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Кафедра иностранных языков и перевода

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English for Managers

**УЧЕБНОЕ ПОСОБИЕ
ПО АНГЛИЙСКОМУ ЯЗЫКУ
Для направления бакалавриата
38.03.02 МЕНЕДЖМЕНТ**

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Представленное учебное пособие соответствует требованиям федерального государственного стандарта третьего поколения и предлагается для дисциплин «Иностранный язык» и «Иностранный язык в профессиональной сфере», являясь сборником разнообразных учебных материалов на английском языке по основам направления бакалавриата. В пособии представлен обширный теоретический и практический материал по грамматике английского языка, тестовые задания для проверки и закрепления профессиональной лексики. Содержание учебных материалов дополнено информацией по страноведению и культурологии и может быть использовано для самостоятельной внеаудиторной работы студентов разных уровней высшего образования, в том числе в образовательных системах открытого образования и дистанционного обучения.

Рекомендовано для подготовки бакалавров направления 38.03.02 «Менеджмент»

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СОДЕРЖАНИЕ

PART I GRAMMAR (ГРАММАТИКА)	7
1. Структура предложения в английском языке (English sentence).....	7
2. Местоимение (The Pronoun)	7
3. Глагол «to be» (быть, находиться).....	8
4. Имя существительное (The Noun)	10
5. Артикль (Article).....	11
6. Имя прилагательное (The Adjective)	15
7. Степени сравнения прилагательных (Degrees of comparison)	15
8. Наречие (The Adverb)	18
9. Степени сравнения наречий (Degrees of comparison)	19
10. Имя числительное (The Numeral)	21
11. Местоимение (The Pronoun)	24
12. Прошедшее неопределенное время (Past Simple (Indefinite) Tense).	25
13. Будущее неопределенное время (The Future Simple Tense)	27
14. Модальные глаголы и их эквиваленты (Modal verbs and their equivalents).....	31
15. Неличные формы глагола: инфинитив, причастие, герундий).....	34
16. Предлоги времени (Prepositions of time).....	38
17. Предлоги места (Prepositions of place)	39
18. Настоящее длительное время (The Present Continuous Tense)	41
19. Будущее длительное время (The Future Continuous Tense).....	43
20. Прошедшее длительное время (The Past Continuous Tense)	44
21. Залог в английском языке	46
22. The Present Perfect Tense (Настоящее совершенное время)	48
23. Прошедшее совершенное время (The Past Perfect Tense).....	50
24. Будущее совершенное время (The Future Perfect Tense)	52
25. Сложные предложения.....	53

PART II TEXTS FOR READING AND DISCUSSION (ТЕКСТЫ ДЛЯ ЧТЕНИЯ И ОБСУЖДЕНИЯ).....	58
Text 1: Introducing yourself	58
Text 2: What is management.....	60
Text 3: My friend	62
Text 4: You and your friends	64
Text 5: My family	66
Text 6: The Russian Federation.....	69
Text 7: The United Kingdom of Great Britain and Northern Ireland	72
Text 8: The United States of America	74
Text 9: American values	76
Text 10: Australia	79
PART III ARTICLES (СТАТЬИ).....	81
1. Career	81
2. What is Quality Management ?.....	81
3. Organizational Design and Organizational Structure.....	83
4. Types of Organizational Structures	84
5. Relationship between organizational Vision, Mission, Objectives, Tasks and People.....	86
6. Telephoning: making a contact	87
7. Selling online	88
8. Negotiation topic.....	88
9. Companies.....	89
10. Great ideas	90
11. Successful meetings	91
12. Entertainment.....	92
13. New businesses.....	93
14. Products.....	94
PART IV TESTS (ТЕСТЫ)	95
Test 1	95
Test 2	97
Test 3.....	99
Test 4.....	101
Test 5.....	103
Test 6.....	105
Test 7.....	108
Test 8	110
Test 9.....	114
Test 10.....	115
Библиографический список.....	116

Предисловие

Представленное учебное пособие предназначено для профессионально-ориентированной иноязычной подготовки студентов, так как составлено с учётом требований к разноуровневой подготовке, заявленных в федеральных государственных стандартах третьего поколения.

Присоединение России к Болонскому процессу вызвало необходимость внесения существенных изменений в содержание и организацию профессиональной подготовки высокообразованных, компетентных специалистов. Для сохранения конкурентоспособности будущего российского специалиста на международном рынке труда и образования необходимо научиться говорить на одном профессиональном языке со своими зарубежными коллегами.

В настоящее время необходим поиск путей оптимизации процесса иноязычной подготовки в профессиональном обучении из-за расширения экономических, политических и культурных связей учебного заведения и, в целом, гражданского общества с зарубежными странами, создания условий для академической и профессиональной мобильности преподавателей и студентов.

Расширение сотрудничества между странами и народами повышает востребованность на рынке труда специалистов с высоким уровнем готовности к иноязычному профессионально-деловому общению и способностью использовать мировые информационные ресурсы.

Учебное пособие предназначено для направления бакалавриата 38.03.02 «Менеджмент». Представленные материалы могут быть использованы для самостоятельной подготовки.

Пособие состоит из четырех частей. В первой части (Part I) дан краткий обзор основных грамматических правил с упражнениями для их закрепления.

Вторая часть (Part II) включает тексты для аудиторной работы, словарь к тексту, упражнения на проверку понимания текста и для развития вокабуляра. В третьей части (Part III) представлены профессионально-ориентированные статьи. Четвертая часть (Part IV) представляет собой 10 тестов, целью которых является проверка, систематизация и закрепление профессиональной лексики для дальнейшего ее использования при общении на профессиональные темы.

PART I
GRAMMAR
(ГРАММАТИКА)

1. Структура предложения в английском языке

В английском языке большое значение имеет порядок слов в предложении. Каждое предложение обязательно должно иметь подлежащее и сказуемое. Однако структуры повествовательного и вопросительного предложений различаются порядком слов и, как правило, не могут изменяться. В английском простом утвердительном предложении существует строгий порядок членов предложения:

I	II	III	IV
подлежащее	сказуемое	дополнение	обстоятельство
She	does	her morning exercises	every day.
Она	делает	зарядку	каждый день.

Иногда обстоятельства ставятся перед подлежащим: Occasionally I meet John at the library. (Изредка я встречаю Джона в библиотеке.)

Подлежащее бывает простым, состоящим из одной группы существительного или личного местоимения – *You are a student. I (ты) – подлежащее, are a student (студент) – сказуемое* - и распространенным, состоящим из нескольких групп существительного. Это распространяется также и на дополнения и обстоятельства:

We read texts at the lesson. - Мы читаем тексты на уроке.

Many students of the State University take an active part in different activities of their university. - Многие студенты государственного университета активно участвуют в различных мероприятиях своего вуза.

2. Местоимение (The Pronoun)

Местоимение – это часть речи, которое указывает на лицо, предметы, на их признаки, количество, но не называет их. Местоимение употребляется вместо имени существительного или других частей речи, которые определяют существительное.

Личные местоимения

Лицо	Единственное число	Множественное число
1	I - я	we - мы
2	you -ты	you - вы
3	he – он she - она it – он, она, оно (неодушевл.)	they - они

В безличных английских предложениях присутствует *it* в роли подлежащего, которое выполняет лишь формальную роль и на русский язык не переводится. **It is cold.** – Холодно. **It is difficult to understand Jane.** – Трудно понять Джейн. **It rains.** – Идет дождь.

Упражнение 1. Скажите по-английски:

Вы, ты, они, я, оно, мы (студенты), они (учебники), она, он.

Упражнение 2. Переведите местоимения на русский язык:

He, she, they, we, I, it, they.

Упражнение 3. Составьте предложения из данных слов и словосочетаний:

1) English, we, speak. 2) She, a, not, artist, is, professional. 3) Hot, is, it. 4) Is, teacher, he, a, good. 5) Russian, speaks, Richard. 6) Work, usually, he, to, walks. 7) The garden, the children, every morning, play, in. 8) Is, film, famous a, director, Cameron, James.

3. Глагол **to be** (быть, находиться)

В английском предложении глагол-связка **to be** всегда ставится там, где в русском предложении он подразумевается: **Я (есть) студент.** – **I am a student.** Глагол с разными местоимениями имеет разные формы.

Единственное число			Множественное число		
утвердит. форма	отриц. форма		утвердит. форма	отриц. форма	
I (я)	am	am not (amn't)	we (мы)	are	are not (aren't)
you (ты, вы)	are	are not (aren't)	you (вы)	are	are not (aren't)
he (он) she (она) it (неодуш.)	is	is not (isn't)	they (они)	are	are not (aren't)

Общие вопросы			Краткие ответы			
Am	I		I	am.	I	am not.
Are	you we	late?	you we	are.	you we	

	they		Yes,	they		No,	they	aren't.
Is	he she it			he she it	is.		he she it	isn't.

*Сочетания с глаголом **to be** соответствуют русским сочетаниям с глаголом **быть** или просто глаголам:*

- to be ready (БЫТЬ ГОТОВЫМ) to be late (опаздывать)
- to be busy (БЫТЬ ЗАНЯТЫМ) to be present (присутствовать)
- to be like (БЫТЬ ПОХОЖИМ) to be absent (отсутствовать)
- to be ill (БЫТЬ БОЛЬНЫМ) to be sorry (сожалеть)
- to be sure (БЫТЬ УВЕРЕННЫМ) to be fond (увлекаться)
- to be interested in (интересоваться) to be happy (БЫТЬ СЧАСТЛИВЫМ)
- to be good at (иметь хорошие способности к чему-либо)

Упр. 1. Вставьте соответствующую форму глагола **to be**:

1) I ___ a first year student and ___ you my group mate? 2) Some of the students ___ absent today. 3) How ___ life? 4) Constable ___ a famous English painter, his pictures ___ well – known in Britain. 5) Washington, D.C. ___ the capital of the USA. 6) You ___ often late for school. 7) It ___ a serious play. 8) He ___ not an old man. 9) Two and two ___ four. 10) They ___ talented cameramen. 11) She ___ not a professional actress.

