular aspect of the work that you prefer?

B.O.: Not really. You do have your preferences. I mean, if it's pouring down with rain you prefer to be in a car to walking, but somebody has to do it.

I.: When you are out on the beat how often in fact do incidents that require your intervention occur?

B.O.: You can't guarantee what's going to happen when you come on. You can come on duty thinking "What a great day!" and your shift could lend up with something terrible. Every day is different.

Д.: Ранкова зміна триває з 6-ої години ранку до 2-ої після полудня. Потім Ви матимете пізню зміну від другої дня до десятої ночі. А тоді – нічна зміна з десятої ночі до шостої ранку, тому що очевидно, що усі дільниці мають бути укомплектовані особовим складом 24 години на день.

I.: Є якийсь певний аспект роботи, якому Ви віддаєте перевагу?

Д.: Не зовсім. Ви дійсно маєте якісь преференції. Я маю на увазі, що коли падає дощ, то Ви віддаєте перевагу сидінню в машині, ніж патрулюванню пішки, але хтось має це робити.

I.: Коли Ви не на дільниці, як часто, насправді, трапляються випадки, які вимагають вашого втручання?

Д.: Ви не можете гарантувати, що може статися, коли Ви з'явитесь. Ви можете прийти на чергування думаючи: «Який чудовий день!», а ваша зміна може закінчитися чимось жахливим. Кожний день є іншим.

Task 2. Complete the word-building table with the correct form of the words

Verb	Noun (activity)	Noun (person)	Adjective
		behaviourist	
	competition		
learn			
			liable
		observer	
advocate			
	appealing		
		barrister	
defense			
			offensive
			prosecutive

Task 3. Fill in all the gaps

a) **adapter**; b) **adapted**; c) **adaptation**;
d) **adaptability**; e) **adaptive**; f) **adaptable**

1. Its _____ and breeding capabilities ensured that it would be selected for mass production on an unimaginable scale.

2. Holmes is the most _____ of characters, having been portrayed by more actors than any other.

3. They specialize in the _____ of industrial buildings for housing.

4. The _____ course is set to be instituted in high schools nationwide this fall.

5. I forgot to plug in the _____, and my laptop died.

6. What _____ technology has been the most useful or important for you?

Task 4. *Guess the career*

1. A person whose job is to keep the financial records for a business is _____.

2. A specialist in psychology is called _____.

3. A person who acts in stage plays, motion pictures, television broadcasts is called _____.

4. Patrolman or patrolwoman is also called _____.

5. A person whose job is to guide and assist people in matters relating to the law is called _____.

6. A lawyer in Britain who assists people in legal matters and who can represent people in lower courts of law is called _____.

7. Someone who is in charge of a business, department, etc. is _____.

8. A person who has the authority to act as an official witness when legal documents are signed is called _____.

9. A person who flies an airplane, helicopter, etc. is _____.

10. A lawyer who represents the side in a court case that accuses a person of a crime and who tries to prove that the person is guilty is called _____.

Task 5. *Match the synonyms.*

- | | |
|----------------|-----------------|
| 1. frightening | a) preference |
| 2. client | b) consumer |
| 3. fit (to) | c) adjust (to) |
| 4. exhausted | d) supervise |
| 5. advantage | e) ability |
| 6. observe | f) flexible |
| 7. quality | g) tired |
| 8. adaptable | h) intimidation |
| 9. hire | i) employ |
| 10. persuade | j) encourage |

Task 6. Complete the sentences with the correct form of the verbs:

do, get, have, make

She always wanted to (1) _____ a career in law. After she (2) _____ her exams, she (3) _____ a job in a small company. As soon as she (4) _____ to her office, she (5) _____ her paperwork. She never (6) _____ mistakes and always (7) _____ her best. Within six months she (8) _____ promotion. Now she (9) _____ a lot of money, but one day she wants to (10) _____ her own business.

Task 7. Complete the dialogues

1

– *Отже, що Вас приваблює у роботі поліцейського?*

– Oh, being a police officer is a good job. Firstly, the work is useful and you feel you're doing something for society. Secondly, you have the chance to meet a lot of different types of people. Also, there is a variety of work and you don't have to do the same thing every day.

– *Однак, є багато неприємних моментів у вашій роботі, чи не так?*

– You're right. Irregular hours can be quite a disadvantage. It's very difficult to have a social life or to see your family when you're on night shift. And another thing is that police work can be dangerous at times.

2

– *Що збираєшся робити після закінчення навчання на юридичному факультеті?*

– After graduating from the Law faculty I dream to become a highly-qualified lawyer and to use all my legal knowledge in advocacy activity.

– *Чим цікава робота адвоката?*
– A lawyer or an advocate acts to ensure the right to defence against accusation.

– *Чи маєте Ви право захисту клієнтів у судах вищої інстанції?*

– Of course. You are the main participant at the trial and your client's life depends on your skills to defend him and you feel much responsibility for a client's destiny, honesty and dignity. In addition, your main job at the trial is to introduce evidence, interrogate witnesses and argue questions of law and facts.

– *Чи завжди Вам вдається захистити свого клієнта у суді?*

– Not always. If don't win the case, you may seek for a new trial or relief in an appellate court.

– *Тепер я розумію, наскільки важливо бути висококваліфікованим адвокатом.*

3

– *Мені цікаво, чим займається прокуратура і які вона має юридичні повноваження в Україні?*

– A prosecutor brings defendants to justice in the name of state. Many prosecutors are in charge of all phases of a criminal proceeding, from police investigation through trial and beyond to all levels of appeal. Prosecutors also defend the state in civil cases.

– *А які обов'язки у прокуратури Великобританії?*

– In the United Kingdom the prosecution is carried out in the name of the Crown. People charged with a criminal offence will be prosecuted by the Crown Prosecution Service.

– *Яку роль відіграють прокурори в Америці?*

– In the USA the prosecutor presents evidence at a hearing before a grand jury which may or may not return an indictment for trial. In the US and Great Britain prosecutors play an active role in questioning witness. In

most countries, when a decision is appealed to a higher court, the prosecutor presents briefs and pleads the state's case.

4

– *Ким збираєшся працювати після закінчення свого вузу?*

– A crime scene investigator. It's fascinating! Can you imagine, I'm in charge of processing a crime scene.

– *Дуже цікаво, що відбувається на місці злочину і які твої дії як слідчого?*

– The most important thing upon arriving at the crime scene is securing it with the crime tape in order to prevent anyone disturbing evidence. The next steps are talking to victims, making sketches, photographing, collecting and recording evidence, etc. It's a long and a delicate methodical process.

– *А що корисного можна дізнатися від потерпілого?*

– A burglary victim, for example, might tell us about areas he or she knows the burglar has disturbed, or if there is anything at the scene that doesn't belong there and what the perpetrator might have left behind.

– *Як зберегти докази?*

– It is logged, tagged and bagged and send to the crime lab to be analyzed.

– *Отже, робота слідчого вимагає пильності і зосередженості.*

5

Eddie: *Які у тебе шанси одержати підвищення в цьому році?*

Janice: That's a very difficult question. Chances are slim!

Eddie: *Ого! Скільки років тебе вже не підвищували?*

Janice: *(have a sigh)*. It's been three years! The company keeps losing money and they can't afford to give anyone a raise.

Eddie: That's too bad. Did you ever think of working somewhere else?

Janice: *Ага. Насправді я маю інтерв'ю наступного понеділка. У мене великий досвід у цій сфері, я завжди була успішною, де б я не працювала і я швидко вчуся.*

Eddie: Good luck!

6

Bruce: *Ви вже завершили балансні звіти?*

Alice: I've been working on them since 10 this morning.

Bruce: *Не треба поспішати. Я не потребуватиму їх до завтрашнього ранку.*

Alice: Janet told me we're looking for a new bookkeeper. Is that true?

Bruce: Yes, We've been looking, but no luck yet. You know in my opinion such a person needs *мати такі якості, як пунктуальність, чесність, здатність координувати роботу, управляти часом і ефективно його використовувати і, звичайно, бути ретельним з цифрами.*

Alice: I know someone who'd be perfect. She is accurate and punctual performing the work; stays calm and helpful in an emergency.

Bruce: *О, справді, чи є у неї досвід?*

Alice: Of course, she's been working for Smith CPA and Co. since 2004.

Bruce: *Відмінно. Попросіть її прийти на співбесіду.*

Alice: Sounds good. She's not too happy in her current position. I'm sure she'll be interested in interviewing for the job.

Bruce: *О, ледве не забув запитати... Ви відкрили нові рахунки в Wells Fargo?*

Alice: Yes, I have. Here are the account numbers, PIN number, and paperwork.

Bruce: *Дякую. Ну, дайте мені знати, коли Ви закінчите ці балансові звіти.*

Alice: Sure, I should be done soon.

Task 8. *Make some short dialogues of your own. Use these prompts:*

– With a partner or in small groups say what kind of career you would like to have and why.

– Give the reasons for career choices.

– Janice is thinking of whether or not she should quit and look for another job somewhere else because she hasn't gotten a raise in three years...

– Derrick complains to his good friend Terri that he is overwhelmed with a heavy workload...

– May is in business. She was recently promoted and now Mary is a boss. She's a vice-president in a company but she doesn't seem happy. Her colleagues Cathy and Jake are kind of curious...

– Make your friend believe in proper choice of your legal profession.

– Ask your friend working at a police department about advantages and disadvantages of police job.

Lesson #3

Application Letter

“The resume focuses on you and the past. The cover letter focuses on the employer and the future. Tell the hiring professional what you can do to benefit the organization in the future”

(Joyce Lain Kennedy)

Starting up

1. In your opinion, what is the secret of being successful at work?

2. Is work experience more important than qualifications?

3. Have you ever had to write an application letter? What information should you give about yourself to show that you're suitable for the job?

Read the words and word-combinations.

Pay attention to the pronunciation

chance [tʃɑ:n(t)s]; courtesy title ['kɜ:təsi 'taɪtl]; cover ['kʌvə]; discipline ['dɪsəplɪn]; doubt [daʊt]; enclosure [ɪn'kləʊʒə]; encourage [ɪn'kʌrɪdʒ]; final ['faɪn(ə)l]; finance ['faɪnæns]; to finance [faɪ'næns]; focus ['fəʊkəs]; generally ['dʒen(ə)r(ə)li]; highlight ['haɪlaɪt]; hire ['haɪə]; interview ['ɪntəvju:]; objective [ɒb'dʒektɪv]; overcrowded [ˌəʊvə'kraʊdɪd]; precede [pri'si:d]; prospecting [prə'spektɪŋ]; request [rɪ'kwɛst]; requirement [rɪ'kwaɪəmənt]; salutation [ˌsælju'teɪʃ(ə)n]; schedule ['ʃedju:l];

['skedʒu:l]; series ['siəri:z]; sincerely [sɪn'siəli]; slightest [slaitəst]; solicit [sə'lisɪt]; specific [spə'sɪfɪk]; Vice-President [ˌvaɪs'prezɪd(ə)nt]; view [vju:]; volunteer [ˌvɒlən'tiə]

Differentiate

reach [ri:tʃ] – досягати; поширюватися (*про закон*); вивносити (*рішення, вердикт*); укладати (*угоду тощо*)

rich [rɪtʃ] – багатий (*на щось – in*); цінний; розкішний; інтенсивний (*про колір*)

to present [prɪ'zent] – підносити, дарувати (*with*); представляти, вручати

a present ['prez(ə)nt] – подарунок; теперішній; сучасний; існуючий; даний

schedule ['ʃedju:l] (*BrE*) – ['skedʒu:l] (*AmE*) – список, перелік; опис; каталог; графік; план; програма; розклад; скласти розклад, намічати; планувати

lay [leɪ] (*laid, laid*) – класти, покласти; накрити, стелити

lie [laɪ] (*lay, lain*) – брехати; лежати; бути розташованим; полягати (*у чомусь*)

series ['siəri:z] – серія; випуск; комплект

serious ['siəriəs] – серйозний, небезпечний; важливий

hire ['haɪə] – наймати, орендувати; давати напрокат; наймання

higher ['haɪə] – верхній, вищий; більший

hear [hɪə] – чути; слухати, розглядати (*питання, справу*)

head [hed] – голова; розум; глава; начальник; очолювати; вести

heard [hɜ:d] – *від hear* – чути

finance ['faɪnəns(t)] – фінанси, прибутки

to finance [faɪ'næns(t)] – фінансувати; займатися фінансовими операціями

letter ['letə] – буква; літера; реєструвати

later ['leɪtə] – пізніше; потім; згодом; пізніший

Useful phrases

- application letter
- at the employer's convenience
- at your convenience
- body of the letter
- C.V. (*curriculum vitae*)
- correspond (with/to)
- courtesy title
- cover letter
- enclosure/enclosed
- envelope
- find out about
- hiring requirements
- interview schedule
- job opening (vacancy)
- job requirements
- MBA (Master of Business Administration)
- request for an appointment
- solicited letter
- salutation
- to be a good person for particular job
- to be aimed at
- to describe merits
- to encourage action
- to highlight one's strengths
- to motivate an employer to meet with you
- to present evidence
- to volunteer information
- Yours sincerely/faithfully/truly

Note! *The Master of Business Administration (MBA or M.B.A.), a master's degree in business administration, attracts people from a wide range of academic disciplines. The core courses in an MBA program introduce the various areas of business such as accounting, finance, marketing, human resources and operations management; many programs include elective courses.*

Reading

The application letter (sometimes called “*a cover letter*” because it is sent with a C.V. in the same envelope) is aimed at getting a job interview.

There are two types of application letters. A solicited application letter is sent to a definite, or announced, job opening. An unsolicited or “prospecting” letter is one sent to a company that has not announced an opening. The objectives of an application letter are:

- to get attention;
- to introduce qualifications;
- to present evidence;
- to encourage action.

Remember! Your application letter will represent you to the employer. If several applicants have the same qualifications, only those writing impressive letters will be interviewed.

Task 1. *Read the passage, summarize the main points, use them as guidelines in your job search*

Advice for Job Seekers

(By Robert M. Hochheiser)

The only reason for sending your application letter is to motivate an employer to meet with you. And it means that you shouldn't say anything in a letter that has even the slightest chance of keeping you off his already overcrowded interview schedule.

In the first paragraph of your letter, identify the job you are writing about. Mention how you found out about the job. Was it through a newspaper ad or did an employee with the business tell you about the job? The next paragraph should talk about your abilities. Tell why you are a good person for that particular job. The final paragraph should contain two items: a request for an appointment at

the employer's convenience and information about when and how you can be reached. If you think the boss wants an MBA and you haven't got it, don't mention your education. Does this mean that you should lie? No, it only means that you shouldn't volunteer information that might be considered in a negative light. Be specific, focus on how good you are and don't say anything that might be viewed as negative. Most important, ask for an interview.

Tailor your application as closely as possible to the known or probable requirements of the job you seek. That may be difficult if you are sending out hundreds of applications. Use a series of well-written letters, each of which highlights your strengths relative to a specific set of hiring requirements, and whenever possible, personally addressed.

Task 2. *Answer the questions*

1. What is the main purpose of an application letter?
2. What is the difference between solicited and unsolicited application letter?
3. What is the content of the three main paragraphs of an application letter?
4. Can you put negative information or lie in your application letter?
5. Explain the phrase: "*Tailor your application to the job requirements*".
6. What are the main characteristics of a good application letter?

Task 3. *Study the model letter, read about its components*

	Address
Addressee's name	Date
Job title	
Company name	

Company address
Salutation

Body of the letter:

1. Introduction
2. Main part
3. Closing

Parting
Signature
Sender's name¹
Enclosure

Components of the Application Letter

Address:

Great Britain:	USA:
10 Spring Gardens	145 Chinaville Rd
London SW1A 2BN	Lake Forest, IL 60045
United Kingdom	USA

The date

The date is written below the sender's address, sometimes separated from it by a space. Traditional **British** variants: 11 Apr. 2002; 11 April, 2002; 11th April, 2002. **American** variants: April 11, 2002; April 11th, 2002.

The addressee's name

If the surname of the person is known, it should be preceded by a courtesy title and either the person's initial(s) or his/her first name, *e.g.*: Mr P.J. Brown or Mr

¹ Sender's name consists of: First name, it means the first among the other names given to a child, *e.g.*: *George* Bernard Shaw; *syn.*: forename. Christian name – a name given when baptized.

Middle name – all the other names besides the first name (usually abridged), *e.g.*: Charles *John Huffam* Dickens (John – father's name, Huffam – Godfather's surname). Family name, *syn.* surname.

Peter Brown. Courtesy titles are: Mr/Mrs/Miss/Ms. Special titles are: Dr. (Doctor), Prof. (Professor).

After the name a position (job title) of the addressee is written, separated by a comma, e.g.: Mr George Wright, Vice-President.

If the name of a person is not known, his/her position is written as follows: The Vice-President.

The salutation

If you know the name of the person you are writing to, the salutation takes the form of “Dear” followed by a courtesy title “Mr/Mrs/Miss/Ms” and the person’s surname. Initials or first name are not generally used in salutation. If you are in doubt whether a woman is married or not, you may use the title “Ms” [miz] instead of “Mrs” or “Miss”.

“Dear Sir/Madam” opens a letter written to a man/woman whose name is not known. “Dear Sirs” is used to address a company. In the USA a letter to a company may open with “Gentlemen”, followed by a colon.

The body of the letter

The body of an application letter usually consists of three parts: introduction, main part and closing.

In **introduction** mention the source of information about the job and position you are applying for.

In **main part (qualifications)** describe your merits and qualities which correspond to the job description¹.

In **closing** request for an interview.

The parting

The parting formula depends on the form of salutation: “Yours sincerely” is used if the letter begins with “Dear Mr/Mrs/M ...”; “Yours faithfully” if the letter begins

¹ It is a summary of responsibilities and duties of an employee.

with “Dear Sir/Madam”; “Yours truly” or “Very truly yours” if the letter begins with “Gentlemen”.

The sender’s name

In the sender’s name the first name and the surname are usually written in full, middle name(s) – in initials.

The enclosure

The enclosure also enclosed or enc., is written if a sender puts his/her resume/C.V. into the same envelope.

(Науменко Л. П. Business English Course: Бизнес-курс английского языка. – К.: А.С.К., 2004. – 448 с. – Англ., рус. р. 87-96; 160–164)

Task 4. Answer the questions

1. What are the main parts of an application letter?
2. What sections does the body of the letter consist of?
3. What information should be included into introduction, qualifications and closing?
4. If in the greeting “Dear Mr Steward” is written what parting formula should be used at the end of the letter?

Task 5. Match the words 1–13 to their synonyms a–m

- | | |
|----------------------------|----------------|
| 1. surname | a) cover |
| 2. greeting | b) courtesy |
| 3. conveniences | c) last name |
| 4. politeness | d) comfort |
| 5. doubt | e) maintain |
| 6. encourage | f) concluding |
| 7. final | g) distrust |
| 8. focus | h) select |
| 9. forename/Christian name | i) concentrate |
| 10. highlight | j) objective |
| 11. target | k) request |
| 12. lid | l) salutation |
| 13. demand | m) first name |

Task 6. Match the words **1–6** with their opposite meaning **a–f**

- | | |
|----------------------|-----------------|
| 1. civility | a) rudeness |
| 2. disbelieve | b) trust |
| 3. closing | c) leave-taking |
| 4. precede | d) follow |
| 5. demand | e) response |
| 6. speech of welcome | f) opening |

Task 7. Look at the four words. How many different words can you form with each one?

1. announce

announcement, announcer, announcing

2. object

3. present

4. impress

5. interview

What part of speech (verb, noun, adjective, adverb, etc.) is each word you have formed? What part of speech is the original word?

Task 8. Complete the application letter with appropriate words. Consult the **Functional Language** section

Dear Sirs,

With _____ to your advertisement in the "Guardian" I _____ to your company for the _____ of the purchasing assistant.

I am currently _____ in the purchasing department of Well & Goode Ltd, where my _____ are to cover purchasing of all stationery¹ for the firm.

If _____ for the interview, I can come on any day at your _____.

C.V. _____

Yours _____,

John P. Star

Task 9. *Rewrite the sentences in a more formal way*

1. I have read your advertisement in the last week's edition of the ...
2. I have learned from business associates ...
3. I wish to apply for the job of ...
4. Please send me further details of ...
5. I send you my C.V. together with the application letter.

Task 10. *Study the application letter. What's wrong with it? What information is missed, what is redundant or irrelevant? Rewrite it in a more professional way*

Dear Ms. Collins:

I saw your advertisement for a news reporter, and I wish to apply for the job. Enclosed is my résumé and some clips for your consideration.

Although I have made my living in marketing, writing and news have always been my first love. I have been writing features for a couple of local newspapers while working at market research. I majored in journalism at State University and did an internship at *Island Hopper News* in my junior years. While I may not have all the hard news experience you are looking for, I certainly know how to write. My best regards, Angela Reed.

¹ Stationery ['steɪʃən(ə)rɪ] – канцелярське приладдя.

A good application letter should:

- be personal (have the name and position to whom it is addressed);
- give the reason of applying for a particular company;
- be persuasive, i.e. written according to the AIDA formula: “Attention – Interest – Desire – Action”;
- use simple and direct language;
- have perfect spelling, punctuation and grammar;
- no typing errors are admitted;
- have ethic attractive layout;
- be printed/written on top quality paper;
- be short (one page long), standard, and business-like;
- be original;
- photocopies are unacceptable.

FUNCTIONAL LANGUAGE **Application Letter Writing** Tips

1.	Referring to the job advertisement in ...	Стосовно оголошення про роботу у ...
2.	I apply for the position of ...	Я хочу отримати посаду ...
3.	I would like to apply for the position of ... advertised in this month's edition of ...	Я хотів би подати заяву на посаду ... рекламовану у виданні за цей місяць ...
4.	I am writing to you concerning your advertisement of a vacancy for a bilingual secretary to work in your export department.	Я пишу вам щодо Вашого оголошення про вакансію для двомовного секретаря, щоб працювати у експортному відділі.
5.	I am answering your advertisement for the post of Bank trainee which is published in ...	Я відповідаю на ваше оголошення про посаду стажера банку, яке опубліковано в ...

6.	I am replying to the advertisement of 18 June for a Sales Manager which you placed in the "Export Journal" ...	Я відповідаю на рекламу від 18 червня для менеджера з продажу, яку ви розмістили в «Експорт джорнал» ...
7.	I am writing to ask if you might have a vacancy in your office for an accounts clerk.	Я пишу, щоб запитати, чи можливо у Вас є вакансія в офісі для бухгалтера (обліковця).
8.	I was recommended by Mr ... who is currently working in your firm to write to you concerning a possible post in your department.	Мені порекомендував містер ..., який нині працює у вашій фірмі, написати Вам щодо можливої посади у вашому відділі.
9.	I am particularly interested in the position you offer, as I know my previous experience and academic background would be valuable in the area of ... (engineering, business, accountancy).	Я особливо зацікавлений в посаді, яку Ви пропонуєте, так як я знаю, що мій попередній досвід і академічна освіта буде корисною в області ... (техніки, бізнесу, бухгалтерського обліку).
10.	I am sure I would be successful in this post as I have now gained the experience and skills that are required.	Я впевнений, що досягну успіху на цій посаді, так як я вже набув досвіду і навиків, які необхідні.
11.	As an ... (job title) I know my background in ... (area of work) would prove valuable to you, especially as I have been dealt with ...	Як ... (назва посади) Я знаю, що мій досвід роботи в ... (область роботи) виявиться цінним для вас, особливо так як я вже займався ...
12.	This position would require someone who has had extensive experience of ... which I	Ця посада вимагає когось, хто має обширний досвід ..., який я здобув як академічно, так і комерційно в ...

	gained both academically and commercially at ...	
13.	At present I am employed at ... as ... where I deal with ...	В даний час я працюю в ... як ..., де я маю справу з ...
14.	During my time at ... I worked on several projects which were very successful.	Під час мого перебування в ... я працював над кількома проектами, які були дуже успішними.
15.	At ... company my duties included ...	В ... компанії у мої обов'язки входило ...
16.	I graduated from ... college in 2001 with a diploma in ...	Я закінчив ... коледж у 2001 році з дипломом в ...
17.	I am a graduate of ... University and possess a Bachelor Degree of Arts.	Я випускник ... університету і маю ступінь бакалавра мистецтв.
18.	Next year I will graduate with a MBA (Master of Business Administration).	Наступного року я одержу ступінь магістра управління бізнесом (звання випускника бізнес-школи)
19.	I have successfully completed a course in PC.	Я успішно закінчив курс з ПК (програмування).
20.	Speaking about my proficiency in foreign languages they are the following: English – excellent, German – fluent, French – good.	Говорячи про мою кваліфікацію з іноземних мов, вона наступна: англійська – відмінно, німецька – вільно, французька – добре.
21.	I would appreciate the opportunity to discuss my qualification with you at your convenience.	Я буду вдячний за можливість обговорити мою кваліфікацію з Вами коли Вам буде зручно.

Task 11. *Using tips, write your own application letter. If you need some inspiration on what to include and what format to use, here are three excellent cover letter examples. Compare them. Which do you like the best? Why?*

1. Standard, conservative style

This is ideal for sectors such as business, law, accountancy and retail. For more creative sectors, a letter like this might be less appealing, and could work against you.

Dear Mr Black,

Please find enclosed my CV in application for the post advertised in the Guardian on 30 November.

The nature of my degree course has prepared me for this position. It involved a great deal of independent research, requiring initiative, self-motivation and a wide range of skills. For one course, [insert course], an understanding of the [insert sector] industry was essential. I found this subject very stimulating.

I am a fast and accurate writer, with a keen eye for detail and I should be very grateful for the opportunity to progress to market reporting. I am able to take on the responsibility of this position immediately, and have the enthusiasm and determination to ensure that I make a success of it.

Thank you for taking the time to consider this application and I look forward to hearing from you in the near future.

Yours sincerely

2. Standard speculative letter

This may vary according to the nature of the organization and the industry you're applying to.

Dear Mr Brown,

I am writing to enquire if you have any vacancies in your company. I enclose my CV for your information.

As you can see, I have had extensive vacation work experience in office environments, the retail sector and service industries, giving me varied skills and the ability to work with many different types of people. I believe I could fit easily into your team.

I am a conscientious person who works hard and pays attention to detail. I'm flexible, quick to pick up new skills and eager to learn from others. I also have lots of ideas and enthusiasm. I'm keen to work for a company with a great reputation and high profile like [insert company name].

I have excellent references and would be delighted to discuss any possible vacancy with you at your convenience. In case you do not have any suitable openings at the moment, I would be grateful if you would keep my CV on file for any future possibilities.

Yours sincerely

3. Letter for creative jobs

We've used the example of a copywriter but you can adapt it for your profession. The aim of a creative letter is to be original and show you have imagination, but understand what the job entails. Balance is essential: don't be too wacky, or it will turn off the reader.

Dear Ms Green,

Confused by commas?

Puzzled by parenthesis?

Stumped by spelling?

Perturbed by punctuation?

Annoyed at the apostrophe? (And alliteration?)

Well, you're not alone. It seems that fewer and fewer people can write. Unfortunately, there are still a lot of people who can read. So they'll spot a gaffe from a mile off. And that means it's a false economy, unless you're 100% sure of yourself, to write your own materials. (Or to let clients do it for themselves.)

To have materials properly copywritten is, when one considers the whole process of publishing materials and the impact that the client wishes to make, a minor expense. Sloppiness loses clients, loses customers.

There is an answer. Me. Firm quotes are free. You can see some of what I do on my multilingual website at [insert web address]. If you'd like, I can get some samples out to you within 24 hours. And, if you use me, you'll have some sort of guarantee that you can sleep soundly as those tens of thousands of copies are rolling off the presses.

Luck shouldn't come into it!

With kindest regards

Lesson #4

Filling in Forms

“Practice makes perfect”
(*American proverb*)

Starting up

1. What documents do you need to fill in when you apply for a job?
2. Have you ever had to fill in a form? Did you find it difficult?

Read the words and word-combinations.

Pay attention to the pronunciation

access [ˈæksɪs]; accident [ˈæksɪd(ə)nt]; affidavit [ˌæfɪˈdeɪvɪt]; ailment [ˈeɪlmənt]; cheque [tʃɛk]; circle [ˈsə:k(ə)l]; database [ˈdeɪtəbeɪs]; factual [ˈfæktʃʊəl]; financial [faɪˈnænsj(ə)l]; forename [ˈfɔːneɪm]; initial [ɪˈnɪʃ(ə)l]; injury [ˈɪndʒ(ə)rɪ]; insurance [ɪnˈʃʊərəns]; license [ˈlaɪs(ə)ns]; marital [ˈmæɪrɪt(ə)l]; preclude [prɪˈkluːd]; purchase [ˈpɜːtʃɪs]; require [rɪˈkwaɪə]; resignation [ˌrɛzɪgˈneɪʃ(ə)n]; sign [saɪn]

Differentiate

cheque [tʃɛk] – чек; одержати (*прошл*) за чеком

check [tʃɛk] – чек; контроль, перевірка, ревізія; контролювати, перевіряти

Czech [tʃɛk] – чех; чеська мова; чеський

Useful phrases

- academic
- access to information
- block capitals
- branch of service
- Check one
- Continued on attached sheet/on a separate sheet
- creed
- date of birth
- decorations
- draft status
- ethnic group
- extra-curricular
- fair employment practice law
- False statements on this application shall be considered sufficient cause for dismissal
- Have you been convicted of a crime in the past
- ten years?
- Have you ever been bonded?
- Have you taken any training under the G.I. Bill of Rights?
- Hereby I promise ...
- illness
- immediate supervisor
- Left to pursue other opportunities
- marital status
- Mr
- Mrs
- Miss
- N.A. (not available)
- N/A, n/a (not applicable)
- Person to notify in case of emergency
- personal reasons
- personal references
- physical disability, handicaps
- rank
- reason for leaving
- scholastic average
- social security number (SS#)
- The facts set forth above in my application for employment are true and - complete
- vocational
- When/Date available
- You are hereby authorized to make any investigation of my personal history and credit and record through any investigative or credit agencies or bureaus of your choice

Reading

There are many cases when you are asked to fill in a form:

- applying for a passport;
- applying for a driving license;

- applying to join a library or club;
- applying for a job;
- giving information like in the Census form;
- recording a complaint;
- filling in a course.

You might also complete a form online to find out about jobs in your area or to book a ticket for a journey or a show.

Some forms, such as accident-report forms, require you to organize and report on factual information. Others, such as job-application forms, require you to market or 'sell yourself' in addition to giving factual information about your experience and skills.

Forms can be filled in different ways, including:

- by hand;
- by word processor and signed by hand;
- online (and sent online).

Online forms

Some online forms can give you **access to information** on a database. This can save you time when you're making travel plans, or when searching for job vacancies. You can also **use online forms to make a purchase**, such as booking a flight. Many companies or organizations will want you to register with their website and they'll ask you to complete a registration form. In this case you will need to fill in your e-mail address, as well as a user name and password in order to protect your personal details.

If you're **sending payment with a form**, you have to **be especially careful** filling in the form, ensuring that all the details are correct. You may decide to send a cheque, credit card details, or complete a direct debit form or bank transfer. If you're filling in your financial details online, you need to be sure that you are using a secure site. A secure site will have **https** in the address bar and there will usually be a padlock symbol on the screen. Many forms include

a question asking you if you want to be sent further information or if you'd like to be informed of other similar products or services. If you don't want your personal details to be passed on to other companies, check this section of the form carefully. If you're completing a form online, you may have to 'untick' a box. **Companies have a duty to protect your personal details under the Data.**

***Note!** Before signing a form, make sure you understand what you're committing yourself to.*

If you complete a form online, you can fill in the form and send it immediately. You won't need to sign an online form, but it's important to **check the form very carefully before pressing the 'send' button** to make sure that all the information is correct. It's also a very good idea to **print and save a copy of the form** so you have a record of what you've completed and sent. This may also be helpful for the next time you need to complete a similar form.

***Note!** Before filling in any form it's important to be sure of the purpose of the form and to think about who might read it.*

Sometimes there are different types of questions in different sections of a form. There may be *questions with a list of possible answers* and you have to choose the answer that applies to you.

You may have to *circle* or *tick* the right answer to a question, or *cross out* the wrong answers.

If you're completing a form *on a computer*, you may have to use the mouse to click on a drop-down menu and you then click on the answer that's right for you.

TIPS for Filling in Forms

- It is good to keep all the information you might need together so you can find your personal details quickly and easily.

- Make a copy of the form so that if you make a mistake you can start again. You can always ask for an extra form to practice on.

- Read the form carefully before you write anything.

- Check that you understand all the language used.

- Make sure you understand the instructions on the form.

- If there is something on the form you do not understand, ask for help.

- You may not need to fill in everything.

- If it does not apply to you leave it blank.

- Often the information you need to give on forms is the same.

Once you get used to filling in forms they will all become easier!

**Read the instructions (left)
and explanations (right) below**

- Write in BLOCK
CAPITALS

- *Write the whole word in capital
letters*

- Please tick appropriate
box

- *Put a tick ✓ in the box that's
right for you*

- Delete where
applicable

- *Cross out the answers that
don't apply to you*

- Please print

- *Write without joining up the letters*

- Please specify

- *Please give details*

BLOCK LETTERS

Sometimes you are asked to fill a form in **Block Letters** or **Block Capitals**. This means writing EVERYTHING IN CAPITAL LETTERS.

This is to make the information very clear and easy to read or easy to scan by a computer.

BUT! When you are asked to write in Block letters this does not mean your signature. You sign your name in the usual way.

Forms with Boxes

When you have a form with boxes to fill in make sure to write one letter in each box. Leave one box space between each word.

Write one number in each box. Usually there are two boxes for the numbers. If it is a single number like 3 and 9 you have to put a 0 first to fill all the boxes.

Surname

B	Y	R	N	E										
---	---	---	---	---	--	--	--	--	--	--	--	--	--	--

First name

M	A	R	Y											
---	---	---	---	--	--	--	--	--	--	--	--	--	--	--

Address

1	2		H	I	L	L		D	R	I	V	E		
---	---	--	---	---	---	---	--	---	---	---	---	---	--	--

Date of birth

12		1	0		1	9	8	1						
----	--	---	---	--	---	---	---	---	--	--	--	--	--	--

Task 1. *Fill in this form with your own information. Use BLOCK CAPITALS.*

Surname

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

First name

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Address

Date of birth

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Task 2. *Choose the right answer*

1. A form can be described as:
 - a) a pre-set format;
 - b) a quiz;
 - c) a list.

2. To delete means to:
 - a) skip that question;
 - b) cross out;
 - c) circle the right answer.
3. A census form collects information on:
 - a) the number of children in a school;
 - b) what films you think should be censored;
 - c) the population.
4. The Data Protection Act allows you to:
 - a) refuse to answer any questions you don't like;
 - b) find out about information organisations hold about you;
 - c) collect information about individuals for up to 5 years.
5. An open question is where you have to give:
 - a) a 'yes' or 'no' answer;
 - b) an honest answer;
 - c) the answer to a question in your own words.
6. A woman's maiden name is the same as:
 - a) her married name;
 - b) her surname before she was married;
 - c) her forename.
7. Your forename is another name for:
 - a) your personal name;
 - b) your surname;
 - c) your title.
8. A woman can use the title 'Ms':
 - a) only if she is married;
 - b) only if she is not married;
 - c) regardless of whether she is married or not.
9. Forms always need to be signed and dated. True or false?
 - a) True;
 - b) False.
10. The letters D.O.B. on a form means:
 - a) when you were married;
 - b) when you were born;
 - c) when you left school.

Task 3. Follow the instructions and complete each section of the form for Maria

Maria Webster is 34 years old and single. She lives at 47 Harwood Court, Dunstan Road, Bingley, YA2 3EW. She does not have a driving license. She has a visual disability and is registered disabled.

Then use another copy of the form to fill in your own details.

Please complete in black ink and write in block capitals							
Full name: _____							
Title (please circle as appropriate): Mr/Mrs/Ms/Miss/Other _____							
Address (including postcode): _____ _____ _____							
What is your age group? Please tick as appropriate:							
Under 18 years <input type="checkbox"/> 18-25 years <input type="checkbox"/> 26-40 years <input type="checkbox"/> 41-60 years <input type="checkbox"/> Over 60 years							
What is your marital status (please tick as appropriate):							
Single <input type="checkbox"/> Married <input type="checkbox"/> Civil Partnership <input type="checkbox"/> Divorced <input type="checkbox"/> Separated <input type="checkbox"/> Widowed <input type="checkbox"/>							
Please answer Yes or No:							
Do you have a full driving license? _____							
Are you registered disabled? _____							
Your signature: _____							
Today's Date							
D	D	M	M	Y	Y	Y	Y

Task 4. Match the word or abbreviation (short form of a word) on the left to its meaning


- | | |
|---|--|
| 1. For office use/
official use only | a) How you sign your name |
| 2. N/A | b) The first letter of your forenames
and surname |
| 3. Forenames | c) Your nearest or closest relative |
| 4. Signature | d) Not applicable |
| 5. Next of kin | e) Any family members who rely on
you for financial support |
| 6. Title | f) Your National Insurance Number |
| 7. Dependants | g) Are you employed, unemployed,
self-employed, a career, etc. |
| 8. Marital status | h) Your first names (not your
surname or family name) |
| 9. Initials | i) Say if you are single, married, in a
civil partnership, divorced or
separated |
| 10. N.I. No. | j) Not to be filled in. This section is
completed by the organisation. |
| 11. Employment
status | k) Mr/Mrs/Ms/Miss, etc |

Task 5. Here are details for people who wish to join a library. Fill in their library cards


- A. Paula Marshall lives at 21 Darrow Close, London SW24 5CJ. Her e-mail address is pmarshall34@gigglemail.com. Her mobile number is 07877 200 3000. She was born on 21 November 1966.
- B. Gill Hutchinson lives at 17 Watts Road, London SW28 3MH. She was born on 19 August 1948. She does not have an e-mail address or a mobile phone. Her home phone number is 05563 300 4348.
- C. Safraz Mahmood lives at 9 Evershot Court, London SW24 8DS. His e-mail address is SafM@gigglemail.com.

His mobile phone number is 07997 837 8304. He was born on 12 April 1991.



Name:		Watts Road Library	
	Address:	<input type="text"/>	
	City:	<input type="text"/>	Postcode:
Date of birth:	Phone:	<input type="text"/>	
<input type="text"/> / <input type="text"/> / <input type="text"/>	Mobile:	<input type="text"/>	
	Email:	<input type="text"/>	

Name:		Watts Road Library	
	Address:	<input type="text"/>	
	City:	<input type="text"/>	Postcode:
Date of birth:	Phone:	<input type="text"/>	
<input type="text"/> / <input type="text"/> / <input type="text"/>	Mobile:	<input type="text"/>	
	Email:	<input type="text"/>	

Name:		Watts Road Library	
	Address:	<input type="text"/>	
	City:	<input type="text"/>	Postcode:
Date of birth:	Phone:	<input type="text"/>	
<input type="text"/> / <input type="text"/> / <input type="text"/>	Mobile:	<input type="text"/>	
	Email:	<input type="text"/>	

Task 6. Completing an accident report form

A short account of an accident that took place in the Wordywise store is given below. Read the account and then extract the necessary information to complete the accident report form. Complete the form as though you were the sales assistant who witnessed the accident.

Accident report

It was Monday 1 June, the first day of the Wordywise summer sale. The store had opened at 8.30 a.m. It was going to be a busy trading day! Half an hour after opening time, Joanna Davies arrived at the store to buy clothes for her summer holidays. She headed straight for the fashion department on the ground floor. She was so intent on searching for bargains that she failed to see the rail of clothes that had been left in the aisle. Joanna tripped and fell to the floor, cutting her left knee. A sales assistant working nearby saw what happened and rushed to her aid. First of all she found a chair for Joanna to sit on, and then called for a first-aider. The first-aider cleaned the wound and applied a dressing. Fortunately the cut was not too deep and Joanna soon got over the shock. After giving the sales assistant details for the accident report form, she carried on with her bargain hunting.

Completing an accident report form

Details of the accident	
Date of accident _____	Time of accident _____
Where the accident occurred _____ _____	
Briefly described what happened _____ _____	
Details of the injured person	
Name _____	

Male/Female _____
Nature of injury _____
Was first aid given? YES/NO. If YES give brief details

Name of the person, completing this report _____
Signature _____

Task 7. Making a form

You are organizing a raffle to raise funds for a charity. You need to design a form for the back of the tickets. Think about:

- what information you need to know;
- the order of the information;
- which information belongs together;
- how much space is needed.

Here are some things you might be asked to fill in on a form. Will you need all of them? Which ones do you think your form should have?

- today's date
- family name
- postcode
- mobile number
- signature
- date of birth
- home address
- first name
- home number
- e-mail address
- age
- city

Task 8. Fill in a sample of application form below

Application for Employment

(Please print plainly)

PERSONAL				
Name	Last	First	Middle	Social Security No:

Present address	No.	Street	City	State	Zip Code
Phone No. (h/o):					
Sex:	Male	Female	Height:	Weight:	
Marital status	Single	Married	Divorced	Widowed	
Date of Birth:	Nationality:		No. of Children:		
Present Position:			Driver's license:		
Person to notify in case of emergency:					
EMPLOYMENT DESIRED					
Position applying for	When available		Salary expected		
Have you ever applied for this company before?			Where	When	
RECORD OF EDUCATION					
School attended	Name and address	Level completed	Degree or grade	Area of speciality	
Elementary					
High school					
College					
University					
Other					
Special skills (list) _____					
Typing speed WPM _____ Shorthand speed WPM _____					
MILITARY SERVICE RECORD					
Dates of duty: from _____ to _____					
Branch of Armed Forces _____					
Rank at discharge _____					
Decorations received _____					
RECORD OF PREVIOUS EMPLOYMENT					
Past Employers:					
Name and address of company	Dates from/to	Position	Weekly salary	Reason for leaving	Name of supervisor
ADDITIONAL INFORMATION					
Please use this space for further details of knowledge and experience that you consider are relevant. _____					

PERSONAL REFERENCES

Please give the names of three persons who can be consulted regarding your suitability for this post:

Name and occupation _____ Address _____ Phone No. _____

PHYSICAL RECORD

List any physical defects which preclude you from performing certain kinds of work. _____

Have you had a major illness in the past 5 years? _____

Were you ever injured? _____ Give details _____

Have any defects: in hearing? _____ in vision? _____
in speech? _____ other _____

Date _____ Signature _____

DO NOT WRITE BELOW THIS LINE

Interviewer	Date	Comments
-------------	------	----------

REMARKS:

The Civil Rights Act of 1964 prohibits discrimination in employment practice because of race, colour, religion, sex or national origin. New York City law prohibits discrimination based on physical handicaps.

Lesson #5

The Curriculum Vitae (CV)/Résumé

“You are not your résumé,
you’re your work”
(Seth Godin)

Starting up

1. In your opinion what makes one CV good and another less so?
2. Is a good CV important for getting an interview when applying for a job? Why?
3. Have you ever had to write a CV?
4. Think about the language you need to write a good CV.

Read the words and word-combinations.

Pay attention to the pronunciation

aeronautics [ˌɛərəˈnɔːtɪks]; affiliation [əˌfɪlɪˈeɪʃ(ə)n]; bachelor ['bætʃ(ə)lə]; capitalize ['kæpɪt(ə)laɪz]; crucial ['kruːʃ(ə)l]; Curriculum Vitae [kəˌrɪkjələmˈviːtəɪ]; exaggerate [ɪɡˈzædʒəreɪt]; impression [ɪmˈpreʃ(ə)n]; include [ɪnˈkluːd]; liaison [liˈeɪz]; margin ['mɑːdʒɪn]; minimize ['mɪnɪmaɪz]; neatly ['niːtli]; pique [piːk]; proofread ['pruːfriːd]; prospective [prəˈspektɪv]; result-oriented [rɪˈzʌlt ˈɔːrɪəntəd]; résumé (BrE) ['rezjuːmeɪ], (AmE) [rezuːmeɪ]; schedule (BrE) ['ʃedjuːl]; (AmE) ['skedʒʊl]; target ['tɑːɡɪt]; truthful ['truːθf(ə)l]

Useful phrases

- 5 years legal experience in real estate sales
- accomplishment
- awards
- circular status
- completed business courses in
- crucial
- currently enrolled in ... programme
- developed *and* implemented new programmes
- did light typing, filing, and mailing
- directly responsible for supervising two clerical workers
- duties included ordering supplies, maintaining records, transcribing orders, greeting and assisting visitors
- earned high average grade
- fellowships
- finished secondary school with honours
- grade point average (GPA)
- honourably discharged with rank of ...
- honours
- internship
- job objective
- job-by-job
- litigation
- looking for a responsible and challenging management/sales position
- major
- performed general banking procedures
- possessing strong computer skills, including detailed knowledge of Word 7.0.
- redundant
- reference, testimonial (*AmE*)
- responsibilities include programming, checking system malfunctions, keeping time-sharing records on visitors
- responsibilities included assisting customers, stocking merchandise, taking inventory
- résumé
- reverse
- self-assessment
- self-inventory
- to pique
- to seek entry-level/full-time/part-time position
- to take part in student contest in economics
- trained and experienced in photography, investigation, and interviewing techniques
- worked with local firm for 4 years

Reading

The *Curriculum Vitae* (CV) or *Résumé* is a document which you give to an employer when you apply for a job. It is a summary of your education, skills and work that you have done. There are two terms which exist in parallel: **CV** (BrE), or **a curriculum vita, which comes** from Latin and means autobiography, and **résumé** (AmE) which is borrowed from French and means a summary.

The résumé is very important in job searching. It is a calling card which is purposed to attract the interest of the prospective employer.

An effective CV/résumé should:

- describe an applicant's personality and demonstrate his energy, ambition, and ability to work in teams;
- give the employer a sense that this candidate would be a good investment for the company;
- address the employer's needs. Its aim is to show the prospective employers how an applicant's skills, accomplishments and abilities match their needs and organization goals. The best way to achieve this is to include only the work experience that is relevant to the job you are applying for.

An effective résumé must make *a good first impression*. Of course, appearance is important but content is even more crucial. The information in a résumé needs to be well-organized, easy to read, and result-oriented. It usually includes *personal information, professional and volunteer experience, special skills, education, accomplishments, and references*.

Every day employers sort through piles of résumés and typically devote 30 seconds or less to each one. Employers won't read any more than two pages, anyway. If you can fit your résumé onto one page, that's fine! Employers are looking for, among other qualities, strong organizational and communication skills.

There are two main formats of a *résumé*: *chronological* and *functional*. The most popular among the beginners is a chronological *résumé*.

In the ***chronological résumé*** a list of education and work experience is presented in a reverse chronological order. This is followed by a statement explaining job responsibilities.

In the ***functional résumé*** experience and skills are given under the job title, without dates or places of an employment. In the functional *résumé*, emphasis is placed on what you've achieved and not where and when you achieved it. It is particularly useful if you have made many changes from one field to another or previous jobs are unrelated to the current position.

Your *résumé* also serves as a self-assessment tool, an opportunity to complete a self-inventory and see where you've been and where you'd like to go. The matter of fact is that even an excellent *résumé* will not get you a job all on its own. But it does show that you take your career seriously and help you to market your skills and experience. A good *résumé* helps you to pique a prospective employer's interest and prevents you from achieving circular status.

Task 1. *Are these sentences true (T) or false (F)?*

1. A CV is a document with information about you.
2. You use a CV to get a job.
3. You should put your photo on your CV.
4. Your CV should be 3 or 4 pages long.
5. It's OK to have a few mistakes (spelling, grammar ...) on your CV.
6. All information on your CV must be in full sentences.
7. Employers usually look at a CV for about 2 minutes.

Task 2. *What parts does a CV have?*

a) *Write the missing letters;*

b) *Match the parts 1–6 with their meanings a–f.*

- | | | |
|---------------|------------|--|
| 1. P_rs_n_l | det_ils | a) jobs you did before |
| 2. Ed_c_t__n | and | b) things you enjoy (e.g. playing a sport) |
| q_lific_t_ns | | |
| 3. W_rk | exp_r__nce | c) your name, address, date of birth, email, phone number |
| 4. Sk_lls | | d) the name of your school/college; exams you passed |
| 5. Int_r_sts | | e) things you can do (e.g. speak a language; drive a car; use a computer) |
| 6. R_f_r_nc_s | | f) names of people who know you (e.g. your teacher or your boss), and who can say that you're good for a job |

Task 3. *Answer the following questions*

1. What kind of paper is a résumé/C.V.?
2. Is any difference between a résumé and a CV?
3. What is the origin of the two words?
4. What is their Ukrainian analogue?
5. What is the main purpose of a résumé?
6. What are the three main features of an effective résumé?
7. Why should an effective résumé be short?
8. What are the characteristics of a chronological format?
9. What are the characteristics of a functional format?

Note! *In today's job market, networking is essential. It means using people you know to learn about opportunities. Networking is especially helpful when you are looking for a different job. The more contacts you have in different companies, the more doors*

can be opened to you. You can find out about job openings before they are advertised. You can get the names of the right people to call. Circulating your résumé among your network increases your chances to gain employment.

Model: **Chronological Résumé**

Name:	
Address:	
Tel./fax/e-mail:	
Date of birth: ¹	
Nationality:	
Marital status: (<i>single, married</i>)	
Job objective: (<i>optional</i>)	
Summary of qualifications/skills: (<i>optional</i>)	
Work experience:	(job-by-job history in a reverse chronological order, starting with the most recent position, including dates, companies, their location, positions, responsibilities and duties, accomplishments and promotions, military service and volunteer work)
Education:	(degrees, diplomas, and certificates listed in reversed chronological order, names and location of schools/institutes/universities attended, graduation dates, major, GPA, if it is high, internship)
Honours, awards, fellowships:	(years and names of prizes or awards)
Special skills:	(computer literacy, names of software programs, hardware or other equipment; driving license)
Languages:	(levels of proficiency: proficient, excellent, fluent, good ²)

¹ Date of birth, nationality, marital status and religion are considered today as personal information and can be excluded from the résumé.

² If you are applying for a foreign company or joint venture the lowest level of foreign language knowledge is “good”.