Упр. 2. Дайте краткие ответы на вопросы:

1. Are you an art student?
2. Are your friends students now?
3. Are you and your friends good at sports?
4. Is your sister interested in music?
5. Are you busy now?
6. Are you from London?
7. Are they ready for the class today?
8. Is “Titanic” an interesting film?
9. Is “Beatles” popular in Russia?
10. Are you OK?

Упр. 3. Постройте вопросительные предложения и дайте краткие ответы на них.

1. You /from/ London?
2. She / absent / today?
3. They / at home?
4. Your hobby / reading?
5. Your friends / interested / in rock music?
6. He /ready /to help your brother?
7. It / your / cup of coffee?
8. It /a good idea / to go there?
9. Your brother/ student?

Упр. 4. Переведите на английский язык:

1. Анна дома? – Да, она дома.
2. Вы заняты сегодня? – Нет, я свободен.
3. Вы увлекаетесь спортом? – Нет, мы интересуемся компьютерными играми.
4. Студент Иванов отсутствует, он болен.
5. Я из Казани, а мой друг из Москвы.
6. Твои родители музыканты? – Нет, они актеры.
7. Извините, я опоздал.
8. Моя сестра не интересуется кино, она увлекается театром.

4. Имя существительное (The Noun)

Имя существительное (The Noun) – это часть речи, которая обозначает предмет и отвечает на вопросы: **Who is this?** Кто это? - a man (человек), a teacher (учитель) или **What is this?** Что это? - a house(дом), art (искусство).

В английском языке род имен существительных определяется не формой слова, а его значением. Существительные, обозначающие одушевленные предметы, бывают **мужского** или **женского рода**: a man (мужской род) *мужчина*, a woman (женский род) *женщина*. Существительные, обозначающие неодушевленные предметы, относятся к **среднему роду**: a chair (*стул*), a window (*окно*).

I *Имена существительные* обычно сопровождаются **артиклями** и часто сочетаются с **предлогами**. Артикль и предлог являются основными признаками существительного: a table, the table (*стол*), on the table (*на столе*), under the table (*под столом*). *A/an* носят название **неопределенного артикля**, *the* - **определенного**.

5. Артикль (Article)

Неопределенный артикль *a/an* (The indefinite article) происходит от слова *один* и употребляется с исчисляемыми существительными в единственном числе.

Случаи употребления		Примеры
1	Первое упоминание в тексте	Once we had a party.
2	Один из множества (любой)	Give me a book, please.
3	Название профессии	My father is an economist.
4	С сущ., обозначающими время, вес, скорость, расстояние (a minute, a pound, a hundred, a million и т.д.)	I'll be in a minute.
5	Вместо слова «один»	We stayed in Moscow for a week.
6	После слова such	It was such a wonderful day!
7	В восклицательных предложениях после слова What	What a good film! What a shock!

Артикль в речи всегда безударен и произносится слитно со следующим словом: a book [ə'buk], a new film [ə'nju: film]. Форма **a** употребляется перед согласными (за исключением немого *h*), **an** – перед гласными и перед немой *h*: **a** teacher - **an** apple, **a** book - **an** orange, **a** friend – **an** onion.

Определенный артикль *the* (The definite article) употребляется как в единственном, так и во множественном числе.

Случаи употребления		Примеры
1	Когда речь идёт об определённом лице или предмете	I can see a car. The car is red.
2	Когда речь идёт об уже известном или уже упомянутом случае или понятии	In the shop I bought a hat and a dress. My sister liked the hat but she didn't like the dress.
3	Если существительное обозначает лицо, предмет, единственный в своем роде	The Earth, the sun, the moon, the East, the West, the Milky Way
4	С ограничивающими, уточняющими прилагательными типа only, main, central, same, right, wrong, left, next, final	It is the right answer. It was the main point. It was the wrong way.

5	С порядковыми числительными	He lives on the second floor.
6	С прилагательными в превосходной степени	This is the best film I have ever seen.
7	Обобщающие существительные (класс людей, животных, термины, жанры)	The English are very polite people. The computer is very useful invention.
8	Фамилии в форме множ. числа, называющие всю семью в целом	The Browns, the Forsytes
9	Название кинотеатров, музеев, газет, журналов, кораблей, галерей	The Prado, The Mirage, The Titanic, The Guardian, the British Museum
10	Название рек, морей, групп островов, штатов, горных массивов, пустынь, океанов, каналов, наименований с of	The Nile, the Black Sea, the Alps, the USA, The Sahara, the Indian Ocean, the (English) Channel. The statue of liberty, the Great Wall of China
11	Музыкальные инструменты и танцы	The tango, the piano, the violin, the waltz
12	Названия стран, если в их состав входят слова: republic, union, kingdom, states. Названия стран, стоящие во множественном числе.	The German Federal Republic, the United States (of America), the United Kingdom, the United Arab Emirates, the Republic of Ireland. The Netherlands, the Philippines.

В современном английском языке артикль отсутствует:

В следующих случаях		Примеры
1	Имена собственные: имена людей, континенты, страны, штаты, города, улицы.	George Washington, Europe, Italy, California, New York, Oxford Street.
2	Названия площадей, мостов, парков, станций, гор (одиночных), островов, озер.	Trafalgar square, Tower Bridge, Hyde Park, Victoria Station, Everest, Cyprus
3	Абстрактные и неисчисляемые существительные	I like music. Knowledge is power.
4	При наличии притяжательных прилагательных.	This isn't your book.

5	Названия, состоящие из двух слов, где первое слово собственное имя человека или места	I'd like to visit Westminster Abbey.
6	Средства транспорта	She travelled by plane.
7	Названия месяцев и дней недели	School begins in September. Shops are open on Sundays.
8	Названия наук, учебных предметов, языков	She likes literature most of all. He studies History and French.

В английском языке существует большое количество **устойчивых сочетаний**, в которых артикль употребляется или отсутствует.

а) словосочетания, требующие **неопределенного артикля**:

This is a ... half an hour for a change

That is a ... quite a while have a headache/temperature

It is a ... at a quarter past in a day/ week/year/ month

There is a ... be in a hurry make a noise

б) словосочетания, в которых **артикль не употребляется**:

be at school/ home/ work stay at home

go to school/work/ go/come home

to play football/hockey at night

by bus /tram/ train/ car/ taxi in spring /summer/autumn/ winter

to have (make, cook, prepare) breakfast / lunch / dinner / supper

в) словосочетания, требующие **определенного артикля**:

Where is the ...? in the middle

in (to) the north/south/east/ west to the right/left

in the morning/afternoon/evening in (to) the country

to play the piano/guitar/violin with the help of

Упр.1. Заполните таблицу.

1. An apple is a fruit.

2. Wait a minute!

3. Byron is a poet and Scott is a novelist.

4. Have you got a sister or a brother?

5. Europe and Asia make one continent.

6. Indifference and pride look very much alike.

7. January is the first month of the year.

8. An apple a day keeps the doctor away.
9. A good beginning makes a good ending.
10. This is the sort of thing I like.
- A. У тебя есть сестра или брат?
- B. Байрон — поэт, а Скотт — писатель.
- C. Хорошее начало обеспечивает хороший конец.
- D. Январь — первый месяц года.
- E. Яблоко — фрукт.
- F. Безразличие и гордость очень похожи.
- G. Европа и Азия образуют один континент.
- H. Подождите минуту.
- I. Ешь по яблоку в день и обойдешься без врача.
- J. Это то, что мне нравится.

1	2	3	4	5	6	7	8	9	10

Упр. 2. Вставьте определенный артикль *the*, где необходимо.

1.Thames is a river in.....UK.
2. I'm very tired. I want to go to.....bed.
3. My grandfather is ill. He's in.....hospital.
4.British drink a lot of tea.
5.Helen is an excellent cook.
6. He goes to work in evening. He's a night watchman.
7. I'm going to library. I want to borrow some books.
8.Alps are in.....Switzerland.
9. Peter is at..... school. He's taking an exam today.
10. "Is.....this car very expensive?" "Yes, it is."

Упр. 3. Вставьте пропущенные артикли: *a, an, the, ---* .

- 1 It's _____ lovely day. Let's go to _____ beach.
- 2 _____ Peter wants to be _____ actor.
- 3 A: Where are _____ students? B: They're in _____ library."
- 4 _____ Mrs Peters is _____ old lady. She likes _____ music and she plays _____ cards with her friends.
- 5 I'm afraid I'm not much good as _____ artist.
- 6 Would you like to be _____ princess?
- 7 She starts her new job on _____ Monday.
- 8 What _____ shame!

9 We spent our last summer holidays at ____ Lake Geneva.

10 ____ Alps are in ____ Switzerland.

Упр. 4. Исправьте ошибки (a, the, -).

1. She has the flat in London.

2. A: Did you come by a bus or by a car? B: Actually I came by the bike.

3. I live in small town in a North of Spain.

4. By way, do you speak French?

5. We can have good time together.

6. That's pity.

7. What's matter?

8. Have talk with me.

9. I am from the Russia.

10. Her name's Alison. She is teacher.

6. Имя прилагательное (The Adjective)

Имя прилагательное – часть речи, обозначающая признак предмета: a black cat - черная кошка, a young man - молодой человек и т.д. Состояние человека описывается прилагательным на **-ed**, а то чем он занимается, описывается прилагательным на **-ing**: **interested** (заинтересованный) - **interesting** (интересный), **shocked** (потрясенный) - **shocking** (потрясающий), **worried** (взволнованный) - **worrying** (волнующий).

Прилагательные по своему значению делятся на **относительные** – wooden (деревянный), mathematical (математический) и **качественные** – round (круглый), large (большой) и т.д.

В современном английском языке прилагательные не имеют категории числа, падежа, рода. Изменяются только качественные прилагательные по степеням сравнения: положительная степень (**Positive degree**) – основная форма прилагательного, сравнительная (**Comparative degree**), превосходная степень (**Superlative degree**).

7. Степени сравнения прилагательных (Degrees of comparison)

Положительная степень	Сравнительная степень	Превосходная степень
Односложные и не – которые двусложные	+ суффикс	+ суффикс

прилагательные, , оканчивающиеся на -y, -e, -er, -ow	-er	-est
new (новый)	newer	the newest
easy (легкий)	easier	the easiest
simple (простой)	simpler	the simplest
fat (толстый)	fatter	the fattest
narrow (узкий)	narrower	the narrowest
Многосложные прилагательные	+ more / less более/ менее	+ the most / least наиболее/ наименее
competent (знающий)	more / less competent	the most / least competent
useful (полезный)	more / less useful	the most / least useful
dangerous (опасный)	more / less dangerous	the most / least dangerous
famous (знаменитый)	more / less famous	the most / least famous

У некоторых прилагательных (*clever, stupid, narrow, gentle, polite, quiet*) возможны обе формы степени сравнения.

Особые случаи

Положительная степень	Сравнительная степень	Превосходная степень
good - хороший	better - лучше	the best - лучший
bad - плохой	worse - хуже	the worst - худший
much / many - много	more - больше	the most – больше всего
little - мало	less - меньше	the least – меньше всего
far – дальний	farther – дальше	the farthest – самый дальний
(о расстоянии)		
far – дальний	further	the furthest
(о расстоянии и времени)		
old - старый	older - старше	oldest – самый старый
(о возрасте)		
old - старший	elder - старше	eldest – самый старший
(о старшинстве, например в семье)		

- Иногда употребляются два или более прилагательных вместе. В этом случае важно, в каком порядке стоят прилагательные. Прилагательные, указывающие на **размер/длину (big/small/short/long** и т.д.) обычно ставятся

перед прилагательными **формы/ширины** (round/fat/thin/slim/ wide и т.д.): a long wide avenue.

• Для сравнения в английском языке используются союзы:

a) than — чем

She is prettier **than** I expected. (Она красивее, чем я ожидал).

b) as... as...- такой же ...как...

He is **as** brave **as** a lion. (Он храбр как лев).

c) not so... as... - не такой..., как...

The winds in Moscow are **not so** strong **as** in St. Petersburg.

Ветры в Москве **не такие** сильные, **как** в Петербурге.

c) the... the... - чем..., тем...

The sooner the better. Чем скорее, тем лучше.

Упражнение 1. Сгруппируйте антонимы из следующих прилагательных:

hot, large, interesting, long, young, cold, late, narrow, easy, early, dirty, short, difficult, boring, beautiful, better, old, popular, worse, small, ugly, rich, wide.

Упражнение 2. Соотнесите английские предложения и их русские соответствия:

1) Today is ... (bad) day in my life. 2) Which are ... (tall) buildings in the world? – Skyscrapers. 3) Do you know the ...(late) news? 4) This is ... (boring) film I've ever seen. 5) Which is ... (small) continent in the world? 6) Who is the most active participant of folk festivals in your group?

A) Это самый скучный фильм, который я когда-либо смотрел. B) Сегодня самый худший день в моей жизни. C) Кто самый активный участник фольклорных фестивалей в вашей группе? D) Какой континент мира самый маленький? E) Вы знаете последние новости? F) Какие здания самые высокие в мире? – Небоскребы.

Упражнение 3. Поставьте следующие прилагательные в сравнительную или

превосходную степень:

A: What do you think of this dress, Julia?

B: It's lovely. It's 1) _____(nice) of all you've tried on yet.

A: Yes, but I prefer short dresses.

B: Well, it's true that this dress is 2) _____ (long) the blue one, but it's also 3) _____ (elegant).

A: Yes, but it's 4) _____ (expensive) dress we've seen so far.

B: I know. The blue one is much 5) _____ (cheap), but it doesn't look as good as the black one.

A: Oh! I can't decide. What time is it?

B: It's only 6 o'clock. We've got plenty of time.

A: Really! I thought it was 6) _____ (late) that.

B: Why don't we go to another shop?

A: No, I've decided. I like the black dress 7) _____ (good). It's 8) _____ (expensive), but it doesn't matter.

B: OK. Let's go and pay for it.

Упражнение 4. Сравните, используя союзы *than*, *as ... as*:

1) Nick is ... his cousin. (old) 2) She is ... her friend. (tall) 3) This text is ... that text 4. (difficult) 4) Ann knows French ... her sister does. (well) 5) Is your granny your granddad (old)? 6) My friend studies ... than I. (badly) 7) Is that dictionary an ... guidebook? (expensive) 8) Chris has got money ... his sister. (much) 9) Bill's car isn't ... Tim's. (fast) 10) The petrol station is ... from my house ... the bank (farther).

8. Наречие (The Adverb)

Наречие выражает признаки действия или обстоятельства, при которых происходит действие. Наречия принято делить на две основные группы:

а) простые: *often, now, much, here, there.*

б) производные, образуемые при помощи суффикса **-ly** от прилагательных и существительных и совпадающие по значению:

easy (легкий) – **easily** (легко) day(день) – **daily** (ежедневно)

quick (быстрый) - **quickly** (быстро) part (часть) - **partly** (частично)

- производные, образуемые при помощи суффикса **-ly**

от прилагательных и существительных и не совпадающие по значению:

hard (твердый) – **hardly** (едва) scarce(скудный) - **scarcely** (еле-еле)

в) в некоторых случаях форма наречия совпадает с формой прилагательного:

friendly(дружелюбный) – friendly(дружески) fast(быстрый) – fast(быстро).

Временные прилагательные на – **ly** сохраняют ту же форму и в наречии:

hourly, daily, weekly, monthly, etc.

9. Образование степеней сравнения наречий

Степени сравнения наречий образуются по тем же правилам, что и прилагательные:

Положительная степень	Сравнительная степень	Превосходная степень
soon	sooner	the soonest
fast	faster	the fastest
early	earlier	the earliest
late	later	the latest
easily	more / less easily	the most easily
interestingly	more / less interestingly	the most interestingly
beautifully	more / less beautifully	the most beautifully
fluently	more / less fluently	the most fluently

Особые случаи

well – хорошо	better – лучше	the best – лучше всего
badly – плохо	worse – хуже	the worst – хуже всего
much - много	more - больше	the most – больше всего
little - мало	less - меньше	the least - меньше всего
far - далеко	further (или farther) - дольше, дальше	the furthest (или farthest) дольше всего, дальше всего

Место наречий в предложении

Наречия могут занимать различные места в предложении в зависимости от своего значения и назначения.

1. Наречия, определяющие **степень качества или действия**, обычно стоят перед определяемым ими словом:

Her written English is **very** good. The coffee is **too** strong.

Только наречие **enough**, которое также определяет степень качества или действия, обычно стоит после определяемого им слова:

She was typing **fast** enough. The coffee is **strong** enough.

2. Наречия, определяющие **время совершения действия**, стоят или в конце предложения или в начале предложения перед подлежащим:

Alex met them **yesterday**. = **Yesterday** Alex met them.

3. Наречия, определяющие **место совершения действия**, обычно стоят в конце предложения или в конце, но перед наречием времени:

They will meet **here**. I will be **there** tomorrow.

4. Наречия, определяющие **частоту совершения действия**, и наречия с **отрицательным значением** обычно стоят перед определяемым ими глаголом: He **always** comes in time. His parents **never** come to visit us.

- в сложных глагольных формах — между вспомогательным и основным глаголом: He has **often** been to London. We have **never** been there before.

5. Наречия **образа действия** обычно стоят после глагола, который они определяют, или после дополнения, которое имеется в предложении:

They walked **quickly**. He speaks English very **well**.

Упражнение 1. Выберите соответствующую часть речи и подчеркните ее:

1) I organised a surprise party for my good/well friend, Edith, last weekend. 2) All the guests arrived early and waited quiet/ quietly until Edith got there. 3) When she walked through the door, we all cheered loud/loudly. 4) We went into the garden because it was a very warm/warmly day. 5) The guests all gave Edith nice/nicely presents and Edith thanked them sincere/ sincerely. 6) We danced happily/happy to the music and had a wonderful/wonderfully time. 7) The party was successful/successfully.

Упражнение 2. Составьте из данных слов предложение.

1 always/wake up /I /early

2 by plane/we/to Spain went

3 to work/she/ran/quickly

4 every afternoon/sleeps/my dog/in the garden/peacefully

5 they/in the kitchen/quietly/were talking

6 all morning/happily/he/played/in his

7 they/the street / carefully / crossed

8 yesterday/by taxi /I / went / to work

9 in winter/they/never/go/to the beach

10 sometimes/ takes/he/to the park/his children

Упражнение 3. а) Образуйте наречия из данных прилагательных: *careless, fluent, proud, polite, happy, angry, heavy, serious, quick, careful.*

б) Заполните пропуски в предложениях:

1 The children were playing

2 The man drove.....and crashed his car.

3 The teacher shoutedbecause the students were making too much noise.

4 Jonathan speaks English

5 It was raining.....yesterday, so we stayed indoors.

6 The shop assistant placed the crystal vase.....on the shelf.

7 I asked the manto help me cross the road.

8 Harry ranto catch the bus, but it had already left.

9 The actor who won the Academy Award was smilingon the stage.

10 He looked at meand told me never to lie to him again.

Упражнение 4. Заполните таблицу, выбрав соответствующие части речи:

Nouns	Verbs	Adjectives	Adverbs
inspiration			

creative, imagination, falsify, passive, intensify, effective, normal, additional, teacher, relaxation, instructive, generalize, popularize, depiction, fixation, government, beautify, simplify, completely, imagination, expressive, expression, personal, beautiful, watchful, objective, question, visualize, objectify, educate, individual, subjectify, embodiment, expressively, impressively, personally.