Activities and interests:	(names of organizations, societies, kinds of sport, other specific activities)
References (testimonials <i>Am.</i>)	(names, job titles, addresses, phone/fax/e-mail of 2–3 people who know your work well)

Components of a Chronological Résumé

Name header includes your full name (first and last names and middle initials), your post/e-mail address and fax/phone number. If you decide to use an answering machine, record a professional outgoing message and state your full name or phone number, so employers know they’ve reached the right number.

Job objective. If you decide to use an objective, put it right under the name header and use a heading, such as “*Objective*”, “*Job Objective*” or “*Career Objective*”. State exactly the type of position you want in 12 words or less.

For example:

“A computer programmer for an aeronautics firm.”

Summary of qualifications/skills. The skills summary, although optional, provides an excellent opportunity to summarize your qualifications and convince the employer to read the rest of your résumé. The summary should be targeted to your job goal and highlight specific experience, skills and training related to the position you are seeking. You may also call it “*Skills Summary*”, “*Summary of Qualifications*” or “*Experience Summary*”. It can be in a paragraph or “bullet” form.

If you decide to use a paragraph, keep it two or three short sentences.

For example:

Award-winning graphic artist with five years’ experience with state-of-the-art technologies on Microsoft and Macintosh systems. Also skilled in video production and computer-generated images. Software knowledge includes

Adobe Photoshop, Aldus Freehand, Adobe Premier, and Aldus Page Maker.

If you decide on a “bullet” format, list four or five points. Remember to put your most important and most relevant qualifications first.

For example:

– *10 years legal experience in products liability, medical malpractice, contracts, real estate and personal injury litigation.*

– *Trained and experienced in photography, investigation and interviewing techniques.*

– *Strong computer skills, including detailed knowledge of Word 2007.*

Professional experience section can be headed as “*Work Experience*” or “*Employment History*” and is likely to take the biggest part of your résumé.

It is the section most employers are interested in. Starting with your present or most recent job, list the jobs you have held. Give the description of your duties, accomplishments, a sample of something significant that you did. Use phrases instead of complete sentences (for current job responsibilities in the present tense, for past job responsibilities in the past tense), spell out acronyms and abbreviations, and write different action verbs (*see the list of action verbs below*) so none appears more than twice. Avoid phrases “responsible for”, “duties included”, headings “position”, “job title” which are obvious and redundant.

Education generally follows the experience section. However, your educational background can come before your experience if:

– you’re a recent college/university graduate with little job experience;

– you are changing your career and your education is more relevant and impressive than your work experience. Start with the most recent degrees.

For example:

1999 – present *Master Degree in International Management*
1997–1999 *Bachelor Degree in Business Administration,
majoring in finance/marketing*

You may also use abbreviations B.S., B.A., M.B.A. (See glossary). **Note** that because the city's name is in the university's name there's no need to repeat it.

If you didn't graduate mention the years you attended the college or school and the courses you completed. If you graduated with honours mention it in your degree listing.

For example:

– *Bachelor of Arts in Mass Communication, with honours, 1999, Boston University*

Experience as a foreign exchange student is also worth noting. Although it may not be related to your career goal, the fact that you studied abroad shows you enjoy a challenge and are willing to try new experience.

For example:

– *One year foreign study at Athens University, 2001, Greece*

In **Special skills** section include the name of the course and the date you completed the training.

For example:

– *CAD software: 2-month training programme, NASA Computer Training Center, Hampton, Va., September 1995*

If you possess any other special skill such as knowing a sign language, you may also mention it here. But it would be better if it is related to your prospected job.

Membership and activities: your activities do not necessarily have to be career-related, but if most of them are, you may use the heading "*Professional Affiliations*". If you have several professional or social memberships, do

not try to include all of them. Just focus on the ones that are related to your career. Otherwise, list any community or civic activities you think to be important. Employers are looking for “doers” – productive people. Your activities will show that you are a well-rounded person with interests outside of work. In addition, a list of your activities reflects your ability to manage a busy schedule. One final note: your listing in this section should be current and brief.

References can be supplied by a candidate’s former employer, supervisor, teacher, university professor or colleagues.

Task 4. *State what is wrong with the following job objectives, rewrite them in a more professional way*

1. Position with professional growth.
2. Well-paid job in a foreign firm.
3. Job as office manager/PA/secretary.
4. Serious full-time, part-time job.
5. Position with western organization.
6. Serious job, preferably in a western company.
7. A job in international marketing.

Task 5. *Study the list of action verbs; use them in your CV*

Action Verbs

<i>accomplished</i>	виконував
<i>administered</i>	керував
<i>applied</i>	застосовував
<i>arranged</i>	організовував
<i>audited</i>	перевіряв звітність
<i>charted</i>	замовляв
<i>compiled</i>	складав
<i>contracted</i>	укладав (договір)
<i>controlled</i>	керував

<i>counselled</i>	консультував
<i>delivered</i>	доставляв; читав (<i>лекції</i>)
<i>distributed</i>	поширював
<i>elaborated</i>	детально розробляв
<i>estimated</i>	попередньо оцінював
<i>evaluated</i>	давав оцінку якості
<i>examined</i>	перевіряв
<i>expanded</i>	розвивав (<i>торгівлю</i>)
<i>filed</i>	вів картотеку
<i>handled</i>	керував; обробляв (<i>вантажі, документи</i>); продавав
<i>implemented</i>	впроваджував
<i>instituted</i>	застосовував
<i>instructed</i>	навчав
<i>liaised</i> [lɪ'eɪzd]	підтримував зв'язок
<i>maintained</i>	обслуговував (<i>обладнання</i>)
<i>managed</i>	керував
<i>monitored</i>	контролював, відстежував
<i>motivated</i>	стимулював
<i>negotiated</i>	вів переговори
<i>operated</i>	працював (<i>на машині</i>)
<i>ordered</i>	замовляв
<i>outlined</i>	описував у загальних рисах
<i>performed</i>	виконував
<i>processed</i>	обробляв
<i>provided</i>	забезпечував
<i>purchased</i>	купував
<i>recorded</i>	реєстрував
<i>recruited</i>	брав на роботу
<i>repaired</i>	ремонтував
<i>reviewed</i>	перевіряв
<i>scheduled</i>	складав розклад
<i>searched</i>	досліджував
<i>supervised</i>	керував

<i>supported</i>	забезпечував
<i>traced</i>	відстежував
<i>trained</i>	навчав
<i>verified</i>	перевіряв, контролював

CVs often use reduced phrases (*instead of full sentences*) with omitted *first person pronouns, auxiliary verbs, and certain prepositional phrases*.

For example:

I am fluent in German. → Fluent in German.

Or:

I conducted laboratory experiments. → Conducted laboratory experiments.

Examples:

- Supervised five subordinates.
- Arranged summer schools for teachers.
- Managed performance of three projects.

Tips

- Adopt your CV to the position you apply for.
- Make it short – one or two pages.
- Emphasize your accomplishments and achievements.
- Be truthful. Do not exaggerate or minimize yourself.
- Use phrases instead of complete sentences, strong active verbs.
- Avoid abbreviations and personal pronoun “I”.
- Make clear headings, capitalize or underline them.
- Leave spaces and wide margins to create a clean, professional impression.
- Proofread to avoid mistakes in spelling, grammar, and punctuation.
- Print neatly on high quality paper.

- Don't sign or date your résumé.
- Keep copies of your résumés on file for future references. Update them regularly.

Task 6. *Below is a sample CV of a graduate student (Ukr. аспірант). Study it carefully*

CURRICULUM VITAE

IVAN MARKIV

<p>Department of Applied Mathematics and Computer Science Ivan Franko National University of L'viv 1 Universitets'ka L'viv, 79000 Ukraine (+380-322) 96-4X-XX E-mail: ivan_markiv@franko.lviv.ua</p>	<p>5 Matematychna, apt. 6 L'viv, 790XX Ukraine (+380-322) 64-XX-XX E-mail: ivanmarkiv@yahoo.com</p>
<p>Education November 2001 – present</p>	<p>Graduate student (doctoral program in Applied Mathematics), Ivan Franko National University of L'viv. Diploma of Specialist with Highest Honour in Applied Mathematics and Computer Science, Ivan Franko National University of L'viv.</p>
<p>1996–2001</p>	<p>Diploma of Specialist with Highest Honour in Applied Mathematics and Computer Science, Ivan Franko National University of L'viv.</p>
<p>Work Experience 2000 – present</p>	<p>Engineer, “UNT Co., Ltd”, L'viv. Responsible for creating a local business information network.</p>

<p>Research Interests</p> <p>Awards/Scholarships 2001</p> <p>1998</p> <p>Publications</p> <p>Conference Presentations</p> <p>Professional Skills</p> <p>Languages</p>	<p>Translate and interpret from English into Ukrainian.</p> <p>Numerical methods.</p> <p>Grant from the Central European University for participation in the Budapest Summer School of Econometrics.</p> <p>First award in the Annual Student Contest for the Best Knowledge of English, Ivan Franko National University of L'viv.</p> <p>“Numerical investigation of some contact problems for elastic-viscoelastic materials” <i>Prykladna Mekhanika</i> (accepted for publication).</p> <p>“Variation analysis of some quasistatic problems for elastic-visco-plastic materials”. Annual Scientific Conference of the Ivan Franko National University of L'viv, February 2002.</p> <p>Familiar with computer applications C++, Visual Basic, Delphi, FoxPro.</p> <p>Ukrainian (native speaker), Russian (fluent), English (good), German (fair).</p>
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Task 7. *Here is the English version of a sample autobiography of a Ukrainian scholar (the names of Ukrainian places and universities are invented in this text). Rewrite the autobiography in the form of a CV adding necessary details*

I, Kovalenko, Olena Petrivna, was born on May 16, 1969 in the village of Danyliv, Zakhidne region. My father, Klymyuk, Petro Ivanovych, and mother, Klymyuk, Mariya Mykhailivna, are school teachers.

In 1976 I entered secondary school № 1 in Danyliv. I graduated from the school with the Gold Medal in 1986 and entered the Department of History of the Ukrainian Humanitarian University in the city of Zakhidne. In 1991 I graduated from the University with the Diploma of Higher Education with Highest Honors. My diploma paper, “History of Ukrainian-Polish relations”, received the award of the Ministry of Education of Ukraine.

From September 1991 until June 2001 I worked as a junior researcher at the Ukrainian Institute of Historical Research in Zakhidne. I also worked part-time as a teacher of history at Zakhidne secondary school № 15 from September 1991 until June 1994. In 1997 I participated in the U.S.-Ukrainian academic exchange program and spent three months at the University of North Carolina at Chapel Hill. In September 2000 I defended the dissertation entitled “Current ethnopolitical situation in Ukraine” and received a *Kandydat Nauk* degree.

Since September 2001 I have been working as a lecturer of the Department of History, Ukrainian Humanitarian University (Zakhidne). I am currently teaching such courses as “Medieval history”, “Ethnographic methods in historical research”, and “Methodology of teaching history”. My current research interests focus on ethnic conflicts and oral history. I am the author of six papers published in leading Ukrainian journals, and I participated in three national and two international conferences

(see the enclosed list of publications). I am a member of the Society of Ukrainian historians.

In 1994 I got married. My husband, Kovalenko, Pavlo Ivanovych, works at the Zakhidne State Archive. My son, Kovalenko, Nazar, was born in 1995.

Task 8. *Write your own CV and discuss it with your classroom partner.*

Lesson #6

Job Interview. How to Succeed at an Interview

“5 minutes early is on time. On time is late. Late is unacceptable.”
(*Micah Solomon, contributor*)

Starting up

1. What do employers look for in a job candidate?
2. Have you ever been interviewed? What advice would you give to someone preparing for an interview?
3. “Why should I hire you?” Think of your arguments.

Read the words and word-combinations.

Pay attention to the pronunciation

ability [ə'bi:lɪti]; advertisement [əd'vɜ:tɪsmənt]; agency ['eɪdʒənsi]; ambitious [æm'bɪʃəs]; apply [ə'plai]; bound [baʊnd]; certain ['sɜ:tən]; coincidental [kəʊ,ɪn(t)sɪ'dent(ə)l]; competitive [kəm'petɪtɪv]; course [kɔ:s]; credentials [krɪ'denʃlɪz]; decrease [dɪ'kri:s]; envisage [ɪn'vɪzɪdʒ]; expand [ɪk'spænd]; experience [ɪk'spɪərɪən(t)s]; genuine ['dʒenjʊɪn]; guarantee [ˌgærən'ti:]; headhunting ['hedhʌntɪŋ]; honest ['ɒnɪst]; improving [ɪm'pru:vɪŋ]; increase [ɪn'kri:s]; intelligent [ɪn'telɪdʒ(ə)nt]; issue [ɪʃu:]; judgment [dʒʌdʒmənt]; niche [ni:ʃ]; offer [ɒfər]; opportunity [ɒpə'tju:nəti]; patient [peɪʃənt]; perceive [pə'si:v]; precise [prɪ'saɪs]; poach [pəʊtʃ]; prevent

[prɪ'ven]; recruitment [rɪ'kru:tmənt]; successful [sək'sesfəl];
subtle ['sʌtl]; vacant ['veɪkənt]

Differentiate

current ['kʌr(ə)nt] – чинний; поточний; обіговий, який перебуває в обігу

present ['prez(ə)nt] – теперішній; сучасний; існуючий; даний, цей самий

before [bɪ'fɔ:] – (*adv.*) раніше; попереду

earlier ['ɜ:liə] – (*adj.*) попередній; раніший

Useful phrases

- background
- Could it be earlier/later?
- credentials
- employment agency/job centre
- envisage
- fast learner
- for the sake of
- genuine
- human resources manager/department
- perceive
- rapport
- recruitment process
- restrictions in the work contract
- subtle
- take your time
- to apply for position/the job
- to be attractive to the competitor
- to be dismissed from a job
- to be interested in the opportunity
- to be valuable to the company
- to confirm acceptance
- to do job for a company
- to fit into the position
- to fulfil the job
- to grant special advantages
- to have experience/certain knowledge
- to hire the right person for a job
- to leave current job
- to take risks
- We are pleased to offer you the position of Sales Manager
- We regret that we are unable to offer you the post

Reading

Job Interview

In the country where jobs are not guaranteed and employers interview several people for each job, the job interview has become a science. This science can be learned, but there is an important point to remember: it is a dialogue, and you are an active participant.

A typical job interview usually consists of four principal parts:

- 1) introduction – establishing a rapport;
- 2) main part – discussion of the interviewee's background and credentials;
- 3) conclusion – answering the interviewee's questions;
- 4) parting – thanking and saying good-bye.

Introduction. Many recruiters begin the interview with a small talk. Topics may range from the weather to sports, nevertheless, you are still being evaluated. The recruiter may be judging how well you communicate on an informal basis. This means you must do more than smile and nod.

The main part. One may predict a few of the broad topics that will be raised in an interview. They are: candidate's skills and qualifications, his personality, how he perceives himself, career expectations. Although you cannot predict the interviewer's precise questions, you can at least draw up a list of the common questions:

- What makes you want to work for this company?
- Why do you think you would be good at this particular job?
- What do you think has been your greatest achievement in your career so far?
- What are your strengths/weaknesses?
- What do you like best/least about your last job?
- How do you envisage your future? Where do you see yourself professionally in three years' time?

However much you prepare your ideas, you are bound to find yourself facing some difficult questions – those that take you by surprise. Whatever you do, don't panic. Pause, think, and take your time in answering. If the question is subtle or complicated, don't be ashamed to ask the interviewer to repeat it. If you are really struck and cannot answer a question, say so.

Conclusion. Usually you are invited at the end of the interview to ask questions of your own. It is important to have a few ready. By asking intelligent, well-thought-out questions, you show the employer you are serious about the organization and you have also done your homework. Some recruiters refuse to hire people who don't ask intelligent questions. But don't ask questions just for sake of asking questions. You should have a list of questions prepared in advance. Whatever you ask, keep the form of questions positive and constructive – for example: “Does the company plan to expand in the near future?”, “Will there be opportunities for training?”, “What is the scope for promotion?” This is the opportunity to show some initiative and imagination. But keep your questions short, genuine, relevant, and few in number. Here are some more

prompt of interviewee's questions:

- What are the specific duties and responsibilities of the job?
- Whom will I directly report to?
- How many people will I be working with?
- What is the work schedule?
- What type of training will be provided?
- What package¹ does your company offer?

The interviewer will probably tell you about the salary and working hours. Showing too much interest in lunch

¹ Package comprises the base salary and perks or fringe benefits such as bonus system, medical insurance, company car or commuting cost reimbursement, retirement or pension plan, tuition reimbursement, etc.

time, vacations, sick leave, or short working hours may give the impression that you are more interested in time off than the time on. Most experts agree that you should not ask about salary and benefits unless you are reasonably sure the employer is seriously considering of hiring you. The safest method is to ask about the pay range for the job or about the package proposed by the company.

Parting and follow-up. When you leave an interview, thank the interviewer for taking time and consideration. Ask when you will be notified of the company's decision. If you have not received an answer after three weeks' time, follow up with a letter or telephone call.

Tips

- Dress professionally and appropriately.
- Be prepared.
- Be on time.
- Come to the interview alone.
- Make a list of questions beforehand to ask the interviewer.
- Have your information and papers with you.
- Be sure you know the names of the people you are going to talk with.
- Maintain eye contact.
- Be confident and try to act as calmly as possible.
- Be honest.
- Use your best speaking manner.
- Be polite: listen to the interviewer carefully, do not interrupt. Thank the interviewer for the time spent.

Task 1. *Check yourself by marking the statements with letters T (true) or F (false)*

1. When you answer a question during an interview, the word "yes" by itself is quite enough.

2. Try to maintain eye contact with the person whom you are talking to at the moment.
3. When you first enter the interviewer's room, sit down.
4. "Tell me about yourself" is an invitation for you to explain your strengths and work experience.
5. Don't hesitate to ask for clarification if you don't understand a question.
6. Ask a few other questions before you ask about the pay. Money is important. But it is important to show that other things mean as much as money.
7. Arrive 5 minutes later. In this way you will show your self-confidence and independence.
8. Answer the questions directly and honestly but always in a way that puts you in the best light.
9. If you were fired from your last job try to cover it up with a lie.
10. Do not make excuses for yourself. Employers prefer a positive attitude and a display of self-confidence.

Task 2. *Explain the following advice in your own words*

1. Arrive at good time.
2. Be neat and fairly conservative in your appearance.
3. Take cues from the interviewer on degree of formality.
4. Don't talk in abstract.
5. Be prepared to make notes.
6. Be polite and friendly.
7. Do avoid unnecessary personal disclosures.
8. Leave promptly when the interview is over.

Task 3. *Look at the advice for job interviews. Use the dictionary to check the meaning of the multi-part verbs*

1. Put on casual clothes for the interview.
2. Go out for a walk before the interview to relax.

3. Think about the job and write down your strengths and weaknesses.
4. Find out information about the company.
5. Turn up at the interview a couple of minutes early.
6. Take down notes during the interview.
7. Sit down or get up when they ask you to.
8. Make up information about yourself.
9. Make out you understand something when you don't!
10. Go into a lot of detail about your personal life.
11. Speak up and express yourself clearly.
12. Sit up straight and maintain eye contact.

Task 4. *Now make a list of things to do and things not to do*

DO	DON'T
- find out information about the company.	- put on casual clothes for the interview.

Task 5. *Complete Mandy's account of an interview with verbs from Task 3*

Yesterday, I had an interview for a holiday job at a summer camp for children. Unfortunately, I didn't have much time to (1) _____ about the organisation, but I did (2) _____ all the things I'm good at, like doing video games! In the morning I woke up late and quickly (3) _____ some jeans and a T-shirt. I (4) _____ at the office five minutes late, so I walked straight in and (5) _____ I couldn't (6) _____ what the interviewer was saying and I had to ask her to (7) _____. She asked about my experience with children,

so I (8) _____ a lot of detail about my younger brother. Then she asked me to tell her about my work experience and I (9) _____ a story about some voluntary work with a youth club. She stopped asking questions, so I (10) _____ and (11) _____ of the room. I think I've got a good chance of getting the job. What do you think?'

Task 6. *Work in pairs*

Do you think Mandy got the job? Why or why not?

Task 7. *Comment on the following answers. What's wrong with them?*

- That last guy I worked for was a real bozo!
- My boss was awful. You couldn't do anything to make him happy. I'm glad I don't have to work for that grouch any more.
- Mr. Jones never gave me a chance.
- School was school. I didn't think it was all the great. The teachers were okay, I guess. I didn't like the homework, and sometimes classes were boring. I'd rather be busy doing something than listening to someone's talk.

bozo ['bɔuzəʊ] (*pl.* bozos) – придурак, болван

grouch [graʊtʃ] – 1) поганий настрій 2) буркотун, буркун

Task 8. *Match the word on the left to its meaning. Then use them to complete the gaps in the sentences below*

- | | |
|-----------------|---|
| 1. Interviewee | a) the person who asks the questions during an interview |
| 2. To interview | b) the person who answers the questions during an interview |

3. Interviewer c) a meeting in which someone asks you questions to see if you are suitable for a job or course
4. Interview d) to ask someone questions in an interview

1. I had an _____ for a job with a publisher.
2. We've had 200 applicants for the job, but we only plan to _____ about 20 of them.
3. According to a survey by online job-matching service The Ladders, 75 percent of _____ said that receiving a thank you letter from a candidate affects their decision-making process.
4. Human resources manager asked the _____ some very personal questions.

Task 9. Match the words **1–10** to their synonyms **a–j**

- | | |
|-----------------|---------------|
| 1. increase | n) recruiter |
| 2. offer | o) examiner |
| 3. judgement | p) imagine |
| 4. interviewee | q) colleague |
| 5. head-hunter | r) questioner |
| 6. co-worker | s) proposal |
| 7. envisage | t) expand |
| 8. interviewer | u) respondent |
| 9. investigator | v) available |
| 10. vacant | w) decision |

Task 10. Complete the Dialogue with words from the list

- (a) certainly, (b) enjoy, (c) getting in touch,
 (d) important thing, (e) just one thing, (f) qualities,
 (g) take a seat, (h) thank you, (i) work experience

Job Interview

INTERVIEWER	INTERVIEWEE (OLIVER)
Good morning, (1) _____.	Good morning, (2) _____.
Why do you want to work with us at Camp Elizabeth Holidays?	I (3) _____ working with children and I'd like to get some (4) _____.
What experience do you have?	I help with the youth club at school. I've organised sports and trips to various places.
What (5) _____ do you think are important for the job?	You (6) _____ must have patience. And another (7) _____ is enthusiasm. And, well, you also have to be careful.
Are there any questions you would like to ask me?	Yes, (8) _____. Could you tell me what kind of accommodation there is for people working in the camp?
Yes, most monitors have their own rooms, but some will have to share. I'll be (9) _____ with people next week	Thank you very much. Goodbye.

Task 11. *Work in pairs*

- Do you think Oliver got the job? Why or why not?
 - Do many students do holiday jobs in your country? What sort of jobs?
 - Do you think interviews in your country are like interviews in Britain? How are they different?
 - Do they prepare you for interviews in your school?
- Is this a good idea?

Task 12. Complete the dialogues, using **Useful Phrases**

1

– Can you tell me who deals with finding candidates for a job?

– *Добором працівників займаються менеджери з персоналу.*

– Do you think it is better to address job center or employment agency to find the job?

– *На мою думку, слід скористатися послугами обох.*

2

– I need a high skilled information technology professional. According to my HR manager such a person is currently employed by Lviv Modern Technology ltd. Do you have any ideas how I can get in touch with him?

– *Як на мене, то найкращою нагодою буде взяти участь у Республіканській виставці високих технологій наступного місяця, яку вони організують.*

– Terrific! Thanks for idea! So what brings you to Lviv?

3

– *Прочитайте, будь ласка, уважно контракт і підпишіть, якщо у Вас немає зауважень або запитань.*

– I would like to discuss the point which forbids working in the field for two years after leaving your company.

– Well, we have to do something to prevent employees to change the current position in our company for employment at our competitor.

– *Гадаю, Ви маєте рацію.*

4

– *Наскільки я розумію, «хедхантер» – це людина, яка активно підшукує для компанії топ-менеджерів*

або талановитий персонал. Я б хотів зрозуміти, як працюють «мисливці» за спеціалістами-професіоналами.

– Well, a headhunter has something you don't have: inside information from the job market and knowledge about openings that will never be advertised. An experienced headhunter can search more efficiently for jobs than you can.

– Тобто, наскільки я зрозумів, їх завдання – знайти справжніх професіоналів, яких потім можна вигідно «продати».

– If you get the job, they get their fee.

5

– Чи можете Ви порадити мені, що треба пам'ятати, коли звертаєшся у рекрутингову фірму у пошуку роботи?

– First I advise you to do your research and do not expect recruiter to give you well-informed answers to your questions about the company or job responsibilities. Then make sure they can quickly spot the essential information of you in your CV. Let them know what makes you special.

– Що є важливішим: моя кваліфікація чи особисті дані?

– Based on your outfit, the way you carry yourself, or the way you speak, a head-hunter might decide not to put you in front of a customer. You should remember that only one candidate will be hired, so be competitive in today's labour market, lift your profile to today's standards. You may never learn why you didn't get a job. The company-client might say you seemed narrow-minded or out of date, but headhunters won't pass that along to you.

– Наскільки я знаю, рекрутингові фірми відіграють важливу роль на ринку праці і багато робочих місць відомі лише їм.

– Finally, beware of unrealistic career moves or a job that sounds too good to be true. Due diligence is your responsibility – not the head-hunter’s. No one cares about your career as much as you do.

Task 13. *Read the dialogues. Then close the left side of the table and try to act the following dialogues in English*

1

<p><i>Personnel Manager:</i> Why do you want to get this job?</p> <p><i>Candidate:</i> I applied for the job because I think I’ve got a lot to offer. I’m competitive and I like to win. I know a few people think I’m difficult to work with. Maybe that’s true, but I get results, that’s the main thing.</p> <p><i>Personnel Manager:</i> Where do you want to be in 10 years’ time?</p> <p><i>Candidate:</i> What’s my aim? Well, to be honest, I’d like to get to the top as soon as I can. I’m very ambitious. And if I get the job, I don’t see why I couldn’t become a director in a few years’ time. That’s what I really want.</p>	<p><i>Начальник відділу кадрів:</i> Чому Ви хочете одержати цю роботу?</p> <p><i>Кандидат:</i> Я подав заяву про зарахування на цю роботу бо я вважаю, що маю що запропонувати. Я є конкурентоспроможним і люблю перемагати. Я знаю, деякі люди думають, що зі мною важко працювати. Можливо, це правда, але я досягаю результатів, а це – головне.</p> <p><i>Начальник відділу кадрів:</i> Де б Ви хотіли бути через 10 років?</p> <p><i>Кандидат:</i> Яка моя мета? Що ж, якщо бути чесним, я б хотів добратися до вершини якнайшвидше. Я є дуже честолюбний. І якщо я одержу роботу, то не розумію, чому б мені не стати директором через кілька років. Це те, чого я дійсно хочу.</p>
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2

<p><i>Personnel Manager:</i> What opportunity are you interested in?</p> <p><i>Candidate:</i> If you choose me, I'll start by improving our sales team. I want people to enjoy working in our sales department. Everyone in the team must help each other, and help me as much as possible. That way, we'll get good results.</p>	<p><i>Начальник відділу кадрів:</i> Які можливості Вас цікавлять?</p> <p><i>Кандидат:</i> Якщо Ви оберете мене, я розпочну з покращення нашої команди збуту. Я хочу, щоб люди отримували задоволення, працюючи у нашому відділі збуту. Кожен у команді повинен допомагати один одному, і якнайбільше допомагати мені. Таким чином, ми одержимо хороші результати.</p>
<p><i>Personnel Manager:</i> What can you offer to our company?</p> <p><i>Candidate:</i> I've got a lot of sales experience, and I've always been successful wherever I've worked, especially during the past year. I think I could lead a team well. I'm the head of our local business club, and I like organizing people and telling them what to do. I'm a very fast learner. I'd enjoy going on a training course to help me do the job better.</p>	<p><i>Начальник відділу кадрів:</i> Що Ви можете запропонувати нашій компанії?</p> <p><i>Кандидат:</i> У мене великий досвід у сфері збуту, і я завжди був успішним, де б не працював, особливо протягом минулого року. Я думаю, що можу добре вести колектив. Я – голова нашого місцевого бізнес клубу, і я люблю організувати людей і казати їм, що робити. Я швидко вчуся. Я з задоволенням відвідую курс-тренінги, які допомагають мені виконувати роботу краще.</p>

3

<p><i>Personnel Manager:</i> Why do you apply for this position?</p>	<p><i>Начальник відділу кадрів:</i> Чому Ви подаєте заяву про зарахування на цю посаду?</p>
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<p><i>Candidate:</i> I feel I have the ability and experience to do this job. I am a “safe pair of hands”, as they say. People respect me because I have good judgment.</p> <p><i>Personnel Manager:</i> What do you think of our company’s future?</p> <p><i>Candidate:</i> I want to do a good job for the company. I think we should expand slowly over the next five years. We’re in a very competitive market, so I won’t take too many risks. I think we could increase our market shares in the long term, but we must be patient and realistic.</p>	<p><i>Кандидат:</i> Я відчуваю, що маю здібність та досвід виконувати цю роботу. Я є, як кажуть, надійний працівник. Люди поважають мене, бо я маю тверезий розум.</p> <p><i>Начальник відділу кадрів:</i> Що Ви думаєте про майбутнє нашої компанії?</p> <p><i>Кандидат:</i> Я хочу виконувати хорошу роботу для компанії. Я вважаю, нам слід розширюватися повільно, протягом наступних п’яти років. Ми знаходимося на дуже конкурентному ринку, тому я б не дуже ризикував. Я думаю, ми можемо підвищити наші ринкові акції в перспективі, але ми повинні бути терплячими і реалістами.</p>
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4

<p><i>Arleen:</i> Hi, Burt. I heard you’re looking for a new job.</p> <p><i>Burt:</i> Yeah. I just had an interview yesterday.</p> <p><i>Arleen:</i> Oh. How did it go?</p> <p><i>Burt:</i> I think I did well. They said they would make a decision by this Friday.</p> <p><i>Arleen:</i> This Friday? It looks like they want to hire the person as quickly as possible.</p>	<p><i>Арлін:</i> Привіт, Берте. Я чула, ти шукаєш нову роботу.</p> <p><i>Берт:</i> Так. Я щойно вчора мав співбесіду.</p> <p><i>Арлін:</i> О. Як все пройшло?</p> <p><i>Берт:</i> Я думаю, що добре. Вони сказали, що приймуть рішення до п’ятниці.</p> <p><i>Арлін:</i> До цієї п’ятниці? Схоже, що вони хочуть найняти людину якомога швидше.</p>
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<p><i>Burt:</i> Yeah! I think so, too.</p> <p><i>Arleen:</i> What are your chances of getting that job?</p> <p><i>Burt:</i> I believe I have a very good chance. The director seems to like me.</p> <p><i>Arleen:</i> Well, good luck, then.</p> <p><i>Burt:</i> Thanks. I hope it helps.</p>	<p><i>Берт:</i> Так! Я теж так думаю.</p> <p><i>Арлін:</i> Які твої шанси отримати цю роботу?</p> <p><i>Берт:</i> Я думаю, у мене є дуже хороший шанс. Директорові, здається, я сподобався.</p> <p><i>Арлін:</i> Ну, удачі, тоді.</p> <p><i>Берт:</i> Дякую. Я сподіваюся, що це допоможе.</p>
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5

<p>– It seems to me that recruitment and headhunting mean the same activity. The only thing I can't catch what for people use different terms.</p> <p>– I'm afraid it is not quite right. You see recruitment is the process of finding possible candidates for a job or function. Inside the organization Human Resource Department or HR Manager deal with the looking for recruits. The process of recruitment involves advertising in the windows, newspapers or the Internet.</p> <p>– Doesn't head-hunting aim the same?</p> <p>– Well, head-hunting has quite different approach towards the problem of</p>	<p>– Мені здається, що набір новобранців та «полювання» за спеціалістами означають таку саму діяльність. Єдине, чого я не можу вловити, для чого люди використовують різні терміни.</p> <p>– Боюся, це не зовсім правильно. Розумієш, вербування – це процес пошуку можливих кандидатів на роботу або виконання функції. Всередині організації відділ кадрів або менеджер з персоналу мають справу з пошуком новобранців. Процес набору включає в себе рекламу в вікнах, у газетах або в Інтернеті.</p> <p>– Хіба «полювання» на спеціалістів має інше на меті?</p> <p>– Ну, полювання за спеціалістами має зовсім інший підхід до проблеми вільних</p>
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<p>vacant jobs. First of all they don't search an employee, they are targeting at the high skilled specialist. As a rule such a person perfectly fitting into the vacant position is already known to the headhunter and future employer and that someone with necessary knowledge or specific contacts or highly wanted skills is already working for direct or indirect competitors of the company that is trying to fill their position.</p> <p>– Wow! Couldn't imagine it is so complicated!</p>	<p>робочих місць. Перш за все, вони не шукають працівників, вони орієнтовані на високо-кваліфікованих фахівців. Як правило, людина, що прекрасно підходить на вакантну посаду, вже відома мисливцям за спеціалістами і майбутньому роботодавцеві, і цей хтось, з необхідними знаннями або певними контактами або дуже необхідними навичками, вже працює на прямих або непрямих конкурентів компанії, яка намагається заповнити свою посаду.</p> <p>– Ого! Не міг собі уявити, що це так складно!</p>
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Task 14. *Work in pairs*

Student A is an interviewer and *Student B* is an interviewee. Read your role card and prepare for an interview for a holiday job in a restaurant.

Interviewer: Decide on the pay and hours and what kind of person you want to employ. Think of questions to ask about these things:

- education, languages spoken;
- work experience;
- personal qualities;
- hobbies and interests.

Interviewee: Think of information about yourself or invent information about these things:

- education, e.g. your school, your best subjects, languages you speak;
- work experience;

- personal qualities;
- hobbies and interests.

Think of a question to ask the interviewer, e.g. about pay and hours.

Task 15. *Make short dialogues of your own, using*
FUNCTIONAL LANGUAGE

1. You are applying for a position of an investigator. Make your future employer sure that you would be good at this particular job. Why do you think so? Tell what motivates you most on a job.

2. You are looking for a position of a lawyer. You have an appointment for a job interview tomorrow. Practice with your friend possible questions and answers.

3. You are being interviewed for a job of a psychologist. Explain why they should hire you rather than another candidate. Describe your greatest strengths and weaknesses.

4. You have a job interview at Ernst and Young for a position of an auditor. They are interested why you chose to work for their company and why you quit the previous job.

5. Think of some good ways to start conversation with a head-hunter. You are MBA (*Master of Business Administration*); 15 years sales leadership, fluent Spanish.

FUNCTIONAL LANGUAGE

1.	Tell me about yourself.	Розкажіть мені про себе.
2.	What makes you want to work, for this company?	Що змушує вас хотіти працювати на цю компанію?
3.	Why did you choose to interview with our organization?	Чому ви вибрали для інтерв'ю нашу організацію?
4.	What do you know about our organization (products or services)?	Що ви знаєте про нашу організацію (товари/послуги)?

5.	Why did you apply for this job?	Чому ви подали заяву на дану вакансію?
6.	Why do you think you would be good at this particular job?	Чому ви думаєте, що Ви добре підходите саме на цю роботу?
7.	What other types of positions are you considering?	Які інші види посад ви розглядаєте?
8.	Why should we hire you rather than another candidate?	Чому ми повинні найняти вас, а не іншого кандидата?
9.	What can you offer us?	Що ви можете запропонувати нам?
10.	Does your college education or work experience relate to this job?	Чи ваша вища освіта або досвід роботи відповідають цій роботі?
11.	What motivates you most on a job?	Що є найбільшим стимулом для вас у роботі?
12.	Describe your ideal job/boss.	Опишіть вашу ідеальну роботу/боса.
13.	Of which three accomplishments are you most proud?	Яким з трьох досягнень ви найбільше пишаєтеся?
14.	Have you ever had any failures? What did you learn from them?	Чи були коли-небудь у вас невдачі? Чому вони вас навчили?
15.	What do you like best/least about your last job?	Що вам найбільше/найменше подобається у вашій останній роботі?
16.	Have you ever quit a job? Why?	Ви коли-небудь звільнялися з роботи? Чому?
17.	Give an example of a situation in which you provided a solution to an employer.	Наведіть приклад ситуації, в якій ви запропонували рішення роботодавцю.
18.	Give an example when you worked under deadline/pressure.	Наведіть приклад, коли ви працювали в граничний термін/під тиском.

19.	Are you able to work on several assignments at once?	Чи можете ви працювати над декількома завданнями одночасно?
20.	Do you prefer to work under supervision or on your own?	Ви віддасте перевагу працювати під наглядом чи самостійно?
21.	Would you be successful working in a team?	Ви будете успішним працюючи в команді?
22.	How do you think your former supervisor would describe your work?	Як ви думаєте, як ваш колишній керівник опи- сав би вашу роботу?
23.	Have you had difficulty getting along with a former supervisor/co-workers and how did you handle it?	Чи були у вас труднощі у стосунках з колишнім керівником/колегами і як ви їх вирішували?
24.	What was your last boss like?	Яким був ваш колишній начальник?
25.	What kind of boss do you prefer?	Якому босові ви віддає- те перевагу?
26.	What do you consider to be your greatest strengths?	Що ви вважаєте своїми найсильнішими сторо- нами?
27.	Can you name some weaknesses?	Чи можете назвати де- які слабкі сторони?
28.	Who are your models? Why?	Хто є для вас прикла- дом? Чому?
29.	Did you work while going to college? In what posi- tion?	Ви працювали поки навчались в інституті? На якій посаді?
30.	What did you learn from this work experience?	Чого ви навчилися в процесі цієї роботи?
31.	How do you envisage your future?	Як ви уявляєте собі ва- ше майбутнє?
32.	Where do you see your- self professionally in three/five years' time?	Де ви бачите себе про- фесійно через три/п'ять років?
33.	How would you describe your personality?	Як би ви описали вашу особистість?

34.	What are the specific duties and responsibilities of the job?	Які конкретні обов'язки та відповідальність цієї роботи?
35.	To whom will I be directly responsible?	Кому я буду безпосередньо підпорядковуватися?
36.	How many people will I be working with?	З скількома людьми я буду працювати?
37.	What is the work schedule?	Який графік роботи?
38.	What type of training will be provided?	Яка система підвищення кваліфікації?
39.	What package does your company offer?	Який пакет пільг і оплати ваша компанія пропонує?

DID YOU KNOW?

When a company employs new staff, they are *taken on* (U.K.) or *hired* (U.S.). When these employees then decide to leave, they *resign* or *hand in their notice/resignation*.

When employees have to leave because they did something wrong, they *are dismissed* or their contracts are *terminated*. More informally, they are *sacked* (U.K.) or *fired* (U.S.). If they have to leave because a company can no longer employ them (e.g. due to bankruptcy or downsizing), the employee is *made redundant* (U.K.), *let go* (U.S.), or even *offered early retirement*.

When an employee is *laid off* (to *lay off*), it is usually only temporary (for a season or because of a drop in production) but sometimes it can be permanent.

Lesson #7

Letter of Recommendation

“A good face they say,
is a letter of recommendation!”
(Henry Fielding (1707–1754))

Starting up

1. What is the purpose of the Recommendation Letter?
2. Have you ever asked someone for the Letter of Recommendation?
3. What information should be included in the Recommendation Letter?

Read the words and word-combinations.

Pay attention to the pronunciation

adaptable [ə'dæptəbl]; ambitious [æm'bɪʃəs]; broadminded [ˌbrɔ:d'maɪndɪd]; cheerful ['tʃɪəfl]; confidential [ˌkɒnfɪ'denʃ(ə)l]; co-operative [kəu'ɒp(ə)rətɪv]; creative [kri'eɪtɪv]; command [kə'mɑ:nd]; easily accessible ['i:zɪli ək'sesəbl]; entrepreneurial [ˌɒntrəprənɜ:rɪəl]; [ˌɑ:ntrəprən'jurɪəl]; good natured [gud 'neɪtʃəd]; intellectual [ˌɪnt(ə)'lektʃuəl], [ˌɪnt(ə)'lektʃuəl]; mention ['menʃ(ə)n]; layout ['leɪaʊt]; obvious ['ɒbvɪəs]; promptly ['prɒmptli]; quality ['kwɒlɪti]; quantity ['kwɒntɪti]; reliable [rɪ'laɪəb(ə)l]; resourceful [rɪ'sɔ:sfʊl]; sign [saɪn]; signature ['sɪgnɪtʃə]; sociable ['səʊjəb(ə)l]; sufficient [sə'fɪʃ(ə)nt]; supportive [sə'pɔ:tɪv]; trustworthy ['trʌst,wɜ:ðɪ]; hesitation [ˌhezɪ'teɪʃ(ə)n]; zealous ['zeləs]

Differentiate:

bear [bɛə] – ведмідь; носити, нести; перевозити; терпіти, зносити

bare [bɛə] – голий, оголений; розкривати

bird [bɜ:d] – птах

beer [bɪə] – пиво

boss [bɔs] – хазяїн; господар; бос; підприємець; господарювати, керувати

both [bəʊθ] – обидва, той і другий

boat [bəʊt] – човен; шлюпка; судно

data ['deɪtə] – дані, факти, відомості, інформація

date [deɪt] – дата, число; період; строк; датувати; виходити з ужитку

further ['fɜ:ðə] – подальший; наступний

farther ['fɑ:ðə] – далі; дальший; пізніший; більш віддалений

father ['fɑ:ðə] – батько; найстаріший член; заступник, покровитель; творець

number ['nʌmbə] – *noun* кількість; номер; *verb* нумерувати; нараховувати

figure ['fɪgə] – *noun* цифра; персона; *verb* фігурувати, грати важливу роль

numeral ['nju:m(ə)r(ə)l] – *adverb* числовий; цифровий; *noun* числівник

please [pli:z] – *verb* подобатися; отримувати задоволення; догоджати, робити приємність

pleased [pli:zd] – *adjective* задоволений

pleasure ['plezə] – *noun* задоволення; насолода; *verb* робити приємність (задовольняти)

quite [kwaɪt] – цілком, зовсім; повністю; досить; до деякої міри; дійсно, справді

quiet ['kwaɪət] – спокійний; тихий; скромний; прихований; тиша, спокій; заспокоювати(ся); затихати

sign [saɪn] – знак, ознака, символ; підписувати, ставити підпис, розписуватися; ставити позначку (або знак)

sing [sɪŋ] – співати; свист (*кулі*); шум (*вімпу*)

sought [sɔ:t] – *past and past participle* від seek (намагання; домагатися; шукати, розшукувати)

thought [θɔ:t] – думка; мислення; роздум, міркування; намір

true [tru:] – правильний; справжній; вірний, відданий; правдивий, щирий; дійсний, чинний; правити, регулювати; правдиво, чесно

truth [tru:θ] – правда; істина; правдивість; точність (*установлення*)

whether ['(h)weðə] – чи

weather ['weðə] – погода; що стосується погоди

Useful phrases

- | | |
|---------------------|--------------------------|
| – adaptable | – resourceful |
| – broadminded | – self-confident |
| – cheerful | – self-motivated |
| – confidential | – signature |
| – co-operative | – sociable |
| – easily accessible | – specifics |
| – entrepreneurial | – submit |
| – evident | – sufficient |
| – flexible | – to be an asset to the |
| – good natured | company |
| – hardworking | – to be willing to share |

- in what capacity
- intellectual facilities
- layout
- overall
- proficiency
- promptly
- prospective employer
- reference, a recommender
- experience and knowledge with ...
- to have a good command of English
- trustworthy
- without any hesitation
- zealous

Reading

Letter of recommendation is written to present an honest evaluation of the applicant personality and to give characteristics of his working abilities and qualifications. Its main aim is to present objective and helpful information about the candidate which is to help in making decision on whether or not to accept a candidate. As a rule, letters of recommendation are written in response to a request from the applicant or the prospective employer.

Letter of recommendation is written only in positive. It's better when a reference knows the candidate quite well. The better the reference knows the candidate the more effective would be the recommendation.

Most employers are particularly interested in applicant's proficiency and such qualities as communication, ability to work both in a team and independently, self-motivation, responsibility, and loyalty to the company. They want specifics, not generalizations. It is good to say that the applicant is hard-working but it should be backed up by some examples. Positive evaluation of a candidate may be reinforced by comparing and ranking him among other employees. It's worth describing the candidate's on-job accomplishments and achievements. General evaluation of the candidate's

skills as excellent, very good or good should be further justified by true facts or data.

A letter of recommendation is a *confidential* document and sometimes an applicant is not supposed to see it. It should be signed by a reference and bear his name, position, phone number, e-mail or post address in case a prospective employer would decide to check the information. A candidate can apply for a letter of recommendation to his former employer, supervisor, teacher, University professor, or colleague.

A letter of recommendation usually *consists of three parts*: the opening, the body, and the closing. In the opening of the letter there should be mentioned the name of the candidate, the position sought, how long the reference has been known the applicant and in what capacity as well as the confidentiality of the message.

In the body of the letter it is necessary to describe the applicant's qualifications, job performance, accomplishments and achievements, evaluate his positive qualities and potential.

In the closing part there should be an overall evaluation of the candidate and his ranking comparing with other employees in similar positions. There may be also a statement in which a reference remarks that in case the applicant returns to the company they would rehire or re-employ him.

Tips

- One page is sufficient.
- Quality, not quantity, what is important.
- Be specific, do not generalize; support your statements with facts and concrete examples.
- Be honest.
- Be positive.
- Use "confidential" in the first phrase. Sign the letter.

- Give easily accessible contact number.
- Write in Standard English with perfect spelling and grammar.
- Make attractive layout.

Task 1. *Check yourself by marking the statements with letters T (true) or F (false)*

1. The better the reference knows the candidate the more ineffective would be the recommendation.

2. The main aim of the letter of recommendation is to present incomplete and unhelpful information about the candidate.

3. It's better when a reference doesn't know the candidate quite well.

4. Most employers want specifics, not generalizations.

5. Employers are particularly interested in applicant's incompetence and disability to work in a team.

6. A letter of recommendation is a public document and an applicant is supposed to see it.

7. General evaluation of the candidate's skills as excellent should be further justified by true facts.

8. The letter of recommendation should bear reference's name, position, phone number, e-mail or post address in case a prospective employer would decide to check the information.

9. A letter of recommendation usually consists of four parts.

10. A candidate can't apply for a letter of recommendation to his former employer, supervisor, teacher, University professor, or colleague.

Task 2. Look at the eight words. How many different words can you form with each one? What part of speech (verb, noun, adjective, adverb, etc.) is each word you have formed?

1. character

characteristic, characterization, characterize, characterless

2. access

3. confidant

4. contact

5. general

6. honest

7. intellect

8. reliability

9. support

Task 3. Match the words **1–10** to their synonyms **a–j**

- | | |
|-----------------------|-----------------|
| 1. honest | a) personality |
| 2. proficiency | b) confidential |
| 3. secret | c) evaluation |
| 4. previous | d) acceptable |
| 5. quality | e) candid |
| 6. sufficient | f) feature |
| 7. backup | g) support |
| 8. loyalty | h) former |
| 9. person's character | i) faithfulness |
| 10. assessment | j) skilfulness |

Task 4. *Divide the following adjectives into two groups: Strengths and Weaknesses. Consult Glossary or use a good dictionary to help you*

Untidy	Lazy	Disciplined	Stingy			
Rude		Talkative	Punctual	Hard-working	Ambitious	
	Cheerful				Unfriendly	
Reliable	Responsible	Mean	Introvert		Honest	
					+ Angry	
	Creative	Loyal	Jealous	Aggressive	Moody	
			Patient		Stressed	Helpful
Decisive	Dishonest	Generous	Shy	Logical		Neat
	Polite				Stubborn	Selfish
		Self-confident	Sensitive		Optimistic	Pessimistic
Easy going						
	Adventurous	Relaxed		Extrovert	Outgoing	Friendly
Independent		Practical	Organized		Flexible	
Literate	Imaginative	Dependent	Careless		Careful	Respectful
			Tactful			
Adaptable	Illiterate	Lack of Confidence		Modest	Sincere	
STRENGTHS			WEAKNESSES			

Task 5. *Write the suitable adjective. Consult Glossary*

1. I have got a lot of friends. I'm _____.
2. I never tell a lie. I always tell the truth. I'm _____.
3. I have a well-paid job. I'm financially _____ from my parents.
4. I never go to the university late. I'm always _____.
5. Ashli has a _____ of confidence. She thinks she can't manage anything.
6. Most of the politicians are _____.
7. Arda is such an _____ person that nobody trusts him.
8. I'm very _____ I always plan my day.
9. He never changes his mind. He is _____.

10. I'm very _____ today because the weather is too cloudy and dark.

11. He always tries to be the best. He is _____.

12. She was a _____ driver. She never had an accident.

13. He always thinks that bad things will happen. He is _____.

14. He can't read and write. He is _____.

15. My husband is a very _____, man. He waits for me for hours at the shopping centre.

16. I'm a bit _____ so I sometimes miss details.

17. _____ people are good at forming new and exciting ideas.

18. He never stops talking. He is very _____.

Task 6. *Use proper adjectives to describe the personal characteristic of your group mate*

Task 7. *Study the model of the letter of recommendation*

LETTER OF RECOMMENDATION

Addressee's name	Date
Position	
Address	
Salutation: <i>(Dear Mr/Ms/To whom it may concern)</i>	
RE:/Reference for/Recommendation of <i>(applicant's name)</i>	
Opening: <i>(name of the candidate and the position sought)</i>	
Body: <i>(description of qualifications, accomplishments and qualities)</i>	
Closing: <i>(summarizing and general evaluation)</i>	
Parting	
Signature	
Name of a reference	
Job title/position	
Phone number/fax/e-mail/address	

Task 8. *Fill in the blanks with appropriate words in the letter of recommendation*

LETTER OF RECOMMENDATION

20 April, 2003

_____ Mr. Wagg
_____ for Lance Oliver

At the request of L. Oliver I submit this _____ information in support of his _____ for the position of sales manager. Mr. Oliver served under my _____ as a sales representative. He was in _____ of many customer service programmes.

Mr. Oliver is a good _____. He got along well with fellow employees and managers.