10. Имя числительное (The Numeral)

Имена числительные делятся на **количественные** и **порядковые**.

Количественные числительные обозначают количество предметов и отвечают на вопрос *how many?* сколько? Например: *one* один, *two* два, *three* три и т.д.

Количественные числительные (The cardinal numerals)

1-12	13-19	20-90	100 и далее
------	-------	-------	-------------

1 one	13 thirteen	20 twenty	100 a (one) hundred
2 two	14 fourteen	21 twenty-one	101 a (one) hundred
3 three	15 fifteen	22 twenty-two и	and one
4 four	16 sixteen	т.д.	102 a (one) hundred
5 five	17 seventeen	30 thirty	and two и т.д.
6 six	18 eighteen	40 forty	200 two hundred и т.д.
7 seven	19 nineteen	50 fifty	1,000 a (one) thousand
8 eight		60 sixty	1,001 a (one) thousand
9 nine		70 seventy	and one
10 ten		80 eighty	1,250 a (one) thousand
11 eleven		90 ninety	two hundred and fifty
12 twelve			1,000,000 a (one) million

Порядковые числительные обозначают порядок предметов и отвечают на вопрос *which?* который? Например: *first* первый, *second* второй.

Порядковые числительные (The ordinal numerals)

1-й – 12-й	13-й – 19-й	20-й – 90-й	100-й и далее
1st first	13th thirteenth	20th twentieth	100th hundredth
2nd second	14th fourteenth	21st twenty first	101st one hundred and first
3rd third	15th fifteenth	22nd twenty	102nd hundred
4th fourth	16th sixteenth	second и т.д.	and second
5th fifth	17th seventeenth	30th thirtieth	200th two hundredth
6th sixth	18th eighteenth	40th fortieth	201st two hundred
7th seventh	19th nineteenth	50th fiftieth	and first и т.д.
8th eighth		60th sixtieth	300th three hundredth
9th ninth		70th seventieth	400th four hundredth и т.д.
10th tenth		80th eightieth	1,000th thousandth
11th eleventh		90th ninetieth	1,001st thousand and first
12th twelfth			1,000,000th millionth

Ноль в английском языке обозначается следующим образом:

О при счете: nought[nɔ:t], zero[zirəu]

О в спорте: nil, АЕ zero; в теннисе - love;

О в номерах телефонов: 0 [əu], АЕ zero.

В числах, начиная с 1000 всегда стоит запятая (10,000,000).

В десятичных дробях — точка: 5.9 (five point nine = пять целых девять десятых), 0.34 (nought point three four = ноль целых тридцать четыре сотых).

Номера телефонов в английском языке обычно произносятся цифра за цифрой:

0181-569 4032 = oh-one-eight-one five-six-nine four-oh-three-two

Двойные и тройные сочетания цифр (44,555 и т.д.) обычно, хотя могут произноситься и по отдельности:

01765-62238 = oh-one-seven-six-five six-double two-three-eight

0171-333 5816 – oh-one-seven-one triple three five-eight-one-six

Даты в английском языке обозначаются количественными числительными следующим образом:

1900– nineteen hundred 2000 – two thousand

1904 – nineteen oh four 2006– two thousand and six

1915 – nineteen fifteen 2012– twenty twelve, реже

1549 – fifteen forty-nine two thousand and twelve

Время в английском языке можно узнать при помощи вопроса:

What time is it, please? What’s the time (now)?

Назвать время можно по-разному:

10.30 – It is ten thirty. It’s half past ten.

8.00 – It’s eight o’clock. It’s eight a.m. (am = in the morning)

It’s eight p.m. (pm = in the afternoon or in the morning)

Упражнение 1. Напишите по-английски следующие числительные и даты:

4 – 14 – 31-ый; 6 – 16 – 52-ой; 7 – 17 – 63-й; 9 – 19 – 84-ый, 1991 г., 1148 г., 1800 г., 7 ноября 1917 г., 21 июня 1941г., 12 апреля 1966 г.

Упражнение 2. Переведите на русский язык.

We live in the nineties of the 20th century. Peter I (Peter the First), Catherine II (Catherine the Second), Henry III (Henry the Third), five thousand people, two hundred students, million books, thousands of people, hundreds of students, millions of books.

Упражнение 3. Соотнесите колонки А и В.

1) the 1730s	a) девяностые годы
2) 1840s	b) тридцатые годы 18 столетия
3) the 90s	c) сороковые годы 19 столетия
4) the 9th of May	d) двадцать первый век
5) the 21st century	e) девятое мая

Упражнение 4. Переведите на английский язык.

120 страниц, 30 фильмов, 8 млн. человек, более 200 концертов, сотни туристов, миллионы роз, тысячи дисков, десятки журналов.

11. Местоимение (The Pronoun)

Местоимение – это часть речи, которое указывает на лицо, предметы, на их признаки, количество, но не называет их. Местоимение употребляется вместо имени существительного или других частей речи, которые определяют существительное.

В английском языке различают следующие разряды местоимений:

Личные	Им. падеж (Кто? Что?): I, you, he, she, it, we, you, they Объектн. падеж (Кому? Чему?): me, you, him, her, it, us, them
Притяжательные	My, your, his, her, its, our, your, their Mine, yours, his, hers, its, ours, yours, theirs.
Указательные	It, this, these, that, those, same, such.
Вопросительные	Who (whom), whose, which, what. (в вопросительных предложениях)
Относительные	Who (whom), whose, which, what. (в определительных придаточных)
Союзные	Who (whom), whose, which, what. (в дополнительных и других придаточных предложениях)
Возвратные	Ед. число: myself, yourself, himself, herself, itself Мн. число: ourselves, yourselves, themselves.
Взаимные	Each other, one another
Отрицательные	No, nobody (no one), none, nothing (в отрицательных предложениях).
Неопределённые	Some, any, no, all, both, each, every, other, another, one, much, many, (a) little, (a) few, either, neither

Обратите внимание на использование следующих местоимений: *several*

(несколько), *all* (все), *another* (другой, второй из нескольких), *the other* (второй их двух), *every* (каждый). Местоимения: *every, everything, everyone, everybody* – употребляются только в единственном числе. *Every dog has its day. Everybody is hungry. Everything is dirty.*

12. Past Simple (Indefinite) Tense (Прошедшее неопределенное время)

1. Past Simple

а) выражает действие, происходившее в прошлом и не связанное с настоящим. Например: *I wrote her a letter yesterday.* - Я написал ей письмо вчера.

б) употребляется для описания последовательных событий, действий в прошлом: *They saved for years, booked a round – the-world cruise, packed their cases, got on the train to Southampton, and read in the paper that the shipping company had gone bust.* – Они годами копили деньги, заказали кругосветный круиз, упаковали чемоданы, сели в поезд до Саутгемптона и прочли в газете, что пароходная компания обанкротилась.

в) обозначает действия, многократно или регулярно повторявшиеся в прошлом: *He always arrived at the meetings at the last minute.* – Он всегда приходил на собрания в последнюю минуту.

Past Simple правильных глаголов образуется путем прибавления суффикса **-ed** к основе глагола (V+ed): *to live – lived; to work – worked; to expect – expected.*

Если неопределенная форма глагола оканчивается на у с предшеств. согласной, то -у переходит в ied :	<i>to try – tried.</i> <i>to carry – carried</i>
Если букве -у предшествует гласный звук, то -у сохраняется:	<i>to stay – stayed</i> <i>to enjoy – enjoyed</i>
Если неопределенная форма глагола оканчивается на согласную с предшеств. кратким гласным звуком под ударением, то эта согласная удваивается	<i>to stop – stopped</i> <i>to plan – planned</i> <i>to pop - popped</i>
Если неопределенная форма глагола оканчивается на l , то она удваивается:	<i>to quarrel– quarrelled</i> <i>to travel - travelled</i>

Формы Past Simple неправильных глаголов (V₂) следует запомнить, поскольку они образуются не по правилам (См. Приложение «Таблица неправильных глаголов»): *to speak – spoke; to begin – began; to lose – lost.*

2. Вопросительная форма образуется при помощи вспомогательного глагола **did** и основы смыслового глагола (V), причем вспомогательный глагол ставится перед подлежащим: **Did I work?** – Yes, I did. / No, I didn't.

3. Отрицательная форма образуется при помощи вспомогательного глагола **did**, частицы **not** и основы смыслового глагола, причем *not* ставится после вспомогательного глагола: I **did not work**. He **did not work**. I **did not speak**. He **did not speak**.

Очень часто **Past Simple Tense** употребляется с такими словами и фразами как: **yesterday, last night, last week, last month, last year, last summer (autumn, winter, spring), at six (seven...) o'clock, on Sunday (Monday...), an hour(a week...) ago, the other day, in 1994, during the war (the revolution).**

Утвердительная форма V(ed,2)	Вопросительная форма Did ... V?	Отрицательная Форма did not (didn't) V
I (you , he, she, it, we, they) worked	Did I (you , he, she, it, we, they) work?	I (you , he, she, it, we, they) did not (didn't) work

Формой **Past Simple** от глагола **to be** является **was/were**:

Утвердительная форма	Вопросительная форма	Отрицательная форма
I was	Was I ?	I was not (wasn't)
You were	Were you ?	You were not (weren't)
He (she, it) was	Was he (she, it) ?	He (she, it) was not (wasn't)
We were	Were we ?	We were not (weren't)
You were	Were you ?	You were not (weren't)
They were	Were they ?	They were not (weren't)

Упражнение 1. Раскройте скобки, употребляя глагол *to be* в форме Past Simple:

- 1) A: _____ Marilyn Monroe a famous actress? B: Yes, she _____ .
- 2) A: _____ Alfred Hitchcock an actor? B: No, he_____. He ___ a famous director.
- 3) A: _____ Beethoven, Mozart and Chopin painters? B:No, they _____.