Mr. Oliver has a most pleasant _____. He is polite, tactful, and friendly. In my _____, he would be an _____ to your company. Were he to return to us, we would be glad to _____ him.

_____,
Curie Morison, Director
ABC Corporation
Tel.: 221-2367

Task 9. *Study the model of the letter of recommendation, written by the University professor and then answer the questions*

October 12, 2001

Graduate Program in Environmental Policy
International Student Exchange Board

To Whom It May Concern:

I am writing to recommend Oksana Malyk for the graduate program in Environmental Policy at a U.S. University. Oksana was a student in my Environmental Economics

class in 2000, which had about 30 students. I also supervised her research work in the second semester of 2000–2001 academic year. I had a chance to observe Oksana in different settings, and also to talk to her many times.

Oksana was one of the three top students I have had in ten years of teaching, possibly the best. In my class, she received only the highest grades. She was very strong in intellect and very hardworking. Oksana was always actively engaged with all of the issues we discussed. Her undergraduate background in biology allowed her to contribute to the discussion and to successfully complement her research on environmental issues. I was greatly impressed by her study of the impact of ecological factors on economic life of the Southern district of our city, which she did under my supervision. Oksana managed to collect a significant amount of data and to interpret them quite professionally. The Department of Environmental Economics decided to send Oksana's report on this study, as one of the best and practically important, to the City Ecological Administration. Also, Oksana has an excellent command of English, which, for example, she demonstrated interpreting a guest lecturer from the U.K. who visited my class in April 2001. Both in formal and in informal situations, Oksana showed herself to be an intelligent, interested, and responsible person.

I have no doubt that Oksana will do well in graduate study at a U.S. University.

Given her performance in my class and research potential she has demonstrated I am quite sure she will succeed as she pursues a graduate degree in Environmental Policy.

Sincerely yours,

(name, surname, position)

1. Which sentences comment on Oksana's personal qualities?

2. Which sentences provide evidence in support of the referee's evaluation?

3. Which sentences describe the context in which the author of the letter knew Oksana?

4. Which sentence states the purpose of the letter?

5. Which sentences contain the prediction of Oksana's success?

6. What evaluative expressions can you find in the letter?

Task 10. *Compose your own Recommendation Letter by using Functional Language and Useful Phrases*

FUNCTIONAL LANGUAGE

1.	At the request of ... I submit this confidential information ...	На прохання ... я представляю цю конфіденційну інформацію ...
2.	I am pleased to respond to Mr. ... request for a reference regarding his application for the position of ...	Я радий відповісти на п. ... прохання про рекомендацію щодо його подання на посаду ...
3.	His excellent command of English and oratory skills are obvious.	Його відмінне знання англійської та ораторські здібності очевидні.
4.	In the previous year he began serving at the ...	У минулому році він почав працювати в ...
5.	His tasks at the time were ...	В цей час його завданням було ...
6.	It quickly became evident that he is extremely knowledgeable about ...	Швидко стало очевидним, що він дуже обізнаний про ...
7.	During the working period he demonstrated enthusiastic individual approach combined with pioneering spirit.	Протягом робочого періоду він продемонстрував повний ентузіазму особистий підхід у поєднанні з новаторським духом.

8.	He has introduced several innovations into the technological process of production ...	Він ввів ряд нововведень у технологічному процесі виробництва ...
9.	Mr. ...'s talents go far beyond ...	Здібності пана ... виходять далеко за рамки ...
10.	He is always willing to share his experience and knowledge with other members of the staff.	Він завжди готовий поділитися своїм досвідом і знаннями з іншими колегами по роботі.
11.	In conclusion I should mention that he is extremely responsible.	На завершення зазначу, що він дуже відповідальний
12.	He always completes his tasks promptly.	Він завжди завершує свої завдання в найкоротші терміни.
13.	He is always cordial and professional in his relations with our staff.	Він завжди сердечний і професійний в стосунках з нашими співробітниками.
14.	In my opinion, he would be an asset to your company.	На мій погляд, він буде хорошим надбанням для вашої компанії.
15.	I truthfully recommend .../It is my pleasure to recommend ...	Я щиро рекомендую .../ Мені дуже приємно рекомендувати ...
16.	I am pleased to recommend ...	Я охоче рекомендую ...
17.	I recommend ... without reservation.	Я рекомендую ... без усіляких сумнівів.
18.	Therefore, I can recommend Mr. ... without any hesitation.	Таким чином, я можу рекомендувати пана ... без вагань.
19.	Were he return to us, we would be glad/pleased to rehire him.	Повернись він до нас, ми будемо раді знову прийняти його на роботу.

Lesson #8

Arranging an Appointment

“An accidental meeting
is more pleasant than a planned one”
(Chinese Proverb)

Starting up

1. What kinds of telephone calls do you make in English?
2. What useful telephone expressions do you know?

Read the words and word-combinations.

Pay attention to the pronunciation

alternative [ɔ:l'tɜ:nətɪv]; appointment [ə'pɔɪntmənt]; arrange [ə'reɪndʒ]; cancel ['kæns(ə)l]; certainly ['sɜ:t(ə)nli]; clearly ['kliəli]; client ['klaɪənt]; concisely [kən'saɪsli]; confirm [kən'fɜ:m]; convenient [kən'vi:nɪənt]; engagement [ɪn'geɪdʒmənt]; logical ['lɒdʒɪk(ə)l]; mutually ['mju:tʃuəli]; ok [əu'keɪ]; postpone [pəʊst'pəʊn]; previous ['pri:vɪəs]; reject [rɪ'dʒekt]; schedule ['ʃedju:l] (*BrE*); ['skedʒu:l] (*AmE*); scheme [ski:m]; similarly ['sɪmlɪəli]; suit [su:t], [sju:t]; suitable ['su:təbl], ['sju:təbl]; unable [ʌn'eɪbl]; unforeseen [ʌnfɔ:'si:n]; unfortunately [ʌn'fɔ:tʃ(ə)nətli]

Differentiate:

above [ə'bʌv] – вгорі, нагорі; вище; вищезначений
about [ə'baʊt] – про; навкруги, довкола, навколо

own [əʊn] – свій, власний; володіти, мати

owe [əʊ] – заборгувати, бути винним (*про борг*); бути зобов'язаним; завдячувати

in the end – нарешті, насамкінець, врешті рещт

at the end – в кінці (*року, статті, вулиці тощо*)

propose [prə'pəʊz] – пропонувати; вносити пропозицію; представляти, висувати (*кандидатуру*); робити пропозицію (*стосовно шлюбу*); мати намір

suggest [sə'dʒest] – пропонувати, радити; вселяти; навівати, викликати; підказувати (*думку*); натякати; наводити на думку; говорити про; означати

offer ['ɒfə] – пропозиція (*в т. ч. укласти угоду*); наведення (*доказів тощо*); спроба; оферта; пропонувати; наводити; намагатися

around [ə'raʊnd] – всюди, скрізь, навкруги, поблизу

a round [raʊnd] – коло, круг; цикл, ряд, раунд

find [faɪnd] (found, found) – (з)находити, виявляти; зустрічати; визнавати, дійти висновку

found [faʊnd] (founded) – засновувати, ґрунтувати, базувати; створювати, організовувати

fond [fɒnd] – що любить когось, щось; що відчуває ніжні почуття

suit [su:t], [sju:t] – позов; судова справа, судовий процес; підходити; бути до лиця; костюм

suite [swi:t] – номер люкс (*в готелі*); свита (*дипломатичного представника тощо*)

Useful phrases

– an appointment

– an engagement

– At last!

– board meeting

– due to some unforeseen business

– to arrange smth. with smb.

– to be able to come on

Monday at eleven

– to be free in the afternoon

– to cancel an appointment

– to confirm an appointment

- How about Friday?
- I am wondering if we could get together at 9 a.m. on Tuesday
- I look forward to hearing from you
- I think that should be possible
- I wish I could, but ...
- I'd like to come by and see you tomorrow
- Is that any good?
- Is the 5th of March at 6 p.m. convenient?
- Monday's bad for me, I'm afraid
- That sounds fine/good/supper to me
- That's a good idea
- to fix the date
- to have an appointment with
- to meet a client
- to postpone an appointment till a later date
- to put smb. through to smb.
- to wonder
- Tuesday the 8th of July would be good for me
- What date would be convenient for you?
- What time would suit you?
- Would it suit you?
- Would Monday at 10.30 suit you?
- Yes, that would be good for me

Work in pairs

- What model phrases typical for making/canceling/postponing an appointment can you pick out from the above!

- Will you arrange them in your own way to make up a new pattern for a short conversation! Role play it.

- What is a logical scheme for 'making an appointment' situation! How would you start, what will follow, and what would you say at the end! Similarly, what logical scheme would you propose for 'inviting someone' situation!

- Will you ask your partner to do something together (*have dinner, go to the theatre, see your friend off, help you meet a foreign delegation at the airport, etc.*)! Ask about the convenient time for both, make other arrangements.

Reading

How to make an appointment

Business people meet with clients, suppliers, owners, managers and others on a regular basis. Making, changing and cancelling appointments is an important skill in business English. It is a task many people have to do as part of their job.

Trying to arrange in advance a mutually convenient time and place for a meeting can take awhile if both you and the other person are busy and have a packed schedule. Here are some expressions you can use to arrange an appointment concisely and clearly.

Asking for an appointment

The following sentences are ways to ask for an appointment:

- I would like to arrange an appointment to discuss ...
- Please would you indicate a suitable time and place to meet?
- Would it be possible to meet on *(date)* at your/our offices to discuss ...?
- Can we meet (up) to talk about ...?

Suggesting a time/date:

Could we meet at ___ on ___ the ____ of ____?

e.g.: Could we meet **at 10 a.m. on Monday the 3rd of July?**

- Are you available on Monday/next Monday?
- Are you free on Tuesday/next Tuesday?
- Can we meet on Wednesday/next Wednesday?
- How does the third sound to you?
- Is next Saturday ok?
- Let's say ...
- What about next Friday?

- Would next Thursday be ok?
- Would Tuesday suit you?
- Would you be available on Tuesday?

Agreeing to/confirming an appointment

- Thank you for your email/call. I would be available to discuss ... on *(date)* at *(time and place)*.
- Tuesday sounds fine. Shall we say around *(time)* at *(place)*?
- I phoned your office to confirm that this date is convenient for me.
- That's fine. I'll see you then.
- Yes, Monday is fine.
- Yes, Tuesday would be fine.
- Wednesday suits me.
- Thursday would be perfect.

Rejecting a time/date:

Saying a time/date is not convenient for you, apologize and give a reason; suggest an alternative time/date:

- Unfortunately, I will be away on business during the week of July 6 – 11, so I will be unable to meet you then. However, if you were available in the following week, I would be glad to arrange a meeting with you.
- I will be out of the office (out of town) on Wednesday and Thursday, but I will be available on Friday afternoon.
- Would it be possible to arrange another time later in the week?
- Would you be free to meet early next week?
- How about next Friday, instead?
- I'm afraid (I'm sorry) I can't on Monday.
- I won't be able to meet on Wednesday.
- I really don't think I can on Thursday.

Cancelling/postponing an appointment

Sometimes, things come up and we have to cancel/postpone a previous engagement or appointment. When this happens, the best thing you can do is apologise and find another time to meet:

– Unfortunately, due to some unforeseen business, I will be unable to keep our appointment for tomorrow afternoon. I apologise for any inconvenience. Would it be possible to arrange another time later in the week?

– I'm afraid that I have to cancel our meeting on Wednesday, as something unexpected has come up. I'm sorry about cancelling. Would you be free to meet early next week instead?

Asking for confirmation

– Please confirm if this date and time is suitable/convenient for you.

– Can you let me know if this is OK for you?

Writing to someone you don't know

If you don't know the person, you'll need to give some background information about yourself or your company.

– I am ... and I would be interested to meet you to discuss ...

– I would be grateful if you could indicate a convenient time to meet during this week.

– I look forward to hearing from you.

Task 1. *Look at the five words. How many different words can you form with each one? What part of speech (verb, noun, adjective, adverb, etc.) is each word you have formed?*

1. contact

contacting, contactless, contactor, contactee

2. appoint

3. arrange

4. confirm

5. engage

Task 2. Match the words **1–10** to their synonyms **a–j**

- | | |
|-----------------|-------------------|
| 1. schedule | a) shortly |
| 2. reject | b) suitable |
| 3. concisely | c) settle |
| 4. convenient | d) repel |
| 5. arrange | e) previous |
| 6. available | f) timetable |
| 7. foregoing | g) accessible |
| 8. make excuses | h) unplanned |
| 9. grateful | i) thankful (for) |
| 10. unforeseen | j) apologize (to) |

Task 3. Match the words **1–10** to their antonyms **a–j**

- | | |
|-----------------|------------------|
| 1. grateful | a) lacking |
| 2. accidental | b) admit |
| 3. available | c) disagreement |
| 4. appoint | d) deliberate |
| 5. reject | e) uncomfortable |
| 6. postpone | f) denial |
| 7. logical | g) indifferent |
| 8. confirmation | h) continue |
| 9. convenient | i) irrational |
| 10. engagement | j) ignore |

Task 4. Complete the expressions on the right with the words from the box so they have the same meaning as the ones on the left

Hold on;	Is that;	Could you give me;
Put you through;	Phoning about;	Speaking;

- | | |
|--------------------------------------|-----------------------------------|
| 1. Can I talk to ...? | I'd like to speak to |
| 2. Just a moment ... | Thank you. _____ |
| 3. I'll connect you. | I'll _____ |
| 4. Am I speaking to Laurie Thompson? | Hello. _____
Laurie Thompson? |
| 5. Yea, it's me. | _____ |
| 6. The reason I'm calling is ... | Yes, I'm _____
your advert ... |
| 7. Can I have your name and address? | _____
your name and address? |

Now you are equipped with useful sentences to make, change or cancel engagements and appointments.

Task 5. Complete the dialogues

1

Mrs. Clark: Hello. Is this Thomson & Co office?

Секретар: Так. Можу я Вам допомогти?

Mrs. Clark: I'd like to make an appointment with law adviser.

Секретар: У якій справі Ви бажаєте отримати консультацію?

Mrs. Clark: I am interested in divorce case.

Секретар: Чи буде Вам зручно прийти завтра о 10 години?

Mrs. Clark: It suits me. Thank you.

2

– Hello! Is that Doctor Spencer's consulting room?

– Доброго ранку. Слухаю Вас.

– I was wondering whether Dr. Spencer could see me.

– *У Вас призначена зустріч?*

– I have an appointment for tomorrow afternoon but it's a case of emergency and I beg you to arrange it right now.

– *Пана Спенсера зараз немає. Бажаєте залишити для нього повідомлення?*

3

– *Я б хотів перенести призначену зустріч на інший день.*

– What date is good for you?

– *Як щодо п'ятниці об 11?*

– Let me see... What about Friday at 12? Is that any good?

– *Чудово! Це мені підходить.*

4

– Hi Sharon. It's Kylie. I've got a message from you about our meeting tonight. Unfortunately I am busy to-night. I am seeing my psychoanalyst.

– *Знову якісь проблеми?*

– Nothing extraordinary. Anyway... I'd love to see you and have a chat. Is tomorrow evening convenient to you?

– *О, це – чудова ідея! Що ж, до завтра.*

5

– *Я б хотів відмінити призначену зустріч з моїм адвокатом, тому що я мушу їхати у від'їздження на цілий тиждень.*

– When did you arrange your appointment for?

– *На четвер, о пів на шосту.*

– Fine. I'll cancel it. Would you like to postpone it till a later date?

– *Звісно. Як щодо наступної п'ятниці?*

– Let me check... Will 10.15 next Friday suit you?

Task 6. *Make some short dialogues of your own*

- Make an appointment with your lawyer who is difficult to catch.
- Confirm an appointment for your mom with a doctor. Persuade him to do it as soon as possible.
- Cancel your meeting with your HR. Give the reason.
- Postpone the job interview till next week. Give the reason.

Task 7. *Dialogues to memorize*

1

- Good morning. My name's Jane Dallard. I have an appointment with Mr. Newman for three tomorrow. I'd like to cancel it. I am calling to postpone my appointment till a later date. He told me to arrange it with you. Let's fix the date. Is he doing anything on Thursday?

- Let me see now... I'm afraid he's going away for the whole day. How about Friday?

- No, I'm flying to Donetsk on Friday. I'm not doing anything on Wednesday afternoon though. Perhaps we could have a late lunch?

- Well, Mr. Newman's going to a meeting at two, so he can't have a late lunch. He's free on Tuesday though.

- Tuesday... hmmm... Well, I'm meeting a client in the morning but I'm not doing anything at lunchtime. Yes. Let's make it Tuesday. I'll come to the office at one o'clock.

- That's fine, Mr. Dallard. One o'clock on Tuesday then. I'll tell Mr. Newman to expect you.

2

- How about a shopping next week?

- That's a good idea. What are you doing on Monday morning?

- Sorry. Monday morning's no good. I'm seeing the doctor. Are you free in the afternoon?

- I'm afraid not. Sorry, but I really can't. I'm going to a board meeting.

- I'm free all day Tuesday. Is that any good?

- No. That's no good either. I'm afraid, I can't. I'm going to a conference.

- Well, I'm traveling to Oxford on Friday morning so we must meet on Wednesday or Thursday.

- Would Thursday suit you? I'm not doing anything in the afternoon. Are you free?

- At last! I'm not doing anything either. I'll come around to your place about 1.30.

- See you on Thursday.

3

- Hello, Janet Joe speaking. Could you put me through to Mr. Poplar?

- I'm sorry, Ms. Joe, Mr. Poplar is busy.

- Can we arrange a meeting for tomorrow morning?

- Wednesday's bad for him, I'm afraid.

- Will the same time after tomorrow be convenient for him?

- I think that should be possible.

- That would be good. I'll call tomorrow to confirm the appointment. Good bye.

4

- Good morning. Is this Mr. Lenius's office? This is Jane Beret from Washington Post. May I speak to Mr. Lenius, please?

- Ms. Beret, I am very sorry, but I'm afraid Mr. Lenius's in the meeting now. And he has several engagements today and some other appointments this afternoon.

- I am wondering when Mr. Lenius could see me. Would you kindly make an appointment for me?

- Yes, certainly. I'll just look in the diary. Now, would Friday at three-fifteen suit you?

- No, I'm afraid I won't be in town on Friday.
- Then would you be able to come on Monday at eleven?
- Yes, it sounds good. That would be quite all right.
- Good. I'll make it for eleven o'clock on Monday, then.
- Thank you very much.

5

A: Hello. This is Richard Brown. I'd like to make an appointment to see Dr. Habi.

B: Certainly. What seems to be the problem?

A: I'd like to have my annual check-up.

B: Fine. When would you be available to come in to see Dr. Habi?

A: Any day next week in the morning would be great.

B: How about next Thursday at 10 o'clock?

A: That sounds fine. Thank you.

B: We'll see you next Thursday Mr. Brown. Goodbye.

Task 8. *Act the following dialogues in English*

1

- Добридень. Мене звати Джейн Далард. У мене призначена зустріч з п. Ньюманом на третю годину завтра. Я б хотів скасувати її. Я телефоную, щоб відкласти мою зустріч на пізнішу дату. Він сказав мені залагодити це з Вами. Чи робить він щось у четвер?

- Дайте, гляну зараз... Боюсь, що його не буде цілий день. Як щодо п'ятниці?

- Ні, я лечу в Донецьк у п'ятницю. Я нічого не роблю у середу після обіду. Може ми могли б мати пізній обід?

- Ну, п. Ньюман збирається на збори о другій, отже, він не зможе мати пізній обід. Проте, він вільний у вівторок.

– Вівторок... Гмм... Що ж, я зустрічаюсь з клієнтом вранці, але я нічого не роблю в обідній час. Так. Давайте зробимо це у вівторок. Я прийду в офіс о першій годині.

– Це добре, п. Далард. Перша година у вівторок, тоді. Я скажу п. Ньюману чекати Вас.

2

– Як щодо походу за покупками наступного тижня?
– Це хороша ідея. Що ти робиш у понеділок вранці?
– Вибач. Понеділок вранці – не підходить. Я йду до лікаря. Ти вільний після обіду?

– Боюсь, що ні. Вибач, але я дійсно не можу. Я йду на збори ради директорів.

– Я вільний цілий день у вівторок. Чи так добре?

– Ні, це теж не добре. Боюсь, я не можу. Я йду на конференцію.

– Що ж, я їду в Оксфорд у п'ятницю вранці, отже ми повинні зустрітися у середу чи четвер.

– Четвер тобі підійде? Я не роблю нічого після обіду. А ти вільний?

– Нарешті! Я також не робитиму нічого. Я під'їду до тебе близько 1.30.

– Побачимось у четвер.

3

– Вітаю, говорить Дженет Джов. Чи можете Ви з'єднати мене з п. Попларом?

– На жаль, п. Джов, п. Поплар зайнятий.

– Можемо ми домовитися про зустріч завтра на ранок?

– Середа погано для нього, боюсь.

– А той самий час післязавтра буде зручним для нього?

– Гадаю, це буде можливо.

– Це було б добре. Я зателефоную завтра, щоб підтвердити домовленість. До побачення.

4

– Доброго ранку. Це офіс п. Леніюса? Це Джейн Берет з Вашингтон пост. Можу я поговорити з п. Леніюсом.

– П. Берет, мені дуже прикро, але боюсь, що п. Леніюс зараз на зборах. І він має кілька зустрічей сьогодні та деякі інші домовленості після обіду.

– Я хочу знати, коли п. Леніюс зміг би побачитись зі мною. Чи не були б Ви такі ласкаві домовитись про зустріч зі мною?

– Так, звісно. Я лиш гляну у записник. П'ятниця, о третій п'ятнадцять Вам підійде?

– Ні, я боюсь, що не буду в місті у п'ятницю.

– Тоді, чи зможете Ви прийти в понеділок об одинадцятій?

– Так, це звучить добре. Це буде цілком добре.

– Гаразд. Я запишу на одинадцятую у понеділок.

– Дуже Вам дякую.

5

А. Добрий день. Це Ричард Браун. Я хочу записатися на прийом до лікаря Хабі.

В. Звичайно. У чому проблема?

А. Я б хотів пройти щорічний огляд.

В. Прекрасно. Коли Ви зможете прийти на прийом до лікаря Хабі?

А. У будь-який день наступного тижня. Вранці було б чудово.

В. Як щодо наступного четверга о 10:00?

А. Звучить непогано. Дякую.

В. Побачимося наступного четверга, пане Браун. До побачення.

Lesson #9

Business Correspondence

“The art of art, the glory of expression
and the sunshine of the light of letters, is simplicity”
(Walt Whitman)

Starting up

1. How is a personal correspondence different from business correspondence?
2. What is the purpose of a business letter today?

Read the words and word-combinations.

Pay attention to the pronunciation

abbreviation [ə,bri:vɪ'eɪf(ə)n]; accuracy ['ækjərəsɪ]; acknowledgement [ək'nɒlɪdʒmənt]; appendix [ə'pendɪks]; attorney [ə'tɔ:nɪ]; circulation [ˌsɜ:kjə'leɪf(ə)n]; complaint [kəm'pleɪnt]; completeness [kəm'pli:tnəs]; concise [kən'saɪs]; emoticons [ɪ'məʊtəkɑ:ns], [ɪ'məʊtɪkəʊns]; enclosure [ɪn'kləʊʒə], [en'kləʊʒə]; enquiry [ɪn'kwɪəri]; enumerative [ɪ'nju:m(ə)reɪtɪv]; explicative [ek'splɪkətɪv]; furthermore [ˌfɜ:ðə'mɔ:]; hence [hen(t)s]; invoice [ɪn'vɔɪs]; legibly ['ledʒəblɪ]; letterhead ['letəhed]; logical sequence ['lɒdʒɪk(ə)l 'si:kwən(t)s]; obsolete ['ɒbs(ə)li:t]; polite [pə'laɪt]; primarily [praɪ'mer(ə)li]; procuration [ˌprɔ:kju'reɪf(ə)n]; quotation [kwə'teɪf(ə)n]; recipient [rɪ'sɪpɪənt]; salutation [ˌsælju'teɪf(ə)n]; signature ['sɪɡnətʃə]; simplicity [sɪm'plɪsɪtɪ]; sincerely [sɪn'sɪəli]; title ['taɪtl]; type [taɪp]; variety [və'reɪətɪ]; vitality [vaɪ'tælətɪ]; warrant ['wɔ:r(ə)nt]

Useful Vocabulary

- acknowledgement/ acknowledgment
- by warrant
- claim
- complaint
- complimentary ending
- concluding paragraph
- date
- deficiency
- enclosure
- inquiry (enquiry)
- introductory paragraph
- legibly
- letterhead/letter-head
- order
- overdue
- per pro/p.pro/p.p.
(*Lat.*: per procuracionem)
- position/title
- power of attorney
- quotation
- recipient's address
- reference
- reparation
- salutation
- sender's address
- signature
- terms of delivery
- typed signature

Reading

Communication through exchange of letters is known as correspondence.

Business correspondence is the communication or exchange of information in a written format for the process of business activities. Businessmen communicate business information to customers, suppliers and others and at the same time receive a variety of letters from them.

Business correspondence can take place between organizations, within organizations or between the customers and the organization. The correspondence is generally of widely accepted formats that are followed universally.

The importance of business letters:

- help in maintaining proper relationship;
- inexpensive and convenient mode;
- create and maintain goodwill;
- serve as evidence;
- help in expansion of business.

A letter should serve the purpose for which it is written. We may classify the qualities of a good business letter as:

- a) inner qualities;
- b) outer qualities.

The inner qualities of a good business letter refer to the quality of language, its presentation, etc.

– **Simplicity** – simple and easy language should be used for writing business letters.

– **Clarity** – the language should be clear, so that the receiver will understand the message immediately, easily and correctly.

– **Accuracy** – the statements written in the letter should be accurate to, the best of the sender's knowledge.

– **Completeness** – a complete letter is one that provides all necessary information to the users.

– **Relevance** – the letter should contain only essential information.

– **Courtesy** – courtesy can be shown/expressed by using words like please, thank you, etc.

– **Neatness** – a neat letter is always impressive.

The outer qualities of a good business letter refer to the appearance of the letter:

- quality of paper;
- colour of the paper;
- size of the paper;
- folding of the letter;
- an envelope.

The main goal of business correspondence is to reach an agreement between partners; its style is strictly official, or formal. Here belong some traditional obsolete words and foreign borrowings (primarily of Latin and French origin) like: *per capita*, *per pro*, *a priori*, *per annum*, *appendix*, *index*, *curriculum vitae*, *memorandum*.

In general the formal style is characterized by:

- more complex sentences;

- abstract nouns;
- frequent use of impersonal sentences;
- bookish vocabulary;
- avoiding contractions, colloquial words and slang.

Parts of a Business Letter

The essential parts of a business letter are as follows:

1. Heading

- a) name and postal address of the business;
- b) e-mail address;
- c) web-site address;
- d) telephone number, fax number;
- e) trade mark or logo of the business (if any).

2. Date

It is normally written on the right hand side corner (*28th Feb., 2003* or *Feb. 28, 2003*).

3. Reference

It indicates letter number and the department from where the letter is being sent and the year. It is given on the left hand corner after the heading (*AB/FADept./2003/27*).

4. Inside address

This includes the name and full address of the person or the firm to whom the letter is to be sent. This is written on the left hand side of the sheet.

The Chief Manager,
State Bank of India
Utkal University Campus
Bhubaneswar,
Orissa-751007

5. Subject

It is a statement in brief, that indicates the matter to which the letter relates.

Subject: Enquiry about Samsung television

6. Salutation

Sir/Madam	For official and formal correspondence
Dear Sir/Madam	For addressing an individual
Dear Sirs/Dear Madam	For addressing a firm or company

7. Body of the letter

- 1. Opening part.** It is the introductory part of the letter.
- 2. Main part.** This part usually contains the subject matter of the letter.
- 3. Concluding part.** It contains a statement of the sender's intentions, hopes or expectations concerning the next step to be taken.

8. Complimentary close

It is merely a polite way of ending a letter. It must be in accordance with the salutation.

<i>Dear Sir/Dear Madam</i>	<i>Yours faithfully</i>
<i>Dear Mr. Raj</i>	<i>Yours sincerely</i>
<i>My Dear Akbar</i>	<i>Yours very sincerely</i> (express very informal relations)

9. Signature

It is written in ink, immediately below the complimentary close. The name of the writer should be typed immediately below the signature.

10. Enclosures

This is required when some documents like cheque, draft, bills, receipts, lists, invoices, etc. are attached with the letter.

11. Copy circulation

This is required when copies of the letter are also sent to persons apart of the addressee. It is denoted as C.C.

12. Post script

This is required when the writer wants to add something, which is not included in the body of the letter. It is expressed as *P.S.*

Type of Business Letters

- Letter of enquiry
- Quotation letter
- Order letter
- Letter of complaint
- Letter of recovery

Letter of inquiry/enquiry

Seek details on price, discounts, price lists, catalogues, samples and terms of sale (quality and quantity of goods, models or trademarks, terms of delivery and terms of payment).

Tel.: 23241053	M/s Acron Electricals 22/c, Main Road	E-mail: elc@acr.vsnl.net.in http://www.acronelc.com
Fax.: 23244155	Darya Ganj, New Delhi-2	

Ref. PR/F/2012/27

Dated: July 27,2012

M/s Bharat Fans
Bharat Complex
Hyderabad Industrial Estate
Hyderabad – 500032

Subject: Enquiry about the prices of fans

Dear Sir,

We are dealing in retail trade of electrical appliances. We would be interested in selling your product, Bharat Fans through our retail showroom.

Could you, therefore, send us your quotations and let us know the terms and conditions of payment.

Thanking you,

Yours faithfully,
For M/s Acron Electricals
Sd/-
(A.B. Kumar)
Partner

Quotation Letter

These letters are written keeping in view the information asked for like price list, mode of payment, discount to be allowed, etc. Businessman should reply to the inquiries carefully and promptly.

Tel.: 50863235	M/s Bharat	E-mail: bh@fan.vsnl.net.in
Fax.: 23244109	Fans	http://www.bhfan.com
	Bharat Complex	
	Hyderabad	
	Industrial Estate	
	Hyderabad -	
	500032	

Ref.-SL/F/2012/12

Dated: August 10, 2012

M/s Acron Electricals
22/c, Main Road
Darya Ganj, New Delhi-2
Subject: Your letter No. PR/F/2012/27 dated July 27, 2012

Dear Sir,

Thank you for your letter of enquiry. We would be glad to meet your requirements of selling our fan in your retail showroom.

Our quotations are given in the price list enclosed. We offer 10% discount on order above Rs.50,000. Besides, we allow a grace period of 45 days for payment of dues to our regular customers.

We are confident that you will find our prices competitive and our terms and conditions reasonable. We look forward to meeting your requirements.

Thanking you,

Yours faithfully,
For M/s Bharat Fans
Sd/-
(Des Gupta)

Encl: Price List & Terms and Conditions

Sales Manager

Order Letter

Letters written by a buyer to the seller giving the order to purchase the goods is called order letter.

Tel.: 40863269 M/s Acron Electricals E-mail: elc@acr.vsnl.net.in
Fax.: 23244566 22/c, Main Road <http://www.acronelec.com>
Darya Ganj,
New Delhi-2

Ref. PR/F/2002/32

Dated: August 22,2012

M/s Bharat Fans
Bharat Complex
Hyderabad Industrial Estate
Hyderabad – 500032

Subject: Your letter of quotation No. SL/F/2002/12 dated August 10,2002

Dear Sir,

Many thanks for your prompt reply to our enquiry letter of July 27, 2012. As we find your prices and terms quite reasonable, we wish to place a trial order as per the list enclosed.

As pointed out in our enquiry letter, quality is important. Should the goods meet our expectations, substantial orders will follow.

Payment will be made within the time limit prescribed in your quotation letter.

Thanking You,

Yours faithfully,
For M/s Acron Electrical
Sd/- (A.B.Kumar)
Partner

Encl: Order List

Complaint Letter

It is the letter that draws attention of the supplier or any other party on account of supply of defective or damaged goods.

Tel.: 3241053	M/s Acron Electricals	E-mail: elc@acr.vsnl.net.in
Fax.: 3244155	22/c, Main Road	http://www.acronelc.com
	Darya Ganj,	
	New Delhi-2	

Ref. PR/F/2012/27

Dated: September 5, 2002

M/s Bharat Fans

Bharat Complex
Hyderabad Industrial Estate
Hyderabad – 500032

Subject: Complaint regarding fans

Dear Sir,

I would like to draw your attention to the fact that some fans are found missing in the parcel, dispatched by you, which I received today. It appears that the following items were not included.

Bharat fan super quality 3 (Three)

Bharat fan standard 2 (Two)

We will appreciate if the above fans are sent to us or the amount credited to our account.

Yours faithfully
For M/s Acron Electrical
Sd/-
(A.B.Kumar)
Partner

Recovery Letter

The letter written by the seller for collection of money for the goods supplied to the buyer is called recovery letter.

Tel.: 50863235	M/s Bharat Fans	E-mail: bh@fan.vsnl.net.in
Fax.: 508600	Bharat Complex	http://www.bhfan.com
	Hyderabad Industrial	
	Estate	
	Hyderabad – 500032	

Ref.-SL/F/2012/12

Dated: December 10,2002

M/s Acron Electricals
22/c, Main Road
Darya Ganj, New Delhi-2

Subject: Recovery of dues

Dear Sir,

We believe that the payment of our bill No. 1713 dated September 2, 2012 must have escaped your attention. As the payment is due since long, we would appreciate if you send us your cheque immediately. Please let us know whether payment is being withheld for some special reasons.

Thanking you,

Yours faithfully,
For M/s Bharat Fans
Sd/-
(Des Gupta)
Sales Manager

Email (e-mail)

Email is the least formal method of business communication. It is the most widely used method of written communication usually done in a conversational style.

Some important well-known characteristics of e-mail English messages are as follows:

- frequent decapitalization (e.g. “*let us meet on tuesday*”);
- use of abbreviations (e.g. *BTW* – by the way);
- use of capitals for emphasis (e.g. “*the exam is TOMORROW*”);
- carefree punctuation (e.g. the vanishing hyphens in *e-mail/email*);
- frequent omission of salutations and closings.

The most important rules of e-mail etiquette include:

- 1) prompt response to a received message (at least acknowledgment of receipt) and
- 2) filling in the subject line that economizes the time and mental efforts of receivers and makes messages more concise.

Most common abbreviations, or rather *acronyms* (i.e. words formed from the initial letters of a name), which occur in e-mails (including academic), are as follows:

- AISI – as I see it;
- ASAP – as soon as possible;
- BOT – back on topic;
- BTW – by the way;
- FYI – for your information;
- IAC – in any case
- IMHO – in my humble opinion;
- IOW – in other words;
- TTYL – talk to you later.

In communication with friends, the symbols called “emoticons”, which represent facial expressions and add vitality to messages, are used, e.g.:

- :) or ☺ – a happy, joking, or sarcastic face;
- ;) – a happy, winking face;
- :(or ☹ – a frown, sad, or angry face;
- ;) – a fiendish grin.

These symbols are not appropriate in formal academic e-mails. The degree of relative formality/informality of aca-

demic e-mail messages may, certainly, vary in accordance with different purposes and situations.

Task 1. *Are these statements true (T) or false (F)*

1. Letter is a form of written communication.
2. Through business letter personal contact can be maintained between buyer and seller.
3. Business letters lead to decline the goodwill of the firm.
4. Letter is a convenient and economic mode of communication.
5. Business letters do not help in removing misunderstanding between buyer and seller.
6. By writing business enquiry letters, a buyer gets information about the prices of goods.
7. In business enquiry letter the writer cannot ask for sample of goods.
8. In business enquiry letters the writer doesn't give information about the quantity of possible purchases.
9. The seller supplies the relevant information to the buyer through business enquiry letter.
10. Letter written in response to business enquiry letter is called Quotation letter.

Task 2. *Fill in the blanks with suitable words from the list below*

evidence; impossible; goodwill; window, laminated; Please; Thank you; relevant; language; attractive; convenient; seek or give
--

1. It is _____ for the businessmen to remember all facts without correspondence.
2. Business letters build _____ for a businessman.
3. Business letter is the most _____ mode of communication.

4. Business letters serve as a/an _____ in case of dispute in business transactions.

5. Business letters are written to _____ information.

6. Apart from ordinary envelopes, we may also use _____ or _____ envelopes for sending business letters.

7. To make a letter courteous, words like _____ and _____ should be used.

8. Business letter should contain only _____ information.

9. Accuracy demands no error in the usage of _____.

10. Business letters should be always neat and _____ in appearance.

Task 3. Match the words **1-8** to their synonyms **a-h**

- | | |
|--------------------|----------------------|
| 1. authority | a) clearly |
| 2. legibly | b) remuneration |
| 3. warrant | c) expired |
| 4. compensation | d) certification |
| 5. overdue | e) power of attorney |
| 6. complaint | f) power |
| 7. acknowledgement | g) grumble |
| 8. merely | h) only |

Task 4. Look at the eight words. How many different words can you form with each one? What part of speech (verb, noun, adjective, adverb, etc.) is each word you have formed?

1. acknowledge
acknowledged; acknowledg(e)ment;
 2. claim
-

3. collect

4. introduce

5. recipient

6. sign

7. salute

8. introduce

Task 5. *Match the following*

- | | |
|---|--------------|
| 1. The receiver understands the message in the same way as intended by the sender | a) Relevance |
| 2. There should be no errors in the usage of language in business letter | b) Courtesy |
| 3. Relevant information should be provided in business letter | c) Accuracy |
| 4. Words of anger should not be used in any business letters. | d) Clarity |

Task 6. *Fill in the blanks*

1. The complementary close must be in accordance with the _____.
2. Below the signature and name of the writer, his _____ is also written.
3. In the main part of the body of the letter _____ is written.
4. Dear Sir is the form of _____.

5. The body of the letter is usually divided into _____ part(s).

6. On receipt of defective goods, the buyer writes _____ to the seller.

7. On finding that the goods have been damaged in transit, the buyer writes complaint letter to _____.

8. Aim of recovery letter is to _____ from the buyer.

9. Complaint letter is written by _____ to the _____.

10. Recovery letter draws the attention of the buyer towards the _____.

Task 7. *Rewrite the following sentences in formal business style*

1. We want you to give us your answer immediately.

2. We've got none of the items in stock.

3. Please don't change the supplier.

4. We can't tell you about delivery because we don't know.

5. Your cheque is wrong.

6. We have been waiting too long for payment.

7. Your order will be a fortnight late.

8. You still owe us \$1000.

Task 8. *Match the words 1-18 to their more formal synonyms a-r. If necessary, look up the phrases in a dictionary*

1. big

a) to supply

2. a buy

b) to inform

3. so-so

c) incorrect

4. to send

d) to improve

5. to get

e) to depreciate; to decline

6. to give

f) substantial

- | | |
|---------------------------------------|---|
| 7. to show | g) satisfactory |
| 8. to tell | h) to keep apprised;
to keep informed |
| 9. to thank | i) to forward, to dispatch |
| 10. wrong | j) the company's proposal |
| 11. to get better and better | k) to obtain |
| 12. to get worse and worse | l) a purchase |
| 13. to keep in touch | m) to indicate |
| 14. to owe | n) to be grateful |
| 15. our idea | o) to be in debt to smb;
to be obliged to smb. |
| 16. we wanted | p) the corporation required |
| 17. your letter to us | q) will be repaired the loan |
| 18. you'll get your money
back you | r) the correspondence
received |

Task 9. *What do these abbreviations (acronyms) stand for?*

- IAC _____
 N.B. _____
 v.v. _____
 IOW _____
 TTYL _____
 e.g _____
 IMHO _____
 etc. _____
 BTW _____
 pro and con _____

Task 10.

You want to buy a book from the Kalka Publication, which is situated at Kanchan Bazar, Hyderabad, Andhra Pradesh – 500030. Write a letter indicating your requirements.

Task 11.

Suppose you are the owner of a shop that sells ceiling fans. You received an enquiry letter from M/s Aakash Hotels, Connaught Place, New Delhi seeking information about the price and availability of fans. Write a letter in response to the enquiry made by M/s Aakash Hotels.

Task 12.

You recently returned from a holiday organized by SunTravel. The holiday was not a success: you had a number of problems. Write a letter of complaint to Customer Services at SunTravel, including the following information: brief details of the holiday you booked; a description of what went wrong; an explanation of how this affected you; a request for compensation.

Task 13. *Below is the electronic message written by a Ukrainian student to his teacher. What would you change/improve in this message?*

From: Andriy Zakharko <azakh@hotmail.com >

Date: October 27, 200X 11:54 PM

To: Mariya Dmytrenko <dmytrenko@univ.lviv.ua >

Subject:

Hi, Mariya Petrivna! How are you doing?

I am almost ready with my course paper, but I need your advice. Can I come to your Department on Tuesday at 3.15 p.m. to ask some questions?

FYI, the Dean's office has just announced that our exam will take place NEXT FRIDAY! I'm afraid I won't be ready!

Hope to see you soon. Bye-bye.

Andriy Zakharko,

PMP – 41

Lesson #10

Welfare Scheme for Employees

“Power has only one duty –
to secure the social welfare of the People”
(Benjamin Disraeli)

Starting up

What components of a welfare scheme for employees do you know? Which of them are the most important? Give reasons for your opinion.

Read the words and word-combinations.

Pay attention to the pronunciation

access ['ækses]; allowance [ə'lauəns]; annual ['ænjuəl]; arrears [ə'rɪəz]; canteen [kæn'ti:n]; contract ['kɒntrækt]; crèche [kreʃ], [kreɪʃ]; detail ['di:teɪl]; disciplinary ['dɪsəplɪn(ə)rɪ]; entitlement [ɪn'taɪtlmənt]; executive [ɪg'zekjʊtɪv]; extract ['ekstrækt] (*noun*), [ɪk'strækt] (*verb*); failure ['feɪljə]; fringe [frɪndʒ]; generous ['dʒen(ə)rəs]; grievance procedure ['gri:v(ə)n(t)s prə'si:ɔʒə]; insurance [ɪn'ʃʊ(ə)rəns]; legal ['li:g(ə)l]; pension ['penʃ(ə)n]; per annum [pə(r)'ænəm]; rare [rɛə]; remuneration [rɪ,mju:nə'reɪʃ(ə)n]; require [rɪ'kwaɪə]; subsidy [sʌbsɪdɪ]; vital ['vaɪtl]; vitally ['vaɪt(ə)lɪ]; welfare ['welfɛə]

Differentiate

ISO 4217 – міжнародний стандартний трілітерний код валюти (розроблений Міжнародною організацією із стандартизації; перші дві літери означають країну, а третя – назву грошової одиниці)

£ [eɪ] – symbol for **pound sterling** [paund'stɜ:ɪŋ], pounds sterling (*pl.*) – Great Britain pound sterling – фунт стерлінгів, грошова одиниця Сполученого Королівства Великобританії та Північної Ірландії. Буквений код – GBP, цифровий код – 826. Фунт – грошова одиниця в Арабській Республіці Єгипет, Республіці Кіпр і деяких інших державах.

\$ – symbol for **dollar** ['dɒlə], dollars (*pl.*) – US dollar – долар США. Буквений код – USD, цифровий код – 840. Грошова одиниця в США, Канаді, та ін. державах.

€ – symbol for **euro** ['jʊ(ə)rəʊ], euros (*pl.*) – євро, грошова одиниця Європейського Союзу; Буквений код – EUR, цифровий код – 978.

₴ – symbol for **hryvnya**/hryvnia ['hrɪvnjɑ:], hryvnias (*pl.*) – національна валюта України з 1996 р. Буквений код – UAH, цифровий код – 980.

vary ['ve(ə)rɪ] – різнитися, змінювати; вносити поправки (*у договір*)

very ['veri] – дуже, сильно, справжній, саме той, самий (*підсилення*)

ware [wɛə] – вироби, товар(и), продукти виробництва

warry ['we(ə)rɪ] – обережний, недовірливий; насторожений

at least [ət'li:st] – принаймні, щонайменше

at last [ət'lɑ:st] – нарешті

arrears [ə'riəz] – прострочена заборгованість/недоплата

area ['eəriə] – площа, простір; територія, галузь

Useful phrases

- allowance
- amount of time allotted
- annual leave
- basic salary
- because of gender discrimination
- compensation package
- coverage
- crèche [kreʃ], [kreɪʃ]/public nursery/day nursery
- dental benefits
- dependent child allowance
- designing a good compensation package
- disciplinary rules
- employee discounts
- flexible working hours
- fringe benefits
- furnished accommodation
- grievance procedure
- guaranteed raises
- holiday entitlement
- hours of work
- in arrears
- incentive
- insurance beneficiary
- maternity leave
- medical insurance
- non-contributory pension scheme (plan)
- notice period
- on a temporary basis
- overtime/shift patterns
- parking facilities
- pay cuts and reductions in benefits
- per hour/week/month/year
- points that should be mentioned in a contract of employment
- rate of pay
- relocation allowance
- remuneration
- reward
- sick pay provision
- sports facilities
- time on/off
- to bar from sick pay
- to be [to go] on the dole
- to be entitled to
- to earn money through raises and bonuses
- to negotiate the salary and benefits
- to notify in writing
- to offer a pension scheme
- to offer free or inexpensive childcare to employee
- to pursue a degree in a relevant field
- to require by law
- to start at a standard rate with standard benefits
- to update the skills
- tuition exchange
- unpaid hour for lunch
- welfare

Reading

Many business attempt to make their values clear through the benefits they offer and show potential em-

ployees what the company cares about more than just the work. This helps to attract workers who share these values, resulting in a more cohesive workforce.

The benefits package of a company can contain medical insurance, annual leave, sick leave, paid maternity leave, crèche facilities, pension scheme (non-contributory pension scheme), relief (dole), regular incentives, flexible working hours, paid overtime, fringe benefits. Also, big companies may offer their staff some benefits for remuneration package: dental benefits, relocation costs to and from the company, car allowance, free parking and sports facilities, the company's canteen, educational subsidies for children, furnished accommodations at nominal rent, annual leaves with airfares for self and dependents, annual gratuities, etc. Such benefits packages and rewards are usually commensurate, and the opportunities for a person who performs well may be considerable.

Note! *It is sometimes possible to negotiate the salary and benefits that are offered with a job. Experts often recommend that people know what their skills are worth and what the average salaries and benefits are in an industry so that they can tell if an offer is fair. Negotiations are often more successful if they are realistic and based on reliable research; they can also serve to show a potential employer that the person is ambitious and well-informed. Not all companies are willing to negotiate, however, and compensation is best discussed late in the interview process. It is often more difficult for entry-level employees, who may not have the experience to back up their demands, to negotiate, but higher level executives are often in a better position to demonstrate their value with a history of success.*

Compensation Package

A compensation package is the combination of benefits that an employer offers to employees. This may include wages, insurance, vacation days, guaranteed raises, and other perks. Strong compensation packages are often used to attract and keep good employees, and to promote certain company values. A business that does not pay the highest wages may still be competitive by offering free or inexpensive childcare to employees, for example.

Common Components

Almost every compensation package includes consistent wages or salary. This may include a guarantee of regular increases based on the cost of living, time with the company, or the job performance of the individual. Employees in some industries work solely for commission or may accept no wages in exchange for another form of compensation, but this is rare and is not legal in some countries.

Time off, either paid or unpaid, is also a common benefit. The entire facility may shut down for a few weeks during the summer or at the end of the year, or vacation time may be accrued individually to be used at the employee's discretion. Sick time is often separated from vacation time and is used on an individual basis.

Health insurance is considered compensation in places where it is not nationally funded. This insurance may be paid for by employers or employees, or by contributions from each. Not all coverage is the same, and a company that cannot offer higher salaries may offer better healthcare plans – including dental and vision insurance – as a way of attracting new talent.

Other types of benefits vary widely. For instance, an employer may choose to provide childcare services on the premises at no charge. Some provide development classes

or pay for continuing education, assisting those who want to update their skills or pursue a degree in a field that is relevant to their employment. Other perks may include the use of a company car, cell phone service, office equipment for working at home, or any other type of benefit that the company wishes to extend.

Differences between Packages

One factor may determine what goes into a compensation package is the value of the company. Powerful companies that make a lot of money often have the ability to offer their employees higher salaries and more benefits. Just because a company is very profitable does not necessarily mean that everyone makes a lot of money, however; sometimes, a small company with only a few employees may be more generous because it values each person more. Packages can also vary between employees, with executives often getting more compensation than lower level employees.

Another factor is the standards of the industry. For example, professors in universities usually expect tuition exchange for their children and spouses to be one of their benefits, whereas people who work in retail usually expect employee discounts in company stores. Even the way raises and starting salaries are structured may be uniform across an industry.

Unfair Practices

Most of the time, a company can choose to hire people at whatever starting wages and benefits the company believes is appropriate. However, it is common for employees to start at a standard rate with standard benefits, at least at the lower levels of the company. One issue with offering different packages to employees in similar positions within the same company is that employees are not always secretive about their wages. This may open a

business up to legal problems; if a man and a woman are hired at the same time, for example, and the woman is paid less, she might complain that her salary is lower because of gender discrimination. When employees know that people who do the same basic job are paid different amounts, it can hurt morale as well.

Legal Regulations

Sometimes, employers are required by law to offer some degree of compensation, such as a certain amount in wages. Vacations and maternity leave may also part of an employee's rights in some countries, although the amount of time allotted can vary. On the other hand, pay cuts and reductions in benefits are often legal, although employees in these situations usually have the right to quit their jobs if they are dissatisfied.

Designing Compensation Packages

From an employer's perspective, designing a good compensation package is often the key to attracting talented employees and keeping them for a long time. Offering higher wages is one strategy for improving a package, but employees also value their potential to earn more money later through raises and bonuses. Understanding what the people who work for the company really want and providing adequate compensation can improve worker morale and performance.

Task 1. *Answer the questions*

1. What components may a company's welfare scheme contain? Which are vitally important?
2. Which benefit do the women – members of the staff get if they stop work to have a baby?
3. Which benefit helps people when they are old?