They _____ composers.

4) A: _____ Thomas Edison a singer? B: No, he _____. He _____ an inventor.

5) A: _____ Abraham Lincoln and George Washington presidents of the USA?

B: Yes, they ____.

13. The Future Simple Tense (Будущее неопределенное время)

1. Future Simple образуется при помощи вспомогательных глаголов *shall* и *will* и формы инфинитива смыслового глагола (без *to*). *Shall* употребляется с 1-м лицом единственного и множественного числа, а *will* с остальными лицами: I (we) **shall work** (*shall* в современном языке чаще заменяется на *will*); he (you, they) **will work**.

2. В вопросительной форме вспомогательный глагол становится перед подлежащим: **Shall I (we) work? Will he (you, they) work?**

3. Отрицательная форма образуется при помощи отрицательной частицы *not*, которая ставится после вспомогательного глагола: I (we) **shall not work**; he (you, they) **will not work**.

Future Simple часто употребляется со словами: **tomorrow, next week (month, year), the day after tomorrow, in a week (month, year), in an hour.**

Утвердит. форма shall(will) V	Вопросит. форма shall(will) ... V?	Отрицательная форма shall not(will not) V
I, we shall ('ll) work He (she, it you, they) will ('ll) work	Shall I, we work? Will he (she, it, you, they) work?	I, we shall not (shan't) work He (she, it, you, they) will not (won't) work

Future Simple употребляется:

- для обозначения действий в будущем: I'll go to the cinema tomorrow.
- для выражения последовательных действий в будущем: We'll talk about the exhibition for a few minutes and then we will have lunch.
- когда решение сделать что-либо пришло неожиданно: Oh, he's left the door open. I'll go and shut it.

- для предсказания будущих событий: They will take two months to stage the play.

- со следующими словами и выражениями: **probably, expect, think, hope, believe, perhaps, I'm sure, I'm afraid**: I'll probably be a bit late tonight. You must meet Miss Hay. I'm sure, you'll make friends with her.

Упражнение 1. Ответьте на следующие вопросы, используя выражения *I think/I hope/I expect I'll...или I'm sure/I'm afraid I'll...*, например:

Where will you be at 5 o'clock tomorrow afternoon? - *I expect I'll be at home.*

1. Where will you go at the weekend?
2. Where will you spend your holidays?
3. What will you do if you fail your exams?
4. When will you buy your own car?
5. Who will you ask for help if you are in trouble?

Упражнение 2. Заполните пропуски, используя *shall, will, to be going to*:

1. What do you want for lunch? — I think I ... have chicken and some salad.
2. John has come back from England. — I know. I ... see him tonight.
3. I haven't got any money. — I ... lend you some if you want me to.
4. Ben and I ... married in April. — My congratulations!
5. ... we meet on Sunday? — Sorry, but I... visit my aunt. She is ill.
6. Is David coming to the party? — Yes, but he ... probably be late.
7. Laura is in the hospital. — Really? I ... send her some flowers.
8. If I am in Paris, I'll visit a friend of mine.
9. The plants need watering. — I know. I ... water them later.
10. If you work hard, you will pass your exam..

Упражнение 3. Переведите на русский язык.

1. What shall I do? - Whatever you like.
2. Where will I be in ten years' time? - Nobody knows.
3. Where shall we go tonight? - Let's go to the disco-club.
4. When will you tell her the truth? - The day after tomorrow.
5. How old will he be next birthday? - He'll be twenty-one.
6. How much will the trip cost? - It won't be expensive.
7. Who will win the competition? - It's rather difficult to predict.

Упражнение 4. Переведите на английский язык:

1) Они будут студентами в следующем году. 2) Я должен закончить свой доклад по истории, поэтому завтра утром я буду в библиотеке. 3) Он поможет тебе с переводом этого текста? 4) Анна не будет учителем испанского языка, она мечтает стать переводчиком. 5) Где ты проведешь свои выходные: здесь или за городом? 6) Все уверены, что фильм будет интересным. 7) Он приедет на встречу со своими партнерами на следующей неделе? – Да. 8) Книга будет готова через месяц. 9) Я предполагаю, что мистер Блэк пригласит меня на свою выставку. 10) В сентябре знаменитый оркестр примет участие в фестивале джазовой музыки.

Future Simple употребляется:

- для обозначения действий в будущем: I'll go to the cinema tomorrow.
- для выражения последовательных действий в будущем: We'll talk about the exhibition for a few minutes and then we will have lunch.
- когда решение сделать что-либо пришло неожиданно: Oh, he's left the door open. I'll go and shut it.
- для предсказания будущих событий: They will take two months to stage the play.

Со следующими словами и выражениями: **probably, expect, think, hope, believe, perhaps, I'm sure, I'm afraid**: I'll probably be a bit late tonight. – Я, вероятно, немного опоздаю сегодня вечером. I'm sure you'll make friends with her. – Я уверен, вы с ней подружитесь.

• Для выражений действий в будущем также употребляется грамматическая конструкция **to be going to do something**, когда говорится о планах на будущее и о том, что уже решено сделать:

John is not going to tell her anything about it.

А также чтобы сказать о намерении что-то сделать:

Who are you going to invite to the meeting?

N.B. В придаточных предложениях времени и условия форма **Future Simple** не употребляется после слов: **while, when, before, until, as soon as, after, if** и заменяется формой настоящего времени **Present Simple**, но на русский язык переводится будущим: If you help me, I shall do this work in time. – Если вы мне поможете, я сделаю эту работу вовремя. As soon as he gets free he will give you a call. – Как только он освободится, он позвонит вам.

Упражнение 1. Переведите на русский язык.

1. What shall I do? - Whatever you like.
2. Where will I be in ten years' time? - Nobody knows.

3. Where shall we go tonight? - Let's go to the disco-club.
4. When will you tell her the truth? - The day after tomorrow.
5. How old will he be next birthday? - He'll be twenty-one.
6. How much will the trip cost? - It won't be expensive.
7. Who will win the competition? - It's rather difficult to predict (предсказать).

Упражнение 2. Заполните пропуски, используя *shall, will, to be going to*:

1. What do you want for lunch? — I think I ... have chicken and some salad.
2. John has come back from England. — I know. I ... see him tonight.
3. I haven't got any money. — I ... lend you some if you want me to.
4. Ben and I ... married in April. — My congratulations!
5. ... we meet on Sunday? — Sorry, but I... visit my aunt. She is ill.
6. Is David coming to the party? — Yes, but he ... probably be late.
7. Laura is in the hospital. — Really? I ... send her some flowers.
8. If I am in Paris, I'll visit a friend of mine.
9. The plants need watering. — I know. I ... water them later.
10. If you work hard, you will pass your exam..

Упражнение 3. Ответьте на следующие вопросы, используя выражения

I/ think/I hope/I expect I'll...или I'm sure/I'm afraid I'll..., например:

Where will you be at 5 o'clock tomorrow afternoon? - *I expect I'll be at home.*

1. Where will you go at the weekend?
2. Where will you spend your holidays?
3. What will you do if you fail your exams?
4. When will you buy your own car?
5. Who will you ask for help if you are in trouble (неприятность)?

Упражнение 4. Переведите на английский язык:

1) Они будут студентами в следующем году. 2) Я должен закончить свой доклад по истории, поэтому завтра утром я буду в библиотеке. 3) Он поможет тебе с переводом этого текста? 4) Анна и Марк вскоре уедут в Лондон. 5) Где ты проведешь свои выходные: здесь или за городом? 6) Все уверены, что фильм будет интересным. 7) Он приедет на встречу со своими партнерами на следующей неделе? – Да. 8) У нас завтра контрольная работа? 9) В следующем году Казань будет принимать Универсиаду - 2013.

10) Они, вероятно, будут волонтерами.

14. Модальные глаголы и их эквиваленты (Modal verbs and their equivalents)

Модальные глаголы выражают не действие, а только отношение к действию (возможность, вероятность, необходимость и т.п.). Само действие выражается инфинитивом смыслового глагола (V), следующим за модальным глаголом без частицы *to*: I **can read** French. – Я могу читать по-французски. I **cannot read** French. – Я не могу читать по-французски.

**can V may V must V to have to V to be to V
shall V should V will V ought to V need V**

Модальные глаголы имеют единую форму для всех лиц единственного и множественного числа и не имеют всех временных форм и повелительного наклонения. Запомните следующие английские модальные глаголы и их эквивалентные формы:

Наиболее употребительные модальные глаголы

Can, could

Can выражает возможность или способность. Could — прошедшее время

от can. Could часто имеет оттенок неопределенности и может соответствовать русскому сослагательному наклонению. Например: Can you drive? – Yes, I can. - *Вы умеете водить машину?* – Да. Jane couldn't visit her aunt last week because she was busy. - Н апрошлой неделе Джейн не смогла навестить свою тетю, потому что была занята.

May, might

May выражает просьбу, разрешение, возможность, предположение, сомнение. Might — прошедшее время от may выражает также сомнение (в большей степени, чем may). Например: May I ask you a question? —

Of course, you may. - *Можно (мне) задать вам вопрос?* — Конечно.

May I come in? - *Разрешите войти?* May I read this letter? — Yes, you may. - No, you mustn't. - *Можно мне прочесть это письмо?* — Да.— Нельзя.

Must

Must в утвердительных и вопросительных предложениях выражает необходимость, долженствование, обязанность, а также совет, приказ. Отрицательная форма **must not (mustn't)** обычно выражает запрет (нельзя), т. е. является противоположной по значению глаголу **may**. Отсутствие необходимости (не нужно, не надо) выражается глаголом **need not (needn't)**. Например: Must I call Mr. Brown? – Yes, you must. – No, you needn't.

Мне надо позвонить г-ну Брауну? – Да. – Нет.

Must может относиться только к настоящему и, в некоторых случаях, к будущему времени. Для выражения долженствования в прошедшем и будущем вместо **must** употребляется **to have to V** – *должен, вынужден* (в соответствующей временной форме). Например: He had to take a taxi to get to the airport on time. - *Ему пришлось взять такси, чтобы вовремя попасть в аэропорт.* I'll have to go to the supermarket tomorrow. - *Завтра мне придется пойти в супермаркет.*

Need

Need употребляется только в форме настоящего времени — обычно в отрицательных и вопросительных предложениях. Например: Need I go? - *Мне надо идти?* You needn't go. - *Вам не нужно идти.*

Should, would

Глагольные формы **should** и **would** выполняют функцию не только вспомогательных глаголов, но и употребляются в качестве модальных глаголов. **Would** выражает — в качестве модального глагола—1) повторность действия в прошлом; 2) просьбу; 3) намерение, желание. **Should** выражает — в качестве модального глагола — наставление, увещание, рекомендацию, совет (на русский язык переводится — *должен, должен бы, следует, следовало бы*). Для выражения долженствования и наставления **should** употребляется наравне с модальным глаголом **ought to**. Например:

You should be more careful. – *Вам следует быть осторожнее.* Would you wait for me for five minutes? - *Не подождете ли вы меня пять минут?* He ought to (should) help his patients. – *Он должен помочь своим пациентам.*

Упражнение 1. Переведите следующие предложения на русский язык.

1. You must come in time. 2. You may come later. 3. Can he help me? 4. You will have to send her a telegram tomorrow morning. 5. They may buy the necessary (необходимые) goods there. 6. May I phone you tonight? 7. Mrs. Hay will have to explain the grammar rule once more. 8) You needn't speak loud. I can hear you well. 9. Do you have to go to the shop every day? 10. May I use your dictionary? 11. He has to leave home very early. 12. It might rain. 13. I

think I ought to see your father and discuss future plans. 14. Should they go?

Упражнение 2. Заполните пропуски *can, can't, could*.

1. A: What skills do you have?

B: Well, I.....use computers and I speak two foreign languages.

2. A: What shall we buy Mum for her birthday?

B: We.....get a big box of chocolates.

3. A: It's hot in here.....you open the window, please?

B: Of course.

4. A: I'm going to the shops. I won't be long.

B: Alright.

A: Do you want anything?

B: Yes,.....you get me a magazine?

Упражнение 3. Заполните пропуски *must, can't*.

1 A: Wow! Look at that man in the beautiful car.

B: Yes, he.... be very rich.

2 A: I passed my exam!

B: Congratulations. You.....be very happy.

3 A: Aunt Sheila's dog died.

B: Oh no. She.....be very sad.

4 A: That woman always wears smart clothes and lots of jewellery.

B: I know. She.....be poor.

5 A: I've finished tidying my room. I'm ready to leave now.

B: You.....be ready so soon! You only started ten minutes ago!

Упражнение 4. Исправьте ошибки в переводе предложений на русский язык.

1. You must not smoke here.

а) Вы не можете курить здесь.

2. They needn't copy the text.

б) Мы не должны копировать текст.

3. Do you have to learn the rules by heart?

в) Вы можете выучить правила наизусть?

4. She has to take tea instead of coffee.

г) Ей следовало выпить чая вместо кофе.

5. I had to refuse his help.

д) Я смогла отказаться от его помощи.

6. Why should I cook dinner?

е) Почему мы должны готовить обед?

Упражнение 5. Соотнесите вопросы в колонке А с ответами в колонке В.

Column A

- 1 Do I have to do the shopping today? ___ с ___
- 2 Can I ask you a question? _____
- 3 Will you buy me some stamps at the post office? _____
- 4 If you're tired, we could have a short break. _____
- 5 May I borrow your mobile phone, please? _____
- 6 Edward can't be in his office. _____

Column B

- a Certainly.
- b Yes, that would be nice.
- c No, you don't. I did it yesterday.
- d Yes, I agree. He must be at the bank.
- e Sure. How many do you want?
- f Of course. What do you want to know?

15. Неличные формы глагола (инфинитив, причастие, герундий)

1. Английский инфинитив (The Infinitive) отвечает на вопрос что делать? и имеет перед собой частицу *to+V*: **to read - читать**.

Отрицательная форма инфинитива содержит отрицание *not* перед частицей *to*: **To be or not to be – that is the question.** - *Быть или не быть – Вот в чем вопрос.*

Инфинитив, являясь неличной формой глагола, имеет свойства, как существительного, так и глагола. Инфинитив может выполнять функции подлежащего, дополнения, обстоятельства, определения, а также может быть именной частью составного сказуемого:

To make mistakes is easy. (В современном языке обычно в функции <i>подлежащего</i> : It is easy to make mistakes.)	Ошибиться легко.
He likes to read English (в функции <i>дополнения</i>)	Ему нравится читать по – английски.
His task was to complete the work in time. (в функции <i>именной части сказуемого</i>)	Его задача состояла в том, чтобы закончить работу вовремя.

He's looking for a place to live in . (в функции <i>определения</i>)	Он ищет себе жилье (<i>букв.</i> , место, где он может жить).
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Инфинитив в функции определения после слов **the first, the last** и т.п. переводится на русский язык глаголом в личной форме в том времени, в каком стоит глагол-сказуемое английского предложения:
 He was the first **to come**. Он пришел первым.

Упражнение 1. Раскройте скобки, употребляя правильную форму инфинитива.

1. You must _____ (pay) the phone bill. 2. He asked her _____ (marry) him. 3. He couldn't _____ (do) the exercises at school yesterday. 4. I decided _____ (go) to the cinema. 5. Dad makes me _____ (wash) the car every Sunday. 6. My parents always let me _____ (watch) the late film on Saturdays. 7. I hope _____ (study) English at university. 8. She wanted _____ (take) a photograph. 9. He won't _____ (move) to Italy next year. 10. She offered _____ (make) the coffee.

Упражнение 2. Раскройте скобки, употребляя одну из неличных форм глагола.

A) I dislike 1) _____ (shop) because I can't stand 2) _____ (be) in crowded places. If I have to 3) _____ (go) into town, I avoid 4) _____ (visit) shops where there are a lot of people. B) Joan can't afford 1) _____ (go) on holiday this year, but she intends 2) _____ (save) up so that she can manage 3) _____ (travel) around Europe next summer. She is looking forward to 4) _____ (visit) a lot of exciting places. C) I went 1) _____ (swim) last week. Even though it is only April, it was warm enough 2) _____ (swim). I hope 3) _____ (go) again next week if the weather is good.

2. Английское Причастие (The Participle) – часть речи, которая образуется от глагола и обладает признаками прилагательного или наречия с признаками глагола: человек, читающий книгу; прочитанная книга. В английском языке существуют два вида причастий: **Participle I** и **Participle II**.

а) Английское причастие I (Participle I) может иметь простую (**coming**) форму, которая образуется от основы глагола (V) при помощи суффикса **-ing (V+ing)** и сложные формы (**having come, being done**).

Participle I соответствует русскому причастию действительного залога с суффиксами -ущ, -ющ, -ащ, -ящ и является определением по отношению к

существительному, обозначающему субъект, выполняющий действие, например:

The man standing at the blackboard is our English teacher.

Мужчина, стоящий у доски, – наш учитель английского языка.

Participle I выполняет в предложении самостоятельные функции определения и обстоятельства.

б) Английское причастие II (Participle II) имеет только простую (**closed, done**) форму, которая образуется для правильных глаголов от основы глагола (V) при помощи суффикса **-ed (V+ed)**, и совпадает с третьей формой глагола для неправильных глаголов (**V₃**):

to use (использовать) – **used** (*использованный*);

to write (писать) – **written** (*написанный*).

Participle II соответствует русскому причастию страдательного залога с суффиксами -нн, -т, -ом, -ем, -им, -вшийся и является определением по отношению к существительному, обозначающему объект, над которым совершается действие, например:

We are discussing the article written by Jack Nelson.

Мы обсуждаем статью, написанную Джеком Нельсоном.

Упражнение 3. Переведите на русский язык, обращая внимание на перевод причастий:

1) The boy standing near the window is my brother. 2) Jim repaired a broken bicycle. 3) The theatre built in the last century needed reconstruction. 4) The hall was full of laughing people. 5) Would you please remain seated until the aircraft has reached its parking position. 6) Mr. Bell is extremely well-mannered. 7) Translating the article we consulted the dictionary. 8) Entering the room he dropped his keys. 9) Jane showed me a list of the newly published books. 10) The singing girl was about fourteen.

Упражнение 4. Подберите соответствующую форму причастия Participle I (doing) или Participle II (done).

1. (grow) interest _____

2. (well-pay) job _____

3. (fly) fish _____

4. (run) water _____

5. a (steal) car _____

6. a (break) heart _____

3. Герундий (The Gerund)

В английском языке существует часть речи, которая отсутствует в русском языке – герундий. Он образуется так же, как и Participle I, от глагола при помощи суффикса -ing, но отличается тем, что перед ним часто стоит предлог. Герундий может переводиться на русский язык именем существительным, неопределенной формой глагола, деепричастием или придаточным предложением.

Например: I like **reading**.

Я люблю **читать** (неопределенная форма глагола).

Я люблю **чтение** (существительное).

I remember **reading** this book.

Я помню, что **читал** эту книгу (придаточное предложение).

He goes to bed after **reading** the latest news in the papers.

Он ложится спать, прочитав последние новости в газетах (деепричастие).

Упражнение 5. Образуйте герундий и переведите предложения на русский язык:

- 1) He does a lot of (read).
- 2) No (park) here.
- 3) I am not against her (come).
- 4) What is worth (do) at all is worth (do) well.
- 5) Do you enjoy (travel) by plane?
- 6) I can't help (tell) you the story.
- 7) No (smoke) here.
- 8) Excuse me for (interrupt) you.
- 9) The best part of (live) is loving and giving.
- 10) (Skate) is a very good way of (keep) fit.