4. Who looks after the children when their parents are at work?

5. What pay and holidays can the staff members have?

6. What services and facilities for their staff can be provided by prosperous companies?

7. What benefits packages are offered by the company you are working for?

Task 2. *Look at the list of points that should be mentioned in a contract of employment in the U.K. Match them to the extracts from some model contracts (a-j).*

1. Date the employment begins.
2. Rate of pay and when/how paid.
3. Normal hours of work/overtime/shift patterns.
4. Holiday entitlement (including public holidays).
5. Job title (or a brief description of the job).
6. Location of workplace.
7. Notice period.
8. Sick pay provision.
9. Pension scheme terms.
10. Disciplinary rules and grievance procedure.

a) The amount of notice you are required to give or be given by your employer in the first four years is four weeks.

b) A copy of the company's disciplinary procedure is attached to this contract and employees are asked to read it carefully.

c) Your basic salary will be £35,000 per annum, payable monthly in arrears by credit transfer to your bank or building society.

d) Your normal place of work will be the above address. From time to time the company may require you to work at other sites on a temporary basis.

e) Your employment begins on 1 January 20...

f) The company does not offer a pension scheme but provides access to a stakeholder pension. Details can be obtained from the personnel department.

g) You may be required to work on a public holiday. If so, you are entitled to time off in lieu.

h) Normal hours of work are 37 ½ per week, 9 a.m. to 5.30 p.m. Monday to Friday, with one unpaid hour for lunch each day.

i) You must inform the office by 10 am on the first day of absence. Failure to do so may render you subject to disciplinary action and may also bar you from sick pay.

j) Your current job title and responsibilities are detailed in Schedule 1 and may be amended from time to time. Any changes will be discussed with you fully and notified to you in writing.

Task 3. *Work in pairs*

How are contracts similar or different in your country? What points must be mentioned?

Task 4. *Match the words 1–10 to their synonyms a–j*

- | | |
|-----------------|---------------|
| 1. welfare | a) treat |
| 2. to demand | b) prosperity |
| 3. to negotiate | c) request |
| 4. pay | d) salary |
| 5. update | e) propose |
| 6. offer | f) teaching |
| 7. inexpensive | g) upgrade |
| 8. failure | h) misfortune |
| 9. tuition | i) cheap |
| 10. notify | j) announce |

Task 5. Match the words **1–10** to their antonyms **a–j**

- | | |
|----------------|------------------|
| 1. an employee | a) deny |
| 2. expensive | b) fail |
| 3. success | c) an unemployed |
| 4. offer | d) failure |
| 5. temporary | e) refuse |
| 6. allow | f) not want |
| 7. execute | g) cheap |
| 8. require | h) permanent |
| 9. update | i) disadvantage |
| 10. welfare | j) destroy |

Task 6. Match the words **1–8** to their definitions **a–h**

- | | |
|-------------------------|--|
| 1. benefit | a) suitable or right for a particular situation or occasion; |
| 2. compensation package | b) the total payment and benefits that an employee receives for doing their job; |
| 3. appropriate | c) financial protection so that you get money if something bad happens; |
| 4. coverage | d) a fixed amount of money usually paid every month; |
| 5. crèche | e) something that encourages a person to do something; |
| 6. dependent | f) something such as a pension or health insurance that an employee receives in addition to their salary (= money); |
| 7. salary | g) needing the support of something or someone in order to continue existing or operating; |
| 8. incentive | h) a place where young children are cared for during the day while their parents do something else, especially work, study, or shop. |

Task 7. Look at the seven words. How many different words can you form with each one? What part of speech (verb, noun, adjective, adverb, etc.) is each word you have formed?

1. allow

allowability, allowable; _____

2. discipline

3. execute

4. fail

5. insure

6. pension

7. subsidize

Task 8. Choose from the words below to complete the sentences

compensation package; insurance; backup; earn; cohesion; remuneration; dissatisfied; workforce; entitles; adequacy
--

1. The lack of _____ within the party lost their votes in the election.

2. The majority of factories in the region have a _____ of 50 to 100 (people).

3. I'll need to take out extra car _____ for another driver.

4. In return for some caretaking duties, we are offering a free apartment and a small _____.

5. You can't expect to _____ a living from your painting.

6. If you're _____ with the service, why don't you complain to the hotel manager?

7. Being unemployed _____ you to free medical treatment.

8. Remember, your colleagues are your _____ system when things go wrong.

9. The adequacy of public healthcare has been brought into question.

10. Health and dental insurance might be considered a vital part of the _____.

Task 9. *Two companies have posted their remuneration packages on the job page of their company websites. Label the descriptions of benefits (1–12) with items a–l*

- a) a performance-related pay;
- b) sports club membership;
- c) employee assistance programme;
- d) flexible working hours;
- e) relocation expenses;
- f) pension scheme;
- g) profit-sharing bonus scheme;
- h) life insurance;
- i) cafeteria;
- j) crèche/childcare facilities;
- k) shares in success;
- l) salaries.

I. Benefits & Rewards

We want to attract, motivate and held on to our best personnel by rewards you fairly with the following benefits.

1. A first-class non-contributory retirement scheme (*i.e.* fully paid by the employer).

2. Coverage for your loved ones of four times your annual salary.

3. Free shares after one year's service, dependent on company profits.

4. Fitness, sports facilities, massage, and yoga classes plus 20% off membership of a wide selection of fitness clubs.

5. Daily nursery/kindergarten provision.

6. Counselling and advice on personal and domestic issues.

II. **Remuneration package**

In return for your contribution to our organization, you can expect a role that offers considerable variety and a chance to pursue your ambitions with the company both nationwide and internationally.

7. Depending on level, role, and experience, we offer attractive salary packages to recruit and retain the best personnel.

8. Payment is reviewed on a merit basis, based on how well you carry out your job.

9. You can adjust working hours to suit personal and family commitments.

10. Paid out twice a year dependent upon business results.

11. Hot meals, salads, and snacks at heavily subsidized prices.

12. Comprehensive moving expenses if you take up a new position or are transferred.

Task 10. *Work in pairs*

Which package do you find more attractive? Why? Prepare arguments to support your views.

Task 11. Read the dialogues. Then close the left side of the table and try to act the following dialogues in English

<p><i>Sophie:</i> As you know, we haven't reviewed salaries for over a year. The Board has agreed a maximum 5% increase from the first of October and I'd like you to come back to me with recommendations for all your staff. I've produced a list, here with the relevant data about each employee in Marketing.</p>	<p><i>Софі:</i> Як ви знаєте, ми не переглядали зарплати більше року. Рада директорів схвалила максимальне збільшення з першого жовтня на 5%, і я хотіла б, щоб ви прийшли до мене з рекомендаціями для всіх ваших співробітників. Я склала список ось тут, з відповідними даними про кожного співробітника у відділі маркетингу.</p>
<p><i>Tim:</i> That's fine; I've got one or two people who deserve more than 5%, particularly those who came from London and New York last year. They actually took a drop in salary and they've reminded me about this several times. It's eighteen months since we had our last raise, too.</p>	<p><i>Тім:</i> Це добре; я маю одну чи дві людини, які заслуговують більше, ніж 5%, зокрема ті, хто прибули з Лондона і Нью-Йорка минулого року. Вони насправді втратили у зарплаті, і нагадували мені про це кілька разів. Уже також 18 місяців відколи ми мали збільшення платні.</p>
<p><i>Sophie:</i> Well, we might be able to give more in one or two cases if you reward less in others. Don't forget the rate of inflation is not expected to rise much in Britain this year and so far, touch wood, we haven't had to make any staff redundant.</p>	<p><i>Софі:</i> Ну, ми могли б дати більш в одному або двох випадках, якщо ви виплатите менше в інших. Не забувайте, що не очікується, щоб рівень інфляції зріс набагато у Великобританії цього року і дотепер, щоб не наврочити, ми не мусили звільняти персонал.</p>

<p><i>Tim:</i> What's the position likely to be on the bonuses at the end of the year? Will they be slashed? And are there any other staff developments on the horizon?</p>	<p><i>Тім:</i> Якою є точка зору щодо премій в кінці року? Будуть вони зрізані? А чи є якась інша робота з кадрами на горизонті?</p>
<p><i>Sophie:</i> Well, we are proposing to carry out the performance reviews in November and early December and that will determine the final bonus amounts. We're trying to separate the salary review from the performance review in future. We're also looking at flexible working and maternity and child-care issues. Your department is particularly vulnerable here as you have less staff and therefore a number of people who work too many hours. Also, there are several women on maternity leave at present who I believe you would like back. Frankly, Tim, I'm worried about the number of hours some of your staff are working. It has to be contained.</p>	<p><i>Софі:</i> Ну, ми пропонуємо провести оцінку результатів діяльності в листопаді і на початку грудня, і це визначить остаточні суми премій. Ми намагаємося відокремити перегляд зарплати від оцінки результатів діяльності в майбутньому. Ми також розглядаємо питання гнучкого робочого графіку, декретної відпустки та догляду за дітьми. Ваш відділ особливо вразливий тут, бо ви маєте менше персоналу і, отже, кількість людей, які працюють занадто багато годин. Також є кілька жінок у декретній відпустці зараз, і я вважаю, ви хотіли б щоб вони повернулися. Чесно кажучи, Тім, я занепокоєна кількістю годин протягом яких деякі з ваших співробітників працюють. Вона повинна бути обмежена.</p>
<p><i>Tim:</i> OK, I hope we'll have the opportunity to discuss some of these issues at the management meeting. Thanks, Sophie. I'll get back to you within a week.</p>	<p><i>Тім:</i> Добре, я сподіваюся, що ми матимемо можливість обговорити деякі з цих питань на засіданні управління. Дякую, Софі. Я повернуся до вас протягом тижня.</p>

Lesson #11

Professional Ethics

'We act the way we dress.
Neglected and untidy clothes
reflect a neglected and untidy mind'
(Anonym)

Starting up

1. What is ethics? What are some common ethical types?
2. Why do business people need it?
3. Can ethics be taught to people?

Read the words and word-combinations.

Pay attention to the pronunciation

accurate ['ækjərət]; anxious ['æŋ(k)ʃəs]; appearance [ə'piər(ə)n(t)s]; argue ['ɑ:gju:]; awareness [ə'wɛənəs]; calm [kɑ:m]; carefully ['kɛəf(ə)li]; caught [kɔ:t]; colleague ['kɔli:g]; comment ['kɔment]; consultant [kən'sʌlt(ə)nt]; courteous ['kɜ:tiəs]; emergency [ɪ'mɜ:dʒ(ə)n(t)sɪ]; enthusiasm [ɪn'thju:ziæz(ə)m]; extravagant [ɪk'strævəgənt]; good-naturedly [ˌgud'neɪtʃədli]; graciously ['ɡreɪʃəsli]; hi-tech [ˌhaɪ'tek]; jewelry ['dʒu:əlri]; pastel blouse ['pæst(ə)l blauz]; perfume ['pɜ:fju:m] (*noun*), [pə'fju:m] (*verb*); punctual ['pʌŋktʃuəl], [ˌpʌŋktjuəl]; share [ʃɛə]; shirt [ʃɜ:t]; suit [su:t], [sju:t]; tie [taɪ]; towards [tə'wɔ:dz]; trousers ['trauzəz]; trustworthy ['trʌst,wɜ:ðɪ]; vary ['vɛəri]

Differentiate

caught [kɔ:t] (*від catch*) – спійманий, захоплений, викритий

court [kɔ:t] – суд; зал суду; подвір'я; майданчик, корт

cloth [klɒð] – тканина; скатертина

close [kləʊs] – близько, поруч; зачинений; замкнений, близький (*про друга, про подібність*); [kləʊz] – закривати (*в т. ч. справу*)

extravagant hairdo [ɪk'strævəgənt 'heɪdu:] – екстравагантна (*що кидається в очі, надмірна*) зачіска

flashy hairdo ['flæʃɪ 'heɪdu:] – вульгарна (*що кидається в очі; без смаку*) зачіска

lead [led] – свинець; графіт; плomba; покривати свинцем

lead [li:d] – керівництво; ініціатива; директива; перше місце в змаганні; керувати, командувати; очолювати

personnel [ˌpɜːs(ə)'nel] – особовий склад, персонал; кадри

personal ['pɜːs(ə)nəl] – індивідуальний, особистий, персональний

suit [su:t], [sju:t] – костюм; клопотання; позов; судова справа, підходити (*бути до лиця*)

suite [swi:t] – номер люкс (*в готелі*); персонал посольства (*дипломатичного представництва*); свита (*дипломатична тощо*)

tie [taɪ] – краватка; зав'язувати

tea [ti:] – чай

tear [tɛə] (*tore, torn*) – рвати, зривати, вихоплювати

tear [tɪə] – сльоза

vary ['ve(ə)rɪ] – змінювати; вносити поправки (*у договір*); відрізнятися

very ['veri] – дуже, сильно; справжній, той самий

Useful phrases

- appearance
- appropriate
- argue
- avoid
- bore
- chew
- clench
- courteous
- design
- dress code
- excessive
- fashion for casual dress
- frown
- impact
- impression
- judgment/judgement
- low-cut dress
- loyal to colleagues
- moderate
- neatly
- require
- shave
- stare
- strict dress code
- to be calm in an emergency
- to control temper
- to follow instructions
- to tackle a job
- to wear
- to work hard
- unacceptable
- well-groomed

Reading

Business ethics is a form of the art of applied ethics that examines ethical rules and principles within a commercial context.

Business ethics can be both a normative and a descriptive discipline.

Historically, interest in business ethics accelerated dramatically during the 1980s and 1990s, both within major corporations and within academia. In some cases, corporations have redefined their core value, in the light of business ethical considerations (e.g. environmental concerns).

General business ethics

This part of business ethics overlaps with the philosophy of business, one of the aims of which is to determine the fundamental purposes of a company. If a company's

main purpose is to maximize the returns to its shareholders, then it could be seen as unethical for a company to consider the interests and rights of anyone else.

Corporate social responsibility (CSR) is an umbrella term under which the ethical rights and duties existing between companies and society is debated.

Professional ethics

Professional ethics covers the myriad of practical ethical problems and phenomena, which arise out of specific functional areas of companies or in relation to recognised business professions.

Ethics of human resource management

The ethics of human resource management (HRM) covers those ethical issues arising around the employer-employee relationship, such as the rights and duties owed between employer and employee.

- Discrimination issues include discrimination on the bases of age (ageism), gender, race, religion, disabilities, weight and attractiveness.

- Issues surrounding the representation of employees and the democratisation of the workplace: union busting, strike breaking.

- Issues affecting the privacy of the employee: workplace surveillance, drug testing and employer: whistleblowing.

- Issues relating to the fairness of the employment contract and the balance of power between employer and employee: slavery, indentured servitude, employment law.

- Occupational safety and health.

Ethics of sales and marketing

Marketing ethics overlaps strongly with media ethics, because marketing makes heavy use of media.

Marketing ethics generally covers such points as:

- Pricing: price fixing, price discrimination, price skimming.
- Specific marketing strategies: greenwash, bait and switch, shill, viral marketing, spam (electronic), pyramid scheme, planned obsolescence.
- Content of advertisements: attack ads, subliminal messages, sex in advertising, products regarded as immoral or harmful.
- Children and marketing: marketing in schools.
- Black markets, grey markets.

Ethics of production

This area of business ethics deals with the duties of a company to ensure that products and production processes do not cause harm, namely:

- Defective, addictive and inherently dangerous products and services (e.g. tobacco, alcohol, weapons, etc.).
- Ethical relations between the company and the environment: pollution, environmental ethics, carbon emissions trading
- Ethical problems arising out of new technologies: genetically modified food, mobile phone radiation and health.
- Product testing ethics: animal rights and animal testing, use of economically disadvantaged groups (such as students) as test objects.

Corporate ethics policies

As a part of more comprehensive compliance and ethics programs, many companies have formulated internal policies pertaining to the ethical conduct of employees. These policies can be simple exhortations in broad, highly-generalized language (typically called a corporate ethics statement), or they can be more detailed policies, containing specific behavioral requirements (typically called *corporate ethics codes*).

Sometimes there is disconnection between the company's code of ethics and the company's actual practices. Thus, whether or not such conduct is explicitly sanctioned by management, at worst, this makes the policy duplicitous, and, at best, it is merely a marketing tool.

Some companies even require their employees to sign agreements stating that they will abide by the company's rules of conduct.

Dress Code

The role of clothes and general appearance in all circumstances of life is very remarkable.

For a job interview, the rule is to avoid extreme clothes (eccentric or too fashionable). All personnel experts agree:

- no low-cut dresses,
- no torn jeans,
- no dirty shoes,
- no flashy jewelry,
- no heavy make-up,
- no extravagant hairdo or too much perfume.

For any professional job, a suit, a shirt, and a tie for men and a suit with a skirt and a simple pastel blouse for women will do. Good colours are dark blue, navy blue, and grey. Matching suits are the most effective. Of course, style of dress may vary depending upon the type of a job, it is the case when it is much better to get an idea of the company's dress code.

Many companies in the USA no longer have a strict dress code. There are, of course, still some rules. Dirty or untidy clothes are not allowed. Male employees are told not to wear earrings at work. Sales staff do not go out on visits wearing jeans. Overseas visitors – especially if they come from the Far East – are not welcomed by executives in Bermuda shorts and beach shirts.

The fashion for casual dress at work first started on the west coast of the United States. American hi-tech companies found that younger employees were happier with a less formal style. “In the information technology industry the division between office and home is not very important,” says consultant Luis Rodriguez. “Many people work at home wearing the clothes they feel most relaxed in. When they are in the office, they just don’t see the need to dress very formally”. L. Rodriguez has carried out a survey on dress code among 700 US companies. “We found that about 70 per cent of companies allowed employees to wear casual clothes on some occasions.” It is also significant when there are many younger people in positions of power. You can now find senior managers in their early thirties or even younger. They just don’t want to dress like their grandfathers did.

However, not all companies are following the trend. A junior executive in a Paris bank recently arrived at work found four new white shirts on his desk. This was his company’s way of saying that blue and yellow striped shirts were not acceptable.

Task 1. *Answer the following questions*

1. What is ethics in the broad sense?
2. Specify the subject of the business ethics.
3. What is the objective of the general business ethics?
4. Why do you think the concept of CSR so important nowadays?
5. What are the main areas of professional ethics? Can you add some more areas covered by professional ethics?
6. How is ethics of production connected with environmental concerns?

7. What is the main aim of corporate ethic policies of the companies?

8. What are the general recommendations towards the successful corporate ethical policy?

9. What is appropriate to wear to work?

10. Are there any benefits of setting a dress code in the workplace?

Note!

FIRST IMPRESSIONS COUNT

As you know, first impressions are very important, some businesses the impression you make directly impacts the image of the company.

RECOMMENDATIONS

OFFICE WORKERS ARE REQUIRED TO ADHERE TO

Appearance

– Men must be clean shaven; no shaved designs or words in hair or eyebrows; mustaches cannot extend beyond the corners of the mouth.

– No fad hairstyles (spikes, beaded, punk, unacceptable colors, excessive moussing, etc.).

– Moderate cosmetics; moderate or clear nail polish (nails must be neatly trimmed and clean).

– No face jewelry.

– No socks for women, stockings required. Dark or moderate socks for men.

Behaviour

– Be well-groomed, neat, appropriately dressed.

– Try to smile and show confidence, speak clearly and listen carefully.

– Look directly in the employer’s eyes but don’t stare at him.

– Don’t cross your arms or legs.

– Don’t panic and don’t look bored.

- Don't smoke or chew gum.
- Do keep any negative reactions or contrary opinions to yourself. Avoid comments, judgments and un-asked advice.
- Put down ridicule and sarcasm.

Task 2. *Work in pairs*

Give your opinion as to recommendations. Ground your point of view. Agree or disagree with your partner.

BODY LANGUAGE

Task 3. *Look at the tips to help you develop ability to communicate by increasing awareness of body language. Use the dictionary to check their meaning*

1. Have an open posture.
2. Smile.
3. Sit forward if seated.
4. Have a relaxed appearance.
5. Clench your fists.
6. Look away or stare at one person.
7. Point with one finger.
8. Have hands at side.
9. Frown or scowl.
10. Arms outspread with open palms.
11. Maintain eye contact.
12. Have hands in pockets.
13. Have hands hidden.
14. Chew your pencil.
15. Look at the person.
16. Slouch in a chair, hide behind a desk or place your feet on desk or table.

17. Appear tense and anxious.
18. Have open palms.
19. Cross your arms.
20. Have legs uncrossed.

Task 4. *Now make a list of things to do and things not to do*

DO	DON'T

Task 5. *Match the words with the definitions*

annoy, apologise, concentrate, confide, disturb,
frown, glance, resist, whisper

- a) to direct all your thoughts to something;
- b) to make someone angry;
- c) to speak very quietly;
- d) to interrupt someone;
- e) to say you are sorry;
- f) to look for a very short time;
- g) to tell your secrets to someone;
- h) to move your eyebrows together to show anger or disapproval;
- i) to stop yourself doing something.

Task 6. *Write opposites of these adjectives in the correct column. If necessary, consult a dictionary*

aware, dependent, honest, interested, organised, reliable, satisfied, sensitive, sociable, tolerant

un + adjective	in + adjective	dis + adjective
<i>unaware</i>	<i>independent</i>	<i>dishonest</i>

Task 7. Use prefixes to make opposites of the words in italics. If necessary, consult a dictionary

Example: usual/unusual, honest/dishonest, dependent/independent

Peter is very *organised* and *reliable*. He is also *sociable*, *sensitive* and *tolerant*. He seems *interested* in or *aware* of other people's feelings and is often *kind*. When you ask him for something he is always *sympathetic* and *helpful*. I think he must be very *satisfied* with his life.

Task 8. Sometimes adjectives have a direct opposite. What are the opposites for the adjectives?

Example: *old/young, short/tall*

bad-tempered, generous, hard-working, nervous, shy, strong

Task 9. Match the words **1–13** to their synonyms **a–m**

- | | |
|-----------------|-----------------|
| 1. pants | a) character |
| 2. impact | b) trousers |
| 3. visitor | c) influence |
| 4. confide | d) neat |
| 5. well-groomed | e) self-assured |
| 6. commentary | f) scowl |
| 7. trustworthy | g) number |
| 8. tidy | h) opposite |
| 9. enumerate | i) reliable |
| 10. contrary | j) visitor |

- | | |
|--------------------|-----------|
| 11. self-confident | k) remark |
| 12. temper | l) trust |
| 13. frown | m) clean |

Task 10. *Look at the six words. How many different words can you form with each one? What part of speech (verb, noun, adjective, adverb, etc.) is each word you have formed?*

1. enthuse
enthusiasm; enthusiast_____
2. care

3. lead

4. occasion

5. confide

6. consult

Task 11. *Match the words 1–10 to their antonyms a–j*

- | | |
|------------------|------------------|
| 1. apathetic | a) glance |
| 2. frown | b) smile |
| 3. trustworthy | c) guess |
| 4. public | d) irresponsible |
| 5. stare | e) dirty |
| 6. calculate | f) visitor |
| 7. neat | g) contradictory |
| 8. host | h) reliable |
| 9. similar | i) confidential |
| 10. undependable | j) enthusiastic |

Task 12. *Work in pairs*

Read the Strategies. Which do you do? Ground your point of view. Agree or disagree with your partner.

Speaking Strategies:

- Use gestures and facial expressions.
- Observe the listener – look for signs that he/she doesn't understand.
- Don't use words in your own language – try saying the same thing in a different way.
- Use expressions like *sort of and kind of*.
- Correct yourself if you make a serious mistake.
- Involve the listener – use expressions like *Do you know what I mean?, Do you agree? And What do you think?*

Task 13. *Complete the dialogue with words from the list*

a) do you know what I mean; b) kind of; c) look; d) must; e) sort of; f) the one with; g) what do you think; h) could
--

Boy: Mm, the man on the left, (1) _____ the dark hair, looks kind – he looks (2) _____ sympathetic, as if he might be helpful. (3) _____ ?

Girl: Yes. The other man, the one with blond hair, he looks a bit, er, (4) _____ worried.

Boy: Yes, or bad-tempered.

Girl: Yes. I think he must have a problem. (5) _____ ?

Boy: Yes, I think these people (6) _____ work together, and they're discussing the problem over lunch.

Girl: Mm, but the woman doesn't (7) _____ very interested.

Boy: She (8) _____ be shy!

Task 14. *Read the Tips on how to behave on the first day in a new job. Report each piece of advice*

Example: The tips advise people to be friendly and tell them not to wear informal clothes or heavy make-up.

On the First Day in a Job

Tips

- Be friendly.
- Don't wear very informal clothes or heavy make-up.
- Be kind and co-operative.
- Don't share very personal information – you don't know who you are talking to.

Don't try to make friends with your boss.

Listen rather than speak – learn as much as possible about your job and the company.

Work hard and don't spend too much time chatting or resting.

Keep your desk tidy at all times.

Don't argue with anyone.

Suggestions for Good Behaviour

1. Be courteous and helpful at home and at work.
2. Tackle a job with enthusiasm.
3. Be preserving.
4. Be willing to work hard.
5. Follow instructions cheerfully and promptly.
6. Accept criticism good-naturedly.
7. Avoid doing and saying things that hurt.
8. Avoid criticizing others.
9. Control your temper.
10. Be cheerful and friendly towards everyone.
11. Apologize graciously.
12. Work neatly.
13. Be accurate.
14. Be punctual.
15. Be trustworthy.

16. Be loyal to friends, family, colleagues, and community.
17. Be self-confident.
18. Be calm and helpful in an emergency.
19. Take the lead in social activities.
20. Safeguard your health.

Task 15. *Role play the following situation: you are senior managers at a hi-fi manufacturer (or any other company at your choice). Your company is losing market share. You strongly suspect your main rival is using unfair methods to promote its products (e.g. making cash payments to main dealers, offering expensive gifts to important customers, etc). Hold a meeting to find ways of solving the problem.*

Task 16. *Reproduce the contents of the verse in prose using the following words and word combinations*

crime, to be rigged, to juggle, fraud, innocent,
to be deceived, to blame the lust, increment,
to juggle, false, true, sleight of hand, fooling people,
a wrapper, to label

The Counterfeiters

by Maria Mannes

What **crime**? No crime. You sell the best you can,
And if the box marked Gold is full of dust,
It glitters **none the less** for every man
Who thinks it gold. And **fraud**? The **innocent**
Cry out to be **deceived**, so **blame** their **lust**
And not the sellers and their **increment**.

What if the shows were **rigged**? The sound you hear
Of people laughing comes out of a can.
The man who smoked at you is nowhere near,
But lives on tape and smokes another brand
From what he puffs. (And all that lovely hair
Was never curled by what the bottle holds.)

What crime? No crime. **To juggle false and true**
To make the false more fun is **sleight of hand**
Known to all **charlatans**, and nothing's new
In **fooling people**. Nothing new, except
In selling them a wrapper labeled Truth
On packages of promises unkept.

Vocabulary Notes

a wrapper ['ræpə] – обгортка

brand – торгова марка

charlatan ['ʃɑ:lət(ə)n] – шахрай; шарлатан

counterfeiter ['kauntəfɪtə] – обманщик, ошуканець, фальшивомонетник

false [fɔ:ls] – фальшивий, підроблений, хибний; неправильний, неправдивий; несправжній; підступний

fraud [frɔ:d] – обман, шахрайство; афера, махінація; підробка; обманщик, шахрай

increment ['ɪŋkrɪmənt] – прибуток, приріст

innocent ['ɪnəs(ə)nt] – невинний

nonetheless – тим не менше

nowhere ['nəʊwɛə] – ніде

promise ['prɒmɪs] – обіцянка

rigged – нечесний, фальсифікований; rig [rɪg] – шахраювати; to rig the market – штучно підвищувати (знижувати) ціни

sleight-of-hand [ˌslaɪtəv'hænd] – спритність рук; жонглерство

to be deceived – бути обдуреним
to blame the lust [lʌst] – обвинувачувати хтивість (корисливість)
to do one's best – робити все, що можна, не шкодуючи сил
to fool [fu:l] – обдурювати
to glitter ['glɪtə] – блищати; виблискувати
to juggle false and true ['dʒʌgl]; to juggle with facts – перекручувати факти, підгасовувати, маніпулювати
to label ['leɪbl] – наліплювати ярлик; називати
to puff [pʌf] – пихкати, диміти, пускати клуби диму, перебільшено вихваляти, рекламувати
true [tru:] – справжній, правдивий; правильний

Lesson #12

Stress

“It is not work that kills men, it is worry”
*(Henry Ward Beecher (1813–1887),
American preacher)*

Starting up

1. What is stress?

2. Which of these situations are the most stressful for you? Give reasons for your opinion.

- going to the dentist
- queuing in the supermarket
- making a speech
- flying
- being stuck in a traffic jam
- going to the hairdresser
- finding a place to park
- having an interview

3. What do you do to relax? Which of these activities are the most effective for you and why? In what other ways do you relax?

- playing a sport
- reading
- having a bath
- shopping
- watching TV
- walking
- spending time alone
- dancing
- listening to music
- eating
- surfing the Net
- having a short nap during the day

Read the words and word-combinations.

Pay attention to the pronunciation

arrangement [ə'reɪndʒmənt]; autonomy [ɔ:'tɒnəmi]; balance
[ˈbælən(t)s]; cause [kɔ:z]; compare [kəm'peɪə]; cope [kəʊp];

emotion [ɪ'məʊʃ(ə)n]; exist [ɪg'zɪst], [eg'zɪst]; experiencing [ɪk'spɪərɪŋ(t)sɪŋ], [ek'spɪərɪŋ(t)sɪŋ]; flexible ['fleksəbl]; insecurity [ˌɪnsɪ'kjʊərətɪ]; manage ['mænɪdʒ]; particular [pə'tɪkjələ], [pə'tɪkjulə]; pressure ['presə]; promote [prə'məʊt]; realize ['rɪəlaɪz]; reason ['ri:z(ə)n]; social ['səʊʃ(ə)l]; solution [sə'lu:ʃ(ə)n]; strategy ['strætədʒɪ]; successfully [sək'sesf(ə)lɪ], [sək'sesfulɪ]; trust [trʌst]

Differentiate

low [ləʊ] – несприятливий; недостатній; низький

law [lɔ:] – закон; право

love [lʌv] – любов, кохання

solution – рішення (розв'язання задачі, рівняння; вирішення (питання тощо))

decision – рішення (вибір, ухвала, прийняте рішення)

answer – рішення (розв'язок задачі, прикладу)

success [sək'ses] – успіх; удача

succession [sək'sesf(ə)n] – послідовність, успадкування; правонаступництво

trust [trʌst] – довіра

truth [tru:θ] – правда

true [tru:] – правдивий

Useful phrases

- | | |
|---|-------------------------------|
| – ability to express emotion | – health and safety measures |
| – arrangements | – increasing job insecurity |
| – balance | – interpersonal relationships |
| – be able to change
the way smb behave | – intimidation |
| – be fed up with | – major causes of stress |
| – be in trouble | – make progress in the career |
| | – manage stress successfully |

- can't stand
- cause problems in the personal life
- compare
- cope (successfully) with stress/pressure
- emotion
- exist
- experience problems
- find out what the problem is
- flexible in working arrangements
- get promoted
- pretend that problem doesn't exist
- seek social help
- solution
- supervisor
- tight deadline
- trust
- unsatisfactory working conditions
- work under constant supervision
- work-life balance
- workload

Reading

Read an interview with a well-known professor on stress management

- Professor, what are the major causes of stress at work today?

- The major causes of stress at work today are firstly, increasing job insecurity, that is that many people these days feel they could lose their jobs, they don't feel their jobs are safe. They feel they may not have a job next month or next year. Secondly, working long hours is becoming common across the whole of Europe. There are problems with how much time people are spending at work compared to the time they spend at home - what is called the work-life balance and how to get this balance right. In many countries, both in Europe and around the world, the typical family is a working family, with both members working, which cause problems for those families. So, working people really are experiencing problems which maybe 40 or 50 years ago they didn't have.

- And how can people cope successfully with stress?

- For people to manage stress successfully, they first have to find out the main reason for it. For example,

are they stressed because the company they work for has a habit of working long hours which is causing problems in their personal life? Or is it that they have a boss who gives them orders all the time, a boss who checks their work all the time and doesn't give them freedom or independence to organize their own work? Or is it that they are a woman and they work for a company which makes it difficult for women to make progress in their career, or to get promoted because the company is not flexible in its working arrangements? Each of these problems needs a different solution, so it's important for people to find out what their particular problem is and then once they've done this to think about the possible solutions.

- Do you think that men and women deal with stress differently?

- In my opinion men and women do deal with stress in different ways. Women are more flexible, and are able to change the way they behave and do things when they're in new situations which they have to deal with. They also seem to cope with the pressures better than men. For example, now there are many working women around the world, you find that women have a double pressure on them. Often they have to look after children, work in the home - do the cooking and cleaning - as well as work in a paying job. So, women have more pressure than men. But, if you look at the number of people who become ill from stress, you find that the number of women is less than men. This is because women are able to manage stress better than men. Women have a number of strategies to do this. What are these strategies? Well, they have the ability to express emotion, which men find difficult to do. Also, they are able to seek social help when they're in trouble -to go to people and talk about their problems. And in general women don't pretend that problems don't exist.

Task 1. *Answer the following questions*

1. According to Professor, what are the two major causes of stress at work?

2. Does professor think these are new problems? Do you agree? Explain why or why not.

3. What examples of stress does Professor mention?

4. Underline the correct answer, according to professor.

a) Men/women are more flexible.

b) Men/women cope with pressure better.

c) Men/women have more stress-related illnesses.

Do you agree with it? Give reasons for your opinion.

Task 2. *Number the following workplace stress factors in order of importance (1 – most stressful, 10 – least stressful). Compare your results with a partner's*

– interpersonal relationships at work (problems with co-workers);

– tight deadlines (pressure to get work done in time);

– intimidation from supervisors;

– work environment/equipment (unsatisfactory working conditions);

– workload;

– job security (fear of losing one's job);

– working hours;

– low autonomy (working under constant supervision);

– repetitive work;

– work/life balance (finding time for responsibilities at home).

Task 3. *Work in pairs*

What health and safety measures should be taking to reduce stress levels in staff?

Task 4. Match the words **1–10** to their synonyms **a–j**

- | | |
|----------------|------------------|
| 1. trust | a) carry out |
| 2. flexible | b) live |
| 3. realize | c) insecurity |
| 4. exist | d) reason |
| 5. sociable | e) confidence |
| 6. uncertainty | f) adaptable |
| 7. parallel | g) companionable |
| 8. cope with | h) withstand |
| 9. strategy | i) policy |
| 10. cause | j) collate |

Task 5. Look at the nine words. How many different words can you form with each one? What part of speech (verb, noun, adjective, adverb, etc.) is each word you have formed?

1. compare

comparer; comparing; comparison

2. emote

3. exist

4. experience

5. manage

6. promote

7. reason

8. success

9. trust

Task 6. Match the words **1–10** to their antonyms **a–j**

- | | |
|---------------|--------------------|
| 1. compare | a) die |
| 2. exist | b) reliability |
| 3. insecurity | c) anxiety |
| 4. trust | d) block |
| 5. emotional | e) contrast |
| 6. promote | f) calm |
| 7. success | g) failure |
| 8. manage | h) disorganization |
| 9. reasonable | i) assured |
| 10. policy | j) follow |

Task 7. Match the words to their definitions

- | | |
|---------------|---|
| 1. lifestyle | a) a time or date by which you have to do smth. |
| 2. workaholic | b) a system where employees choose the time they start and finish work each day |
| 3. workload | c) the way people choose to organize their lives |
| 4. deadline | d) someone who cannot stop working and has no time for anything else |
| 5. flexitime | e) the amount of work a person is expected to do |

Task 8. Complete each sentence with an appropriate word from the list in Task 7

1. I worked until 11 o'clock at night to meet the _____ for presenting the report.
2. I work six days a week and never have a holiday. My girlfriend says I'm a _____.
3. Karl has a heavy _____ at the moment because several colleagues are sick.

4. She gave up a highly paid job to join a meditation group in India. She's completely changed her _____.

5. A _____ system can help to reduce stress levels of employees by giving them more control over their working hours.

Task 9. Complete the dialogues

1

– What's the matter? Why do you look so embarrassed?

– *Я відчуваю, що можу втратити роботу, мені не здається, що моя робота в безпеці.*

– *Розслабся. Все буде гаразд.*

– I am afraid I may not have a job next month. I couldn't sleep, everything annoys me, and my colleagues are simply foul. I hate my job, and I can't stand my boss. He is very difficult to talk to, because he just doesn't listen. And he's not fair: he can make mistakes, and that's all right, but when I make a mistake, he gets angry.

2

– I can't stand working long hours anymore. I can't leave my job right now, but I am really fed up with it.

– *Чесно кажучи, я не можу уявити, як ти справляєшся з хатньою роботою, повертаючись додому так пізно.*

– *Правду кажучи, я втомилася до смерті. Ніщо більше не робить мене щасливою.*

– I am so sorry about you. I am sure our grandparents didn't experience such problems.

3

– *Моя дружина каже, що я проводжу забагато часу на роботі порівняно з часом, який я проводжу вдома. Мої*

діти бачать мене лише на вихідних. Вона настоює, щоб ми роз'їхалися. Я розгублений. Справді!

– I am afraid you need skilled help. Somehow you should get so-called work-life balance right. I have to say that lots of typical families with both members working face the same problems.

– Що за дурне життя!

4

– Якщо ти справді хочеш подолати успішно стрес, ти маєш спочатку визначити його головну причину. Maybe that's because the company you work for has a habit of working long hours and it is causing problems in your personal life.

– Well... If you ask me I have to admit that my boss is driving me crazy! He changes his mind about things again and again. *Він весь час віддає мені накази, постійно перевіряє мою роботу і не дає мені шансу організувати мою роботу!*

– Oh, I suspect it's because you are a woman and he hates women making progress in the career, or getting promoted instead of staying at home and looking after children.

5

– На мою думку чоловіки і жінки справляються зі стресом по-різному. Очевидно, що чоловіки роблять це у кращий спосіб. They could easily find out what their particular problem is and then solve it.

– Нічого подібного! Жінки гнучкіші, і здатні змінювати спосіб у який вони поведуться і робити те, що необхідно, коли вони опиняються в неочікуваних, непрогнозованих ситуаціях.

– I completely disagree with you. When a woman faces the problem she is starting to cry and calling her friends and blabbering of what a pour thing she is!

– Each problem needs a different solution. That's one of the women's strategies to manage stress. Many

working women around the world have a double pressure on them. They have to look after children, do the cooking and cleaning as well as work in a paying job. Nothing wonder they express emotion; seek social help when they're in trouble. And what is very important – they don't pretend that problems don't exist.

Task 10. *Make some short dialogues of your own*

– Your friend is annoying that she is not in control of her life and that there's nothing she can do about it: the bills don't stop coming, there will never be more hours in the day and her career and family responsibilities will always be demanding.

Try to help her cope with stress explaining that she has more control than she might think and indicating the way she can deal with problems.

– Your sister couldn't stop crying: the boy she was dating with has another girl-friend.

Suggest her some healthy ways to handle stress (go for a walk; spend time in nature; call a good friend; sweat out tension with a good workout; take a long bath; light scented candle; savour a warm cup of coffee or tea; play with a pet; work in the garden; get a massage; curl up with a good book; listen to music; watch a comedy).

– Discuss with your fellow students healthy (see above) and unhealthy (smoking; drinking too much; over-eating or under eating; zoning out for hours in front of the TV or computer; withdrawing from friends, family, and activities; using pills or drugs to relax; sleeping too much; avoid facing problems; taking out stress on others (lashing out, angry outbursts, physical violence) ways of coping with stress.

– Your friend hasn't passed an exam and he is furious about being flunked. He blames his stress on other people and outside events.

Try to help him clear up the situation to manage the stress successfully.

Task 11. *Dialogues to memorize*

1

Vincent: I think we should do a lot more to improve our staff's health and fitness. What do you think, Monica?

Monica: I agree. There are all sorts of things we could do to help staff to become healthier and stay healthy. For one thing, we could offer them a free medical checkup every year.

V.: Right. That's a good idea. A lot of firms do that. And how about setting up a counseling service? What do you think about that?

M.: Mm, I don't think I like the idea very much.

V.: I don't know, Monica. Some staff is under a lot of stress. It affects their work and they need professional help.

M.: Maybe, but there are so many other things we could do. And it would be very expensive to set up a service like that. Anyway, we have a company doctor. That's her job, isn't it? I've got another suggestion. Things which are less expensive, but they'd improve people's health just as much. Let me tell you about a few ideas I have...

2

Reporter: Professor, it's nice to welcome you here. Could you please tell us what signs and symptoms of stress are?

Professor: The symptoms of stress can vary from person to person. This mainly depends on the stress tolerance level of the person. Too much stress can cause depression, heart disease, obesity, impaired memory, and insomnia and other sleeping disorders.

Reporter: It sounds scaring and looks like stress sneaks up on you.

Professor: It can affect your body in many ways. You may not even know that it is happening. Perhaps you are suffering from constant aches and pains, and maybe you wonder the cause of weakness or headaches. Signs and symptoms of stress on the nervous system are the body's way of alerting us about potential harm. Stress is an automatic response to perceived threats.

Reporter: Professor, how can we manage stress?

Professor: To develop appropriate interventions one need to understand the causes, symptoms and the effects of stress. The causes of stress are ever multiplying; outside factors such as jobs, family responsibilities, life events, etc. Stress can play havoc with your health, worsening or causing a host of physical ailments. Stress can be a long or short term health issue. Treating stress immediately, especially chronic stress is the best way to cope with it successfully. Minor stress can be managed by rest which will help.

Reporter: I have read that recent survey conducted by the American Psychological Association (APA) found that one-third of Americans suffers from stress. So we should take into consideration that stress is a normal part of life that everyone has to deal with from time to time. When stress becomes a part of your everyday life, your health can be affected.

3

– People couldn't believe that putting off marriage and parenthood is becoming more common in all industrialized nations.

– Well... I guess the best example is Singapore. Singapore's government believes that to ensure continuous prosperity, future generations must become more intelligent and as result young women are staying single and childless. Singapore's men as a rule are marrying less educated women.

- I am absolutely certain females' families as well as government are keen for women to marry and reproduce and as a woman approaches thirty she has experienced more than a little family pressure about still being single at her age. This is partly because high pressure jobs leave little time for socializing and meeting potential partners.

- I definitely believe if a job is stressful it makes you feel worried.

4 Stress management

- Stress management starts with identifying the sources of stress in your life. This isn't as easy as it sounds. Look closely at your habits, attitude, and excuses. Think about the ways you currently manage and cope with stress in your life. Since everyone is unique, there is no "one size fits all" solution to managing stress.

- Do you mean the same method doesn't work for everyone or in every situation?

- Actually the main rules of coping with stress are: avoid, alter, adapt, or accept. Avoid people who stress you out. Learn how to say "no". If you can't avoid a stressful situation, try to alter it. Take control of your environment - if the evening news makes you anxious, turn the TV off; if you get upset over religion or politics, cross them off your conversation list. Adapt to the new conditions. Manage your time better; analyze your schedule, responsibilities, and daily tasks. Distinguish between the "shoulds" and the "musts". And finally, accept things as they are. Accept the fact that we live in an imperfect world and that people make mistakes. Let go of anger and resentments. Learn to forgive. Free yourself from negative energy by forgiving and moving on. Do something you enjoy every day. Share your feelings. Talk to a trusted friend. Spend time with positive people who enhance your life. Keep your sense of humour. The ability to laugh helps your body fight stress in a number of ways.

– As far as I've understood some sources of stress are unavoidable. We shouldn't try to control the uncontrollable. We can't prevent or change such stressors as the death of a loved one, a serious illness, or a national recession. In such cases, the best way to cope with stress is to accept things as they are. Acceptance may be difficult, but "What doesn't kill us makes us stronger."

Task 12. *Act the following dialogues in English*

1

Вінсент: Я думаю, що ми повинні робити набагато більше, щоб поліпшити здоров'я наших співробітників та фізичну форму. Що з цього приводу Ви думаєте, Моніко?

Моніка: Я згідна. Є багато різних речей, які ми могли б зробити, щоб допомогти співробітникам ставати здоровішими і залишатися здоровими. З одного боку, ми могли б запропонувати їм безкоштовний медичний огляд щороку.

В.: Вірно. Це хороша ідея. Багато фірм роблять це. А як щодо створення консультаційної служби?

М.: Мм, я не думаю, що мені дуже подобається ця ідея.

В.: Я не знаю, Моніко. Деякі співробітники знаходяться у великому стресі. Це впливає на їх роботу і вони потребують професійної допомоги.

М.: Можливо, але є багато інших речей, які ми могли б зробити. Водночас створення такої служби, як ця, буде дуже дорогим. У всякому разі, у нас є лікар в компанії. Це його робота, чи не так? У мене є інша пропозиція. Існують менш дорогі речі, але вони здатні поліпшити здоров'я людей настільки ж. Дозвольте розповісти Вам про кілька ідей, які виникли у мене ...

2

Репортер: Професоре, приємно вітати Вас тут. Розкажіть, будь ласка, які є ознаки і симптоми стресу.

Професор: Симптоми стресу можуть варіюватися від людини до людини. Це в основному залежить від рівня стресостійкості людини. Занадто багато стресу може спричинити депресію, хворобу серця, ожиріння, розлад пам'яті, безсоння та інші розлади сну.

Репортер: Звучить лячно і виглядає так, ніби стрес непомітно підкрадається до вас.

Професор: Він може вплинути на Ваше тіло багатьма способами. Ви можете навіть не знати, що це відбувається. Можливо, Ви страждаєте від постійного тупого болю і страждання, і, можливо, Вам цікаво знати причину слабкості або головного болю. Ознаки та симптоми стресу нервової системи це – спосіб організму попередити нас про потенційну шкоду. Стрес є автоматичною відповіддю на гіпотетичні загрози.

Репортер: Професоре, як ми можемо впоратися зі стресом?

Професор: Для розробки відповідних заходів особі потрібно зрозуміти причини, симптоми і наслідки стресу. Причини стресу є завжди множинні; зовнішні чинники, такі як робота, сімейні обов'язки, життєві події і т.д. Стрес може зіграти злий жарт із вашим здоров'ям, спричинити погіршення або заповдіяти безліч фізичних недуг. Стрес може бути довгостроковою або короткостроковою проблемою здоров'я. Лікування стресу негайно, особливо хронічного стресу, є найкращим способом впоратися з ним успішно. Слабкий стрес можна подолати відпочиваючи, що допоможе.

Репортер: Я читав, що під час недавнього опитування асоціація американських психологів виявила, що одна третина американців страждає від стресу. Таким чином, ми повинні взяти до уваги, що стрес є нормальною частиною життя, з якою кожна людина

має справу час від часу. Коли стрес стає частиною вашого повсякденного життя, Ваше здоров'я може бути вражене.

3

– Люди не можуть повірити, що відкладання на потім шлюбу і батьківства (народження дітей) стає все більш поширеним у всіх промислово розвинених країнах.

– Що ж ... Я думаю, що найкращим прикладом є Сінгапур. Уряд Сінгапуру вважає, що для забезпечення безперервного процвітання, майбутні покоління мають ставати розумнішими і, як наслідок, молоді жінки залишаються самотніми і бездітними. Чоловіки Сінгапуру, як правило, одружуються з менш освіченими жінками.

– Я абсолютно впевнений, що родини жінок так само як і уряди дуже хочуть, щоб жінки одружувалися і розмножувалися і коли жінка наближається до тридцяти, вона зазнає більшого тиску з боку сім'ї щодо того, що вона все ще самотня в її віці. Частково це через те, що висока напрута на роботі залишає мало часу для спілкування та зустрічі з потенційними партнерами.

– Я абсолютно впевнений, що стресова робота змушує Вас почувати себе стурбованими.

4 Управління стресом

– Управління стресом починається з визначення джерел стресу у вашому житті. Це не так просто, як звучить. Подивіться уважно на свої звички, ставлення і виправдання. Подумайте про шляхи, яким Ви в даний час керуєте і справляєтеся зі стресом у вашому житті. Оскільки кожна людина унікальна, немає ніякого «універсального» (один розмір підходить всім) вирішення управління стресом.

– Ви маєте на увазі, що один і той самий метод не працює для всіх, або для кожної ситуації?

– Насправді, основні правила подолання стресу є: уникай, змінюй, адаптуй або приймай. Уникайте людей, які напружують вас. Навчіться казати: «ні». Якщо Ви не можете уникнути стресової ситуації, спробуйте змінити її. Візьміть під контроль своє середовище – якщо вечірні новини тривожать вас, вимкніть телевізор, якщо Ви засмучуєтеся через релігію чи політику, викресліть їх із списку ваших розмов. Адаптуйтеся до нових умов. Краще розпоряджайтеся своїм часом, проаналізуйте Ваш графік, обов'язки і повсякденні завдання. Розрізняйте: «варто щось робити» і «повинен щось робити». І, нарешті, приймати речі такими, які вони є. Прийміть той факт, що ми живемо в недосконалomu світі, і що люди роблять помилки. Відпустіть гнів та образи. Навчіться прощати. Звільніть себе від негативної енергії, простіть і рухайтесь далі. Робіть щось, що Вам подобається, щодня. Поділіться своїми почуттями. Поговоріть з близьким другом. Проведіть час з позитивними людьми, які поліпшують Ваше життя. Зберігайте почуття гумору. Здатність сміятися допомагає організму боротися зі стресом багатьма способами.

– Наскільки я зрозумів, деякі джерела стресу є неминучими. Нам не слід намагатися контролювати неконтрольоване. Ми не можемо запобігти або змінити такі стреси, як смерть близької людини, важка хвороба, чи економічний спад у державі. У таких випадках найкращий спосіб впоратися зі стресом – приймати речі такими, якими вони є. Прийняття може бути важким, але «Те, що не вбиває нас, робить нас сильнішими».

Supplement

Check Yourself Tests

З. В. Данилова, М. П. Мозгова, Н. К. Лямзіна

Навчальні завдання
для самостійної та аудиторної роботи з курсу
«ДІЛОВЕ ЛИСТУВАННЯ АНГЛІЙСЬКОЮ МОВОЮ»

TEST 1

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|------------|----------------|---------------|--------------|
| 1. brand | 4. consignment | 7. advertised | 10. enclosed |
| 2. profit | 5. range | 8. separate | |
| 3. samples | 6. competitive | 9. response | |

Dear Mr. ...,

Thank you for your enquiry of 12 May in which you asked about the tapes we __(1)__ in this month's edition of Hi Fi News.

The cassettes are ferrous based and of high quality and they are suitable for any type of recording. They are Kolby products which is a __(2)__ name you will certainly recognize, and the reason their prices are so __(3)__ is that they are part of a bankrupt stock that was offered to us.

Because of their low price and the small __(4)__ margin we are working on, we will not be offering any trade discounts on this __(5)__.

We sell a wide __(6)__ of cassettes and have __(7)__ a price-list giving you details of trade, quantity, and cash discounts on our other products.

We have sent, by __(8)__ post, __(9)__ of the advertised cassettes and other brands we stock, and would urge you to place an order as soon as possible as there has been a huge __(10)__ to our advertisement.

Thank you for your interest. We expect to hear from you in the near future.

Yours sincerely,
(signature)
Sales manager

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. Our prices are quite reasonable and our goods are in great demand on the world market.

2. Roksolana & Co.

3. Dear Sirs,

4. We have received your letter of the 30th April and have to inform you that we cannot reduce our prices by 10 per cent.

5. However, we could give you a 3 per cent discount.

6. Yours faithfully,

7. We are looking forward to meeting you in Kyiv.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Ми дізналися про назву і адресу Вашої організації від представника торгівельної палати, який повідомив нас, що ви є єдиним експортером вовняних тканин в Україні. Протягом багатьох років наша фірма імпортує різні тканини з країн Європи та Азії, і тепер ми б хотіли встановити ділові контакти з Вашою організацією.

Оскільки ми ніколи раніше не укладали з Вами жодних угод, ми хотіли б отримати зразки Ваших тканин, а також дізнатися про всі подробиці щодо терміну поставок і умов оплати.

Ми будемо Вам дуже вдячні, якщо Ви надішлете нам свій останній прейскурант, а також список фірм, яким Ви постачаєте тканини.

З повагою,

(підпис)

Комерційний директор

TEST 2

1. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|--------------|-------------|-------------|--------------|
| 1. selection | 4. required | 7. ranging | 10. discount |
| 2. customers | 5. delivery | 8. pleasure | |
| 3. further | 6. accept | 9. quoted | |

Dear Mrs. ...,

It was a __ (1) __ to receive your letter today, and we are enclosing the catalogue and price-list you asked for.

You will see that we can offer a wide __ (2) __ of dinner and tea services __ (3) __ from the rugged Greystone breakfast sets, to the delicate Ming bone china dinner service.

You can choose from more than fifty designs, which include the elegance, the delicate pattern, and the richness.

We would be pleased to add new clients to our list of __ (4) __ throughout the world and could promise them an excellent product with a first-class service. We would be glad to __ (5) __ orders for any number of pieces, and can mix sets if __ (6) __.

You will see that our prices are __ (7) __ c.i.f. to sea-board ports and we are offering a special 10% __ (8) __ off all net prices, with __ (9) __ within three weeks from receipt of order.

If there is any __ (10) __ information you require, please contact us, and once again thank you for your letter.

Yours sincerely,
(signature)
Sales manager

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. Samples of both have been dispatched to you by separate mail.

2. Sales Director.

3. Dear Sirs,

4. We hope that the high quality of our products will meet customer's requirements and you will place a trial order with us.

5. We hope to hear from you soon.

6. Yours faithfully,

7. We think you will be interested in the new brand of coffee and cocoa we have introduced to the trade.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Ми одержали Ваш лист від 20 грудня ц.р. і були здивовані Вашим рішенням продовжити гарантійний період на морозильне обладнання, яке вийшло з ладу через дефекти заводу-виробника тільки на один місяць. У зв'язку з цим ми хотіли б звернути Вашу увагу на Статтю 7 нашого контракту, яка передбачає продовження гарантійного періоду на випадок виходу обладнання з ладу з вини виробника на довший термін.

Ваші представники прибули з великою затримкою, в результаті чого морозильне обладнання було введено в експлуатацію тільки через два місяці після поломки. Окрім того, ми були здивовані Вашою відмовою повністю відшкодувати нам збитки. Беручи до уваги ці міркування, ми хотіли б відновити наші переговори і остаточно визначити дату закінчення гарантійного періоду і вирішити питання про повну компенсацію наших збитків.

З повагою,

(підпис)

Фінансовий директор

TEST 3

1. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|-----------------|----------------|--------------|---------------|
| 1. look forward | 4. sight | 7. quoting | 10. agreement |
| 2. enclosed | 5. allowance | 8. quantity | |
| 3. range | 6. established | 9. retailers | |

Dear Mr. ...,

We are pleased to receive your enquiry, and to hear that you liked our __ (1) __ of sweaters.

There would certainly be no trouble in supplying you from our wide selection of garments which we make for all age groups.

We can offer you the __ (2) __ discount you asked for which would be 5% off net prices for orders over 22,000. The usual __ (3) __ for a trade discount in Italy is 15%. We always deal on payment by __ (4) __ draft, cash against documents. However, we would be prepared to review this once we have

__ (5) __ a firm trading association with you.

__ (6) __ you will find our summer catalogue and price-list __ (7) __ prices c.i.f. London.

We are sure you will find a ready sale for our products in England as have other __ (8) __ throughout Europe and America. We do hope we can reach an __ (9) __ on the terms quoted.

Thank you for your interest . We __ (10) __ to hearing from you soon.

Yours sincerely,
(signature)
Sales manager

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. We wish to point out that we are interested in the purchase of the goods for prompt deliveries.

2. Handy & Co. Ltd.

3. Dear Sirs,

4. We should like to hear from you as soon as possible.

5. Yours faithfully,

6. If you are able to meet the quality requirements, please let us have one or two samples of the goods.

7. During our recent talks we discussed the possibility of your supplying us with goods.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове,

З приємністю повідомляємо Вам, що ми розглянули Ваш у пропозицію від 20 травня і вирішили розмістити у Вас пробне замовлення на 500 тон пшениці за ціною 100 фунтів за тону сіф Ліверпуль , включаючи упаковку.

Ми просимо Вас відвантажити товар в кінці червня. Щодо оплати, то Ваші умови не співпадають з практикою, яка склалася. Ми ніколи не відкриваємо безвідкличний акредитив на повну вартість контракту. Однак ми готові піти Вам на зустріч і відкрити акредитив на повну вартість машин протягом 10 днів від дати отримання Вашого повідомлення про готовність пшениці до відвантаження.

Як згадувалось вище, це – пробне замовлення. Якщо якість пшениці нас задовольнятиме, ми розмістимо у Вас замовлення на більшу кількість.

З повагою,

(підпис)

Керівник експортного відділу

TEST 4

1. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|------------|----------------|------------|-------------|
| 1. arrives | 4. hand | 7. contact | 10. managed |
| 2. agents | 5. marked | 8. further | |
| 3. order | 6. consignment | 9. loading | |

Dear Sirs,

We are delighted to be able to inform you that your __ (1) __ has now been completed and sent to Liverpool Docks where it is awaiting __ (2) __ onto the Manitoba which sails for Dawson, Canada on the 16 July and __ (3) __ on 30 July.

Once we have the necessary documents we will __ (4) __ them to Burnley City Bank. Your bank's __ (5) __ here, will forward them to the Canadian Union Trust Bank.

We have taken special care to see that the goods have been carefully packed and __ (6) __ with your name, and numbered 1-6.

We __ (7) __ to get all items from stock with the exception of Cat. No. G 1 6 which we only had in red. But we included it in the __ (8) __ as it had the Willow pattern you asked for.

If there is any __ (9) __ information you require, please __ (10) __ us.

Thank you very much for your order, and we look forward to hearing from you again soon.

Yours faithfully,
(signature)
Export manager

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. We are looking forward to receiving your order.

2. Yours truly,

3. As to the terms of payment we are unable to meet your request.

4. Dear Sirs,

5. As far as the terms of delivery is concerned, we are doing our best to meet you half-way in respect of speeding up.

6. Spencer & Co.

7. We have received your letter of the 20th September and wish to inform you that at present we are reconsidering the prices quoted by us.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Повідомляємо, що ми не зможемо більше постачати Вам запасні частини до машин. Справа в тому, що ці запасні частини зняті з виробництва. Завод-виробник перейшов на випуск більш удосконаленої моделі, що відповідає всім вимогам найновішої технології.

Запасні частини, які будуть постачатися в майбутньому, відрізняються рядом переваг. Одною із переваг є те, що ця модель надійніша в роботі. Ми просимо Вас розглянути нашу пропозицію і, якщо у Вас виникнуть зауваження, ми готові обговорити їх.

Сподіваємось, що наша пропозиція Вас влаштує. Вартість запасних частин згідно нашого контракту буде скорегована на взаємовигідних умовах.

З повагою,

(підпис)

Комерційний директор.

TEST 5

1. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|---------------|-------------|---------------|--------------|
| 1. stipulated | 4. provided | 7. instruct | 10. delivery |
| 2. invoice | 5. shipment | 8. principals | |
| 3. sets | 6. regular | 9. marked | |

Dear Mr. ...,

Please, find enclosed an order (R 977) from our __ (1) __ MacKenzie Bros Ltd, Ontario, Canada. They have asked us to __ (2) __ you that the __ (3) __ of crockery ordered should be packed in six crates, ten sets per crate, with each piece individually wrapped, and the crates __ (4) __ clearly with their name, the words fragile, crockery, and numbered 1-6.

They have agreed to pay by letter of credit, which we discussed on the phone last week. They'd like __ (5) __ before the end of this month, which should be easily effected as there are __ (6) __ sailings from Liverpool.

If the colours they have chosen are not in stock, they will accept an alternative __ (7) __ the designs are those __ (8) __ in the order.

Please, send any further correspondence relating to __ (9) __ or payment direct to MacKenzie Bros. Let us have a copy of the commercial __ (10) __ when it is made up. We look forward to hearing from you in due course.

Yours sincerely,
(signature)
Managing Director

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. We have carefully examined them and are pleased to inform you that we are quite satisfied with the quality of your goods.

2. We thank you for your letter of the 3rd April and the samples of your goods which you sent us by separate mail.

3. Green & Co Ltd.

4. Dear Sirs,

5. We shall be glad if you send us your offer. Please, quote your price both c. i .f. London and f.o.b. Odessa port.

6. Yours faithfully,

7. We look forward to establishing business contacts with you.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Ми уважно розглянули Ваше прохання про зниження нашої ціни на 10%, але на жаль, ми не в змозі це зробити. Як Вам відомо, наші товари користуються великим попитом на світовому ринку, оскільки вони відповідають найвищим нормам світових стандартів, мають відмінні якісні показники і надійні в експлуатації. Окрім цього, щодо Вашого посилання на ціну наших конкурентів, то ми дійсно вважаємо, що вона дещо нижча, ніж наша, але Ви повинні взяти до уваги, що якість їх товарів значно нижча, ніж наша. Зважаючи на вище викладене, ми не можемо погодитись на Ваші ціни. Однак, якщо Ви захочете збільшити своє замовлення, ми могли б надати Вам 5% знижку.

Чекаємо на Вашу відповідь.

З повагою,

(підпис)

Директор.

TEST 6

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|-------------|----------------|--------------|--------------|
| 1. supplier | 4. cancel | 7. confident | 10. complete |
| 2. decision | 5. consignment | 8. middle | |
| 3. regret | 6. concerning | 9. delivery | |

Dear Mr. ...,

I am writing to you __ (1) __ your order, No. CU 11 54/d which you placed four weeks ago. At that time we had expected to be able to __ (2) __ the order well within the __ (3) __ date we gave you which was 18 June, but since then we have heard that our main __ (4) __ of chrome has gone bankrupt.

This means that we have to find another supplier who could fulfill all the outstanding contracts we have to complete. As you will appreciate this will take some time, but we are __ (5) __ that we should be able to arrange to get our materials and deliver __ (6) __ to our customers by the __ (7) __ of next month.

These units themselves have been assembled and simply now need completing.

We __ (8) __ this unfortunate situation over which we had no control and apologize for the inconvenience. If you wish to __ (9) __ the order it would be quite understandable, but we stress that we will be able to complete delivery by next month and would appreciate it if you could bear with us till then.

Please, let us know your __ (10) __ as soon as possible. Thank you for your consideration.

Yours sincerely,
(signature)
Managing Director

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. The goods can be delivered in July-August.

2. Payment is to be made against shipping documents by a Letter of Credit.

3. Dear Sirs,

4. We thank you for your letter of the 13th April and in reply we wish to inform you that we are prepared to sell our goods at the price of \$1000 per ton f. o .b. Odessa.

5. Green & Co ,Ltd.

6. Yours faithfully,

7. As regards other terms and conditions, you will find them in our General Conditions which we enclose with this letter.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

На підтвердження нашої телеграми від 15 лютого ц. р. повідомляємо Вам, що уряд країни оголосив тендер на виконання проектних робіт та постачання обладнання. Ми вважаємо, що участь у тендері може Вас зацікавити. Просимо Вас вивчити тендерні документи, які додані до листа. Як зазначено в угоді, витрати на купівлю тендерної документації будуть віднесені на Ваш рахунок.

Слід також зауважити, що кінцева дата подання пропозиції – 21 травня ц.р. Повідомляємо Вам, що для того, щоб виграти тендер, бажано представити комерційний кредит на період 7–10 років не більше 6% річних.

Сподіваємося, що Ви зацікавитесь можливістю розвитку нашої співпраці.

З повагою,

(підпис)

Директор

TEST 7

1. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|--------------|-----------|--------------|--------------|
| 1. checked | 4. staff | 7. suppliers | 10. accounts |
| 2. apologize | 5. cheque | 8. enclosed | |
| 3. heading | 6. delay | 9. involve | |

Dear Mr. ...,

First let me __(1)__ for not having cleared your statement and not replying to your letter of 10 August. However, I am surprised that you didn't receive our circular letter informing all our suppliers that we were moving from Milano to Torino. I have __(2)__ our post book, and find that a letter was sent to you on June 30.

As you will see from the copy __(3)__ we warned __(4)__ that during the move there might be some __(5)__ in clearing accounts and replying to correspondence as the move would __(6)__ replacing more than half our staff with new people who needed time to get used to our __(7)__ and filing systems.

You will be pleased to hear that we have now settled into our new offices and will have a fully trained __(8)__ by the end of next month. Meanwhile, I am enclosing a __(9)__ for 2 300,000 on account, and will send a full settlement of your June statement within the next few days.

Please note our new address, which is in the __(10)__ of this letter, for future reference.

Yours sincerely,
(signature)
Senior Shipping Clerk

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. Please, quote your lowest prices and state the time of delivery and the most favourable terms of payment.

2. We shall be obliged if you will send us a tender for the above Machine Tool.

3. Simpton & Co, Ltd.

4. We also request you to send us specifications and all your publications.

5. Dear Sirs,

6. We are interested in Cutter Model GH-66 advertised by you in the latest issue of the "Industry".

7. Yours faithfully,

8. We are looking forward to your early reply.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Повідомляємо Вас, що на жаль до цього часу ми не отримали від Вас банківську гарантію. У зв'язку з цим ми б хотіли Вам нагадати про Ваш лист від 20 травня ц.р., в якому Ви просили нас внести зміни в акредитивну форму розрахунків у зв'язку з труднощами і додатковими витратами, пов'язаними з відкриттям акредитиву.

Розуміючи Ваші труднощі, об'єднання дало згоду на інкасову форму розрахунків. Ви згодні із запропонованою формою розрахунків і повинні були в триденний строк надати гарантію першокласного банку на 80% вартості контракту.

Після підписання додаткового контракту наше об'єднання дало дозвіл заводіві-виробнику на відвантаження обладнання в порт.

З повагою,

(підпис)

Головний бухгалтер

TEST 8

1. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|----------------|--------------|--------------|-------------|
| 1. matter | 4. reference | 7. contact | 10. initial |
| 2. losses | 5. supplied | 8. cancelled | |
| 3. consignment | 6. expect | 9. deadline | |

Dear Mr. ...,

We are writing to you with __(1)__ to the above order and our letter of 22 May in which we asked you when we could __(2)__ delivery of the 60 computers you were to have __(3)__ on 3 June for an export order.

We have tried to __(4)__ you by phone, but could not get anyone in your factory who knew anything about this __(5)__.

It is essential that we deliver this __(6)__ to our Greek customers on time as this was an __(7)__ order from them and would give us an opening in the Greek market.

Our __(8)__ is 28 June, and the lorries have been completed except for the computers that need to be fitted.

Unless we receive the components within the next five days, the order will be __(9)__ and placed elsewhere. We should warn you that we are holding you to your delivery contract and if any __(10)__ occur because of this late delivery we will be taking legal action.

Awaiting your prompt settlement.

Yours sincerely,
(signature)
Export manager

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. We are obliged for your inquiry of the 5th March concerning purchase of cotton from us.

2. We can dispatch the first lot at the beginning of June, and the second in the middle of September.

3. Dear Sirs,

4. We are pleased to offer you 6,000 tons of cotton Grade A.

5. Smith & Co, Ltd.

6. Payment is to be made against shipping documents by an irrevocable Letter of Credit.

7. Yours truly,

8. We should be obliged for early reply.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове,

У відповідь на Ваш лист від 22 серпня направляємо Вам наш останній каталог і прейскурант і просимо пробачення, що не зробили цього раніше. Останні зразки і моделі висилаються окремою поштою і повинні прийти протягом 7 днів. Посилка надто об'ємна, щоб вислати її авіапоштою. Ми взяли до уваги Ваші рекомендації в майбутньому пропонувати товар на умовах СІФ Ліверпуль.

З нетерпінням чекаємо Ваших замовлень після того, як у Вас буде можливість проглянути каталог і ознайомитися з моделями та зразками.

З повагою,

(підпис)

Комерційний директор

TEST 9

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|------------|----------------|--------------|----------|
| 1. draft | 4. pay | 7. meet | 10. hand |
| 2. hearing | 5. agency | 8. agreement | |
| 3. legal | 6. advertising | 9. initial | |

Dear Mr. ...,

Thank you for your letter which we have received today. As you requested, we have enclosed a __(1)__ contract of the __(2)__ agreement.

You will see that we prefer our customers to __(3)__ us direct, and usually deal on a letter of credit basis, unless we can obtain references or your guarantee if you take the “del credere” commission. You would not be required to hold large stocks of our products, but a representative selection of samples, and we can __(4)__ orders from the Middle East within four weeks of receipt.

Leaflets and brochures will be sent to you to __(5)__ out to your customers as one method of __(6)__, but we will also allow 23,000 in the first year for publicity which can be spent on the type of advertising you think suitable for glassware. We find that newspapers and magazines are the best media.

The __(7)__ contract will be for one year, subject to renewal by mutual __(8)__, and that disputes will be settled with reference to Dutch law, as our relative __(9)__ systems are different. If you have any further questions with regard to the contract, or anything else, please contact me. I look forward to __(10)__ from you soon.

Yours sincerely,
(signature)
Chiefmanager

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. As to the terms of payment we cannot agree to them as they go against our usual practice.

2. We thank you for your offer of June, 10 for 6 Machines Model K-100.

3. Brown & Co., Ltd.

4. Within 5 days upon receipt of your notification of readiness we shall open in your favour an irrevocable Letter of Credit.

5. Dear Sirs,

6. We have carefully considered your offer and we are pleased to inform you that the efficiency of the Machines fully meets our requirements.

7. Yours truly,

8. If you agree to the terms of payment and the time of delivery proposed by us we shall be pleased to send you our formal order by return.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Цим листом повідомляємо, що не зможемо більше надсилати Вам системи опалення тому, що вони зняті з виробництва. Завод-виробник перейшов на випуск більш досконалих моделей, які відповідають усім вимогам новітньої технології. Товари, що будуть надсилатись в майбутньому, відрізнятимуться низкою переваг. Однією з них є те, що запропонована модель матиме гарантію експлуатації на 2 роки.

Ми просимо Вас розглянути нашу пропозицію, і якщо у Вас виникнуть якісь зауваження, ми будемо готові їх обговорити. Сподіваємось, що наша пропозиція Вас влаштує. Вартість нових товарів згідно даного контракту буде скорегована на взаємоприйнятих засадах.

З повагою,

(підпис)

Менеджер

TEST 10

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|---------------|-------------|-------------|----------------|
| 1. conditions | 4. remit | 7. sole | 10. commission |
| 2. matter | 5. shorten | 8. demand | |
| 3. nearing | 6. extended | 9. turnover | |

Dear Mr. ...,

We are interested in the offer you made to us in your letter of 8 October to act as __ (1) __ agents for your leather goods in this country.

We think that the annual __ (2) __ you suggested was rather optimistic, and while we agree that there is __ (3) __ for leather cases and bags here, we think that half the figure you quoted would be more realistic. In view of this, the __ (4) __ you offer, six per cent, is rather low, and we would expect a minimum of ten per cent on net invoice totals.

As sole agents, the territory you offer, i.e. London, would be too restrictive for sales, and this would have to be __ (5) __ to the home counties. We also feel it would be better for customers to settle with us direct, and we would __ (6) __ quarterly account sales deducting our commission, but we are prepared to leave this __ (7) __ open for discussion.

Finally, we will hold the stock you suggested, but if there is a rush of orders, as there may be now we are __ (8) __ Christmas, you would have to __ (9) __ the delivery date you quoted, from six weeks to three weeks from receipt.

If these __ (10) __ are suitable, then we would certainly accept an initial one-year contract to act as your agents.

Yours sincerely,
(signature)
ChiefAccountant

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. Samples of both have been dispatched to you by separate mail.

2. Dear Sirs,

3. We think you will be interested in the new brands of coffee and cocoa we have just introduced to the trade.

4. We hope that the high quality of our products will meet your customers' requirements.

5. Yours truly,

6. White & Co, Ltd.

7. You will see that the prices quoted are low, and as they are likely to go up very soon we would advise you in your own interests to place an order as early as possible.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Ми раді повідомити Вас про відкриття нашої нової фабрики з виробництва товарів широкого вжитку. Ви переконаєтесь, що наша сучасна виробнича технологія дозволить нам запропонувати товари за значно нижчою ціною, ніж у наших конкуренті. Ми сподіваємося, що Ви скористаєтесь цією можливістю і запропонуєте своїм замовникам наш високоякісний товар. Для Вашої зручності ілюстрований каталог, прейскурант і бланк замовлення додається до листа. Підвищений попит на наші товари впродовж поточного року дозволив нам відкрити нову фабрику в Києві, яка буде досить потужною і швидкісною під час виконання великих замовлень.

Ми чекаємо ваших майбутніх замовлень, оскільки тепер ми зможемо запропонувати краще обслуговування.

З повагою,

(підпис)

Комерційний директор

TEST 11

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|------------------|----------------|--------------|--------------|
| 1. inconvenience | 4. consignment | 7. fortnight | 10. shipping |
| 2. realize | 5. damage | 8. inspect | |
| 3. informing | 6. arrange | 9. trouble | |

Dear Mr. ...,

Thank you for __(1)__ me about the damage to our consignment.

From our previous transactions you will __(2)__ that this sort of problem is quite unusual. Nevertheless, we are sorry about the __(3)__ it has caused you.

Please would you return the whole __(4)__ to us, postage and packing forward, and we will ask the __(5)__ company to come and __(6)__ the __(7)__ so that they can __(8)__ compensation. It is unlikely that our insurance company needs to be troubled with this case.

If you want us to send you another shipment as per your order No. 144, please let us know. We have the garments in stock and it would be no __(9)__ to send them within the next __(10)__.

We look forward to hearing from you. Any request for future assistance or information will receive immediate attention.

Yours sincerely,
(signature)
Commercial Manager

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. From catalogue enclosed you will see that the model is of high operation efficiency.

2. Dear Sirs,

3. Robinson & Co., Ltd.

4. We wish to inform you that we have started producing a new model of Grinding Machine in which, we believe, you may be interested.

5. We are pleased to offer you these machines at the price of \$ 1000 per unit.

6. Yours faithfully,

7. We feel that this offer will be of interest and assistance to you and we shall be glad to send you further information should you require it.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Враховуючи Ваш лист від 25 травня і нашу вчорашню телефонну розмову з п. Лейном, повідомляємо Вам, що ми, на жаль, не можемо прийняти останню партію комп'ютерів, надісланих згідно з рахунком за контрактом № 05/817. Перевірка цієї партії в порту призначення показала, що ряд комп'ютерів є пошкодженими. До цього листа долучаємо акт перевірки, оформлений належним чином. Ми могли б залишити ці комп'ютери лише за умови надання Вами знижки або оплати ремонту цих комп'ютерів.

У протилежному випадку ми будемо змушені повернути Вам пошкоджену продукцію.

Сподіваємось отримати від Вас відповідь не пізніше наступного тижня.

З повагою,

(підпис)

Покупець

TEST 12

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|--------------|-------------|----------------|------------|
| 1. Required | 4. supposed | 7. concern | 10. advice |
| 2. need | 5. forced | 8. unqualified | |
| 3. permitted | 6. contact | 9. detailed | |

Dear Colleagues,

With reference to recent legislation affecting financial service organizations, I am writing with some guidelines to help you adapt to the changes.

All financial service advisors, banks and building societies are now __ (1) __ by law to write to individual clients setting out the terms of their engagements. The new regulations oblige companies to give __ (2) __ descriptions of the work they are qualified to do. They are also __ (3) __ to specify all charges and commissions.

A further change is that all individuals working as advisors __ (4) __ to be fully qualified. Anyone without the necessary professional qualifications is banned from giving financial __ (5) __. As a result many individuals with years of experience will be __ (6) __ to take professional examinations.

__ (7) __ persons will no longer be __ (8) __ to give even informal advice.

I am sure that our consistently high standards, we will not have any difficulty in conforming to the new legislation. Meanwhile, do __ (9) __ me in the event of any __ (10) __.

We are looking forward to your reply.

Yours sincerely,

(signature)

Chief Lawyer

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. He will get in touch with you on his arrival in London.

2. Watson & CO., Ltd.

3. Dear Sirs,

4. We look forward to doing good business with you.

5. We should like to inform you that Mr. Black, our Vice President is attending the International Conference, and he is authorized to negotiate the purchase of the machines you offer.

6. Yours faithfully,

7. We thank you for your offer of the 8th February, which we have given our best consideration.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове,

Пане Клименко В. В., який пропрацював у нас протягом двох з половиною років в якості менеджера, дуже прагне зайнятися рекламою, і мені прийшло на думку, що Ви зможете йому допомогти, або, мати на увазі його здібності на випадок відповідної вакансії у Вашій фірмі, або порекомендувати йому кращий спосіб одержання такої роботи, яку він шукає.

Зрозуміло, я буду Вам дуже вдячний, якщо Ви зможете зробити що-небудь для п. Клименка В. В. За час роботи у нас на фірмі він зарекомендував себе дуже позитивно. Ми дізналися з преси, що Ви відкрили нове відділення в Кракові та проводите рекламні акції своєї продукції. Ми також сподіваємось, що наші ділові стосунки продовжуватимуть розвиватися в приємній атмосфері взаємної довіри та підтримки.

З повагою,

(підпис)

Менеджер по зв'язкам з громадськістю

TEST 13

1. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|--------------|-----------------|--------------|---------|
| 1. raise | 4. hold | 7. be | 10. low |
| 2. returning | 5. express | 8. investing | |
| 3. offering | 6. recommending | 9. guarantee | |

Dear Shareholder,

As you may __(1)__ aware from reports in the national media, the Board of Directors of Vida Assurance is planning to __(2)__ extra capital from existing shareholders through a rights issue. We recommend this option as the best way to __(3)__ the long-term security of the company. It is also our belief that the offer of additional shares will be an attractive investment, and we are sure you will agree it is worth __(4)__ extra money in the company.

As it is normal with rights issues, the shares will be available at a __(5)__ price, __(6)__ an excellent investment opportunity. In __(7)__ them to you, we believe we have both the company's best interests and yours as well.

Of course, the Board does not wish to __(8)__ a rights issue without the support of shareholders. We invite you to __(9)__ your views on this policy at an extraordinary general meeting on 24 October at the National Exhibition Centre, or by __(10)__ the form enclosed with this letter.

We look forward with great interest to your reply. Please, do not hesitate to contact us for further details.

Yours sincerely,
(signature)
President

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. We have considered the matter most carefully and yet we are unable to meet your request.

2. If you compare this model to those of our competitors you will see that our model has a number of advantages.

3. Dear Sirs,

4. We have received your letter requesting to revise the prices quoted by us for machines as you find our price somewhat high.

5. Robinson & Co., Ltd.

6. If you consider an excellent running of the machine you will have to agree that it would be unreasonable on our part to reduce the price.

7. Yours faithfully,

8. We look forward to your reply.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Дякуємо за Вашу пропозицію від 5 червня 2015 р. на 10 машин моделі М-100. Ми уважно розглянули Вашу пропозицію і раді повідомити, що ефективність машин повністю відповідає нашим вимогам.

Щодо умов платежу, то вони не співпадають з нашою звичайною практикою. Наші умови такі: впродовж тижня (7 днів) після отримання Вашого повідомлення про готовність ми відкриваємо на Вашу користь безвідкличний акредитив на 75% вартості товару, який призначений для відправки. Решта 25 % оплатимо після продовження гарантійного періоду. Якщо Ви згодні на умови оплати і доставки, які ми пропонуємо, ми будемо раді вислати Вам формальне замовлення зворотною поштою. Чекаємо Вашої відповіді.

З повагою,

(підпис)

Менеджер, відділ формування цін

TEST 14

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|------------|------------|------------|-----------|
| 1. compare | 4. help | 7. spend | 10. limit |
| 2. prevent | 5. provide | 8. inform | |
| 3. welcome | 6. divide | 9. replace | |

MEMO LETTER

This memo is to __(1)__ all members of the steering committee about the details of the next international meeting. I shall __(2)__ you with a list of tasks that need to be done. We will __(3)__ a little time on finalising the schedule at our next internal meeting. Unfortunately, my trip to Japan will __(4)__ me from taking part in the meeting.

I think we should __(5)__ the programme for the day into three parts. The first session is to __(6)__ our foreign guests to the company and to describe our operations to them. As time is short, we will need to __(7)__ this part to the essentials - of course without excluding any key personnel from the proceedings.

In the second part of the programme, we should __(8)__ our working practices with those in other companies. We have already made it clear that we intended to __(9)__ some practices with more modern ones and this could be a fruitful area for discussion.

Finally, we will __(10)__ the participants with the more complex norms.

Please do not hesitate to contact us for further details.

Your sincerely,
Keyser
Chairman

II. а)Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. The price we quoted in our offer of the 15th August is based on the prices existing on the world market.

2. In reply to your letter of the 5th September this year, we have to inform you that we cannot revise our price for Drilling Machines.

3. Dear Sirs,

4. The machine is very easy to handle and it has many other advantages as compared with similar models produced by other firms.

5. Smith & Co., Ltd.

6. Yours faithfully,

7. However, wishing to establish business relations with you, we are prepared to grant you a 5 per cent discount if you double our order.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Впродовж минулих років ми регулярно отримували Ваші замовлення але, і це видно з наших документів з продажу, ми перестали отримувати їх два роки тому. Ми хочемо знати, чи є у цьому причина, за яку ми несемо відповідальність: замовлення, поставлені несвоєчасно; якість, що не відповідає даним стандартам; помилки при виконанні замовлень; неконкурентноздатні ціни. Звичайно, можливо знайти зовсім просте пояснення, як от: ми не прислали Вам наш каталог і прейскурант. Якою б не була справжня причина, ми дуже хочемо відновити ділові зв'язки з Вами.

Чекаємо на Вашу позитивну відповідь.

З повагою,

(підпис)

Голова правління

TEST 15

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|-------------|------------|--------------|----------|
| 1. estimate | 4. notify | 7. guarantee | 10. miss |
| 2. invite | 5. believe | 8. urge | |
| 3. inform | 6. agree | 9. takepart | |

Dear investor,

In reply to your letter of 12 April we would like to __ (1) __ you to __ (2) __ in the investment opportunity of the year. In fact we __ (3) __ you not to __ (4) __ this unique chance to make your money work for you. We __ (5) __ that this is a once-in-a-lifetime investment. If you __ (6) __ to set aside a small sum every month for the next five years we __ (7) __ a staggering 105 per cent interest at the end of the period. We __ (8) __ that this return will far outstrip the rate of inflation during the period.

If you would like to participate, please __ (9) __ us by phone or __ (10) __ us using the reply coupon. Awaiting your early reply with interest.

Yours truly,

(signature)

Branch Manager

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. You write that the damage to the machine-tools occurred in transit.

2. Dear Sirs,

3. Smith & Co., Ltd.

4. We have received your letter dated January, 2 and the documents attached to it.

5. We are sorry to say we cannot agree with you that the damage to the machine-tools occurred during packing.

6. Yours faithfully,

7. This is the first time we have received defective machine-tools from you, and hope that you will either replace these machine-tools, or repair them free of charge.

8. We are looking forward to your early reply.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Вчора ми отримали Ваш лист, в якому Ви пишете, що Ви повернули заводові-виробнику три прилади, які були надіслані Вам згідно з контрактом № 18/49, з проханням відремонтувати їх або замінити на нові. На жаль, завод-виробник відмовляється відремонтувати їх безкоштовно, або замінити на нові, оскільки вони мають ознаки механічного пошкодження. Ми вважаємо, що це зробили Ваші працівники, коли відкривали ящики. Завод-виробник згідний відремонтувати прилади, якщо Ви оплатите цю роботу. Вартість ремонту складає 500 доларів за кожний прилад, тобто загальна сума складатиме 1500 доларів.

Просимо Вас відкрити безвідкличний акредитив дійсний на 2 місяці. Як тільки ми отримаємо повідомлення про відкриття акредитиву, завод-виробник почне ремонт приладів.

Чекаємо Вашої відповіді.

З повагою,

(підпис)

Керівник виробництва

TEST 16

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|--------------|-----------------|-------------|---------------|
| 1. enquiry | 4. requirements | 7. supplied | 10. essential |
| 2. quotation | 5. quality | 8. details | |
| 3. stock | 6. enclosed | 9. purses | |

Dear Mrs. ...,

Thank you for your __(1)__ of 15 August. Our __(2)__ for leather shoes and handbags is enclosed. All items can be delivered from __(3)__. These items are made from very best __(4)__ leather and can be __(5)__ in a range of designs and colours wide enough to meet the __(6)__ of a fashionable trade such as yours.

Also __(7)__ is a copy of our catalogue in which you will find __(8)__ of our other products. These include leather __(9)__ and gloves, described and illustrated on pages 18-25 of our catalogue.

The catalogue gives all the __(10)__ facts about our goods, but if you have any questions please do not hesitate to let us know.

Your reply will be appreciated.

Yours sincerely,
(signature)
Production Director

II. а) Поставете речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. As to our prices we are greatly surprised that they seemed to you higher than those of our competitors.

2. Dear Sirs,

3. In reply to your letter we are sending you a description of machine-tools which is a new model with a number of advantages.

4. Yours faithfully,

5. We have no difficulties in selling big numbers of these machine-tools at these prices.

6. Looking forward to your favourable reply.

7. Brown & Co.

8. It goes without saying that we are ready to grant a 10 per cent discount if you increase your order to 25 machine-tools.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Я зауважив, що Ви не розміщували жодних замовлень у нас з 1 березня, і, оскільки з'ясування можливих причин невдоволення покупців входить у практику нашої фірми, я звертаюсь до Вас з проханням повідомити мені, чи зможу я зробити що-небудь для відновлення ділових стосунків між нашими фірмами. Можливо, звичайно, Ви просто змінили напрямок в торгівлі і перестали займатися нашими товарами.

Однак, якою б не була причина, я хотів би знати її, щоб я міг виправити ситуацію або врахувати наявні зауваження. У будь-якому випадку я впевнений, що можу зробити деякі корисні пропозиції, скеровані на відродження ділових стосунків.

Заздалегідь вдячні за будь-яку інформацію, яку Ви можете запропонувати.

З повагою,

(підпис)

Комерційний директор

TEST 17

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|-------------|-----------------|--------------|--------------|
| 1. order | 4. subject | 7. equipment | 10. delivery |
| 2. supplier | 5. situation | 8. due | |
| 3. delivery | 6. confirmation | 9. guarantee | |

Dear Mr. Toda,

Acknowledging receipt of your letter we are writing to point out that the above __ (1) __ which arrived yesterday, was a week late. This is the second time we have had to write to you on this __ (2) __ and we cannot allow the __ (3) __ to continue. We have already explained that it is essential for medical __ (4) __ to arrive on the __ (5) __ date as late __ (6) __ could create a very serious problem.

Unless we have an absolute assurance that you can __ (7) __ the promptness of all future deliveries, we will have to look for another __ (8) __. We will want your __ (9) __ before we place our next __ (10) __. Awaiting your prompt settlement.

Yours sincerely,
(signature)
Managing Director

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. However after unpacking the cases we discovered that 20 tins of caviar were missing.

2. Dear Sirs,

3. Robinson & Co., Ltd.

4. In confirmation of our telephone conversation with Mr. Brown which took place on June, 11, we wish to

inform you that the first consignment of caviar has duly arrived.

5. Yours faithfully,

6. Should you fail for any reason, to deliver the goods by the appointed date, please let us know immediately.

7. We request to make every effort that 100 tins should arrive by the 10th next month at the latest.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Дякуємо за Ваш лист і раді надати Вам всі подробиці щодо купівлі льняної тканини від нас. Ми надсилаємо наші зразки окремою поштою і сподіваємось, що їх якість задовольнить ваші вимоги. Стосовно ціни, то ми не згодні з Вами, що вона висока. Ціни на ці товари зростають на світовому ринку. Наша тканина чудової якості. Однак, ми все ж маємо надію встановити тісні ділові стосунки з Вами, ми можемо надати Вам 5% знижку. Льняну тканину можна привезти в травні. Усі інші умови є в наших «Загальних пропозиціях». Ми сподіваємось, що Ви погодитесь з ними і надішлете нам Ваш запит.

З повагою,

(підпис)

Комерційний директор

TEST 18

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|---------------|----------------|--------------|-----------------|
| 1. price-list | 4. sight draft | 7. response | 10. competitive |
| 2. discount | 5. retailing | 8. quantity | |
| 3. enquiry | 6. enclosed | 9. confident | |

Dear Mr. ...,

Thank you for your __(1)__ of 28 June in which you expressed an interest in __(2)__ a selection of our products in your shops in France.

Please find __(3)__ our current brochure and __(4)__.

In __(5)__ to your request for a 20% trade __(6)__ we regret that we cannot offer more than 15%. However, we do give a 5% __(7)__ discount on orders over 10,000 pounds. We are sure that you will agree that these terms are highly __(8)__.

We are __(9)__ that we can deliver within two months as you require, but wish to emphasize that payment will have to be by __(10)__ until we have established a business relationship.

Thank you for your interest and we hope to hear from you soon.

Yours sincerely,
(signature)
Chief Accountant

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. We believe that the points brought up in the letter will better be settled during personal discussions.

2. Dear Sirs,
3. We thank you for your letter of 1st June which we have given careful attention.
4. Some of the expenses involved may be charged to your account and we believe that we shall come to terms about the extent of our contribution to this.
5. Brown & Co., Ltd.
6. We are looking forward to seeing your representative in Kyiv.
7. Yours faithfully,
8. We would also be obliged to you if you would start advertising our goods as soon as possible.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Під час мого перебування в Лондоні 2 тижні тому я відвідав виставку, де мені дуже сподобався товар, який демонструвався на Вашому стенді. Я додаю список найменувань, які мені потрібні, і був би дуже радий одержати вашу котировку якнайшвидше.

Я також хотів би одержати повну інформацію, що стосується експортних цін, умов платежу, термінів постачання і знижок для постійних покупців.

Моя компанія цікавиться всіма типами товару, якщо у Вас є інші вироби, ми хотіли б одержати детальну інформацію про них.

Ми будемо вдячні Вам за швидку відповідь.

З повагою,

(підпис)

Керівник відділу з питань експорту

TEST 19

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|---------------|------------|----------------|-------------------|
| 1. associates | 4. agents | 7. consignment | 10. documentation |
| 2. business | 5. company | 8. damaged | |
| 3. quotation | 6. road | 9. products | |

Dear Mr. ...,

We hasten to thank you for your attention to our letter. You were recommended to us by Pole Star, our __ (1) __ with whom you have operated as forwarding __ (2) __.

We are looking for a reliable __ (3) __ to handle our deliveries in Europe, taking care of __ (4) __ and making sure of a safe delivery, as many of our __ (5) __ become worthless if __ (6) __.

Enclosed you will find a list representing a __ (7) __ we wish to send to Lausanne in Switzerland. We would like it to be delivered there by __ (8) __ on a door-to-door basis. Could you let us have your __ (9) __ and if it is competitive, we can assure you of further __ (10) __ in the future.

We assure you that we would like to maintain cooperation with you and are awaiting your affirmative reply.

Yours sincerely,

(signature)

Transport Supervisor

II. а) Поставьте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. However you failed to dispatch goods by the said vessel and the goods arrived with a delay of 3 weeks.

2. We are writing to inform you that you were to have shipped us 10.000 tons of Wheat.

3. Dear Sirs,

4. We, therefore, were not in a position to fulfil our obligations to our clients.

5. Yours truly,

6. Stevenson & Co.

7. We hold you responsible for the losses we shall sustain in connection with this delay in delivery and we request you to remit to our account with Midland Bank the amount of \$5 00.000.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Ми отримали Ваш лист від 20 березня, з якого ми дізналися, що Ви бажаєте налагодити з нами ділові стосунки.

Відповідно до Вашого прохання надсилаємо Вам зразки наших тканин окремою посылкою. Ми сподіваємося, що зразки Вам сподобаються і Ви розмістите у нас Ваше замовлення. Ціни на тканини, вказані в прейскуранті, додаються до даного листа. Умови оплати наступні: покупець відкриває безвідкличний акредитив на користь продавця в Національному банку України на повну вартість партії товару, призначеного до відвантаження. Акредитив повинен бути відкритий протягом 5 днів від дати повідомлення про готовність товару до відвантаження. Оплата проводиться в обмін на відповідні документи. Ми хотіли би додати, що надаємо 5% знижку покупцям, які замовляють товар на суму більше 15000 доларів.

Можете повністю покладатись на нас.

З повагою,

(підпис)

Комерційний директор

TEST 20

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|----------------|-------------|--------------|----------------|
| 1. to offer | 4. account | 7. suppliers | 10. concerning |
| 2. clear | 5. exact | 8. offer | |
| 3. outstanding | 6. payments | 9. receives | |

Dear Mr. ...,

We wrote to you on 25 March __ (1) __ the above account for 2,700, 00 pounds which has now been __ (2) __ for three months. When we agreed __ (3) __ you credit facilities we pointed out that it was essential to __ (4) __ accounts on the __ (5) __ date, particularly as we generally do not __ (6) __ credit terms.

As you realize, delayed __ (7) __ can create problems for us with our own __ (8) __, therefore we would appreciate it if you could either let us know why the __ (9) __ has not been cleared, or let us have a remittance within the next ten days.

We hope this __ (10) __ your immediate attention.

On receipt of our letter please fax your confirmation.

Yours sincerely,
(signature)
Chief Accountant

II. а) По ставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. The above machines arrived with a month s delay.
2. Dear Sirs,
3. EL Sarky & Co.

4. We have to inform you that we have had much trouble with your machines sent on consignment by your company.

5. Yours faithfully,

6. We would appreciate it very much if you remit this sum within the next two weeks.

7. We have calculated the losses we suffered and should say that they make \$560.

8. We hope to hear from you soon.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Дякуємо Вам за Ваше замовлення № 23/5 від 5 липня цього року. Ми будемо раді продати Вам товар в кредит, але оскільки це наша перша угода з Вами, ми попросили б Вас повідомити нам назву і адресу Вашого банку і одної-двох фірм, щоб ми мали можливість звертатись до них за інформацією.

Коли ми одержимо позитивну відповідь на наші запити, ми відправимо Ваш товар і одразу ж відкриємо рахунок, щоб Ви могли оплатити це і наступне замовлення.

Якщо Ви хочете, щоб ми відвантажили товар негайно, просимо провести авансовий платіж.

Із задоволенням чекаємо встановлення регулярних торгівельних відносин з Вами.

Просимо повідомити нас про вашу згоду з нашими умовами.

З повагою,

(підпис)

Головний бухгалтер

TEST 21

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|----------------|----------------------|---------------|---------------|
| 1. information | 4. credit-worthiness | 7. statements | 10. sincerely |
| 2. customer | 5. confidence | 8. limit | |
| 3. balances | 6. due | 9. refer | |

Dear Mrs. ...,

I __(1)__ to your letter of May 18 concerning the __(2)__ of Cromer Ltd.

You will, no doubt, be interested to learn that the company has been a __(3)__ of ours for a number of years. We would like to draw your attention to the fact that although their credit __(4)__ has not reached the level you mentioned, we have found that they always cleared their __(5)__ on the __(6)__ dates, setting them on quarterly __(7)__.

We trust you will treat this __(8)__ in the strictest __(9)__.

We look forward with great interest to your reply.

Please, do not hesitate to contact us for further details.

Yours __(10)__,
(signature)
Credit Controller

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. However, upon unpacking the boxes we found that 50 boxes with fashion jewellery were missing.

2. In confirmation of our telephone conversation with your Mr. P. of April 10 we wish to inform you that first cargo of fashion jewellery in terms against contract №146 was duly received by us.

3. Dear Sirs,

4. When drawing up and signing the contract we particularly pointed out that the assortment of fashion jewellery should be in strict conformity with the specifications attached to the order.

5. Smith & Co.

6. Yours truly,

7. We, therefore, shall be pleased to know how you intend to settle the matter.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Ми дякуємо Вам за лист від 6 січня і з задоволенням інформуємо Вас, що ми зацікавлені в купівлі меблевої тканини, яку Ви запропонували. Оскільки це наша перша оборудка, будь ласка, вишліть нам невеликий зразок тканини, щоб ми могли побачити її якість, і якщо він відповідатиме нашим вимогам, ми вишлемо Вам наш запит. Ми вважаємо, що Ваша ціна дещо вища, ніж ціни Ваших конкурентів. Якщо б Ви могли зменшити її, ми були б Вам дуже зобов'язані. Оскільки зазначена тканина нам потрібна якомога скоріше, ми також хотіли б знати, коли Ви могли б поставити її.

Чекаємо на Вашу відповідь. Надіємось підтримувати співробітництво з Вами.

З повагою,

(підпис)

Покупець

TEST 22

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|------------|----------------|----------------|------------|
| 1. office | 4. enquiry | 7. Competitive | 10. demon- |
| 2. range | 5. faxmachines | 8. showrooms | strations |
| 3. leaflet | 6. stock | 9. provide | |

Dear Mrs. ...,

In reply to your __(1)__ I have pleasure in enclosing a __(2)__ showing our latest __(3)__. We wish to draw your attention to the fact that all the models illustrated can be supplied from __(4)__ at __(5)__ prices as shown on the price list inside the catalogue.

In addition to the above I may suggest a visit to our __(6)__ where you could see __(7)__ of the various machines and at the same time view our wide __(8)__ of __(9)__ equipment. We express confidence that we can maintain cooperation with you.

Please contact me if I can __(10)__ any further help.

Yours sincerely,

(signature)

Managing Director

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. We regret to inform you that at the present time we cannot offer you any auto accessories for prompt deliveries.

2. Dear Sirs,

3. We look forward with interest to your answer.

4. Yours faithfully,

5. E.L. F & Co.

6. We thank you for your inquiry, dated the 15th February concerning auto accessories.

7. We could send you a quotation for our products if such accessories should be of interest to you.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Після візиту нашого представника, який він здійснив Вам декілька днів тому, ми детально ознайомились з вашими пропозиціями. Ми ознайомились з каталогами Вашої колекції весняних моделей та вирішили зробити на них пробне замовлення. Ми готові розмістити замовлення. Всі подробиці, що стосуються моделей, кольорів і розмірів додаються в бланку замовлення №24/100. Оскільки сезон на дані товари наближається, ми хотіли б мати ці товари точно до кінця травня, доставлені на умовах FOB Лондон.

Що стосується платежу, то нас влаштовують вищевказані ціни мінус 3%, враховуючи проплату протягом 30 днів. Ми повністю згодні з цими умовами в конкретному випадку, але в майбутньому ми хотіли б, щоб Ви дали нам звичайний кредит на тримісячний термін. Просимо підтвердити одержання даного замовлення і співробітництво з Вами.

З повагою,

(підпис)

Голова кредитного відділу

TEST 23

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|-------------|-------------|--------------|------------|
| 1. enquiry | 4. garments | 7. outlets | 10. c.i.f. |
| 2. products | 5. trade | 8. catalogue | |
| 3. wide | 6. label | 9. samples | |

Dear Mr. Oster,

We were very pleased to receive your __(1)__ of 14 October , asking about our leather and sheepskin __(2)__ and terms of __(3)__.

First let me say that our __(4)__ is internationally famous because of the quality of our garments, and we are convinced they will sell very well through your __(5)__ . We think you will agree with us when you look through the enclosed __(6)__ and examine the __(7)__ we are forwarding separately.

You will see from the price-list that we take care of all freight and insurance costs, so the prices are quoted on __(8)__ basis.

Thank you once again for your enquiry and we are sure you will be impressed by the __(9)__ selection of our __(10)__.

Yours sincerely,
(signature)
Manager

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. Marketing Director.

2. We very much regret to inform you that our factory which produces the type of textiles required by you is fully engaged with orders.

3. Dear Sirs,

4. Johnson & Co.

5. We thank you for your inquiry of the 21st May concerning "Textiles" for delivery in June.

6. Yours faithfully,

7. We hope that you will send us your inquiries should you need such textiles later on.

8. We are unable to put forward an offer for these goods for delivery before October.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Ми змушені Вам повідомити, що наші покупці зазнали серйозних труднощів з приладами, які Ви надіслали за нашим пробним замовленням № 73/42. Вищезгадані прилади прибули з запізненням на 1 місяць. Протягом тривалого часу ми не могли провести випробування приладів через відсутність інструкцій з експлуатації і догляду за ними.