Упражнение 6. Исправьте ошибки в предложениях.

1. I would like going to America next year.
2. He enjoys to dance.
3. A: Why did you go to the library? B: Borrowing a book.
4. I must to wash my hair tonight.
5. Do you know how skiing?
6. She goes to run every Thursday evening.
7. Have you got time come shopping with me?
8. Andrew likes make model ships.
9. A: What does Diana like doing? B: She likes meet new people.
10. A: What does Diana dislike doing? B: She dislikes stay at home.

Упражнение 7. Прочитайте и переведите текст. Найдите в тексте предложения, в которых употреблен герундий.

Choosing a profession you should take into consideration many factors.

The first is your talents, gifts and abilities. If somebody is good at languages, likes reading and writing, writes poems or articles for the school wall newspaper, he can make a good journalist or a writer. If you take part in the school theatre club activities, enjoy acting on stage and playing musical instruments, you are potential actor. The love to younger children will show a future teacher. Still, many want to be actors and actresses but very few become. That's why I believe acting, singing, writing poetry and playing musical instruments for me can be an enjoyable hobby rather than my life's work or professional occupation. I think it is good to bear in mind the professions of your parents and the nearest relatives, because they usually have similar character and abilities, and also can with their advice. As for me, I like languages. I think I want to do something with English in my future. I am still uncertain, because there are many professions in which the knowledge of English is required: a guide, a teacher, a secretary, a translator and an interpreter. I am not sure.

16. Предлоги времени

К наиболее употребляемым предлогам времени относятся *at*, *in* and *on*.

at	in	on
the time: at 7 o'clock	months: in September, in March, etc.	days: on Monday
holidays: at Christmas	seasons: in the winter/spring /autumn, etc.	on New Year's Day
at Easter	years: in 1996, in 1998	dates: on May 6th
at the weekend	centuries: in the 20th century	part of a particular day: on Tuesday evening
in the moment	in the morning/afternoon/evening	adjective + day: on a hot day
expressions: at present	expressions: in an hour	
at dawn	in a minute	
at noon	in a week/few days/month/year	
at night		
at midnight		

Обратите внимание, что предлоги времени не употребляются:

a) со словами *today*, *tomorrow*, *tonight* or *yesterday*.

Напр.: Come to my house **tomorrow morning**.

Приходите ко мне домой завтра утром.

b) перед словами **this, last, next, every, all, some, each, one or any.**

Напр.: Let's go to the cinema **next** Saturday.

Давайте сходим в кино в следующую субботу.

Упражнение 1.

а) Напишите следующие слова или словосочетания с соответствующим предлогом.

in March, at Christmas

March, Christmas, spring, Friday, the weekend, Saturday evening, noon, July 5th, the evening, 9 o'clock, Sunday, 1972, night, the 19th century, 6 o'clock, Monday morning, September 16th, the morning, the winter, Christmas Day, dawn

б) Заполните пропуски предлогами **at, on, in.**

1 I like getting up late the weekend.

2 I was born.....May 14th.

3 Let's meet.....3:00 and go shopping.

4Friday morning Linda had a French k

5 The boat leaves.....ten minutes.

6 He usually meets his friends the evening.

7 Jenny likes staying at home rainy days.

17. Предлоги места

К пространственным предлогам относятся **on, under, in front of, behind, beside/next to, near, at, in, between, among.** (Приложение 1)

Предлог at употребляется:

- в выражениях **at school/university/college, at work, at home, at the top of..., at the bottom of...**

- при написании адреса с указанием дома **at 20, Oxford Street**, однако, если адрес начинается с указания улица предлог меняется - **in Oxford Street**

Предлог in употребляется:

- в выражениях **in the middle, in the air, in the sky, in bed, in hospital, in prison, in a newspaper/ magazine, in a picture**

- в названиях городов, стран, континентов **in Athens, in England, in Europe, in Australia**

Предлог on употребляется:

- в выражениях **on the left, on the right, on the first/second, ... floor**

Упражнение 22. Заполните пропуски предлогами *at, on, in*.

- 1 What have you got your pocket?
- 2 Where's Paul? He is.....his bedroom.
- 3 Mother is.....home.
- 4 I like to sit.....an armchair by the fire.
- 5 We live.....Number 37, King's Road.
- 6 The answer is.....the bottom of the page.
- 7 My house is the first one.....the left.
- 8 She has left her purse.....the chair.
- 9 The manager's office is.....the second floor.
- 10 Dinner is.....the table.

Упражнение 23. Переведите следующие предложения.

1. The vase is **on** the table.
2. Tom is **in front of** Paul.
3. The cat is **under** the table.
4. Paul is **behind** Tom.
5. The armchair is **beside/ next to** the fireplace.
6. The lamp is **near** the fireplace.
7. The man is **at** the door.
8. The children are **in** the room.
9. The house is **between** the bank and the post office.
10. The teacher is standing **among** the students.

Упражнение 24. а) Переведите на русский язык и запомните предлоги:
to the table, into the table, out of the table, through the table, up the table, down the table, opposite the table, under the table, at the table, in front of the table, above the table, near the table, between the tables, opposite the table, out of the table, from the table, behind the table.

б) Переведите на английский язык:

в столе, под столом, над столом, за столом, возле стола, в столе, из стола, между столами, напротив стола, перед столом, в стол, через стол, вверх стола, вниз стола, к столу, позади стола.

Упражнение 25. Подчеркните соответствующее слово.

- 1 I'm studying French *on/in/at* school.
- 2 Your shoes are *under/between/at* the bed.
- 3 The cat is lying *among/in front of/at* the fire.
- 4 Sue is standing *under/at/behind* Nancy.
- 5 The boy is standing *on/in/among* his friends.
- 6 Who was that woman *beside/under/on* your mother?
- 7 Our house is *among/near/in* the fire station.
- 8 He has a computer *in front of/on/at* his desk.
- 9 The children are playing *at/on/in* the garden.
- 10 The sofa is *at/next to/among* the table.

11 I sit *at/in/between* my two best friends in class.

12 George studied History *in/on/at* the University of Essex.

18. Настоящее длительное время (The Present Continuous Tense)

Present Continuous Tense

а) выражает действие, длящееся в момент речи, или в данный период времени: **The delegation is carrying on negotiations with our firm at the moment.** – В данный момент делегация ведет переговоры с нашей фирмой.

б) для выражения заранее намеченного, запланированного действия, которое совершится в ближайшем будущем: **He is coming back tomorrow.** – Он возвращается завтра.

Present Continuous Tense образуется при помощи вспомогательного глагола *to be* в настоящем времени (*am, is, are*) и формы причастия настоящего времени *Present Participle (V+ing)* смыслового глагола: *I am working, he is working, we are working.*

В вопросительной форме вспомогательный глагол становится перед подлежащим: *Am I working? Is he working? Are you working?*

Отрицательная форма образуется при помощи частицы *not*, которая ставится после вспомогательного глагола: *I am not working, he is not working, we are not working.*

Очень часто **Present Continuous Tense** используется с такими словами и выражениями, как: **now, at the moment, still, these days, at present.**

Утвердит. форма am, is, are Ving	Вопросит. форма am, is, are ... Ving?	Отрицательная форма am, is, are not Ving
I am working	Am I working?	I am not (I'm not) working
He (she, it) is working	Is he (she, it) working?	He (she, it) is not (isn't) working
We (you, they) are working	Are we (you, they) working?	We (you, they) are not (aren't) working

Список глаголов (но существуют и исключения), которые *не используются* в группе времен *continuous tenses*: **want like belong know**

suppose need see mean forget hate hear believe seem realize seem love prefer understand remember have (в значении 'владеть') think (в значении 'полагать').

Упражнение 1. Раскройте скобки, употребляя глагол в форме Present Continuous. Образуйте также вопросительную и отрицательную формы:

1) He (to write) a letter now. 2) Listen! My son (to sing). 3) My friend (not to sleep) now. He (to watch) television. 4) She (to listen) to the music at the moment. 5) She (to do) her lessons now. 6) They (to play) chess now. 7) They (to work) in the garden. They (to plant) flowers now. 8) They (to discuss) a very important problem at the moment? 9) Look! Somebody (to swim) across the river.

Упражнение 2. Составьте предложения из данных слов.

- 1 coming / the train / is?
- 2 why / is / barking / the dog?
- 3 talking / phone / not / is / he / the / on.
- 4 learning / am / at the moment / play / I / to / golf.
- 5 not / watching / she / is / TV.
- 6 where / your / staying / are / friends?

Упражнение 3. Соотнесите вопросы и ответы.

- 1 Why is she singing? A At the Windsor Hotel.
- 2 What are you writing? B Yes, I am.
- 3 Where is he staying? C Because she's happy.
- 4 What are they watching? D A horror film.
- 5 Who is he talking to? E Mr. Brown
- 6 Are you leaving now? F A letter

Упражнение 4. Раскройте скобки, употребляя глагол в форме Present Simple или Present Continuous.

Dear Susie,

Thanks for your letter. I always _____ 1) (love) to hear your news.

At the moment, I _____ 2) (look) for a new job. I _____ 3) (need) a job that _____ 4) (pay) more money than the one I have now. I _____ 5) (buy) several newspapers every day and _____ 6) (read) them carefully to see if there _____ 7) (be) any good job advertisements. I never _____ 8) (find) anything, though!

Also I _____ 9) (think) of going on holiday. My friend Claire _____ 10) (go) to France next month and she _____ 11) (wont) me to go with her. She often _____ 12) (travel) abroad, but she hates going alone.

Well that's all my news for now. Write back soon!

Love,

Zoe

19. Будущее длительное время (The Future Continuous Tense)

Future Continuous Tense

а) употребляется для выражения длительного действия, происходящего в определенный момент в будущем: **They will be having an examination at this time tomorrow.** – Завтра в это время они будут сдавать экзамен.