Ваші інструкції були отримані в кінці минулого тижня. Хоча ми точно дотримувалися всіх Ваших інструкцій, нам не вдалось досягти необхідної продуктивності та точності приладів. Тому ми змушені Вам повернути ці прилади і просити Вас надіслати нам прилади, які б відповідали нашій специфіці. Ми б хотіли додати, що наше замовлення на товар повинно бути виконане не пізніше 1 січня, оскільки 1-го січня закінчується термін ліцензії на імпорт, виданої нам Міністерством торгівлі.

З повагою,

(підпис)

Менеджер, відділ скарг

TEST 24

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|-----------|-----------|--------------|------------|
| 1. full | 4. draw | 7. documents | 10. inform |
| 2. credit | 5. opened | 8. valid | |
| 3. acting | 6. settle | 9. charges | |

Dear Sirs,

We are pleased to inform you that we are __ (1) __ on behalf of the Eastland Bank, London, and would like to __ (2) __ you that the documentary __ (3) __ for 45,000 FF has been __ (4) __ in your favour by your customers Mercury Data Ltd. The credit is __ (5) __ until 12 August and all bank __ (6) __ have been paid.

Please bring the following __ (7) __ to the above address:

- 1) Air Waybill
- 2) Invoice for full value of the sale c.i.f. London
- 3) Insurance Certificate
- 4) Certificate of Origin

Would you also __ (8) __ a sight draft for the __ (9) __ amount of the invoice on us so that we can __ (10) __ this account.

Thank you in advance. Awaiting your early reply with interest.

Yours faithfully,
(signature)
Financial Director

II. а) Поставте речення ділового листа в логічній послідовності;

б) лист запишіть та перекладіть.

1. Sales Director

2. We regret that the information has been so delayed.

3. Dear Sirs,

4. We have received your cable of the 14th November reminding us of our promise to send you additional technical data.

5. Yours faithfully,

6. Black & Co.

7. We send you here with the technical data required by you and trust that they will prove useful to you.

8. Please, accept our apologies for the delay which was due to pressure work in our Technical Department.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Дозвольте нам запропонувати нашу продукцію. Удосконалені методи виробництва дозволяють нам реалізовувати електроприлади за цінами значно нижчими від минулорічних. У прейскуранті, що додається, Ви побачите зниження цін до 12%. До вдалих минулорічних моделей ми додали 5 нових, оскільки Вас особливо зацікавила освітлювальна інтер'єрна техніка типу «Лондон» зі срібним оздобленням.

Ми впевнені, що Ви виявите бажання скористатися нашими низькими цінами для своєчасного поповнення Ваших запасів до різдвяної торгівлі, і ми чекаємо в найближчому майбутньому на Ваші замовлення. Наш останній каталог ми вислали Вам окремо.

Сподіваємося на плідну співпрацю.

З повагою,

(підпис)

Завідувач відділу реклами

TEST 25

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|-----------------------|------------------|-------------|--------------|
| 1. recommen
dation | 4. manufacturers | 7. offer | 10. contacts |
| 2. terms | 5. documentation | 8. brochure | |
| 3. rates | 6. commission | 9. agent | |

Dear Mrs. ...,

We are writing to you on the __ (1) __ of the Portuguese Chamber of Commerce who informed us that you were looking for a buying __ (2) __ for precision tools in this country.

We have been in this trade for over twenty years and have close __ (3) __ with the Major __ (4) __ both here and overseas.

If we may, we would like to give you a brief outline of the __ (5) __ we work on.

As we have dealt with these agencies for a number of years, we can offer you their most competitive __ (6) __ for shipment. In addition we would take care of all __ (7) __, including customs formalities. As a rule we operate on a 4.5 per cent __ (8) __ on c.i.f. values.

If you are interested in this __ (9) __ we can assure you of first class, efficient service. Meanwhile, do not hesitate to contact us for any more information. Please find enclosed our __ (10) __ giving you full details of our company.

We look forward to hearing from you in due course.

Yours sincerely,
(signature)
Export Manager

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. We are satisfied with the quality of the material, but we must point out that your prices are considerably higher than those of your competitors.

2. We should be prepared to buy your products on the terms proposed by you if you could reduce your prices by 10%.

3. Dear Sirs,

4. We have received your letter of the 16th June as well as the samples of products sent by you by parcel post.

5. Yours faithfully,

6. Thompson & Co.

7. We look forward with interest to your reply.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Дозвольте нагадати Вам про те, що три роки тому ми мали нагоду відправити Вам декілька партій іграшок і новинок, що виробляються нашою фабрикою у місті Львові. Наш асортимент значно розширився, і ми із задоволенням додаємо до цього листа наш останній каталог і прейскурант.

Покупці повідомляють нам, що в порівнянні з цифрами минулого року продаж збільшився, і ми були б дуже раді отримати нові замовлення від Вас, оскільки ми впевнені, що наші товари можуть конкурувати як по ціні, так і по якості з аналогічними товарами, які пропонують американські і європейські виробники. Будь ласка, пишіть нам без вагань, якщо ми можемо бути Вам корисними.

З нетерпінням очікуємо відповіді.

З повагою,

(підпис)

Заступник директора

TEST 26

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|-------------|-------------|---------------|--------------|
| 1. business | 4. models | 7. quality | 10. discount |
| 2. prices | 5. dealers | 8. reasonable | |
| 3. current | 6. branches | 9. maintain | |

Dear Sir or Madam,

Please send us your __ (1) __ catalogue and price list for bicycles. We are interested in __ (2) __ for both men and women, and also for children.

We are the leading bicycle __ (3) __ in this city where cycling is popular, and have __ (4) __ in five neighboring towns. If the __ (5) __ of our products is satisfactory and the prices are __ (6) __, we expect to place regular orders for fairly large numbers.

In the circumstances please indicate whether you will allow us a special __ (7) __. This would enable us to __ (8) __ the low selling __ (9) __ which have been an important reason for the growth of our __ (10) __.

If you wish to discuss this, please, contact me.

Awaiting your viewpoint on the subject.

Yours faithfully,

(signature)

Secretary to Mr. Gohnson

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. We are pleased that the quality of the goods met your requirements, but we are surprised that you

consider our prices to be higher than those of our competitors.

2. Dear Sirs,

3. Johnson & Co.

4. We thank you for your letter of the 20th June concerning Coffee.

5. Yours faithfully,

6. Wishing, however, to establish business relations with your company, we should be prepared to allow you a 5 per cent discount from the price quoted by us.

7. This offer is subject to your immediate acceptance.

8. All the other terms remain as stated in our letter of the 16 June.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Ми отримали Ваш лист від 10 вересня і повідомляємо, що в даний час ми переглядаємо ціни, що вказані в нашому тендері від 1 вересня, і через декілька днів надішлемо Вам нові розцінки.

Щодо умов оплати, Ви повинні відкрити безвідкличний акредитив на нашу користь у зовнішньому (національному) банку на 90% вартості товару, що призначений для відвантаження, а 10%, що залишаються, повинні бути оплачені після закінчення гарантійного строку.

Оскільки це - пробне замовлення, ми можемо Вам піти назустріч і продовжити гарантійний строк до 24 місяців. Наша ціна включає вартість упакування. Чекаємо на Вашу відповідь.

З повагою,

(підпис)

Фінансовий директор

TEST 27

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|------------------|---------------|-------------|------------|
| 1. manufacturers | 4. bed-sheets | 7. discount | 10. quoted |
| 2. dealers | 5. samples | 8. goods | |
| 3. market | 6. details | 9. prompt | |

Dear Sir or Madam,

Dekkers of Sheffield informed us that you are __ (1) __ of polyester cotton __ (2) __ and pillow cases. We are __ (3) __ in textiles and believe there is a promising __ (4) __ area for moderately priced __ (5) __ of this kind.

Please let us have __ (6) __ of your various ranges including sizes, colours and prices, together with __ (7) __ of the different qualities of material used.

Please state your terms of payment and __ (8) __ allowed on purchases of quantities of not less than 500 of specific items. Prices __ (9) __ should include delivery to our address shown above.

We express confidence that we shall do business with you.

Your __ (10) __ reply would be appreciated.

Yours faithfully,

(signature)

Advertising Department

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. We accept your prices as well as the terms stated in your letter of the 16th June.

2. We are obliged for your letter of the 22nd June in which you agree to reduce your prices if we order minimum 75 tons of wheat of each grade.

3. Dear Sirs,

4. Robson & Co.

5. We shall be glad to receive your contract for the sale of 75 tons of wheat grade A and grade B.

6. Yours faithfully,

7. Looking forward to your early reply.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Ми хотіли б звернути Вашу увагу на те, що сьогодні ми направили Вам поштою, як зразок, пару лижних черевиків. Це остання модель нашої фабрики з виробництва спортивного зимового взуття. Ми можемо запропонувати Вам ці черевики всіх розмірів за цінами, вказаними у прейскуранті, що додається. Ви помітите, що відбулось незначне підвищення цін на черевики великих розмірів у порівнянні з минулорічними цінами. Це сталося через збільшення цін на матеріали.

Ми з нетерпінням чекаємо швидкої відповіді від Вас та надіємось підтримувати співпрацю з Вами.

З повагою,

(підпис)

Головний керівник

TEST 28

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|----------|------------------|----------------|---------------------------|
| 1. basis | 5. schedules | 7. suggest | 10. respon-
sibilities |
| 2. reach | 4. date | 8. handed | |
| 3. fax | 6. documentation | 9. consignment | |

Dear Mr. Merton,

In reply to your __(1)__ of the above __(2)__ we are sending you details of our shipping __(3)__ and freight rates, so they should __(4)__ you by tomorrow.

With regard to the __(5)__ you asked for, we __(6)__ you use our combined Transport Bill as the goods will then be covered by road, ferry, and road again. We are also sending on our Export Cargo Packing Instructions which should be __(7)__ to our driver when he calls.

__(8)__ will be delivered to us for consolidation, and you will be charged at the very competitive rates. We will take the usual __(9)__ for handling cargo, but suggest you take all risk insurance cover on a door-to-door __(10)__.

Please, let us know if there are any other details you require.

Awaiting your early reply.

Yours sincerely,
(signature)
Branch Manager

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. Managing Director

2. Dear Sirs,
3. We thank you for your letter of the 20th October.
4. We suggest that the visit of your representative should take place about the 10th November next.
5. Yours faithfully,
6. We have carefully considered your proposal and are pleased to inform you that we agree that you should act as our Consignment Agents.
7. We shall be glad to meet here Mr. James Moore and discuss with him the points listed by you.
8. If this time is convenient for you, kindly let us know the date of arrival in Lviv.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Дякуємо Вам за Ваш запит від 22 лютого щодо нашого товару. Пропонуємо Вам купити у нас 100 тон пшениці. Вищевказана кількість пропонується за ціною 200 доларів за тону СІФ англійський порт.

Відвантаження може бути проведено шістьма партиями по 1 партії в місяць.

Оплата повинна здійснюватись за документами про відправку з безвідкличного, ділимого акредитиву, який Ви повинні відкрити на наше ім'я в Народному Банку в Лондоні на повну вартість товару терміном на 7 місяців. Усі інші умови вказані в контракті, що додається. Це наша пропозиція і ми чекаємо Вашого підтвердження протягом 16 днів з дати цього листа.

Сподіваємося на подальшу співпрацю та просимо повідомити нас якомога скоріше про Ваше рішення.

З повагою,

(підпис)

Регіональний директор

TEST 29

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|-------------|----------------|-------------|-------------|
| 1. large | 4. competitive | 7. supply | 10. include |
| 2. dealing | 5. premises | 8. kind | |
| 3. consider | 6. would like | 9. covering | |

Dear Sir,

We would like to start business with you.

We are a __ (1) __ export company __ (2) __ with merchandise we ship to Europe and North America.

We __ (3) __ to know if you can __ (4) __ us with a quotation for a comprehensive policy, __ (5) __ our warehouse at Dock Road, Southampton.

The policy would __ (6) __ fire, flood, theft, burglary, and the usual contingencies affecting this __ (7) __ of enterprise. At any one time, there may be about 250,000 pounds in stock on the __ (8) __.

If you can offer us __ (9) __ rates, we will __ (10) __ further policies with you on our other interests. Please inform us about your decision.

We look forward to hearing from you soon.

Yours faithfully,
(signature)
Export Manager

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. They have requested us to release the machines for shipment on the basis of the test performed at the works.

2. In reply to your letter of the 13th June we wish to inform you that the experts decided to waive the inspection of the fourth Grinding Machine.

3. Black & Co.

4. Dear Sirs,

5. We are sending you our Release Note for Shipment in triplicate.

6. Yours faithfully

7. It is self understood that the final inspection and the test of the machine will take place in Ukraine at the works of the client in accordance with the terms of the order.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Ми отримали Вашого листа від 3-го березня, в якому Ви просите змінити умови страхування обладнання, запропоновані нами в проекті контракту на поставку обладнання для машинобудівного заводу. Ви хочете, щоби контракт передбачав страхування обладнання від різних ризиків.

Ми звертаємо Вашу увагу на той факт, що Захдержстрах України не страхує товарів, які поставляються в порти за межами України, від певного ризику. Нам відомо, що страхування від ризику може бути здійснено в Лондонському страховому товаристві.

Щодо страхування товарів від інших ризиків, то збитки відшкодовуються в залежності від умов, на основі яких укладений договір страхування.

Ми готові ще раз обговорити умови страхування.

З повагою,

(підпис)

Менеджер, відділ страхування

TEST 30

I. Прочитайте діловий лист. Заповніть пропуски відповідними словами з таблиці. Запишіть утворений текст листа та перекладіть його письмово.

- | | | | |
|--------------|----------------|-------------|----------|
| 1. apologize | 4. consignment | 7. shortage | 10. care |
| 2. prevent | 5. concerning | 8. taken on | |
| 3. according | 6. placed | 9. reach | |

Dear Sir,

Further to our telephone conversation, I am writing to you __ (1) __ your order, No. SX 57 , which was __ (2) __ with us on 10 January.

Once again, I must __ (3) __ to you for our delay in processing the order. This was due to a __ (4) __ of office staff. However, since I spoke to you last week, we have __ (5) __ four new employees at our depot, and I am pleased to be able to tell you that your order is now ready for dispatch. It will __ (6) __ you in approximately fourteen days' time.

As always, special __ (7) __ has been taken to ensure that your __ (8) __ of goods has been packed __ (9) __ to your requirements. Each item will be individually wrapped to __ (10) __ damage.

Yours sincerely,

(signature)

Manager, Shipping Department

II. а) Поставте речення ділового листа в логічній послідовності;

б) утворений лист запишіть та перекладіть.

1. We note that the first consignment will be sent about May 10th.

2. We hope you will send us invoices, Bills of Lading, State Inspection Certificates and all necessary documents at the earliest possible time.

3. We thank you for your letter of the 10th April enclosing agreement.

4. White & Sons.

5. Dear Sirs,

6. Yours faithfully,

7. A 20 per cent advance will be paid by L/C.

III. Перекладіть письмово діловий лист англійською мовою:

Шановні панове!

Дякуємо Вам за пропозицію від 15 березня ц.р. на шість моделей холодильного обладнання. Ми уважно розглянули Вашу пропозицію. Якість моделей цілком відповідає нашим вимогам. Ціна і терміни надходження, запропоновані Вами, також нас задовольняють. Щодо терміну гарантії, то він є надто коротким. Ми вже декілька років купуємо обладнання у англійської фірми, і у всіх випадках продавці надавали нам гарантії на тривалий термін, починаючи від дати запуску обладнання в експлуатацію та від дати відвантаження товару.

Якщо Ви знайдете можливість піти нам назустріч і збільшите гарантійний термін відповідно на шість і вісім місяців, ми надішлемо Вам наше офіційне замовлення.

Наперед вдячні та готові до співпраці.

З повагою,

(підпис)

Комерційний директор

Culture File

Text 1.

Forms of Address

The breezy informality and haste that seem to characterize the American business relationship appear to be American exclusives that business people from other countries not only fail to share but also fail to appreciate. This apparent informality, however, does not indicate a lack of commitment to the job. An English executive once commented about the American manager's compelling involvement in business, "At a cocktail party or at a dinner, the American is still on duty."

Even though Northern Europeans seem to have picked up some American attitudes in recent years, do not count on them being "Americanized". As one writer says, "While using first names in business encounters is regarded as an American vice in many countries, nowhere it is found more offensive than in France", where formality still reigns. Those who work side by side for years still address one another with formal titles.

In America, they try to go on a first-name basis quickly. In some countries, however, to do so makes you appear tactless, if not rude. The best policy is to use the last name with a proper and respectful title until specifically invited to do otherwise. But the problem doesn't end there because the "proper" last name can vary among cultures. In Brazil and Portugal, people are addressed by their Christian names, along with the proper title or simply Mr, so that Manuel Santos is Senhor Manuel. In Spain and Spanish-heritage South America, it is not unusual to use a double surname from the maternal and paternal family names. The last name is the main one, so that Jose Garcia-Alvarez is Senor Alvarez.

In China, such titles as Mr, Mrs or Ms should never be used in business negotiations, otherwise this will be taken as a sign of disrespect. A European business person, even though negotiating through an interpreter, should make sure that the official title of each person such as Chairman, President or Manager is used, so that all parties present understand that they are being shown the respect due to their rank. If a Chinese thinks that he or she is not respected, most likely, negotiations will not be successful. The problem is that the first name in China is a surname, hence Chairman Mao Zedong is Chairman Mao, not Chairman Zedong. The problem is further complicated by the few surnames that exist. There are only 438 Chinese surnames, the most common being Wang, Zhang and Li; 10 per cent of the total population (over 100 million) is named Zhang; 60 per cent have only 19 surnames; 30 per cent have only 100 surnames. The Chinese themselves generally address each other by the family name and an appropriate title, or by both the family name and full given name together, with the family name first. The obvious reason for this custom is that it helps distinguish all the Wangs, Zhangs and Lis from one another.

*(From: L. Copeland, L. Griggs.
"Going International").*

Text 2.

British English versus American English

There is always the issue of language and meaning even if you both speak English. British English and American English are often miles apart. If you tell someone his presentation was "quite good", an American will beam with pleasure, a Brit will ask you what was wrong with it. You have just told him politely that "he barely scraped by".

A common language does not guarantee a similar interpretation of even a word or phrase. Both the Britains and Americans speak English, but their cultures are sufficiently different so that a single phrase has different meaning to each and can even be completely misunderstood. In England, one asks for a lift instead of an elevator, also the English “hoover” a carpet whereas Americans vacuum.

The Britains speak English, North Americans speak English, but can they communicate? It is difficult unless you understand that in England newspapers are sold at book stalls. The ground floor is the main floor, while the first floor is what Americans call the second, and so on up the building. An apartment house is a block of flats. A bathing dress or bathing costume is what the British call a bathing suit, and for those who want to go shopping, it is essential to know that a tunic is a blouse; a stud is a collar button, nothing more. If you want to buy a sweater, you should ask for a jumper or a jersey as the item will be marked in British clothing stores. A ladder is not used for climbing but refers to a run in a stocking. If you called up someone, it means to your British friend that you have drafted the person – probably for military service. To ring someone up is to telephone him. You put your packages into the boot of your car, not into the trunk. When you table something, you mean you want to discuss it, not postpone it as in the United States.

Any reference by you to an M.D. will probably not bring a doctor. The term means mental deficient in Britain. When the desk clerk asks what time you want to be knocked up in the morning, he is only referring to your wake-up call.

A billion means a million (1,000,000,000,000), not a thousand million as in the United States, a British milliard is an American billion. Advertising hoarding is a billboard in American English, a shortening “advert” is

used in British English only. From business talks you can learn that share in Britain is a stock in the USA, a company is a corporation, a Managing Director is a Chief Executive, a time-table is a schedule, redundancy payment is lay-off pay, a post code is a zip code, the post is the mail, an apartment in the post address is a suite, a booking office is a ticket office, an annual holiday is a leave, a holiday is a vacation, a rise in salary or prices is a raise, etc. Provisions are reserves in American English; do not confuse this with the British English meaning of reserves.

*(From: M. Zellers.
"How to Speak English")*

Text 3.

Stretch my Legs, Doc!

Swee Jing paid more money than most Chinese people earn in a year to have both her legs broken and stretched. The pretty college graduate is now lying in a hospital bed, clearly still in pain, after the doctors sawed through the flesh and bone of both legs in eight places. Each leg now has eight steel rods sticking out of it below the knee and these are connected to a steel cage surrounding each leg. Once the broken bones start to heal the doctors will begin to turn the screws on the cage pushing the steel rods apart and so stretching the leg. It is a slow and painful process that will take 18 months to add 8cm to Swee Jing's height.

Despite the agony, the cost and the inconvenience, the 23-year-old says she does not regret a thing. "It hurts, but it will be worth it to be taller. I'll have more opportunities in life and a better chance of finding a good job and husband".

Her parents, who financed the operation and are now at her bedside, agree. "It's an investment in our

daughter's future. Because she was short, she used to lack confidence, but this should change that”.

Kong Jing-wen is one of a growing number of perfectly healthy Chinese young men and women who are willing to have their legs broken in order to rise up the ladder in height-conscious China.

In part, the popularity of such surgery can be explained by the surge of interest in fashion and beauty in a country where things like fashion magazines and beauty contests used to be banned. The once closed society is now more open to western influences and the relatively prosperous middle classes have the money to explore cosmetic possibilities. Shops and magazines in the cities show endless images of long-legged western models, inevitably putting pressure on young women.

There are also domestic pressures. Height is listed among the criteria required on job advertisements. To get a post in the foreign ministry, for instance, male applicants need not bother applying unless they are at least 5ft 7in, while women must be at least 5ft 3in. Chinese diplomats are expected to be tall to match the height of their foreign counterparts.

For more glamorous positions the conditions are even tougher: air stewardesses have to be over 5ft 5in. But height discrimination is evident even at ground level: in some places, people under fifteen 3in are not even eligible to take a driving test. To get into many law schools, women students need to be over 5ft 1in and men over 5ft 5in. Height requirements are also frequently mentioned in the personal ads of newspapers and magazines.

Even successful operations can bring pain several months after the initial operation. “During the final weeks of the stretching, I was in so much discomfort that I couldn't sleep at night”, says one young woman from Beijing who gave her name as Susan. The 27-year-old is in hospital recovering from an operation to remove the steel

rods that have been inside her legs for the past 18 months. Each leg now bears eight circular scars, each half an inch in diameter.

Now that she is 8 cm taller than before, Susan says she would not hesitate to recommend the procedure to her friends. “It hurt at first and had a big impact on my life for a long time because I couldn’t walk freely. But it has worked, and I feel very good about that. Before, nobody paid any attention to me because I was short, but now they’ll look at me”.

(From: <http://fullspate.digitalcounterrevolution.co.uk/english-articles-advanced/>)

Text 4.

The Power of Advertising

Where would modern society be without advertising? Individual advertisers might think they are just trying to sell a particular product but advertising as a whole sells us an entire lifestyle. If it weren’t for advertising the whole of society would be quite different. The economy, for instance, would be plunged into a crisis without the adverts and all the publicity that fuel our desire for limitless consumption.

As **John Berger** observed in his book “Ways of Seeing”, all advertising conveys the same simple message: my life will be richer, more fulfilling once I make the next crucial purchase. Adverts persuade us with their images of others who have apparently been transformed and are, as a result, enviable. The purpose is to make me marginally dissatisfied with my life – not with the life of society, just with my individual life. I am supposed to imagine myself transformed after the purchase into an object of envy for others – an envy which will then give me back my love of myself.

The prevalence of this social envy is a necessary condition if advertising is to have any hold on us whatsoever. Only if we have got into the habit of comparing ourselves with others and finding ourselves lacking, will we fall prey to the power of advertising.

While fanning the flames of our envy advertising keeps us preoccupied with ourselves, our houses, our cars, our holidays and the endless line of new electronic gadgets that suddenly seem indispensable. Tensions in society and problems in the rest of the world, if attended to at all, quickly fade into the background. They are certainly nothing to get particularly worked up about. After all, there can't be any winners without losers. That's life.

Furthermore, together with the holy rituals of shopping (people get dressed up now to go shopping in the way that they only used to get dressed up when they went to church) advertising is one of the ways in which we are quietly persuaded that our society is the best of all possible worlds (or at least so good that it is not worth campaigning for any fundamental changes). Adverts implicitly tell us to get off our fat arses and do some shopping, and the idea that the shelves of the shops are full of the latest products is indeed one of the most effective ways in which contemporary society gets its legitimation.

People like John Berger are also not entirely over the moon about the impact that advertising and shopping have on the value of political freedom. Freedom is supposed to be the highest value in our societies, but in the age of the consumer that freedom is all too readily identified with the freedom to choose between Pepsi and Coke, McDonald's and Kentucky Fried Chicken, Toyota and Ford, and people lose interest in the various political freedoms and our ability to participate in the process of exercising democratic control. There are lots of criticisms that could be made of modern democracies, but no one is

going to pay much attention to them if they are more interested in becoming happy shoppers.

In all these ways advertising helps to keep the whole socio-economic show on the road. We are rarely aware of this because we are too busy working to earn the money to pay for the objects of our dreams – dreams that play on the screen of our mind like the little clips of film we see in the commercial breaks.

(From: <http://fullspate.digitalcounterrevolution.co.uk/english-articles-advanced/>)

Text 5.

Feed the World – but How?

The assumption in the corridors of power is that the only real hope for the poorest developing countries in the world is to open their economies to big business from abroad. There is no need for these multinational companies to be interested in the future of the developing nations. If they are interested only in profits then the fact that there is money to be made in developing countries will attract them there, investments will be made and those poor economies will develop. In short: just make the world economy as free as possible for business and everyone will be happy.

(Just to fill you in: people who call for a free international economy also call for a strict international legal system that companies can use to demand compensation from governments when the latter impose policies that constrain the former. It doesn't matter if those governments are acting democratically and expressing the will of the people. The sovereignty of individual nation-states doesn't count for much in the eyes of those who want to make sure that big businesses are free to carry on doing business.)

The idea that there is a perfect harmony between the aspirations of developing nations and the interests of big business is an appealing one. If only it were true. However, if we look at what some of the biggest businesses have done, we quickly come to the conclusion that something more is needed if these countries are to prosper and the gap between the richest and the poorest in the world is to be narrowed. One case in point is that of Nestle and its dealings with Ethiopia. Nestle – famous for its milk products, breakfast cereals and Nescafe coffee – is Switzerland’s largest industrial company and the value of its annual sales in 2001 (60 billion US dollars) was eight times greater than the value of all the goods produced in Ethiopia.

In 1986 Nestle bought a German company called the Schweinfurt Group which had previously been part owner of the Ethiopian Livestock Development Company (Elidco). That ownership was lost in 1975 when the Ethiopian government nationalised the company. Although this had happened 11 years before Nestle bought the German company, Nestle still took the Ethiopian government to court and insisted that Nestle should be compensated by the Ethiopian government. Despite its huge economic problems the government offered the Swiss company 1.6 million dollars.

Nestle rejected the offer “as a matter of principle” and insisted on a figure of 6 million dollars, arguing that anything less would indicate that Ethiopia was not serious about recognising the rights of foreign investors. They argued that the payment was “in the interest of continued flows of foreign direct investment which is critical for developing countries”.

While pop stars like Bob Geldof were desperately trying to persuade people to donate more money to help those on the verge of starvation in countries like Ethiopia, the managing directors of Nestle, sitting in their com-

fortable offices in Geneva, refused to sacrifice a tiny 0.01% of their annual turnover. Ethiopia needed help. The average wage was less than a dollar a day, 14 million people didn't have enough food to eat, and one in ten children were dying before they reached their first birthday. But there was "a matter of principle", and according to international law Ethiopia had to respect the rights of foreign investors.

Nestle said it was acting "in a spirit of fairness". Is this the spirit which will save the millions who are condemned to a life of poverty, disease and hunger? Do the actions of Nestle prove that if big businesses are left free to do what they want in the poorest economies then those countries will develop and people will rise out of poverty?

(From: <http://fullspate.digitalcounterrevolution.co.uk/english-articles-advanced/>)

Text 6.

What is Reality?

The scientific worldview which so dominates our contemporary consciousness is not as innocent as it may at first seem. Arguably, it conceals as much as it illuminates. It gives us a distorted picture of what reality is.

For science, reality is supposed to be made up of objects and events that are entirely independent of the observer. It is assumed to be 100% objective – not shaped in the least by our perceptions of it. But is this what reality really is?

Let's take the example of a tree. What is a tree? To the Druids (a primitive society found in Northern Europe some 2,000 years ago) certain trees were sacred – they were dwelling places of gods. To a child who has a tree house, the tree is a place to play and perhaps also a place of refuge. To the artist it is a thing of beauty. To a

lumberjack it is timber, and to the logging company it is a source of profit. To a scientist, by contrast, it is just a living organism capable of both respiration and photosynthesis with a specific place in the botanical taxonomy.

Does the scientist tell us what a tree really is, or does he just give us one possible way of looking at a tree? Must we say that the tree is not really holy or really beautiful – because these concepts are too subjective – and that the only truly objective concept of the tree is the scientific one?

What science does to the significance of things is truly bizarre. Since our ancestral apes rose up on their hind legs we have been trying to grasp the significance of things for us. The bright light shooting across the sky – is it a good or a bad omen? Everything had to have a human significance.

Science now tells us that in truth objects and events like this have no significance whatsoever. Our job is not to interpret them and give them a place in our social lives – rather our job is just to explain their causes and try to predict the future course of events.

Is this the truth about reality? If you found a tribe that still worships trees you would have to admit that trees really can be sacred. Anyone who stubbornly refused to admit this and who proceeded to take a chainsaw to one of the sacred branches would soon appreciate his error.

The point here is not that there are lots of different views about reality. The point is that societies constitute their own reality. Take the example of human rights. From the scientific point of view there is no such thing as human rights – there are individuals with genes and hormones and drives, but no rights. But if a society has the right laws and the right institutions for implementing and upholding those laws then human rights become a social fact. Reality for us is first and foremost a social

construction, but all too often we forget that, partly because of a peculiarly scientific view of what is truly objective.

(From: <http://fullspate.digitalcounterrevolution.co.uk/english-articles-advanced/>)

Text 7.

Profiting from the Sick

Society says that there are some things you shouldn't make money out of. One of those is sex. Prostitution in many societies is either illegal or is considered a disgrace. Surprisingly for some of us, no society thinks it is disgraceful to make money out of sick people. Sick people need help. No one wants to die, and people will pay good money if you can offer them something which they think will help them live a little longer. Is it morally acceptable to exploit that situation and make BIG bucks out of sick people?

A great way to make money out of sick people is to sell them drugs. The companies that sell them don't seem to worry too much about the morality of exploiting the sick. Drugs are BIG business. And the centre of that business is the US. Many of the largest drug companies are American, and America has the largest market in drugs in the world. It was recently estimated that sales of prescription drugs worldwide came to 400 billion US dollars, with sales in the US making up half of that figure. In other words, Americans spend 550 million dollars a day on prescription drugs. (That makes the business that profits from sickness almost as big as the one that profits from war.)

In 2002 the average price for one of the 50 drugs most commonly prescribed to senior citizens was 1,500 dollars for a year's supply. To deal with a number of chronic conditions like arthritis, diabetes, high blood pressure and

Alzheimer's the elderly individual could easily need six of those drugs, which would take their annual bill up to 9,000 dollars. Many people without adequate health insurance cover simply cannot afford the medicines.

The companies producing these drugs are making huge profits. During the 1990's, when economies generally were booming, drug company profits were around 25% of sales. After the recession in 2003 the average figure for the large American companies had dropped to 14.3%, but this was still way above the average for all of the 500 strongest companies, which was only 4.6%. While the profit margin has dropped, sales have risen so that the amount of money actually being made is going up. More drugs are being prescribed now than ever before.

People in the drugs industry can earn HUGE amounts of money. Everyone knew about Magic Johnson, and many knew that he managed to earn a few million dollars a year playing basketball, supplemented by around 30 million dollars in sponsorship deals. But who has heard of Charles A. Humboldt Jr.? He was the chief executive officer of one of the biggest drug companies (Bristol-Myers Squibb) and in 2001 his salary was \$74,890,918 (excluding the offer of 76 million dollars' worth of shares) – that's 205,000 dollars a day!

In response to the criticism that they are charging too much, drug companies often claim that they have to keep their profits up so they can invest money in the research and development of new life-saving drugs (R & D). Unfortunately it is very difficult to know how much the companies actually spend on real research into genuinely new drugs. The industry has managed to persuade the politicians to allow it to keep a lot of its operational details secret. However, even going by their own figures the proportion of sales revenue going on R & D was only 11% in 1990 rising to 14% in 2003 – still less than the profit margin.

It is also clear that a lot of that R & D money goes into producing drugs that are almost identical to already existing drugs, enabling the company to compete for a share of an already established market. Furthermore, the money spent on R & D is much less than the money these companies spend on marketing drugs which are really just new versions of old drugs. All that expensive marketing wouldn't be necessary for a genuinely new and unequivocally effective drug (imagine having to advertise a cure for cancer).

As it happens a large proportion of the really innovative drugs are not discovered by the large private companies but by university departments and publicly funded research institutes. Changes in the law in the 1980's made it possible for these institutions to sell the intellectual property rights (patents) for their discoveries. Instead of doing their own R & D, drug companies can now buy patents from university departments and then have the exclusive rights to produce that drug for up to 14 years. The law guarantees that the company will be able to set the price and there will be no competition to drive the price down for all that period of time. The new laws were a godsend to the big companies, and their profits soared as a result.

If you tried to argue that the government should intervene and exert some control over the actions of drug companies, you would immediately face the criticism that any such measures would be an attack on free enterprise. After all, this is supposed to be a liberal economy. But the practice of buying monopoly rights to produce something is not the most outstanding example of free enterprise.

More importantly, the question is whether this vital element of healthcare should be treated as just another business. One aspect of this is whether business considerations alone should determine which drugs are produced. At the moment, governments might fund ground-

breaking research, but the big companies decide which new drugs will be produced. Inevitably they choose the drugs that they feel they can make the most money out of, so there are lots of drugs for the problems faced by high-income Americans but very few drugs for diseases like malaria that claim the lives of so many people in the poorest countries in the world. There is simply no money to be made from saving people from malaria.

Until recently drug companies in India managed to ignore patents granted in the US and they produced illegal and cheap copies of drugs for poorer Asian and African countries (this, by the way, may have been illegal but it certainly was a good example of free enterprise). On the whole, this system meant that many of the poorest people in the world could get treatment that they could not otherwise have afforded. It's days are now numbered. The large western drug companies have succeeded in persuading their governments to put pressure on India to stop this trade in cheap drugs. Supposedly, the reason for this is that every country that wants to be a part of the new global economy has to respect certain principles of "fair" trade. In practice what it means is protecting the privilege of the largest companies to make the biggest profits, even if this is at the expense of the health of millions of the poorest people in the world.

(From: <http://fullspate.digitalcounterrevolution.co.uk/english-articles-advanced>)

Text 8.

Laptops for the Hungry

One of the problems faced by the poorest countries in the world is that of child labour. Children who ought to be at school getting an education are out working because there is no other way for their families to earn

enough to make ends meet. The hours are often very long (10 or 12 hours a day) and the conditions abominable. There are children as young as ten years old in Bangladesh, for instance, sitting outside for ten hours a day breaking old bricks (the broken bits of brick are used in a cheap form of concrete).

Aside from this, there is the even more widespread problem of access to clean water and the provision of good sanitation – something that over a billion people still don't have.

This is the world in which the United Nations announced in 2005 that it was setting a goal according to which every child in the developing world would have a laptop by 2015. A company had designed a very simple and robust laptop that would be powered by a wind-up mechanism so it could be used in areas that don't yet have electricity, and assuming at least 100 million would be ordered, the final price tag would be no more than 100 dollars. The plan is for governments and charities to buy these laptops and distribute them to children in the poorest areas of the world.

It is not yet clear what software will be installed on the laptops, but it will surely include one or two games. Those children in Bangladesh will be delighted to know that after a long day breaking bricks they can relax with their laptops playing their favourite computer game.

When hearing announcements like this it is not easy to avoid being cynical. Of course it would be great if everyone had a computer and access to the internet, but is it right to make that a priority now when so many children are currently deprived of the most basic education? And when so many children are falling ill and dying from water-borne diseases isn't it much more urgent that this problem be sorted out?

It is hard to believe that there isn't some kind of hidden agenda. At a time when the New World Order (or

the New American Century, as it has also been called) is becoming the focus for a violent reaction from other social groups perhaps the laptops and their software can subtly persuade the youngest and poorest kids in the world that the West is unquestionably the best.

One of the snags with the plan concerns what families are likely to do with the laptops. The hundred dollar price tag is equivalent to an adult wage for three months in many cases. These families are much more likely to try and sell the computer and get money to buy grain or fertilizer or food, than to let their kids play with it in the evenings while the rest of the family sits listening to their stomachs rumbling.

(From: <http://fullspate.digitalcounterrevolution.co.uk/english-articles-advanced/>)

Text 9.

The Next North-European Ice Age

There are still a few people in northern Europe who think that global warming might not be such a bad thing. In Britain, where summer can sometimes seem to last little more than a few weeks, many would welcome the idea of it getting a bit hotter.

Unfortunately things are not so simple. Global warming doesn't just mean that the world will slowly get warmer. Paradoxically, it could cause certain areas to get colder – a lot colder. The latest predictions are that northern Europe could even be plunged into an ice age. While areas of south-eastern Europe, such as Greece, would continue to get hotter and drier, Britain could find itself, in the winter months at least, surrounded by sea ice.

The reason for this concerns the Greenland ice sheet. This is one of the biggest expanses of ice in the

world – around 1,500 km long and 600 km wide. It is so big that if it all melted sea levels would rise by 7 metres. Due to rising emissions of greenhouse gases, such as carbon dioxide from the combustion of fossil fuels, this ice sheet is melting at an alarming rate. But how could the melting of the Greenland ice sheet threaten to plunge northern Europe into a new ice age?

The link in the chain of events is what some call the Gulf Stream and others call the Atlantic Conveyor. This is the stream of warm water that comes up from central America and flows across the Atlantic to northern Europe. It is this huge mass of warm water which accounts for the relatively high temperatures enjoyed by Britain, for instance, compared with parts of Canada and Russia which are equally far north of the equator. Warm water is conveyed across to Europe near the surface of the Atlantic, and at its northernmost point it cools and sinks because the water from the tropics has a higher salt content, making it denser and so heavier than the water near the arctic. The cold, dense water then flows south close to the ocean floor, back towards central and south America to complete the cycle.

Scientists are beginning to make bleak predictions of an impending ice age in the northern hemisphere because they have observed that the water flowing from the melting Greenland ice sheet is flowing into the path of the Gulf Stream. The water from the melted ice will reduce the density of the water in the Gulf Stream, stopping the water sinking in the north, thereby cutting off the deep southerly current, which, in turn, will cut off the northerly flow of warmer water. At that point the seas around Britain will begin to freeze.

(From: <http://fullspate.digitalcounterrevolution.co.uk/english-articles-advanced/>)

Text 10.

English EU

The European Commission has just announced an agreement whereby English will be the official language of the European Union rather than the other possibility, German.

As part of the negotiations, the British Government conceded that English spelling had some room for improvement and has accepted a 5-year phase-in plan that would become known as 'Euro-English'.

In the first year, 's' will replace the soft 'c'. Certainly, this will make the sivil servants jump with joy. The hard 'c' will be dropped in favour of 'k'. This should klear up konfusion, and keyboards kan have one less letter.

There will be growing publik enthusiasm in the sekond year when the troublesome 'ph' will be replaced with 'f'. This will make words like fotograf 20% shorter.

In the 3rd year, publik akseptanse of the new spelling kan be expected to reach the stage where more komplikated changes are possible.

Governments will enkourage the removal of double letters which have always ben a deterrent to akurate speling.

Also, al wil agre that the horibl mes of the silent 'e' in the language is disgrasful and it should go away.

By the 4th yer people wil be reseptiv to steps such as replasing 'th' with 'z' and 'w' with 'v'.

During ze fifz yer, ze unesesary 'o' kan be dropd from vords kontaining 'ou' and after ziz fifz yer, vevil hav a reil sensibl riten styl.

Zer vil be no mor trubl or difikultis and evrivun vil find it ezi tu understand ech oza. Ze drem of a united urop vil finali kum tru.

Und efter ze fifz yer, ve vil al be speking German like zey vunted in ze forstplas.

If zis mad you smil, pleas pas on to oza pepl.

(From: <http://www.brusselsjournal.com/node/1606>)

Glossary of Business Terms

Adjective (*adj*) Headwords for adjectives followed by information in square brackets [only before a noun] and [not before a noun] show any restrictions on where they can be used.

Noun (*n*) The codes [C] and [U] show whether a noun, or a particular sense of a noun, is countable (an agenda, two agendas) or uncountable (absenteeism, advertising).

Verbs (*v*) The forms of irregular verbs are given after the headword. The codes [I] (intransitive) and [T] (transitive) show whether a verb, or a particular sense of a verb, has or does not have an object.

Phrasal verbs (*phr v*) are shown after the verb they are related to.

Some entries show information on words that are related to the headword.

Adverbs (*adv*) are often shown in this way after adjectives.

Region labels The codes *AmE* and *BrE* show whether a word or sense of a word is used only in American English or British English.

absenteeism *n* [U] the problem of employees not being at work when they should be

accessory *n* [C] a small thing that you add to a house, clothes etc to make them look more attractive

account *n* 1 [C] an arrangement between a customer and a bank that allows the customer to pay in and take out money; 2 **accounts** [plural] the official financial records of a company, person etc

accountant *n* [C] a professional whose job is to keep the financial records of an organization, or to advise clients on financial and tax matters

ad *n* [C] an informal word for advertisement

administration *n* [U] the activity of managing and organizing the work of a company or organization

advert *n* [C] *BrE* an informal word for advertisement

advertise *v* [I,T] 1 to tell people publicly about a product or service in order to persuade them to buy it; 2 to inform people publicly that a job is available and invite them to apply for it

advertisement *n* [C] a picture, piece of writing, or film that tells people about a product or service in order to persuade them to buy it

advertiser *n* [C] a person or organization that advertises their products or services

advertising *n* [U] 1 telling people about a product or service in order to persuade them to buy it; 2 the companies that prepare and sell advertising, considered as an industry

advertising campaign *n* [C] an organization's programme of advertising activities over a particular period with specific aims, for example to increase sales of a product

agenda *n* [C] 1 a list of the subjects to be discussed at a meeting; 2 the things that someone considers important or that they are planning to do something about

aggressive *adj* 1 an aggressive plan or action is intended to achieve its result by using direct and forceful methods; 2 an aggressive person or organization is very determined to achieve what they want

application *n* [C] 1 a formal, usually written, request for something, especially a job, a place at university, or permission to do something; 2 a practical use for something; 3 a piece of software for a particular use or job

apply *v* 1 [I] to make a formal, usually written request for something, especially a job, a place at university, or permission to do something; 2 [T] to use something such as a law or an idea in a particular situation, activity, or process

appoint *v* [T] to choose someone for a particular job

appointment *n* 1 [C] an arrangement to meet someone at a particular place or time; 2 [C,U] the act of choosing someone for a particular job, or the job itself

- approximate** *adj* an approximate amount, number etc is a little more or a little less than the exact amount, number etc – **approximately** *adv*
- assertive** *adj* behaving in a confident way in order to get what you want
- asset** *n* 1 [C] something of value belonging to a person or company that has value or the power to earn money; 2 **assets** [plural] the property, equipment etc owned by a business considered together, as shown in its balance sheet
- attend** *v* [I,T] to go to an event such as a meeting
- award** *n* [C] a prize for good performance in a particular activity
- background** *n* 1 [C] someone's past, for example their education, qualifications, and the jobs they have had; 2 [C, U] information about events in the past that explain the current situation
- balance of trade** *n* [singular] the difference between the value of a country's exports and its imports
- balance sheet** *n* [C] a document showing a company's financial position at a particular time
- bankrupt** *adj* not having enough money to pay your debts – **bankruptcy** *n* [C,U]
- bargain**¹*n* [C] 1 something you buy cheaply or for less than its usual price; 2 an agreement between two people to do something in return for something else
- bargain**²*v* [I] to discuss the conditions of a sale, agreement etc in order to get the greatest advantage for yourself – **bargaining** *n* [U]
- benchmark** *n* [C] 1 something that can be used as a comparison to judge or measure other things; 2 a good performance in a particular activity by one company that can be used as a standard to judge the same activity in other companies – **benchmark** *v* [T], **benchmarking** *n* [U]
- bill** *n* [C] the total cost of something, or the document that shows this
- board** also **board of directors** *n* [C usually singular] the group of people who have been elected by shareholders to manage a company

- bond** *n* [C] a financial certificate showing an amount borrowed by an organization or government at a particular rate of interest for a particular period
- bonus** *n* [C] an extra amount of money added to an employee's wages, usually as a reward for doing difficult work or for doing their work well
- boom**¹*n* [C,U] 1a time when business activity increases rapidly, so that the demand for goods and services increases, prices and wages go up, and unemployment falls; 2 a time when activity on the stock market reaches a high level and share prices are very high
- boom**²*v* [I] if business, trade, or the economy is booming, it is very successful and growing
- branch** *n* [C] an individual bank, office, shop etc that is part of a larger organization
- brand**¹*n* [C] a name given to a product or group of products by a company for easy recognition
- brand**²*v* [T] to give a name to a product or group of products for easy recognition – **branding** *n* [U]
- bribery** *n* [U] dishonestly giving money to someone to persuade them to do something to help you – **bribe** *n* [C]
- budget**¹*n* [C] an amount of money that an organization has available to spend on something in a particular period
- budget**²*v* [I,T] to plan the amounts of money to be spent on different things in a particular period
- bureaucracy** [bjʊ(ə)'rɔːkrəsi] *n* 1 [C] a system of government that involves a large number of departments and officials; 2 [U] *disapproving* all the complicated rules and processes of an official system, especially when they are confusing or responsible for causing a delay
- campaign** *n* [C] a series of activities designed to achieve a particular result
- capacity** *n* 1 [C,U] the amount of space that a container, room etc has; 2 [singular, U] the amount of something that a company, factory etc can deal with or produce
- capital** *n* [U] money invested in something in order to make a profit
- career** *n* [C] 1 a profession or job that you train for; 2 the series of jobs that you do during your working life

career ladder *n* [singular] all the increasingly important jobs that someone has, or would like to have, as they get older

cash *n* [U] money, especially money that is immediately available in banknotes, coins, bank accounts etc

cash flow also **cashflow** *n* 1 [U] the amounts of money coming into and going out of a company, and the timing of these; 2 [C,U] profit made during a particular period, measured in different ways by different businesses

catalogue *BrE* **catalog** *AmE* *n* [C] a book with all of a company's products or services listed and described

chain *n* [C] a number of shops, hotels, or cinemas belonging to the same organization

chair *n* [singular] 1 the position of being the chairperson of a company or organization or the person who is chairperson; 2 the position of being in charge of a meeting, or the person who is in charge of it – **chair** *v* [T]

chairman *plural-men, chairwoman* *plural-women* *n* [C] the most important person on the board of directors of a company, especially in the UK. In the US, this person is usually called the president of the company

chamber of commerce *n* [C] an organization made up of businesspeople in a particular place, that helps businesses with advice, support etc

charge¹*n* 1 [C,U] the amount of money you have to pay for goods or services; 2 **be in charge of sth** to be the person who controls or manages an activity or a group of people

charge²*v* [I,T] to ask someone to pay a particular amount of money for something

chief executive *n* [C] the manager with the most authority in the day-to-day management of a company

Chief Executive Officer (CEO) *n* [C usually singular] the title of the manager with the most authority in the day-to-day management of a company, used especially in the US. The job of CEO is sometimes combined with that of president

client *n* [C] someone who pays for professional services

colleague [ˈkɒliːg] *n* [C] someone you work with, used especially by professional people and managers

commercial¹ *adj* 1 relating to business; 2 a commercial product or service is sold in order to make a profit

commercial² *n* [C] an advertisement on television or radio

commission *n* [C,U] an amount of money paid to someone according to the value of goods, services, investments etc they have sold

compensation *n* [U] 1 an amount paid to someone because they have been hurt or harmed; 2 the total amount of pay and benefits that an employee receives, especially a high-level manager

compete [kəm'pi:t] *v* [I] if a company, country etc competes with others, it tries to persuade people to buy its products or services rather than those of the others

competition *n* 1 [U] a situation where businesses or countries are competing with each other; 2 [C] an event where people have to answer questions etc in order to win prizes

competitive *adj* 1 used to describe situations where companies, countries etc are competing; 2 a competitive price is similar to or less than other companies' prices

competitive advantage *n* [C] something that helps you to be better or more successful than others

competitor *n* [C] a person, product, company, country etc that is competing with another

component [kəm'pəʊnənt] *n* [C] a part of a product, activity etc

concept *n* [C] an idea for a product, business etc

conglomerate [kən'glɒm(ə)rət] *n* [C] a large business organization consisting of different companies, often involved in different activities

consume *v* [T] to use raw materials, finished products etc

consumer *n* [C] a person who buys products or services for their own use, rather than to use in business or to resell

consumer behaviour *BrE* **consumer behavior** *AmE* *n* [U] how, why, where, and when consumers buy things, and the study of this

contract ['kɒntrækt] *n* [C] a formal agreement between two or more people or organizations to do something, for example to buy something

corporate *adj* [only before a noun] relating to companies, usually large ones

counselling *BrE* **counseling** *AmE* *n* [U] when people are given advice to help them in a difficult situation

counsellor *BrE* **counselor** *AmE* *n* [C] someone whose job is to give counselling

counterpart *n* [C] your counterpart is someone with the same job as you in another organization

crash¹ *n* [C] 1 a time when many investments lose their value very quickly; 2 an occasion when a computer or computer software suddenly and unexpectedly stops working or fails to work properly

crash² *v* 1 [I] if stock markets, shares etc crash, they suddenly lose a lot of value; 2 [I,T] if a computer crashes, or if you crash a computer, it suddenly and unexpectedly stops working

create *v* [T] to make something that did not exist before

creative *adj* producing or using new ideas – **creativity** *n* [U]

credit *n* [U] 1 borrowed money that is available to spend; 2 an arrangement with a shop, supplier etc to buy something now and pay later

CRM *abbreviation for* customer relationship management

cultural *adj* 1 relating to artistic activities such as theatre, classical music etc; 2 relating to the ideas, beliefs, and customs that are shared and accepted by people in a society, company etc

culture *n* [C,U] the ideas, beliefs, and customs that are shared and accepted by people in a society, company etc

currency *n* [C,U] the money used in a particular country

customer *n* [C] a person or organization that buys products

customer loyalty *n* [U] when customers continue to buy a particular company's product, and do not change to other companies' products

customer orientation *n* [U] when a company finds out about its customers' needs, and offers products and services that satisfy these needs

customer relationship management (CRM) *n* [U] a company's activities to keep its customers satisfied, find out more about their needs etc

cyberspace *n* [U] all the sites, services etc on the Internet

- debt** *n* 1 [C] an amount of money that is owed; 2 [U] the state of owing money; 3 [U] money borrowed by a company in the form of loans and bonds, rather than shares
- decline** *v* [I] 1 if an industry or country declines, it becomes less profitable, productive etc; 2 if sales, output, production etc decline, they become less – **decline** *n* [C,U]
- decrease** *v* 1 [I] if an amount, level etc decreases, it goes down; 2 [T] if you decrease an amount, level etc, you reduce it – **decrease** *n* [C,U]
- delegate** ['deliɡeɪt] *v* [I,T] to give part of your power or work to someone who is at a lower level in the organization – **delegation** *n* [U]
- deliver** *v* [I,T] 1 to take goods to a place; 2 to produce results – **delivery** *n* [C,U]
- demand** *n* [U] 1 spending on goods and services by companies and people; 2 the total amount of a type of goods or services that people or companies buy in a particular period; 3 the total amount of a type of goods or services that people or companies would buy if they were available
- deputy** *n* [C] someone in an organization who is immediately below someone else, and who does their work when they are not there – **deputy** *adj* [only before a noun]
- devaluation** *n* [C,U] when the value of a country's currency goes down or is reduced by the government, in relation to other currencies
- distribute** *v* [T] to supply goods to shops, customers etc – **distribution** *n* [U]
- distributor** *n* [C] a business that makes goods available either to shops or directly to buyers
- drive**¹*n* 1 [U] someone's energy, motivation, and ability to work hard; 2 [C usually singular] an effort to improve or increase the level of something
- drive**²*v* [T] 1 to control a train, car etc; 2 [usually passive] if an activity is driven by something, it is influenced by it and depends on it
- durable** *adj* if something is durable, it lasts a long time – **durability** *n* [U]
- earnings** *n* [plural] 1 the money that a person or particular group of people earn in a particular period; 2 the profit

made by a company in a particular period, or by companies in general

economic *adj* 1 [only before a noun] relating to the economy, business etc; 2 if an activity is economic, it is profitable

economical *adj* using time, money, goods etc carefully and without wasting any

economically *adv* 1 in a way that relates to the economy, business etc; 2 in a way that makes a profit; 3 in way that uses time, money, goods etc carefully and without wasting any

economy *n* [C] the system by which a country's goods and services are produced and used, and the people and organizations involved in it

employ *v* [T] to pay someone to work for you in a particular job

employee *n* [C] someone who works for a company, especially in a job below the rank of manager

employee loyalty *n* [U] when employees like working for a particular company, work hard, and do not want to leave

employer *n* [C] a person or organization that employs people

employment *n* [U] 1 work that you do to earn money; 2 the number of people in an area, industry etc that have jobs, the type of jobs they have etc

e-tailer *n* [C] a person or organization that sells goods to the public on the Internet

executive *n* [C] someone with an important job as a manager in an organization

expand *v* 1 [I,T] to become larger in size, amount, or number, or to make something larger in size, amount, or number; 2 [I] if a company expands, it increases its sales, areas of activity etc – **expansion** *n* [U]

expense *n* 1 [C,U] one of the costs of a particular activity; 2 **expenses** [plural] money that an employee spends while they do their job, for example on travel and food, and which their employer then pays back

exploit *v* [T] 1 to treat someone unfairly in order to make money, get an advantage for yourself etc; 2 to gain advantage from a situation, opportunity etc

exploitation *n* [U] when you treat someone unfairly in order to make money, get an advantage for yourself etc

export¹ ['ekspɔ:t] *n* 1 [C usually plural] a product that is sold to another country; 2 [U] the sale of products to other countries

export² [ɪk'spɔ:t] *v* [I,T] to sell products to other countries

facility *n* 1 [C] a place or large building which is used to make or provide a particular product or service; 2 **facilities** [plural] special buildings or equipment that have been provided for a particular use, such as sports activities, shopping, or travelling

failure *n* [C,U] 1 when someone or something does not achieve the results that were expected; 2 when a machine stops working

fall¹ *v past tense fell past participle fallen* [I] to go down to a lower price, level, amount etc

fall² *n* [C] 1 a reduction in the amount, level, price etc of something; 2 when a person or organization loses their position of power or becomes unsuccessful

feature¹ *n* [C] one of the characteristics of a product or service that is useful, attractive etc

feature² *v* [T] if a product features a particular characteristic, it possesses it

finance¹ *n* 1 [U] money that is provided or lent for a particular purpose; 2 [U] the department in a company that deals with money; 3 **finances** [plural] the situation of a country, company etc in relation to the amount of money it has, owes etc – **financial** *adj*

finance² *v* [T] to give or lend money for a particular project, activity etc

firm *n* [C] a company

fleet *n* [C] a fleet of cars, trucks etc is all the cars etc that a company owns

flexible *adj* 1 a person, plan etc that is flexible can change or be changed easily to suit any new situation; 2 if arrangements for work are flexible, employers can ask workers to do different jobs, work part-time rather than fulltime, give them contracts for short periods etc. Flexi-

ble working also includes job-sharing and working from home – **flexibility** *n* [U]

flexitime *BrE flexitime AmE n* [U] a system in which people who work in a company do a fixed number of hours each week, but can choose what time they start or finish work within certain limits

focus group *n* [C] a group of people brought together to discuss their feelings and opinions about a particular subject. In market research, focus groups discuss their opinions of products, advertisements, companies etc

forecast¹ [ˈfɔ:kɑ:st] *n* [C] a description of what is likely to happen in the future, based on information available now

forecast² *v past tense and past participle forecast or forecasted* [T] to state what is likely to happen in the future, based on information available now

formal *adj* 1 formal behaviour is very polite; 2 [only before noun] formal qualifications are those you gain at school, university etc, rather than experience you get in your job

found *v* [T] to start a new activity, organization etc – **founder** *n* [C]

global *adj* 1 affecting or involving the whole world; 2 including and considering all the parts of a situation together, rather than the individual parts separately – **globally** *adv*

globalization also **-isation** *BrE n* [U] the tendency for the world economy to work as one unit, led by large international companies doing business all over the world

globalize also **-ise** *BrE v* [I,T] if a company, an industry, or an economy globalizes or is globalized, it no longer depends on conditions in one country, but on conditions in the world as whole

goods *n* [plural] things that are produced in order to be used or sold

gross domestic product (GDP) *n* [singular] the total value of goods and services produced in a country's economy, not including income from abroad

grow *v past tense grew past participle grown* 1 [I] to increase in amount, size, or degree; 2 [T] if you grow a business activity, you make it bigger

- growth** *n* [U] an increase in size, amount, or degree
- guarantee** *n* [C] a formal written promise to repair or replace a product if there is a fault within a particular period
- headquarters** *n* [plural] the head office or main building of an organization **headquartered** *adj*
- healthcare** *n* [U] medical care, doctors, hospitals etc considered as an industry
- high-tech** also **hi-tech** *adj* high-tech companies, activities etc use advanced equipment and techniques
- hire** *v* [T] 1 if a company hires new employees, it recruits them; 2 if you hire a car, boat etc you pay to use it for a particular period
- human resources** *n* [plural] 1 an organization's employees, with their abilities and skills; 2 (HR) the administration of a company's employees, including recruitment, salary systems etc
- human rights** *n* [plural] the basic rights that people have to be treated fairly and equally, especially by their government
- image** *n* 1 [C] a picture, photograph etc; 2 [C,U] all the ideas that people have about a product, person etc, considered together
- import**¹[ɪm'pɔ:t] *n* [C] a product that is bought from another country
- import**²[ɪm'pɔ:t] *v* [I,T] to buy products from other countries
- incentive** *n* [C] something which is used to encourage people, especially to make them work harder, produce more or spend more money
- income** *n* [C,U] 1 the amount that a person earns in a particular period; 2 the profit made by a company within a particular period
- industrial** *adj* 1 involving industry, or of a type used in industry; 2 industrial areas, countries etc have many different companies and industries
- industrialist** *n* [C] a powerful businessman or businesswoman
- industry** *n* 1 [U] the production of basic materials or finished goods; 2 [U] all the people and organizations that

work in industry; 3 [C] a particular type of industry or service

inflation *n* [U] a continuing increase in the price of goods and services, or the rate of this increase

infrastructure *n* [C,U] 1 the basic systems and structures that a country needs to make economic activity possible, for example transport, communications, and power supplies; 2 the basic systems and equipment needed for an industry or business to operate successfully or for an activity to happen

innovate *v* [I] to design and develop new and better products; **innovator** *n* [C]

innovation *n* 1 [C] a new idea, method, or invention; 2 [U] the introduction of new ideas or methods

innovative *adj* 1 an innovative product, method, process etc is new, different, and better than those that existed before; 2 using clever new ideas and methods – **innovatively** *adv*

insurance *n* [U] an arrangement where a company collects money from a person or organization and, in return, promises to pay them money if they are ill, have an accident, cause harm to others etc

interest *n* 1 [U] an amount paid by a borrower to a lender, for example to a bank by someone borrowing money for a loan, or by a bank to someone keeping money in an account there; 2 [U] the interest rate at which a particular sum of money is borrowed and lent; 3[C] the part of a company that someone owns; 4 [C] the possession of rights, especially to land, property etc

interest rate *n* [C] the cost of borrowing money, expressed as a percentage over a particular period such as a month or year

interpreter [ɪn'tɜːprɪtə] *n* [C] someone who translates what someone says from one language into another, especially as their job

inventory *n* [U] the American word for stocks of goods

invest *v* [I,T] 1 to put money into a business activity, hoping to make a profit; 2 to buy shares, bonds etc, hoping to make a profit – **investment** *n* [C,U]

invoice *n* [C] a document sent by a supplier to a customer showing how much they owe for particular goods or services

issue [ɪʃu:], [ɪsju:] *n* [C] 1 something that must be discussed, decided etc; 2 a magazine or newspaper appearing on a particular date

join *v* [I,T] if you join a company, you start working for it

joint venture *n* [C] a business activity in which two or more companies have invested together

labor union *n* [C] *AmE* an organization representing people working in a particular industry or profession, especially in meetings with their employers. Labor unions are called trade unions in British English

labour *BrE*, **labor** *AmE* *n* [U] 1 the work performed by the people in a company, country etc; 2 the people doing this work considered as a group

labour force *BrE*, **labor force** *AmE* *n* [C] another name for **workforce**

launch¹*v* [I,T] 1 to show or make a new product available for the first time; 2 to start a new company; 3 to start a new activity, usually after planning it carefully

launch²*n* [C] 1 an occasion at which a new product is shown or made available for sale or use for the first time the start of a new activity or plan

level¹*n* [C] 1 the measured amount of something that exists at particular time or in a particular place; 2 all the people or jobs within an organization, industry etc that have similar importance and responsibility

level² *v* **levelled**, **levelling** *BrE* **leveled**, **leveling** *AmE*
level off/out *phr v* [I] to stop climbing or growing and become steady or continue at a fixed level

liability *n* 1 [singular] an amount of money owed by a business to a supplier, lender, or other creditor; 2 **liabilities** [plural] the amounts of money owed by a business considered together, as shown in its balance sheet; 3 [U] a person's or organization's responsibility for loss, damage, or injury caused to others or their property, or for payment of debts

- licensing agreement** *n* [C] an arrangement where one company gives permission to another to make products based on its ideas, usually in exchange for payment
- lifecycle** also **life-cycle** *n* [C] the different stages in the existence of a product, from its design and launch, through to the time when it is discontinued (= no longer sold)
- lifestyle** *n* [C,U] the way someone lives, including their job, how they spend their money etc
- limited company** also **limited liability company** *n* [C] a company where individual shareholders lose only the cost of their shares if the company goes bankrupt, and not other property they own
- liquidation** *n* [U] if a company goes into liquidation, it stops operating and all its remaining assets are sold
- loan** *n* [C] an amount of money that is lent, usually in return or interest until the money is repaid
- logo** *n* [C] a design or way of writing its name that a company or organization uses as its official sign on its products, advertising etc
- lose** *v* *past tense* and *past participle* **lost** *present participle* **losing** [T] 1 to stop having something any more, or to have less of it; 2 to have less money than you had before or to spend more money than you are receiving; 3 **lose something (to sb/sth)** to have something such as a contract or customers taken away by someone or something
- loss** *n* 1 [C,U] the fact of no longer having something that you used to have; 2 [C] when a business or part of a business spends more money in costs than it gets in sales in a particular period, or loses money on a particular deal, problem etc
- maintenance** *n* [U] the work, repairs etc required to keep something in good condition
- manage** *v* [T] to direct or control an organization or part of one
- management** *n* [U] 1 the activity or skill of directing or controlling the work of an organization, or part of one; 2 the managers of an organization considered together; 3 the managers in charge of a particular activity, and the skills and knowledge that they need

- manager** *n* [C] someone whose job is to manage all or part of an organization
- managing director** (MD) *n* [C usually singular] in the UK, the manager with the most authority in the day-to-day management of a company. The job of MD is sometimes combined with that of chairperson
- manufacture** *v* [T] to make goods – **manufacturer** *n* [C] – **manufacturing** *n* [U]
- market**¹ *n* [C] all the people and organizations involved in the activity of buying and selling particular goods or services
- market**² *v* [T] 1 to sell something or make it available for sale; 2 to sell something by considering what customers want, how much they are willing to pay, where they want to buy it etc
- marketing** *n* [U] activities to design and sell a product or service by considering what customers want, how much they are willing to pay, where they want to buy it etc
- marketing mix** *n* [C usually singular] the combination of marketing actions often referred to as product, price, place, and promotion: selling the right product, through appropriate distribution channels, and at the right price in relation to other products so that the company makes a profit, with the correct support in terms of advertising etc
- market share** *n* [C,U] the sales of a particular company in a market, expressed as a percentage of the total sales
- mentor** *n* [C] an experienced person who gives advice to less experienced people to help them in their work
- merchandise** *n* [U] goods that are produced in order to be sold, especially goods that are sold in a store
- merge** *v* [I,T] if two or more companies, organizations etc merge, or if they are merged, they join together
- merger** *n* [C] an occasion when two or more companies, organizations etc join together to form a larger company etc
- model** *n* [C] 1 a particular type or design of a vehicle or machine; 2 a simple description or structure that is used to help people understand similar systems or structures
- morale** [mə'rɑ:l] *n* [U] the level of confidence and positive feelings among a group of people who work together

motivate *v* [T] 1 to encourage someone and make them want to achieve something and be willing to work hard in order to do it; 2 to provide the reason why someone does something – **motivated** *adj*

motivation *n* 1 [U] eagerness and willingness to do something without needing to be told or forced to do it; 2 [C] the reason why you want to do something

multinational [ˌmʌltɪˈnæʃ(ə)n(ə)l] *n* [C] a large company that has offices, factories and business activities in many different countries

net¹ *adj* a net amount of money is the amount that remains after costs, taxes etc have been taken away

net² also **Net** *n* [singular] the Internet

network *n* [C] a group of people, organizations, offices etc that work together

niche [niʃ] also **niche market** *n* [C] a market for a product or service, perhaps an expensive or unusual one that does not have many buyers but that may be profitable for companies who sell it

numeracy *n* [U] when people are good at arithmetic and can deal with numbers without difficulty – **numerate** *adj*

online also **on-line** *adj, adv* involving the use of the Internet to obtain and exchange information, buy goods etc

outlet *n* [C] a shop or other organization through which products are sold

overdraft *n* [C] *especially BrE* an arrangement between a bank and a customer allowing them to take out more money; from their account than they had in it

overtime *n* [U] 1 time that you spend working in your job in addition to your normal working hours; 2 time that a factory, office etc is operating in addition to normal hours; 3 the money that you are paid for working more hours than usual

overwork *n* [U] when someone works too much or too hard; **overworked** *adj*

parent company [ˈpɛər(ə)nt] *n* [C] a company that owns more than half the shares in another. The other company is its subsidiary

- partner** *n* [C] 1 a company that works with another company in a particular activity, or invests in the same activity; 2 someone who starts a new business with someone else by investing in it; 3 a member of certain types of business or professional groups, for example partnerships of lawyers, architects etc
- payback period** *n* [C] the length of time that it takes to get back the investment put into a particular project, and to start making a profit
- payment** *n* [C,U] the act of paying money to someone, or the amount involved
- payment system** *n* [C] the arrangements for paying employees in a particular company including bonuses, overtime etc
- pharmaceuticals** *n* [plural] medicines, and the industry that produces them – **pharmaceutical** *adj*
- phase**¹ *n* [C] a particular stage or period in doing something
- phase**² *v* [T] if you phase something over a period, you do it gradually during that period
- pie chart** *n* [C] a drawing of a circle divided into several sections, where the size of each section represents an amount as a percentage of the whole
- plc** abbreviation for public limited company
- president** *n* [C] in the US, the most important person on the board of directors of a company
- private sector** *n* [singular] all the companies in a country that are not owned by the government, considered as a whole
- privatize** ['praɪvɪtaɪz] also **-ise** *BrE v* [T] if a government privatizes a company that it owns, it sells it to investors –
- privatization** [ˌpraɪvɪtaɪ'zeɪʃ(ə)n] *n* [C,U]
- promote** *v* [I,T] 1 to help something develop and grow; 2 to give someone a more important job or rank in an organization; 3 to sell a product using advertising, free gifts etc
- promotion** *n* [C,U] 1 a move to a more important job or ranking a company or organization; 2 also **sales promotion** advertisements, free gifts and other activities intended to sell a product or service
- public limited company** *n* [C] in the UK, a form of limited company whose shares are freely sold and traded. Public limited companies have the letters PLC after their name

public sector *n* [singular] all the companies and business activities owned and controlled by the government of a particular country, considered as a group

purchase *n* [C] the act of buying something, or the thing that you buy – **purchase** *v* [T] – **purchasing** *n* [U]

qualification *n* 1 [C usually plural] an examination that you have passed at school, university, or in your profession; 2 [C] a skill, personal quality, or type of experience that makes you suitable for a particular job

R and D *n* [U] research and development; the part of a business concerned with studying new ideas and developing new products

range *n* [C] a set of similar products made by a particular company or sold in a particular shop

rate *n* [C] 1 the speed at which something happens; 2 the number of examples of something, often expressed as a percentage; 3 another name for interest rate

raw material *n* [C usually plural] one of the basic materials used to make something. For example, steel is one of the raw materials in cars

record¹*n* 1 [C] the past performance of a person, organization etc; 2 **records** [plural] the history of a particular activity, organization etc

record²*adj* [only before a noun] involving the best level, performance etc in a particular activity

recruit¹*v* [I,T] to find new people to work for an organization, do a job etc

recruit²*n* [C] someone who has recently joined a company or organization

recruitment *n* 1 [U] the process or the business of recruiting new people; 2 [C] an occasion when someone is recruited

redundancy [rɪ'dʌndənsɪ] *n especially BrE* [C,U] when someone loses their job in a company because the job is no longer needed

redundant [rɪ'dʌndənt] *adj especially BrE* if you are redundant or made redundant, your employer no longer has a job for you

refund *n* [C] a sum of money that is given back to you if, for example, you are not satisfied with something you have bought – **refund** *v* [T]

relationship *n* [C] the behaviour and feelings of two or more people, companies etc that work together

reliable *adj* someone or something that is reliable can be trusted or depended on – **reliability** *n* [U]

relocate *v* [I,T] if a company or workers relocate or are relocated, they move to a different place – **relocation** *n* [C,U]

rep *n* [C] an informal name for sales representative

representative *n* [C] 1 someone chosen to speak or make decisions for another person or group of people; 2 a sales representative

resign *v* [I,T] to officially leave a job, position etc usually through your own choice, rather than being told to leave – **resignation** *n* [C]

resource *n* 1 [C usually plural] also **natural resource** something such as oil, land, or natural energy that exists in a country and can be used to increase its wealth; 2 **resources** [plural] all the money, property, skill, labour etc that a company, country etc has available

restructure *v* [I,T] if someone restructures a company, they change the way it is organized, usually in order to make it more profitable – **restructuring** *n* [U]

results *n* [plural] 1 things that happen because of someone's efforts, work etc; 2 the profit or loss made by a company in a particular period

retail *v* [I,T] to sell goods to the general public in shops etc – **retailing** *n* [U]

retailer *n* [C] 1 a business that sells goods to members of the public; 2 a person or company that owns or runs a shop or chain of shops selling goods to the public

retail outlet *n* [C] a shop through which products are sold to the public

retain *v* [T] if a company retains its customers or employees, they continue to buy from or work for the company, and do not go elsewhere – **retention** *n* [U]

revenue *n* [U] also **revenues** [plural] the amount a company receives from sales in a particular period

rights *n* [plural] 1 the freedom and advantages that everyone should be allowed to have – see also **human rights**; 2 if a person or company has the rights to something, they are legally allowed to use it to make money

rise¹ *v past tense rose past participle risen* [I] to increase in number, amount, or value

rise² *n* 1 [C] an increase in number, amount, or value; 2 [C] also **pay rise** *BrE* an increase in salary or wages. A rise is called a raise or pay raise in American English; 3 [singular] the process of becoming more important, successful, or powerful

sack *v give sb the sack/get the sack* to tell someone to leave their job, or to be told to leave your job

sale *n* 1 [C] the act of selling something; 2 **for sale** available to be bought; 3 **sales** [plural] goods sold in a particular period, or the amount of money received from this

sales representative also **sales rep** *n* [C] someone whose job is to sell their company's products or services, for example by visiting customers

schedule *n* [C] a plan or timetable for doing something

scheduled flight *n* [C] a normal flight on an airline available for anyone to use

sector *n* [C] a particular industry or activity or group of industries etc

secure *adj* involving actions to keep someone or something safe from being damaged, stolen etc – **security** *n* [U]

segment *n* [C] 1 a part of the economy of a country or a company's work; 2 also **market segment** a group of customers that share similar characteristics, such as age, income, interests, social class etc; 3 also **market segment** the products in a particular part of the market

share *n* [C] 1 one of the parts into which ownership of a company is divided; 2 also **market share** the sales of a particular company in a market, expressed as a percentage of the total sales

shareholder *n* [C] a person or organization that owns shares in a company

shareholder value *n* [U] the idea that companies should produce the best possible profit for their shareholders,

and that one of the main jobs of management is to ensure this

ship *v* [T] to transport and deliver goods

skill *n* [C,U] an ability to do something well, especially because you have learned and practised it – **skilled** *adj*

slogan *n* [C] an easily remembered phrase used to express a particular idea, for example in an advertisement

smart *adj* 1 intelligent; 2 attractive; 3 well-dressed; 4 relating to technology that does things in an efficient way

sponsorship *n* [U] financial support given to an arts or sports event in order to get public attention

spreadsheet *n* [C] a computer program that shows rows and columns of figures, and allows calculations to be done on them. Spreadsheets are used to analyze what would happen in different situations, for example to sales and profits

stable *adj* firm, steady, or unchanging

start-up *n* [C] a new company, especially a hi-tech one

status *n* [U] 1 your social or professional rank or position; 2 high social position that makes people respect you

stereotype *n* [C] a fixed idea about something, that may or may not be true

stock *n* [C,U] 1 *especially AmE* one of the shares into which ownership of a company is divided, or these shares considered together; 2 also **stocks** [plural] a supply of a commodity (= oil, metal, farm product etc) that has been produced and is kept to be used when needed; 3 *especially BrE* a supply of raw materials or parts before they are used in production, or a supply of finished goods. Stocks of raw materials or parts are usually called inventories in American English; 4 a supply of goods, kept for sale by a shop or other retailer. Stocks of goods are usually called inventories in American English

stock market also **stockmarket** *n* [C] a place or computer system where bonds, shares etc are bought and sold

strategy *n* 1 [C] a plan or series of plans for achieving an aim, especially relating to the best way for an organization to develop; 2 [U] the process of skilful planning in general

strength *n* [C,U] a particular quality or ability that gives someone an advantage in relation to others

stress *n* [U] continuous feelings of worry about your work or personal life, that prevent you from relaxing – **stressful**
adj

stressed also **stressed out** *adj* if someone is stressed or stressed out, they are so worried and tired that they cannot relax

subsidiary also **subsidiary company** *n* [C] a company that is at least half-owned by another company, its parent company

subsidize also **-ise** *BrE v* [T] if a government or organization subsidizes a company, activity etc, it pays part of the cost – **subsidized** *adj*

subsidy *n* [C] money that is paid by a government or organization to make something cheaper to buy, use, or produce

supply *v* [T] to sell and provide goods or services – **supplier**
n [C]

survey ['s3:veɪ] *n* [C] 1 a set of questions given to a group of people to find out their opinions; 2 the information obtained by analyzing the answers to these questions

tactic *n* [C usually plural] a method that you use to achieve something

takeover *n* [C] an occasion when a person or company obtains control of another company by buying more than half of its shares

talent *n* [C,U] a natural skill or ability

target¹*n* [C] 1 an organization, industry, country etc that is deliberately chosen to have something done to it; 2 a result such as a total, an amount, or a time which you aim to achieve

target²*v* [T] 1 to make something have an effect on a particular limited group or area; 2 to choose someone or something as your target – **targeted** *adj*

tend *v* [I] if something tends to happen, it happens frequently, but not always

tendency *n* [C] 1 if you have a tendency to do something, you do it frequently; 2 the general way in which a particular situation is changing or developing

trade¹*n* 1 [U] buying and selling goods and services, especially between countries – see also **balance of trade**; 2 [C] a particular business activity

trade² *v* [ET] 1 to buy and sell goods and services, especially between countries; 2 to buy and sell shares etc on a financial market

trademark also **trade-mark** *n* [C] a name, sign, or design on a product to show that it is made by a particular company

trade union *n* [C] *BrE* an organization representing people working in a particular industry or profession, especially in meetings with their employers. Trade unions are called labor unions in American English

trading group *n* [C] a group of countries that agree to have low or no taxes on goods they export to each other

transaction *n* [C] 1 a business deal, especially one involving the exchange of money; 2 the act of paying or receiving money

transfer *v* [ET usually passive] if you transfer to another job or workplace, or if you are transferred, you move there

trend *n* [C] the general way in which a particular situation is changing or developing

turnover *n* [singular] 1 *BrE* the amount of business done in a particular period, measured by the amount of money obtained from customers for goods or services that have been sold; 2 the rate at which workers leave an organization and are replaced by others; 3 the rate at which goods are sold and stock is replaced

unemployed *adj* without a job

unemployment *n* [U] 1 when you do not have a job; 2 also **unemployment rate** the number of people in a particular area, country etc who do not have a job

union *n* [C] 1 a group of people, countries etc who work together for a particular aim; 2 a trade union or labor union

unskilled *adj* without training in the skills needed in particular jobs

update *n* [C] information that tells you what has happened recently in a particular activity, situation etc

- vacancy** *n* [C] a job that is available
- virtual** *adj* involving something that gives you the experience of its real equivalent
- visual** also **visual aid** *n* [C] a diagram, map etc that people can look at, for example in a presentation, and that helps them understand and remember it
- voice mail** also **voicemail** *n* [U] a system for leaving messages for people by telephone, or the messages themselves
- volunteer** [ˌvɒlənˈtɪə] *v* [I] to ask to do something that you do not have to do – **volunteer** *n* [C]
- warehouse** *n* [C] a building where goods are stored
- weakness** *n* [C,U] lack of a particular characteristic that would give you the ability to succeed, perform better etc
- website** *n* [C] information about a particular company, subject etc available on the Internet. Each website has an address that begins ‘http’
- wholesaler** *n* [C] a person or company that sells goods in large quantities to other wholesalers, or to retailers who may then sell them to the general public
- workaholic** [ˌwɜːkəˈhɒlɪk] *n* [C] someone who cannot stop work and is unwilling to do anything else
- workforce** *n* [C] all the people who work in a particular country, area, industry, company, or place of work
- workload** *n* [C] the work that a person or group of people have to do in a particular period

English-Ukrainian Glossary

Lesson #1

Employment: Six Steps in Job Search

abilities and skills: *ability* – обдарованість, здібності, талант, хист; *skill* – уміння, майстерність; вправність; спритність

academic [ˌækə'demɪk] 1. академічний; університетський; навчальний; *academic degree* – вчений ступінь; *academic strengths = education and degrees* 2. учений; суто теоретичні (академічні) аргументи і т.п.

advertise [ˈædvətaɪz] – повідомляти, рекламувати; шукати (розшукувати) за оголошенням; *to advertise in the press/over the radio/on TV*; *to advertise job* – давати оголошення про вакантне місце; *to advertise for a job* – давати оголошення про пошук роботи

analytical [ˌænə'lɪtɪkəl] – аналітичний; теоретичний

application [ˌæplɪ'keɪʃ(ə)n] – 1) заява; прохання; *to put in an application* – подати заяву; *application for a job* – заява про прийняття на роботу; *application form/blank* – бланк заяви (анкета при вступі на роботу); 2) застосування, використання; 3) старанність, ретельність, заповідливість

at a time – за один раз; **one at a time** – один за один раз

benefit ['benɪfɪt] – 1) користь; вигода; прибуток; страхова/матеріальна допомога; *benefits plan* – система надбавок; 2) мати користь, вигоду (з – *by*) *he will benefit by the change of work* – зміна роботи буде йому на користь; допомагати, давати користь

character trait ['kærəktə treɪ] ([treɪt]) – риса характеру

colleague ['kɒli:g] – колега; компаньйон, партнер. *Syn:*
associate [ə'səʊʃɪət], [ə'səʊsɪət]; *co-worker* = *coworker*
 [ˌkəʊ'wɜ:kə]

communicative [kə'mju:nɪkətɪv] – товариський, говіркий;
 компанійський

companies looking for a trainee – компанії, які шукають
 стажера (практиканта)

composition [ˌkɒmpə'zɪʃ(ə)n] – склад розуму, характер

computer literacy [kəm'pjʊ:tə 'lɪtərəsɪ] – комп'ютерна гра-
 мотність

cooperativeness – взаємодопомога; взаємодія

creativity – творчість; здібність до творчості; креатив-
 ність (риса особистості)

directly applicable to the specific job – що безпосередньо
 надається для виконання певної роботи

educational background – освіта, підготовка

employ [ɪm'plɔɪ] – наймати, давати роботу; вживати, за-
 стосовувати, використовувати; *to be employed* – пра-
 цювати (за наймом); служба, робота; *employable popu-*
lation – працездатне населення; *employed* – найнятий,
 прийнятий (на роботу); *employee discharge* – звільнення
 працівника; *employee injury* – нещасний випадок на
 роботі із робітником; *employee profile* – службова ха-
 рактеристика; *employer* [ɪm'plɔɪə] – наймач, роботода-
 вець; *employment* [ɪm'plɔɪmənt] – 1) наймання; 2) робо-
 та, служба; *full employment* – повна зайнятість; *em-*
ployment history – трудовий стаж

flexibility – гнучкість; *flexibility in the resolution of disputes*
 – гнучкість у вирішенні спорів

foolproof way to get hired – вірний (безсумнівний) спосіб
 бути найнятим (*на роботу*)

foreign languages – іноземні мови

growth potential – потенціал (здатність до) росту

guidelines in job searching – керівні вказівки (принципи)
 щодо пошуку роботи

job interview – співбесіда (інтерв'ю) при прийомі на роботу

management – адміністрація, дирекція; правління (орган); завідування, управління (діяльність)

power ['paʊə] – сила; потужність, енергія; продуктивність; могутність, влада (державна); вплив; міць; повноваження

previous job experience – попередній досвід роботи

process of job searching – процес пошуку роботи

prospective boss [prə'spektɪv bɒs] – потенційний (майбутній, ймовірний) начальник (бос)

prosperous employer ['prɒsp(ə)rəs] – процвітаючий (успішний, заможний) роботодавець

punctuality [ˌpʌŋktɪʊ'æltɪtɪ] – пунктуальність, точність

qualification [ˌkwɒlɪfɪ'keɪʃ(ə)n] = *proof that you have completed a specialized course of study*; характеристика (діяльності, поглядів тощо); кваліфікація; підготовленість; право займати певну посаду; придатність

reliability [rɪˌlaɪə'bɪlətɪ] – надійність; достовірність

Résumé ['reɪzjʊmeɪ] – 1) резюме; зведення; конспект; 2) коротка автобіографія (яку подає кандидат на роботу)

self-evaluation [selfɪˌvælju'eɪʃ(ə)n] – самооцінка

strong and weak points – сильні і слабкі сторони

tailor sales pitch to the reader – пристосовувати (викроїти) «партію товару, викинену на ринок» під читача

the more ..., the better ... – чим більше, тим краще

to apply – звертатися, заявляти (клопотання тощо), подавати заяв(к)у, просити, клопотати; використовувати, застосовувати

to be impressed – бути враженим

to be interested in – бути зацікавленим (*чимось*)

to be out of work – бути безробітним

to be uncertain about smth – бути непевним щодо чогось

to be willing to work hard at smth – бути готовим (*хотіти*) наполегливо працювати над *чимось*

to boost chance [buːst tʃɑ:n(t)s] – підвищити ймовірність (шанс); *to stand a good/slight/even/last/only chance* – мати хороший/слабкий/рівний/останній/єдиний шанс

- to care (for, of, about)** – піклуватися, турбуватися, доглядати, дбати (про)
- to evaluate qualifications** – оцінити кваліфікацію
- to focus on job-related strengths** – зосередитися на сильних сторонах, що стосуються роботи
- to gather necessary information** – збирати необхідну інформацію
- to get an offer for a good job** – одержати пропозицію хорошої роботи
- to get more experience** – здобути більше досвіду
- to have accurate information** – мати точну (достовірну) інформацію
- to identify interests** – визначити інтереси
- to include in a résumé (non) pertinent information** – включити в резюме інформацію, що (не) стосується справи
- to look for/search (for)/seek** – шукати
- to look for a better-paying opportunity** – шукати ліпше оплачувану можливість
- to produce a poor/strong/personal impression** – справляти погане/сильне/особисте враження
- to promote yourself** – рекламувати (просувати) себе
- to realize what you like and dislike** – усвідомлювати що вам подобається і не подобається
- to try hard enough** – намагатися досить наполегливо
- to waste money/time** – даремно витратити (марнувати, тринькати) гроші/час
- well-rounded jack-of-all-trades** [wel'raundɪd dʒæk əvɔ:l treɪdz] – всесторонньо освічений майстер на всі руки

Words-derivatives

- advertise ['ædvətəɪz] – advertisement [əd'vɜ:tɪsmənt] – advertiser ['ædvətəɪzə] – advertising ['ædvətəɪzɪŋ]
- apply [ə'plɑɪ] – applier [ə'plɑɪə] – applicative ['æplɪkətɪv] – application [ˌæplɪ'keɪʃ(ə)n] – applicant ['æplɪk(ə)nt] – applicable ['æplɪkəbl] – applicability [ˌæplɪke'bɪlɪtɪ]

train [treɪn] – trainee [treɪ'ni:] – trainer ['treɪnə] – training [ˈtreɪnɪŋ]; trainmaster ['treɪn,mɑːstə] – начальник поїзда (потяга); головний кондуктор; trainman ['treɪnmən] – провідник

create [kri'eɪt] – creation [kri'eɪʃ(ə)n] – creationism [kri'eɪʃ(ə)nɪz(ə)m] – creative [kri'eɪtɪv] – creativeness [kri'eɪtɪvnɪs] – creativity [ˌkri'eɪtɪvɪti] – creator [kri'eɪtə] – creatress [kri'eɪtrəs] – creature ['kri:tʃə]

employ [ɪm'plɔɪ] – employable [ɪm'plɔɪəbl] – employed [ɪm'plɔɪd] – employee [ˌɪmplɔɪ'i:] – employer [ɪm'plɔɪə] – employment [ɪm'plɔɪmənt]

Lesson #2

Career Skills

ability to coordinate work – здатність координувати роботу

advantage – перевага

advocacy – адвокатська діяльність

appeal – апеляція, оскарження, апеляційна скарга

apply for the job/position – подавати заяву про прийом на роботу/заняття посади

apply law – застосовувати закон

argue – обговорювати, наводити докази, сперечатися

attract new investments – приваблювати нові інвестиції

balance sheet – балансовий звіт

barrister – адвокат найвищого рангу, який має право виступу в суді; баристер

be a fast learner – швидко навчатися

be adaptable – легко пристосовуватися

be ambitious – бути честолюбним, амбітним

be charged with an offence – бути обвинуваченим у злочині

be competitive – бути конкурентоспроможним

be easy-going and personable – бути добродушним і привабливим

be good at observing/speaking – бути спостережливим/вміти висловлюватися

be in a highly competitive environment – знаходитися у високо конкурентному середовищі

be in charge – відповідати за щось

be in legal profession/practice in law – займатися правничою діяльністю

be on night shift – працювати у нічну зміну

be on the beat – чергувати у районі патрулювання

be sensitive to smth – бути вразливим до, гостро реагувати

be successful [sək'sesful] – бути успішним

be tedious in figures – бути щепетильним у обчисленнях

become aware of – бути добре обізнаним з чимось

behaviour [bi'heɪvjə] – поведінка, манери; режим (роботи)

board meeting – засідання правління

bring to justice – притягувати до правосуддя

burglar – (нічний) грабіжник, злодій-зломник

complaint – скарга, претензія, позов

complement – додаток, доповнювати

counsel – консультант; юрисконсульт; адвокат, який бере участь у справі і має право виступати в найвищих судах

crime scene – місце злочину

curricula vitae – резюме

defendant – відповідач, підсудний, обвинувачений

ensure the right – забезпечувати право на

exercise control – здійснювати контроль

exhausted – виснажений, змучений

experience – (життєвий) досвід, кваліфікація, стаж практичної діяльності

fairness – неупередженість; добросовісність; чесність

flexible – гнучкий

from the point of view of – з точки зору когось

gain legal profession – здобути правничу професію

get a promotion/raise – одержати підвищення (на посаді)

get on with people – вживатися (ладити) з людьми

get results – одержувати результати

get to the top – досягати вершини
have ability and experience to do the job – мати кваліфікацію і досвід для виконання роботи
have good judgement – виявляти розсудливість
highly-qualified – висококваліфікований
honesty – чесність
impartial – неупереджений
in current position – на поточній посаді, у даному становищі
indictment – обвинувальний акт
interrogate (question) suspects – допитувати підозрюваних
interview witnesses – опитувати свідків
introduce evidence – висувати (наводити, надавати) докази
judge – суддя
jury – суд присяжних
lease assets – орендований (лізинговий) актив
legal assistance – правова допомога
liabilities – активи
make conclusions – робити висновки
manage time and use it effectively – уміло розподіляти час і використовувати його продуктивно
mortgage – застава нерухомого майна
needed quality – необхідні якості
notary – нотаріус
offence – правопорушення, злочин
overwhelmed with a heavy workload [ˌəʊvə'welmd] – завалений великим об'ємом роботи
participant – учасник
perpetrator ['pɜ:pɪtreɪtə] – злочинець; порушник
proceeding [prə'si:dɪŋ] – провадження
prosecutor ['prɒsɪkjʊ:tə] – обвинувач; позивач; прокурор
provide service – надавати послуги
punctuality – пунктуальність, точність
put plan into action – втілювати план в дію
reliability – відповідальність
relief – задоволення (вимоги); засіб судового захисту
require – вимагати

safe pair of hands – надійний помічник

shareholder – акціонер

solicitor – соліситор; адвокат, який дає поради клієнту, готує справи для баристера (старшого адвоката) і виступає тільки у судах нижчої інстанції; юрисконсульт

solution – рішення

strengths and weaknesses of the staff – сильні та слабкі сторони штату працівників

supervise – наглядати, інспектувати, контролювати

sympathetic – доброзичливий; співчутливий

take risks – брати на себе ризик, ризикувати

trial – судовий розгляд; судовий процес, суд

try to mislead smb – намагатися ввести в оману

Words-derivatives

adapt [ə'dæpt] – adaptability [ə,dæptə'bɪlətɪ] – adaptable [ə'dæptəbl] – adaptation [ˌædæp'teɪʃ(ə)n] – adapted [ə'dæptɪd] – adapter [ə'dæptə] – adaption [ə'dæpʃ(ə)n] – adaptive [ə'dæptɪv]

advocacy ['ædvəkəsi] – advocate ['ædvəkət] – advocate ['ædvəkət] – advocateship [ædvə'keɪʃɪp] – advocacy [ædvə'keɪʃən] – advocator [ˌædvə'keɪtə] – advocatory [ˌædvə'keɪtəri]

appeal [ə'pi:l] – appealable [ə'pi:ləbl] – appealers [ə'pi:lə] – appealing [ə'pi:lɪŋ] – appellant [ə'pelənt] – appellate [ə'pelɪt] – appellator [ə'peleɪtə] – appellee [ˌæpe'li:]

behave [bɪ'heɪv] – behaviour [bɪ'heɪvjər] – behavioural [bɪ'heɪvjərəl] – behaviourism [bɪ'heɪvjəriʒ(ə)m] – behaviourist [bɪ'heɪvjəriɪst] – behaviouristic [bɪ'heɪvjəriɪstɪk]

compete [kəm'pi:t] – competing [kəm'pi:tɪŋ] – competition [ˌkɒmpɪ'tɪʃ(ə)n] – competitioner [ˌkɒmpɪ'tɪʃ(ə)nə] – competitive [kəm'petɪtɪv] – competitively [kəm'petɪtɪvlɪ] – competitiveness [kəm'petɪtɪvnɪs] – competitor [kəm'petɪtə]

complain [kəm'pleɪn] – complainant [kəm'pleɪnənt] – complaint [kəm'pleɪnt]

defence [dɪ'fen(t)s] – defenceless [dɪ'fen(t)sləs] – defenceman [dɪ'fen(t)smən] – defend [dɪ'fend] – defendant [dɪ'fendənt] – defender [dɪ'fendə] – defensible [dɪ'fen(t)səbl] – defensibly [dɪ'fen(t)səblɪ] – defensive [dɪ'fen(t)sɪv]

learn [lɜ:n] – learnable [lɜ:nəbl] – learned ['lɜ:nɪd] – learnedly ['lɜ:nɪdlɪ] – learner ['lɜ:nə] – learnfare ['lɜ:n:fe(ə)r] – learning ['lɜ:nɪŋ]

liabilities [,laɪə'bɪlətɪs] – liability [,laɪə'bɪlətɪ] – liable ['laɪəbl]

observability [əb'zɜ:vəbɪlɪtɪ] – observable [əb'zɜ:vəbl] – observance [əb'zɜ:v(ə)n(t)s] – observancy [əb'zɜ:v(ə)n(t)sɪ] – observant [əb'zɜ:v(ə)nt] – observantly [əb'zɜ:v(ə)ntlɪ] – observation [ˌɔbzə'veɪʃ(ə)n] – observe [əb'zɜ:v] – observer [əb'zɜ:və]

offence [ə'fen(t)s] – offenceless [ə'fen(t)sləs] – offend [ə'fend] – offendedly [ə'fendɪdlɪ] – offender [ə'fendə] – offending [ə'fendɪŋ] – offendress [ə'fendrəs] – offensive [ə'fen(t)sɪv]

prosecutable [ˌprɔsɪ'kju:t(ə)bl] – prosecute ['prɔsɪkju:t] – prosecuting [ˌprɔsɪ'kju:tɪŋ] – prosecution [ˌprɔsɪ'kju:f(ə)n] – prosecutive [ˌprɔsɪ'kju:tɪv] – prosecutor ['prɔsɪkju:tə]

the Bar [bɑ:] – barrister ['bærɪstə] – barristerial [ˌbærɪs'terɪəl]

Lesson #3

Application Letter

application letter – лист-заява

at the employer's convenience – коли (буде) зручно роботодавцю

at your convenience – у зручний для Вас час

body of the letter – зміст листа

C.V. (*від curriculum vitae*) [kə'ri:kjələm'vi:tai] – життєпис

correspond (with/to) [ˌkɔrɪ'spɒnd] – узгоджуватися; відповідати (*чомусь*)

courtesy title – ввічливе звертання

cover letter – супровідний лист

dear – шановний

enclosure/enclosed – додається

envelope ['envələʊp] – конверт

find out about – дізнатися про (зрозуміти/з'ясувати)

hiring requirements – вимоги до кандидата на посаду

interview schedule – розклад інтерв'ю

job opening (vacancy ['veɪkənsɪ]) – вакансія, незаповнене робоче місце

job requirements – функціональні обов'язки

MBA (Master of Business Administration) – магістр управління бізнесом (*звання випускника бізнес-школи*)

mention ['menʃ(ə)n] – згадувати; посилається на

overcrowded [ˌəʊvə'kraʊdɪd] – переповнений (*людьми*)

parting – прощання

position (job title) – посада

represent – представляти

request for an appointment – прохання призначити (*ділову*) зустріч

salutation – привітання

separated from smth by smth (by a comma/by a space) – відділений від чогось чимось (*комою/пробілом*)

series of well-written letters – низка добре написаних листів

solicited letter – закритий лист

source of information – джерело інформації

the only reason for smth – єдина причина чогось

to announce an opening – повідомити про вакансію

to be a good person for particular job – бути особою, що підходить для конкретної роботи

to be aimed at – бути націленим на

to be considered in a negative light – трактуватися у негативному світлі

to be in doubt whether – сумніватися чи

to be preceded by – передувати; іти (перебувати) перед (чимсь); бути попереду (когось)
to be viewed as negative/positive – розглядатися (оцінюватися) негативно/позитивно
to describe a merits – описувати достоїнства
to encourage action – заохочувати дії (сприяти діям)
to highlight one's strengths – акцентувати на чийхось позитивних якостях
to motivate an employer to meet with you – заохотити роботодавця зустрітися з вами
to present evidence – надавати докази
to volunteer information – добровільно повідомляти інформацію
to write impressive letter – написати листа, що справляє глибоке враження
unsolicited (prospecting) letter – відкритий лист
written below/above – написано нижче/вище (в документі); hereinbefore [ˌhɪə(r)ɪnbɪ'fɔː] – вище (в документі)
Yours sincerely/faithfully/truly – З повагою

Words-derivatives

announce [ə'naʊn(t)s] – announcement [ə'naʊn(t)smənt] –
announcer [ə'naʊn(t)sə] – announcing [ə'naʊn(t)sɪŋ]
object ['ɔbdʒɪkt], ['ɔbdʒekt] – to object [əb'dʒekt] – objectify
[əb'dʒektɪfaɪ] – objection [əb'dʒekʃ(ə)n] – objectionable
[əb'dʒekʃ(ə)nəbl] – objective [əb'dʒektɪv], [ɔb'dʒektɪv] – ob-
jectively [əb'dʒektɪvli]
a present ['prez(ə)nt] – to present ['prez(ə)nt] – presentable
[prɪ'zentəbl] – presentably [prɪ'zentəbli] – presentation
[ˌprez(ə)n'teɪʃ(ə)n] – presentee [ˌprez(ə)n'tiː] – presenter
[prɪ'zentə]
impress ['ɪmpres] – to impress [ɪm'pres] – impressibility
[ɪm,presɪ'bɪlətɪ] – impressible [ɪm'presəbl] – impression
[ɪm'preʃ(ə)n] – impressionability [ɪm,pref(ə)nə'bɪlətɪ] – im-
pressionable [ɪm'preʃ(ə)nəbl] – Impressionism

[im'preshə,nizəm] – impressive [Im'presɪv] – impresseure
[Im'preʃə]
interview ['Intəvju:] – interviewee [,Intəvju'i:] – interviewer
['Intəvju:ə] – interviewing ['Intəvju:ɪŋ]

Lesson #4

Filling in Forms

academic – університетська (*про освіту*)
affidavit [æfrɪ'deɪvɪt] – письмове свідчення під присягою
ailment ['eɪlmənt] – нездоров'я; нездужання
ball-point pen – кулькова ручка
block capitals – великі друковані літери
branch of service – рід військ
Check one. – Відмітьте хрестиком чи «пташкою».
Continued on attached sheet/on a separate sheet. – До-
дається на окремому листку.
creed – релігійні переконання
date of birth – дата народження
decorations – нагороди
disclosed – виявлений
draft status – призив
erasable pen – коректор
ethnic group – етнічна група, національність
extra-curricular – додаткові (про предмети)
fair employment practice law – трудове законодавство
**False statements on this application shall be considered
sufficient cause for dismissal.** – Неправдиві заяви в
анкеті можуть послужити достатньою підставою для
звільнення.
foregoing – попередній
**Have you been convicted of a crime in the past ten
years?** – Чи ви притягалися до кримінальної відповіда-
льності за останні 10 років?
Have you ever been bonded? – Чи ви були ув'язнені?

Have you taken any training under the G.I. Bill of Rights? – Чи Ви проходили підготовку до військової служби?

Hereby I promise ... – Цим зобов'язуюся...

illness – хвороба

immediate supervisor – безпосередній начальник

injuries sustained – отримані поранення

Left to pursue other opportunities. – Звільнився у зв'язку з переходом на іншу роботу.

major (subject) – основний предмет; спеціальність, спеціалізація

marital status – сімейний стан

minor (subject) – неосновний предмет

mode of living – спосіб життя

N.A. (not available) – немає в наявності

N/A, n/a (not applicable) – не стосується

Person to notify in case of emergency. – Особа, яку слід повідомити в надзвичайному випадку.

personal reasons – за власним бажанням

personal references – рекомендації

physical disability, handicaps – фізичні вади

post-graduate course – аспірантура

rank – звання

reason for leaving – причина звільнення

reserve – запас

resignation – відставка; звільнення (з роботи за власним бажанням)

scholastic average – середній бал

social security number (SS#) – номер соціального забезпечення

The facts set forth above in my application for employment are true and complete. – Факти, викладені вище у анкеті для працевлаштування є правдивими і повними.

to discharge – демобілізувати

to preclude [prɪ'klu:d] – запобігати, відвертати, усувати можливість

to print – писати друкованими буквами

violation [ˌvaɪə'leɪʃ(ə)n] – порушення; правопорушення; ущемлення (*прав*)

vocational – професійне (навчання)

When/Date available – Коли ви можете приступити до роботи?/Дата виходу на роботу

years of active service – роки дійсної служби

You are hereby authorized to make any investigation of my personal history and credit and record through any investigative or credit agencies or bureaus of your choice. – Цим дозволяю проводити будь-яке розслідування фактів моєї біографії, фінансів і рахунків будь-яким органом чи бюро на ваш вибір.

Lesson #5

The Curriculum Vitae (CV)/Résumé

accomplishment – досягнення

Awarded ... degree in ... – Присвоєно ступінь ... в області ...

awards – нагороди

circular status ['sɜ:kjələ 'steɪtəs] – біг по колу

Completed business courses in – Закінчив курси по бізнесу в

crucial – вирішальний

Currently enrolled in ... programme – Зараз працюю за програмою ...

Developed and implemented new programmes – Розробив і впровадив нові програми

Did light typing, filing, and mailing – Трохи друкував, вів картотеку і листування

Directly responsible for supervising two clerical workers – Під моїм безпосереднім керівництвом працюють двоє співробітників

Duties included ordering supplies, maintaining records, transcribing orders, greeting and assisting visitors – У службові обов'язки входили замовлення поставок, їх реєстрація, облік замовлень, прийом та обслуговування відвідувачів

Earned high average grade – Заробив високий середній бал

fellowships – стипендії
Finished secondary school with honours – Закінчив середню школу з відзнакою
grade point average (GPA) – середній бал
Honourably discharged with rank of ... – Звільнений у запас з почесним званням ...
honours – почесні звання
internship – інтернатура
job objective – очікувана посада
job-by-job – посада за посадою
litigation – позов, судовий процес
Looking for a responsible and challenging management/sales position – Шукаю відповідальну і перспективну роботу в сфері управління/збуту
major – спеціальність
medical malpractice – медичне зловживання службовим становищем
Performed general banking procedures – Виконував звичайні банківські операції
Possessing strong computer skills, including detailed knowledge of Word 7.0. – Добре володію комп'ютером, детально знаю програму Word 7.0.
redundant – надлишковий
reference, testimonial (AmE) – рекомендації
Responsibilities include programming, checking system malfunctions, keeping time-sharing records on visitors – В обов'язки входить програмування, перевірка систем обробки даних, складання графіка прийому відвідувачів
Responsibilities included assisting customers, stocking merchandise, taking inventory – В обов'язки входило обслуговування клієнтів, склад товарів, ведення обліку
résumé ['rezju:mei]; *AmE* [rezu'mei]/**C.V.** – резюме; автобіографія
reverse – зворотний
Seek entry-level/full-time/part-time position – Шукаю роботу без стажу/з повною/частковою зайнятістю
self-assessment – самооцінка
self-inventory – підведення своїх підсумків

to pique – викликати

Took part in student contest in economics – Брав участь у конкурсах студентських робіт з економіки.

Trained and experienced in photography, investigation, and interviewing techniques – Маю кваліфікацію та досвід роботи фотографа, володію методами розслідування і опитування

Worked with local firm for 4 years – Працював у місцевій фірмі 4 роки

5 years legal experience in real estate sales – 5 років досвіду роботи юристом з торгівлі нерухомістю

Abbreviations

B.A. = Bachelor of Arts – бакалавр гуманітарних наук

B.L. = Bachelor of Law – бакалавр права

B.S. = Bachelor of Science – бакалавр природничих наук

CSE = Certificate of Secondary Education – атестат про середню освіту

M.A. = Master of Arts – магістр гуманітарних наук

M.B.A. = Master of Business Administration – магістр економіки

M.Ed. = Master of Education – магістр педагогічних наук

M.S./M.Sc. = Master of Science – магістр природничих наук

Ph.D. = Doctor of Philosophy – доктор філософії

Lesson #6

Job Interview. How to Succeed at an Interview

Are you free on...? – Ви вільні у...?

background ['bækgraund] – підготовка, кваліфікація

bound [baund] – зобов'язаний; змушений; обов'язковий, неодмінний

Could it be earlier/later? – Чи може бути раніше/пізніше?

credentials [krɪ'denʃlz] – досягнення, заслуги, повноваження

damage caused to the reputation – шкода, заподіяна репутації

employment agency/job center – агентство по працевлаштуванню/центр зайнятості

employment at direct competitor – робота на прямого конкурента

envisage [ɪnˈvɪzɪdʒ] – розглядати (питання); передбачати

fast learner – здатність швидко навчатися

for the sake of – заради (чогоось, когось)

genuine [ˈdʒenjuɪn] – справжній, істинний, непідроблений; щирий

guarantee [ˌgærənˈti:] – гарантувати; забезпечувати

human resources manager/department – менеджер з персоналу/відділ кадрів

intelligent [ɪnˈtelɪdʒ(ə)nt] – розумний, кмітливий

job interview – співбесіда щодо прийому на роботу

Let me look in my diary – дозвольте мені подивитися в моєму щоденнику

perceive [pəˈsi:v] – сприймати; усвідомлювати; розуміти

precise [prɪˈsaɪs] – точний; певний

prompt [prɒmt] – підказка

rapport [ræˈpɔ:] *Fr.* – взаємна довіра і симпатія

recruitment process – процес набору

relevant [ˈrelɪv(ə)nt] – доречний; що стосується справи (to)

restrictions in the work contract – обмеження в трудовому договорі

self-confidence [ˌselfˈkɒnfɪdəns] – самовпевненість

strategic position in the field – стратегічне положення у сфері

subtle [ˈsʌtl] – хитрий, підступний, тонкий (про зауваження тощо)

take your time – не поспішайте

to advertise job – рекламувати роботу

to apply for position/the job – подавати заяву про прийняття на посаду/роботу

to be attractive to the competitor – бути привабливим для конкурента

to be dismissed from a job – бути звільненим з роботи
to be interested in the opportunity – бути зацікавленим у
 можливості
to be valuable to the company – бути цінним для компанії
to confirm acceptance – підтвердити прийняття
to do job for a company – працювати на компанію
to find possible candidate – знайти можливого кандидата
to fit into the position – підходити на посаду
to fulfil the job – виконувати роботу
to get in touch with – увійти в контакт з
to grant special advantages – надавати особливі переваги
to have experience/certain knowledge – мати досвід/
 певне знання
to have good judgement – мати хорошу оцінку
to have skills and ability – мати навички та здібності
to hire the right person for a job – найняти правильну
 людину для роботи
to increase market share – збільшити частку ринку
to leave current job – залишити поточну роботу
to look/search for recruits – шукати новобранців
to take risks – ризикувати
Tuesday's a bit difficult – у вівторок буде трохи складно
vacant job – вакантна робота
We are pleased to offer you the position of Sales Manager – Ми раді запропонувати Вам посаду менеджера з
 продажу.
We regret that we are unable to offer you the post – Нам
 прикро, що ми не в змозі запропонувати вам посаду.

Lesson #7

Letter of Recommendation

adaptable [ə'dæptəbl] – здатний швидко адаптуватися
ambitious [æm'biʃəs] – честолюбний, амбіційний, що прагне
 (бажає) (чогось – of) – **ambitious of power** – властолюбний;
 що прагне до влади; претензійний, примхливий
applicant – претендент, кандидат

broadminded [ˌbrɔːdˈmaɪndɪd] – з широкими інтересами, кругозором

cheerful [ˈtʃɪəfl] – привітний, бадьорий, веселий

confidential [ˌkɒnfɪˈdenʃ(ə)l] – конфіденційний; таємний, який не підлягає розголошенню; який користується довірою; довірливий

co-operative [kəʊˈɒp(ə)rətɪv] – здатний до співпраці, який бере участь у спільній роботі

creative [kriˈeɪtɪv] – творчий

easily accessible [ˈiːzɪlɪəkˈsesəbl] – легко доступний (досяжний)

entrepreneurial [ˌɒnrəprəˈnɜːrɪəl] – з підприємницькою жилкою

evident [ˈeɪd(ə)nt] – очевидний, явний

excellent [ˈeks(ə)lənt] – відмінний, чудовий

flexible [ˈfleksəb(ə)l] – гнучкий, поступливий, податливий

friendly [ˈfrendli] – дружлюбний

good natured [gud ˈneɪtʃəd] – доброзичливий, добродушний, дружлюбний, миролюбний

hardworking [ˈhɑːd,wɜːkɪŋ] – трудолюбивий

in what capacity – в якій якості (ролі)

intellectual [ˌɪnt(ə)ˈlektʃuəl], [ˌɪnt(ə)ˈlektʃuəl] – розумний, мислячий, інтелегентний; **intellectual facilities** – розумові здібності

layout [ˈleɪaʊt] – розмітка; розташування

mention [ˈmenʃ(ə)n] – згадка; посилення; згадувати; посилатися

obvious [ˈɒbvɪəs] – явний, очевидний, зрозумілий, ясний, неприхований

overall – повний, загальний

proficiency – досвідченість, уміння, майстерність

promptly [ˈprɒmptli] – відразу, швидко

prospective employer – майбутній (потенційний) роботодавець

quality [ˈkwɒlɪti] – якість; ґатунок; властивість, ознака

quantity ['kwɒntɪtɪ] – кількість

reference/a recommender – особа, яка дає рекомендацію

reliable [rɪ'laɪəb(ə)l] – надійний, достовірний, що заслуговує на довіру

resourceful [rɪ'sɔ:sfʊl] – винахідливий

responsible [rɪs'pɒnsəb(ə)l] – відповідальний

self-confident [,self'kɒnfɪd(ə)nt] – впевнений в собі

self-motivated [,self'məʊtɪveɪtɪd] – цілеспрямований, самомотивований

self-motivation – само мотивація; наявність життєвої програми (мети)

sign [saɪn] – знак, позначка, ознака, ставити підпис (позначку/знак)

signature ['sɪɡnɪtʃə] – підпис, власноручний підпис

sociable ['səʊʃəb(ə)l] – товариський, дружлюбний

specifics – конкретика

spelling ['spelɪŋ] – орфографія, правопис; вимовляння слова по літерах

submit [səb'mɪt] – заявляти; вносити/передавати (подавати) на розгляд

sufficient [sə'fɪʃ(ə)nt] – достатній; обґрунтований; належний; вчинений із дотриманням усіх формальностей

supportive [sə'pɔ:tɪv] – здатний підтримати

to be an asset to the company – бути цінним надбанням для компанії

to be willing to share experience and knowledge with... – бути готовим поділитися досвідом і знаннями з...

to have a good command of English [kə'mɑ:nd] – добре володіти англійською (мовою)

trustworthy ['trʌst,wɜ:ðɪ] – гідний довіри

without any hesitation [,hezɪ'teɪʃ(ə)n] – без жодного вагання (сумніву)

zealous ['zeləs] – добросовісний, старанний, пристрасний, ревний

Derivatives

- access ['ækses] – accessibility [ə'k,sesɪ'bɪlətɪ] – accessible [ə'k'sesəbl] – accessor [ə'k'sesə]
- character ['kæɪɪktə] – characteristic [,kæɪɪktə'rɪstɪk] – characterization [,kæɪɪktərəɪ'zeɪʃ(ə)n] – characterize ['kæɪɪktərəɪz] – characterless ['kæɪɪktələs]
- confidant [,kɒnfɪ'dænt] – confide [kən'faɪd] – confidence ['kɒnfɪd(ə)ns] – confident ['kɒnfɪd(ə)nt] – confidential [,kɒnfɪ'denʃ(ə)l] – confidentiality [,kɒnfɪden(t)ʃɪ'ælətɪ] – confidentially [,kɒnfɪ'den(t)ʃ(ə)lɪ]
- contact ['kɒntækt] – contactee [,kɒntæk'ti:] – contacting ['kɒntæktɪŋ] – contactless ['kɒntæktləs] – contactor ['kɒntæktə]
- general ['dʒen(ə)r(ə)l] – generalize ['dʒen(ə)r(ə)laɪz] – generalized ['dʒen(ə)r(ə)laɪzɪd] – generally ['dʒen(ə)r(ə)lɪ] – generalship ['dʒen(ə)r(ə)lʃɪp]
- honest ['ɒnɪst] – honestly ['ɒnɪstlɪ], ['ɒnəstlɪ] – honesty ['ɒnɪstɪ], ['ɒnəstɪ] – honor/honour ['ɒnə] – honorable ['hɒn(ə)rəbl]; honourable ['ɒn(ə)rəbl] – honorably ['ɒn(ə)rəblɪ]; honourably ['ɒn(ə)rəblɪ] – honoursdegree [ˌɒnəzdi'gri:]
- reliability [rɪ'laɪə'bɪlətɪ] – reliable [rɪ'laɪəbl] – reliableness [rɪ'laɪəblnəs] – reliably [rɪ'laɪəblɪ] – rely [rɪ'laɪ]
- intellect ['ɪntələkt] – intellection [,ɪnt(ə)'lektʃ(ə)n] – intellectual [ˌɪnt(ə)'lektɪv] – intellectual [ˌɪnt(ə)'lektjuəl], [ˌɪnt(ə)'lektʃuəl] – intellectuality [ˌɪnt(ə)'lektju'ælətɪ] – intellectualize – intellectually [ˌɪnt(ə)'lektjuəlɪ] – intelligence [ɪn'telɪdʒ(ə)ns]
- support [sə'pɔ:t] – supportive [sə'pɔ:tɪv] – supportability [sə'pɔ:təbɪlɪtɪ] – supportable [sə'pɔ:təbl] – supporter [sə'pɔ:tə] – supporting [sə'pɔ:tɪŋ] – supportive [sə'pɔ:tɪv]

Personality Types

Sociable, extrovert	Комунікабельний, екстраверт
Reliable, honest	Надійний, чесний
Selfish	Егоїстичний
Helpful	Корисний
Independent	Незалежний
Untidy	Неохайний
Punctual	Пунктуальний
Lack	Відсутній
Competitive	Конкуруючий
Unreliable, dishonest	Ненадійний, нечесний
Organised	Організований
Decisive	Вирішальний
Cheerful	Веселий
Lazy	Лінивий
Rude, impolite	Грубий, неввічливий
Moody	Понурий
Ambitious	Амбіційний
Careful	Обережний
Pessimistic	Песимістичний
Literate	Грамотний
Illiterate	Неграмотний
Patient	Терплячий
Careless	Необережний
Neat	Акуратний
Aggressive	Агресивний
Imaginative	Творчий
Sensitive	Чутливий
Jealous	Ревнивий
Shy	Сором'язливий
Talkative	Говіркий

Lesson #8
Arranging an Appointment

a client ['klaɪənt] – клієнт

an appointment – домовлена зустріч

an engagement – домовленість; побачення

At last! – Нарешті!

board meeting – збори Ради директорів

certainly ['sɜ:t(ə)nli] – звичайно

convenient – зручний

due to some unforeseen business – через якусь непередбачену справу

How about Friday? – Як щодо п'ятниці?

I am wondering if we could get together at 9 a.m. on Tuesday – Мені цікаво знати, чи ми могли б зустрітися о 9 ранку у вівторок?

I look forward to hearing from you – З нетерпінням чекаю звістки від вас

I think that should be possible – Я думаю, це могло б бути можливим

I wish I could, but... – Я хотів би, але...

I'd like to come by and see you tomorrow – Я хотів би прийти і зустрітися з вами завтра.

Is that any good? – Чи так добре?

Is the 5th of March at 6 p.m. convenient? – Чи 5 березня о 6 пополудню зручно?

It/That sounds fine/good/supper to me – Це звучить добре для мене

Monday's bad for me, I'm afraid – Боюся, що в понеділок я не зможу

That's a good idea – Чудова ідея

to arrange smth. with smb. – домовлятися, умовлятися про щось з кимось

to be able to come on Monday at eleven – змогти прийти у понеділок об 11

to be free in the afternoon – бути вільним після полудня

to cancel an appointment – скасувати домовлену зустріч

to confirm an appointment – підтвердити домовлену зустріч

to expect – очікувати
to fix the date – призначити дату
to have an appointment with – мати домовлену зустріч з
to meet a client – зустрічатися з клієнтом
to postpone an appointment till a later date – відкладати
 (переносити) зустріч на пізнішу дату
to put smb. through to smb. – з'єднати по-телефону ко-
 гоось з кимось
to wonder – цікавитися, цікаво знати
Tuesday the 8th of July would be good for me – Мені
 буде зручно у вівторок 8 липня
What date would be convenient for you? – Яка дата буде
 зручною для Вас?
What time would suit you? – Котра година Вам підхо-
 дить?
Would it suit you? – Вам це підійде?
Would Monday at 10.30 suit you? – Чи понеділок о 10.30
 підходить Вам?
Yes, that would be good for me – Так, мені це підходить.

Derivatives

appoint [ə'pɔɪnt] – appointed [ə'pɔɪntɪd] – appointee
 [ə'pɔɪn'ti:] – appointive [ə'pɔɪntɪv] – appointment
 [ə'pɔɪntmənt]
 arrange [ə'reɪndʒ] – arranged [ə'reɪndʒəd] – arrangement
 [ə'reɪndʒmənt] – arranger [ə'reɪndʒə]
 confirm [kən'fɜ:m] – confirmable [kən'fɜ:məbl] – confirmation
 [ˌkɒnfə'meɪʃ(ə)n] – confirmative [kən'fɜ:mətɪv] – confirma-
 tory [kən'fɜ:mət(ə)rɪ] – confirmed [kən'fɜ:md] – confirmee
 [ˌkɒnfə'mi:]
 engage [ɪn'geɪdʒ], [en'geɪdʒ] – engaged [ɪn'geɪdʒd], [en'geɪdʒd] –
 engagement [ɪn'geɪdʒmənt], [en'geɪdʒmənt] – engager
 [ɪn'geɪdʒə], [en'geɪdʒə] – engaging [ɪn'geɪdʒɪŋ], [en'geɪdʒɪŋ]

Lesson #9
Business Correspondence

acknowledgement/acknowledgment [ək'nɒlɪdʒmənt] – підтвердження; квитанція; посвідчення

bookish ['bʊkɪʃ] – книжний

expectation [ˌekspek'teɪʃ(ə)n] – чекання, очікування, сподівання; надії, плани на майбутнє

foreign borrowing ['fɔrɪn 'bɒrəʊɪŋ] – іноземне запозичення

intention [ɪn'tenʃ(ə)n] – умисел, намір, замір; намагання

by warrant [baɪ 'wɒrənt] – за дорученням

claim [kleɪm] – претензія, рекламація; вимагати, заявляти

collection [kə'leɪʃ(ə)n] – інкасо, колекція, сукупність; інкасування; отримання грошей (по вексялях тощо); стягнення (боргів, платежів, податків, мита тощо)

colloquial [kə'ləʊkwɪəl] – розмовний, не літературний (*про стиль, мову*)

complaint [kəm'pleɪnt] – скарга

complimentary ending [ˌkɒmplɪ'ment(ə)rɪ 'endɪŋ] – приємне завершення

contraction [kən'trækʃ(ə)n] – скорочення

concluding paragraph [kən'kluːdɪŋ 'pærəgrɑ:f] – заключний параграф (пункт; абзац)

date [deɪt] – дата, число

deficiency [dɪ'fɪʃnsɪ] – нестача; брак, відсутність (чогось); прогалина

enclosure [ɪn'kləʊzə] – вкладення (вміст конверта); додаток

inquiry (enquiry) [ɪn'kwɪrɪ] – запит, довідка, розслідування; дізнання; вивчення обставин справи; обстеження

introductory paragraph [ˌɪntrə'dʌkt(ə)rɪ 'pærəgrɑ:f] – вступний абзац

legibly ['ledʒəblɪ] – розбірливо

letterhead/letter-head ['letə hed] – фірмовий бланк, шапка на фірмовому бланку

logo ['lɒgəʊ] – логотип; фірмова символіка

merely ['mɪəli] – тільки, лише; просто

polite way [pə'laɪt weɪ] – чемний спосіб

order ['ɔ:də] – замовлення

overdue [əʊvə'dju:] – протермінований, запізнілий, прострочений

perpro/p.pro/p.p. (*Lat.: per procurationem*) – за дорученням

position/title [pə'zɪʃ(ə)n]/['taɪtl] – посада

power of attorney ['paʊə əv ə'tɜ:nɪ] – доручення; повноваження

quotation [kwəʊ'teɪʃ(ə)n] – цитата; посилання (на щось), оферта, пропозиція

recipient's address [rɪ'sɪpiənts ə'dres] – адреса одержувача

reference ['ref(ə)rəns] – посилання, рекомендація, відгук

obsolete [ˈɒbsəli:t] – що вийшов з ужитку; застарілий (*про закон, норму тощо*)

strictly official – строго офіційно

reparation [ˌrɛpə'reɪʃ(ə)n] – компенсація

salutation [ˌsælju'teɪʃ(ə)n] – вітання

sender's address ['sendəz ə'dres] – адреса відправника

goodwill [ˌɡʊd'wɪl] – доброзичливість, вартість репутації, престиж (фірми, компанії), гудвіл

signature ['sɪɡnɪtʃə] – підпис

slang [slæŋ] – сленг, жаргон

terms of delivery [tɜ:mz əv dɪ'lɪv(ə)rɪ] – умовидоставки

typed signature [taɪpt 'sɪɡnɪtʃə] – надрукований підпис

Here are some **abbreviations of Latin words** used in business and technical texts:

- e.g. (exempli gratia = for example) – наприклад
- etc. (etcetera [ɪt'set(ə)rə] = and so forth; and others) – і так далі, та інше, тощо
- i.e. (id est = that is) – тобто

- v.s. (vide supra = see above) – дивись вище
- v. (vide = see) – дивись; v. [vidi] – «ознайомлений (і згодний)» (позначка на документі тощо)
- et al. (et alii = and others) – та інші
- ib. (ibid.) (ibidem = in the same place) – там само, там же, у тому ж місці (при посиланні на цитату і т.п.)
- vs [ˈvɜːsəs] (versus = against) – проти
- pro and con (pro and contra = for and against) – за і проти
- v.v. [ˌvaɪsɪˈvɜːsə] (vice versa = on the contrary) – навпаки
- o.c. (op.cit.) (opere citato = in the quoted work) – в цитованій праці
- N.B. [ˌnəʊtəːˈbeneɪ], [ˌnəʊtəˈbiːni] (notabene) – зверни увагу
- RSVP (фр.) Répondez s'il vous plaît [rɑːpɒn-dɑ-sɛl-vũ-ple] = reply, if you please - дайте, будь ласка, відповідь

Lexical markers:

- Enumerative: first(ly), second(ly), third(ly), then, finally, to begin with, in conclusion
- Additive: also, moreover, furthermore, in addition, above all, what is more, by the way, along with
- Logical sequence: so, thus, therefore, in short, to sum up, as a result, hence, in consequence
- Explicative: namely, in other words, that is to say, for example (for instance)
- Contrastive: on the contrary, on the other hand, by contrast instead, at the same time, however, still, though in spite of

Derivatives

- acknowledge [əkˈnɒlɪdʒ] – acknowledged [əkˈnɒlɪdʒd] – acknowledgment [əkˈnɒlɪdʒmənt] – acknowledger [əkˈnɒlɪdʒə]
- claim [kleɪm] – claimable [ˈkleɪməbl] – claimant [ˈkleɪmənt] – claimed [kleɪmd] – claimer [kleɪmə] – claiming [kleɪmɪŋ]
- collect [kəˈlekt] – collectable [kəˈlektəbl] – collectanea [ˌkɒlekˈteɪniə] – collected [kəˈlektɪd] – collectible [kəˈlektəbl] –

collecting [kə'lektɪŋ] – collection [kə'lektʃ(ə)n] – collective [kə'lektɪv] – collectively [kə'lektɪvli] – collector [kə'lektə]
introduce [ˌɪntrə'dju:s] – introducer [ˌɪntrə'dju:sə] – introduction [ˌɪntrə'dʌktʃ(ə)n] – introductory [ˌɪntrə'dʌkt(ə)rɪ]
recipience [rɪ'sɪpɪənt(s)] – reciprocity [rɪ'sɪpɪənt(s)ɪ] – recipient [rɪ'sɪpɪənt]
salut [sæ'lu:] – salutary ['sæljət(ə)rɪ] – salutation [ˌsæljə'teɪʃ(ə)n], [ˌsælju'teɪʃ(ə)n] – salutatory [sə'lju:tət(ə)rɪ] – salute [sə'lu:t]
sign [saɪn] – signage [saɪnəʒ] – signatory ['sɪgnət(ə)rɪ] – signature ['sɪgnətʃə]

Lesson #10

Welfare scheme for employees

airfare ['eɪfə] – вартість (ціна) авіа перельоту/білета
allowance [ə'laʊəns] – утримання (річне, місячне і т.д.);
family allowance – допомога багатосімейним
amount of time allotted – кількість виділеного (наданого) часу
annual leave ['ænjʊəl li:v] – щорічна відпустка; чергова відпустка
appropriate [ə'prəʊprɪət] – підходящий, відповідний; доречний, придатний (*для чогось* – to, for)
attempt [ə'tempt] – спроба; намагання; робити спробу, намагатися
basic salary ['beɪsɪk sælərɪ] – основна заробітна плата
because of gender discrimination ['dʒendə] – через дискримінацію за ознакою статі
benefit ['benɪfɪt] – перевага, вигода, привілей; прибуток; матеріальна допомога (пенсійна, страхова); отримувати вигоду (користь); приносити користь
canteen [kæn'ti:n] – буфет, їдальня (при заводі, установі)
cohesive workforce [kəu'hi:sɪv 'wɜ:kfɔ:s] – згуртована робоча сила; згуртований колектив

- compensation package** – загальна сума оплати праці; загальна винагорода (із урахуванням допомог, надбавок та пільг)
- coverage** ['kʌv(ə)rɪdʒ] – загальна сума ризику, покрита договором страхування
- crèche** [kreʃ], [kreɪʃ]/**public nursery/day nursery** – ясла для дітей
- dental benefits** – зуболікувальне обслуговування
- dependent** [dɪ'pendənt] – утриманець; що живе на утриманні (*on*); **dependent child allowance** – допомога на дитину, яка перебуває на утриманні; **dependent's allowance** – допомога на утриманців
- designing a good compensation package** – планування хорошого пакету пільг (компенсаційного пакету)
- disciplinary rules** ['dɪsɪplɪnəri] – правила внутрішнього розпорядку, дисциплінарні правила
- employee discounts** – знижка для працівника
- employment begins** – робота розпочинається...
- failure to do smth** ['feɪljə] – неспроможність щось зробити/виконати
- flexible working hours** – гнучкий робочий графік
- for self and dependents** – для себе і членів сім'ї
- fringe benefits** – додаткові пільги (пенсія, оплачувана відпустка тощо)
- furnished accommodation** ['fɜːnɪʃtə,kʌmə'deɪʃ(ə)n] – умебльована жила площа
- generous** ['dʒen(ə)rəs] – великодушний, щедрий, благородний; шляхетний
- gratuity** [grə'tjuːɪti] – грошовий подарунок; чайові; нагородні
- grievance procedure** ['griːv(ə)n(t)s prə'siːdʒə] – порядок розгляду скарг (або справ); порядок вирішення трудових спорів
- guaranteed raises** [,gær(ə)n'tiːd 'reɪzɪs] – гарантоване підвищення
- holiday entitlement** ['hɒlɪdaɪn'taɪtlmənt] – (офіційне) право на відпустку

hours of work – робочий час, години роботи
in lieu of [lɪu:] – замість
incentive [ɪn'sentɪv] – стимул, заохочення, винагорода
insurance beneficiary [ɪn'ʃuərə(ə)n(t)s ,benɪ'fɪʃəri] – одержувач вигоди за полісом
job title [dʒɒb 'taɪtl] – назва посади
key to attracting talented employees ['tæləntɪd] – ключ (спосіб) приваблення талановитих працівників
location of workplace [ləu'keɪʃ(ə)n] – місцезнаходження роботи; дислокація робочого місця
maternity leave [mə'tɜ:nɪti 'li:v] – відпустка у зв'язку із вагітністю та пологами, декретна відпустка
medical insurance ['medɪk(ə)l ɪn'ʃuərəns] – медичне страхування
non contributory (non-contributory) pension scheme (plan) [kən'trɪbjʊt(ə)rɪ] – пенсійне забезпечення за рахунок роботодавця
notice period ['nəʊtɪs 'prɪərɪəd] – проміжок часу, який треба відпрацювати перш ніж звільнитися; **to be discharged without notice** – бути звільненим без попередження; **to give notice** – повідомляти; попереджати (про звільнення тощо); **dismissal notice** – попередження про звільнення
on a temporary basis – на тимчасовій основі
overtime (shift) patterns ['əʊvətaɪm] – система роботи понаднормово (позмінно)
parking facilities – стоянка для автомашин
pay cuts and reductions in benefits – зменшення зарплати і скорочення пільг
payable monthly ['reɪəb(ə)l] – оплачуваний помісячно
pension scheme terms – умови пенсійного забезпечення
per annum [pə(r)'æpəm] – щорічно; на рік
per hour/week/month/year – за годину/тиждень/місяць/рік
performance [pə'fɔ:məns] – результати (показники) діяльності; досягнуті результати; виконання

perks – пільга; «халява»; лівий підробіток

points that should be mentioned in a contract of employment – пункти, які повинні бути згадані у трудовому контракті

prosperous company ['prɔsp(ə)rəs] – процвітаюча компанія

rate of pay – розмір оплати; ставка; оклад

relief/dole [dəʊl] – допомога з безробіття

relocation allowance – підйомні, компенсація за переміщення (працівника) гроші на влаштування (переїзд)

remuneration [rɪ,mju:nə'reɪʃ(ə)n] – винагорода, оплата; заробітна плата; компенсація (*збитків тощо*)

render – відшкодовувати, платити компенсацію

rent – квартирна плата

reward [rɪ'wɔ:d] – оплата праці; винагорода; дохід на капітал; премія (до заробітної плати)

secretive [sɪ'kri:tɪv] – таємничий, потайний, прихований

sick leave ['sɪk li:v] – відпустка через хворобу, відпустка у зв'язку з хворобою

sick pay provision – забезпечення оплати лікарняного

sports facilities – умови для занять спортом

subsidy ['sʌbsɪdɪ] – субсидія, дотація; **subsidy from the government** – державна субсидія

the right to quit the jobs – право звільнитися з роботи

time on/off – час робочий/відгул (відпустка)

to attract and keep good employee – привабити і утримати гарного працівника

to back up the demands – обґрунтувати вимоги

to bar from sick pay – перешкоджати (забороняти) оплату лікарняного

to be [to go] on the dole – одержувати допомогу (яку оплачує держава)

to be amended from time to time – час від часу бути змінюваним (вносити поправки)

to be entitled to – мати право

to be in arrears [ə'ri:əz] – мати заборгованість по зарплаті; мати прострочені платежі; відставати (*напр.*, у роботі)

- to be used at the employee's discretion** – використовуватися на розсуд працівника
- to be used on an individual basis** – використовуватися на індивідуальній основі (лише для окремої особи)
- to be vitally important** ['vaɪt(ə)lɪ] – бути життєво важливим; **a question of vital importance** – питання першорядної ваги
- to be willing to negotiate** – мати бажання домовлятися (*про умови тощо*)/вести переговори
- to earn money through raises and bonuses** – заробляти гроші завдяки підвищенням і преміям (надбавкам, бонусам тощо)
- to hurt morale** [hɜ:tʌmɔ'ra:l] – заподіяти шкоду моральному станові
- to negotiate the salary and benefits** – домовлятися про зарплату та пільги
- to notify in writing** ['nəʊtɪfaɪ] (**notify in a written form**) – повідомляти у письмовій формі
- to obtain from the personnel department** – одержати у відділі кадрів
- to offer free or inexpensive childcare to employee** – пропонувати працівникові безкоштовний або дешевий догляд за дитиною (соціальне забезпечення дитини)
- to promote company values** – пропагувати цінності компанії
- to provide access to a stake holder pension** – надавати доступ до пайової (депозитарної) пенсії
- to provide childcare services on the premises at no charge** – забезпечити догляд за дитиною на території підприємства безкоштовно
- to pursue a degree in a relevant field** [pə'sju:] – добиватися здобуття вченого ступеня у даній галузі
- to require** [rɪ'kwaɪə] – вимагати, наполягати, потребувати; наказувати, віддавати наказ
- to require by law** – вимагати згідно із законом
- to start at a standard rate with standard benefits** – розпочинати (*працювати*) з базовим окладом (ставкою) та базовими пільгами

to update the skills – підвищувати кваліфікацію; вдосконалювати навички (практичний досвід)

to vary ['vɛəri] – різнитися, відрізнятися; вносити поправки (у договір)

tuition exchange [tjuˈɪʃ(ə)n ɪksˈtʃeɪndʒ] – навчальна програма по обміну

unpaid hour for lunch – неоплачувана перерва на обід

welfare ['wɛlfə] – соціальне забезпечення; матеріальна допомога, добробут, достаток

work at other sites – працювати на інших об'єктах

Derivatives

allow [ə'laʊ] – allowability [ə'laʊəbɪlətɪ] – allowable [ə'laʊəbl] – allowably [ə'laʊəblɪ] – allowance [ə'laʊəns(t)s] – allowed [ə'laʊd]

disciplinable [ˌdɪsəplɪ'næbl] – disciplinarian [ˌdɪsəplɪ'nɛəriən] – disciplinary [ˌdɪsəplɪn(ə)rɪ] – discipline [ˌdɪsəplɪn] – disciplined [ˌdɪsəplɪnd]

executable ['eksɪkju:təbl] – executant [ɪg'zɛkjətənt] – execute ['eksɪkju:t], ['eksəkju:t] – executed ['eksəkju:təd] – executing [ˌɛksɪ'kju:tɪŋ] – execution [ˌɛksɪ'kju:ʃ(ə)n], [ˌɛksə'kju:ʃ(ə)n] – executioner [ˌɛksɪ'kju:ʃ(ə)nə], [ˌɛksə'kju:ʃ(ə)nə] – “Executive” [ɪg'zɛkjʊtɪv] – executor [ɪg'zɛkjʊtə], [ɛg'zɛkjʊtə] – executorial [ɪg'zɛkjʊtəriəl]

fail [feɪl] – failed [feɪld] – failing ['feɪlɪŋ] – failover [feɪl'əʊvə] – failproof [feɪl'pru:f] – fail-safe ['feɪlseɪf] – fail-safety [ˌfeɪl'seɪftɪ] – failure ['feɪljə]

insurability [ɪn'ʃuərəbɪlətɪ] – insurable [ɪn'ʃuərəbl] – insurance [ɪn'ʃuərə(ə)n(t)s] – insurant [ɪn'ʃuərə(ə)nt] – insure [ɪn'ʃuə] – insured [ɪn'ʃuəd] – insurer [ɪn'ʃuərə]

pension ['pen(t)ʃ(ə)n] – pensionable ['pen(t)ʃ(ə)nəbl] – pensionary ['pen(t)ʃ(ə)nəri] – pensioneer ['pen(t)ʃ(ə)nɪə] – pensioner ['pen(t)ʃ(ə)nə]

subsidiarity [səb,sɪdɪ'ærətɪ] – subsidiary [səb'sɪdɪ(ə)rɪ] – subsidization [səbsɪdɪ'zeɪʃ(ə)n] – subsidize ['sʌbsɪdaɪz] – subsidy ['sʌbsɪdɪ]

Lesson #11

Professional Ethics

adhere [əd'hɪə] – залишатися вірним, дотримуватися, прилипати, приставати

anxious ['æŋ(k)ʃəs] – 1) стурбований, стривожений, занепокоєний (*чимсь* – for, about): *I am very anxious about your health* – я дуже занепокоєний...; 2) що палко бажає: *he is anxious to read this book* – він дуже хоче ...

appearance [ə'pɪər(ə)n(t)s] – зовнішній вигляд, поява; прибуття

appropriate [ə'prɔːprɪət] – підхожий, відповідний; доречний, придатний (для чогось – *to, for*); властивий, притаманний (*to*); 2. [ə'prɔːprɪeɪt] привласнювати; красти; асигнувати; пристосовувати

argue ['ɑːɡjuː] – сперечатися (з кимсь – *with, against*; про щось – *about*); аргументувати

avoid [ə'vɔɪd] – уникати, ухилятися; анулювати, скасовувати

awareness [ə'weɪnəs] – обізнаність

beaded ['biːdɪd] – нанизаний (про намисто); що має форму бісеру, краплі

beyond [bɪ'jɒnd] – по той бік; за; над, понад, вище

bore [bɔː] – надокучати, набридати; *he bores me to death* – він мені страшенно набрид; нудьга – *what a bore!* – яка нудота!

bored [bɔːd] – що нудьгує; *I'm bored* – мені набридло

carefully ['kɛəf(ə)lɪ] – дбайливо, старанно; ретельно; уважно

- casual dress/clothes** ['kæʒwəl dres]/[kləʊðz] – щоденна сукенка/одяг
- chew** [tʃu:] – жувати; жуйка
- clench** [klentʃ] – стискувати; захоплювати, затискувати
- comment** ['kɒment] – коментар; примітка; тлумачення; коментувати, тлумачити, роз'яснювати
- confidence** ['kɒnfɪd(ə)n(t)s] – довір'я; упевненість; конфіденційне повідомлення, таємниця
- contact** ['kɒntækt] – дотик; контакт; контакти, знайомства, зв'язки; [kən'tækt] – стикатися (з – *with*), бути в контакті; встановлювати зв'язок
- contrary** ['kɒntr(ə)rɪ] – протилежний; супротивний; суперечний; [kən'treəri] – упертий, свавільний, примхливий
- count** [kaunt] – рахувати; гадати, припускати; мати значення; *to count for nothing* – не брати до уваги; не мати ніякого значення; рахунок; підрахунок
- courteous** ['kɜ:tɪəs] – ввічливий, поштивий, чемний
- design** [dɪ'zaɪn] – задумувати, мати намір; проектувати; намір; задум; проект; конструкція; малюнок; візерунок; дизайн
- dress code** [dres kəʊd] – уніформа; правила, що вимагають носити певний одяг на роботі
- excessive** [ɪk'sesɪv] – надмірний
- extend** [ɪk'stend], [ek'stend] – простягати(ся); натягати (*дрім тощо*); поширювати
- extravagant hairdo** [ɪk'strævəgənt 'hɛədu:] – екстравагантна (*що кидається в очі, надмірна*) зачіска
- eyebrow** ['aɪbraʊ] – брова
- fad** [fæd] – примха, дивацтво; пунктик; скороминуще захоплення; *Syn:* **vogue**
- fashion for casual dress** ['fæʃ(ə)nɪ 'kæʒuəldres] – мода на повсякденний одяг
- fist** [fɪst] – кулак; вказівний знак у вигляді пальця; ударити кулаком
- frown** [fraʊn] – насуплювати брови, дивитися несхвально (на – *at, upon*); похмурий вигляд; насуплені брови

- helpful** ['helpf(ə)l], ['helpful] – корисний
- hi-tech/high-tech companies** [ˌhaɪ'tek 'kʌmpənɪz] – високо-технологічні (з сучасними технологіями) компанії
- impact** ['ɪmpækt] – вплив, удар; поштовх; [ɪm'pækt] – щільно стискувати; зміцнювати; вдаряти(ся)
- impression** [ɪm'preʃ(ə)n] – враження; уявлення; думка
- jewelry/jewellery** ['dʒu:əlrɪ] – коштовності; ювелірні вироби
- judgment/judgement** ['dʒʌdʒmənt] – думка; судження; судове рішення, вирок
- low-cut dress** [ˌləʊ'kʌt] – плаття з великим вирізом (декольте)
- loyal to colleagues** ['lɔɪəl tə 'kɔli:g] – відданий/вірний колегам
- maintain** [meɪn'teɪn] – підтримувати; зберігати; утримувати
- matching suit** [mætʃɪŋ sju:t] – підібраний костюм (який пасує за кольором, кроєм, стилем)
- moderate** ['mɒd(ə)rət] – помірний; стриманий
- mustache/moustache** [mə'sta:ʃ] – вуса
- neatly** ['ni:tli] – акуратно, охайно
- overseas visitor** [ˌəʊvə'si:(z) 'vɪzɪtə] – «заморський» (закордонний) гість
- position** [pə'zɪʃ(ə)n] – посада, ставлення; точка зору; ставити; розташовувати
- punctual** ['pʌŋktʃuəl], ['pʌŋktjuəl] – пунктуальний, точний
- require** [rɪ'kwaɪə] – вимагати; наказувати; потребувати
- ridicule** ['rɪdɪkjʊ:l] – висміювати; піднімати на гуму; гуму; сміховинність, сарказм
- scowl** [skaʊl] – хмуритися, супитися, дивитися сердито (*at*); похмурий вигляд; сердитий погляд
- self-confident** [ˌself'kɒnfɪd(ə)nt] – впевнений у собі; самонадійний
- share** [ʃeə] – обмінюватися (інформацією тощо); ділити, розподіляти; акція; частка; пай

- shave** [ʃeɪv] (**shaved; shaved, shaven**) – голитися; гоління
- slouch** [slautʃ] – сутулитися, горбитися; незграбна хода; сутулість
- spike** [spaɪk] – шип, цвях гострий виступ; вістря; закріп-
ляти шипами; **spike heel (spikes)** – каблук «шпилька»,
туфлі на «шпильці»
- stare** [stɛə] – пильно дивитися; витріщати очі (на когось –
at, upon); стирчати (про волосся тощо); здивований
(пильний) погляд
- strict dress code** – строгий дрес-код
- striped shirt** [straɪpt ʃɜ:t] – смугаста сорочка
- survey on dress code** ['sɜ:veɪ] – дослідження (огляд) з
дрес-коду
- tense** [tens] – створювати напруженість, напружений
- to accept criticism** [ək'sept 'krɪtɪsɪz(ə)m] – приймати критику
- to apologize graciously** [ə'pɒlədʒaɪz 'ɡreɪʃəsli] – люб'язно
перепрошувати
- to be calm in an emergency** [bi: kɑ:m ɪn ən ɪ'mɜ:dʒ(ə)n(t)sɪ] –
бути спокійним (холоднокровним) у надзвичайних си-
туаціях
- to be welcomed** [bi: 'welkəmd] – бути бажаним (ласкаво
прийнятим)
- to control temper** [kən'trəʊl 'tempə] – бути стриманим (ко-
нтролювати характер/настрій/самовладання)
- to follow instructions** ['fɒləʊ ɪn'strʌkʃ(ə)ns] – дотриму-
ватися вказівок
- to tackle a job** ['tækəl ə dʒɒb] – енергійно братися за роботу
- to wear (wore, worn) earrings** [wɛə 'tɛərɪŋz] – носити кульчики
- to work hard** [wɜ:k hɑ:d] – наполегливо працювати
- torn jeans** [tɔ:n dʒi:nz] – порвані джинси; **a faded pair of
blue jeans** – пара потертих (вилинялих) джинсів
- trim** [trɪm] – підрізувати; підстригати; упорядковувати,
охайний; вишуканий
- trustworthy** ['trʌst,wɜ:ðɪ] – що заслуговує на довіру; на-
дійний

unacceptable [ˌʌnək'septəbl̩] – неприйнятний; неприпустимий

well-groomed [ˌwel'gru:md̩] – добре доглянутий; вищечений

Derivatives

care [kɛə] – carefree ['kɛəfri:] – careful ['kɛəf(ə)l] – carefully ['kɛəf(ə)li] – carefulness ['kɛəf(ə)lnəs] – careless ['kɛələs] – carelessly ['kɛələsli] – carelessness ['kɛələsnəs] – carer ['kɛərə]

confide [kən'faɪd] – confidence ['kɒnfɪd(ə)n(t)s] – confident ['kɒnfɪd(ə)nt] – confidential [ˌkɒnfɪ'den(t)ʃ(ə)l] – confidentiality [ˌkɒnfɪden(t)ʃɪ'æləti] – confidentially [ˌkɒnfɪ'den(t)ʃ(ə)li] – confiding [kən'faɪdɪŋ]

consult [kən'sʌlt] – consultancy [kən'sʌlt(ə)n(t)sɪ] – consultant [kən'sʌlt(ə)nt] – consultation [ˌkɒns(ə)'teɪʃ(ə)n] – consultative [kən'sʌltətɪv] – consulting [kən'sʌltɪŋ]

enthuse [ɪn'θju:z] – enthusiasm [ɪn'thju:zɪæz(ə)m] – enthusiast [ɪn'θju:zɪæst] – enthusiastic [ɪn,θju:zɪ'æstɪk] – enthusiastically [ɪn,θju:zɪ'æstɪkəli]

lead [li:d] – leader ['li:də] – leadership ['li:dəʃɪp] – leading ['li:dɪŋ] – leadless ['li:dləs]

occasion [ə'keɪʒ(ə)n] – occasional [ə'keɪʒ(ə)n(ə)l] – occasionalism [ə'keɪʒ(ə)n(ə)lɪz(ə)m] – occasionally [ə'keɪʒ(ə)n(ə)li]

Lesson #12

Stress

ability to express emotion – здатність виражати емоції

arrangements – домовленості, розпорядження

balance ['bæləns] – баланс

be able to change the way smb behave – бути в змозі змінити спосіб поведінки

be fed up with – бути ситим по горло

be in trouble – бути в біді

can't stand – не можу терпіти

cause [kɔ:z] – причина

cause problems in the personal life – створювати проблеми в особистому житті

compare [kəm'prɛə] – порівнювати, співставляти

cope (successfully) with stress/pressure – справлятися (успішно) зі стресом/тиском

emotion [ɪ'məʊʃ(ə)n] – емоції

exist [ɪg'zɪst], [eg'zɪst] – існувати, жити

experience problems – зазнавати проблем

find out what the problem is – з'ясувати, в чому проблема

flexible in working arrangements – гнучка схема організації праці; змінний графік роботи

get promoted – отримати підвищення по службі

health and safety measures – заходи з охорони праці

increasing job insecurity – підвищення нестабільності робочих місць

interpersonal relationships – міжособистісні стосунки

intimidation – залякування, шантаж; утискання, утиск

major causes of stress – основні причини стресу

make progress in the career – домогтися прогресу в кар'єрі

manage stress successfully – успішно справлятися зі стресом

pretend that problem doesn't exist – робити вигляд, що проблеми не існує

seek social help – шукати соціальну допомогу

solution – рішення

supervisor ['s(j)u:pəvaɪzə] – інспектор, контролер; наглядач

tight deadline – стислий граничний термін (строк)

trust – довіряти(ся); покладатися (на когось)

unsatisfactory working conditions [ˌʌnsætɪs'fækt(ə)rɪ] – незадовільні умови праці (роботи)

work under constant supervision ['kɒn(t)stənt][,su:pə'vɪz(ə)n] – працювати під постійним наглядом/контролем

work-life balance – рівновага «дім-робота» (*співвідношення між часом, проведеним на роботі і особистим часом*)

workload ['wɜ:kləʊd] – об'єм роботи, навантаження (кількість роботи, яку робітник зобов'язаний виконати за певний період, в робочий час)

Derivatives

compare [kəm'peɪ] – comparer [kəm'peɪə] – comparing [kəm'peɪɪŋ] – comparison [kəm'pæɪɪs(ə)n]

emote [ɪ'məʊt] – emoticon [ɪ'məʊtɪ,kɒn] (смайлик) – emotional [ɪ'məʊf(ə)n(ə)l] – emotion [ɪ'məʊf(ə)n] – emotionable [ɪ'məʊf(ə)nəbl] – emotional [ɪ'məʊf(ə)n(ə)l] – emotionalise [ɪ'məʊf(ə)n(ə)laɪz] – emotionalism [ɪ'məʊf(ə)n(ə)lɪz(ə)m] – emotionalist [ɪ'məʊf(ə)n(ə)lɪst] – emotionality [ɪ,məʊf'ænlɪtɪ] – emotionless [ɪ'məʊf(ə)nləs] – emotionlessness [ɪ'məʊf(ə)nləsənəs]

exist [ɪg'zɪst], [eg'zɪst] – existence [ɪg'zɪst(ə)n(t)s], [eg'zɪst(ə)n(t)s] – existent [ɪg'zɪst(ə)nt], [eg'zɪst(ə)nt] – existential [ɪ,egzɪ'stenʃ(ə)l] – existentialism [ɪ,egzɪs'tenʃ(ə)lɪz(ə)m] – existentialist [ɪ,egzɪ'stenʃ(ə)lɪst] – existing [ɪg'zɪstɪŋ]

experience [ɪk'spɪərɪən(t)s], [ek'spɪərɪən(t)s] – experienced [ɪk'spɪərɪən(t)st] – experiencer [ɪk'spɪərɪənsə] – experiential [ɪk,sɪpɪərɪ'entʃ(ə)l]

manage ['mænɪdʒ] – manageability [ɪ,mænɪdʒə'bɪlətɪ] – manageable ['mænɪdʒəbl] – managed ['mænɪdʒd] – management ['mænɪdʒmənt] – manager ['mænɪdʒə] – manageress [ɪ,mænɪdʒ(ə)'res] – managerial [ɪ,mænə'dʒɪərɪəl]

promote [prə'məʊt] – promoter [prə'məʊtə] – promoting [prə'məʊtɪŋ] – promotion [prə'məʊf(ə)n] – promotional [prə'məʊf(ə)n(ə)l] – promotor [prə'məʊtə]

reason ['ri:z(ə)n] – reasonable ['ri:z(ə)nəbl] – reasonableness
[ˈri:z(ə)nəblnɪs] – reasonably ['ri:z(ə)nəblɪ] – reasoning
[ˈri:z(ə)nɪŋ] – reasonless ['ri:z(ə)nləs]
success [sək'ses] – successful [sək'sesf(ə)l], [sək'sesful] – suc-
cessfully [sək'sesf(ə)lɪ], [sək'sesfulɪ]
trust [trʌst] – trustee [trʌs'ti:] – trusteeship [trʌs'ti:ʃɪp] –
truster ['trʌstə] – trustful ['trʌstf(ə)l] – trustfully
['trʌstf(ə)lɪ], ['trʌstfulɪ] – trustfulness ['trʌstf(ə)lnəs] –
trustiness ['trʌstɪnəs] – trustless ['trʌstləs] – trusty ['trʌstɪ]

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