б) употребляется для выражения намерения совершить действие в будущем или уверенности в его совершении: **I'll be visiting her tomorrow.** – Завтра я собираюсь навестить ее.

Future Continuous Tense образуется при помощи вспомогательного глагола to be (shall be, will be) и формы Participle I (V+ing): I (we) **shall be working**; he (you, they) **will be working**.

В вопросительной форме вспомогательный глагол становится перед подлежащим: **Shall I (we) be working? Will he (you, they) be working?**

Отрицательная форма образуется при помощи отрицательной частицы *not*, которая ставится после первого вспомогательного глагола *shall / will*: I (we) **shall not (shan't) be working**; he (you, they) **will not (won't) be working**.

Часто **Future Continuous Tense** используется с такими словами и выражениями, как: **at this time, tomorrow, the day after tomorrow, tonight, soon, next week/month, in two/three days, in two/three days.**

Утвердит. форма shall be, will be Ving	Вопросит. форма shall, will ... be Ving?	Отрицательн. форма will (shall) not be V ing
I (we)'ll be working You (she, he, it, we, they)'ll be working	Shall I (we) be working? Will you (she, he, it, we, they) be working?	I (we) shan't be working You (she, he, it, we, they) won't be working

Упражнение 1. Образуйте утвердительную, отрицательную и вопросительную формы глаголов в форме Future Continuous:

1) She (to work) at home the whole day tomorrow. 2) I (to watch) TV all evening. 3) Nick (to write) a letter at that time. 4) They (to stay) at a new hotel. 5) She (to live) in St. Petersburg for the next few weeks. 6) Peter (to read) the whole night. 7) We (to wait) for you! 8) My parents (to enjoy) the sunshine on the

beach. 9) Next year he (to come) to Paris. 10) I (to play) the piano at six o'clock tomorrow.

Упражнение 2. Составьте вопросительные предложения из данных слов.

Пример: /work/this time/tomorrow? - Will you be working this time tomorrow?

1. Your friends/give/a party/this time/tomorrow?
2. Your father/fix/a car/ this time on Wednesday?
3. You/learn/new words/ this time on Monday?
4. We/listen to/music/this time on Sunday?
5. He/get/ready/for his exam in Math?
6. Your friend and I/have dinner/ this time?

Упражнение 3. Ответьте на вопросы.

1. What will you be doing from 6 to 7 tomorrow?
2. Who will you be meeting tomorrow?
3. Where will your family be spending weekend?
4. At what time will you be reading for exams?
5. How many people will be arriving at your birthday party?
6. How much money will you be earning in ten years' time?

20. Прошедшее длительное время (The Past Continuous Tense)

The Past Continuous Tense выражает незаконченное действие, происходившее в какой-то период прошедшего времени, который обозначен - либо обстоятельством времени: **I was writing a composition at 5 p.m. yesterday.** Я писал сочинение в 5 часов вечера вчера.

- либо другим действием в прошлом: **I was writing a composition when the bell rang.** – Я писал сочинение, когда прозвенел звонок.

- для выражения одновременных действий, происшедших один и тот же момент в прошлом: **Mum was cooking dinner while I was writing a report.** – Мама готовила обед в то время как я писала отчет.

Past Continuous Tense образуется при помощи вспомогательного глагола to be в прошедшем времени и формы **Participle I (V+ing)**: I (he, she, it) **was singing**; we (you, they) **were working**.

В вопросительной форме вспомогательный глагол становится перед подлежащим: **Was I (he, she, it) working? Were we (you, they) working?**

Отрицательная форма образуется при помощи отрицательной частицы *not*, которая ставится после вспомогательного глагола: I (he, she, it) **was not working**; we (you, they) **were not working**.

Past Continuous Tense используется с такими словами, как: **when, while, as, all day/morning/night**.

Утвердит. форма was, were Ving	Вопросит. форма was, were ... Ving?	Отрицательная форма was not, were not Ving
I was working She (he, it) was working We (you, they) were working	Was I working? Was she (he, it) working? Were we (you, they) working?	I was not (wasn't) working She (he, it) was not (wasn't) working We (you, they) were not (weren't) working

Упражнение 1. Заполните пропуски, выбрав соответствующие глаголы (was going, came, was helping, called, went, was turning, saw, was calling, was talking, didn't see, met):

Last Saturday I _____ to a party at my friend Sarah's house when I _____ a car accident. The driver _____ on his mobile phone and he _____ a cyclist who _____ left. I _____ t he emergency services. While I _____ the driver _____ the cyclist. Luckily, he wasn't seriously hurt. I _____ to the hospital with the cyclist and then he _____ to Sarah's party with me, and that's how I _____ my boyfriend.

Упражнение 2. Раскройте скобки, употребляя глагол в форме Past Continuous. Обратите внимание на обстоятельства времени, характерные для Past Continuous: at ... o'clock, from ... till ... o'clock:

1) We (to write) the test at this time yesterday. 2) He (to work) in the garden from two till five o'clock. 3) It (to rain) the whole day yesterday? 4) You (not to sleep) at nine o'clock last night. 5) They (to watch) television the whole evening. 6) You (to play) football from three till four o'clock? 7) Who (to listen) to the radio at this time? 8) I (not to write) a letter to my granny at eight o'clock. 9) She (not to help) her mother about the house from two till six.

Упражнение 3. Раскройте скобки, употребляя глагол в форме Past Continuous или Past Simple.

- Jane (meet) _____ her friend Sam while she (walk) _____ to work.
- When I (sit) _____ in the garden, it (begin) _____ to rain.
- What (you/do) _____ when I (phone) _____ last night?

4. Mary (run) ____ home when she (lose) _____ her wallet.
5. The policeman (not/hesitate) _____ when he (see) ____ the criminal.
He (run) _____ into the bank.
6. Simon (break) _____ his arm while we (play) _____ football.
7. _____ (Kate/sit) next to you in class yesterday?
8. We (not/watch) _____ the television at 9 o'clock last night, we (have) _____ dinner.

Упражнение 4. Исправьте ошибки в предложениях.

- 1 It started raining while we are playing tennis.
- 2 What were you do yesterday evening when he phoned?
- 3 George was watching TV while Mary reading a novel.
- 4 Was he reading a magazine when you come?
- 5 The band was playing and the people was dancing when we arrived at the concert.

21. Залог в английском языке

В английском языке существует два залога глаголов: действительный и страдательный. В **действительном залоге (the Active Voice)** глагол показывает, что действие совершается лицом или предметом, обозначенным подлежащим:

People **speak** English all over the world. – Во всем мире люди говорят по-английски. He **wrote** the story to illustrate this idea. Он написал рассказ, чтобы пояснить (продемонстрировать) эту идею.

Форма **The Passive Voice**, соответствующая страдательному залогу в русском языке образуется с помощью вспомогательного глагола to be в соответствующем времени и формы Participle II смыслового глагола: **to be written** – быть написанным. В пассивном залоге подлежащее (лицо или предмет) подвергается действию со стороны другого лица или предмета. Если указано, кем или чем произведено действие, то употребляется предлог **by**: English **is spoken** all over the world.

Весь мир говорит на английском языке.

The story **was written by** him to illustrate the idea.

Рассказ был написан им, чтобы продемонстрировать эту идею.

Passive Voice гораздо чаще употребляется в английском языке, чем страдательный залог в русском языке. Предложения в Passive Voice часто переводятся неопределенно-личными предложениями с глаголом в действительном залоге.

I was asked to tell you about it. *Меня просили рассказать вам об этом.*

The film will be shot on location. *Фильм будет сниматься на натуре.*

The main role is played by V. Mashkof. *Главную роль играет В. Машков.*

Следует обратить внимание на перевод предложений в Passive Voice, где могут употребляться глаголы, имеющие предложные дополнения: to send for, to look at, to speak of, to laugh at и т.д.

The doctor was **sent by**. *За доктором послали.*

Chaplin's gags will always **be laughed at**.

Комические номера Чаплина всегда будут вызывать смех.

Таблица образования страдательного залога

	Passive Voice		
	Simple	Continuous	Perfect
Infinitive	to be V ₃	to be being V ₃	to have been V ₃
Present	am is V ₃ are	am is being V ₃ are	have has been V ₃
Past	was were V ₃	was were being V ₃	had been V ₃
Future	shall will be V ₃		shall will have been V ₃
	be V ₃	be being V ₃	have been V ₃

Упражнение 1.

а) Напишите 3 формы следующих глаголов:

to buy, to build, to break, to catch, to do, to eat, to feed, to forget, to give, to grow, to hurt, to lose, to make, to pay, to send, to spend, to sell, to steal, to write.

б) Напишите 3 формы следующих правильных глаголов:

to allow, to arrange, to bake, to clean, to collect, to cook, to deliver, to fix, to open, to paint, to plant, to polish, to translate, to water, to vacuum.

Упражнение 2. Сравните перевод предложений в действительном и страдательном залоге в форме **Present Simple**. Обратите внимание на перевод подлежащего.

Действительный залог	Страдательный залог
I ask. Я спрашиваю.	I am asked. Меня спрашивают.

You ask Ты спрашиваешь.	You are asked. Тебя спрашивают.
He asks. Он спрашивает.	He is asked. Его спрашивают.
She asks. Она спрашивает.	She is asked. Ее спрашивают.
We ask. Мы спрашиваем.	We are asked. Нас спрашивают.
You ask Вы спрашиваете.	You are asked. Вас спрашивают.
They ask. Они спрашивают.	They are asked. Их спрашивают.

Упражнение 3. Переведите следующие предложения на русский язык.

1. Marriages are made in heaven.
2. Man is known by the company he keeps.
3. Rome was not built in a day.
4. The first car was built in Germany by Karl Bens in 1883.
5. I was told to come in time.
6. I'm sure the prize will be won by our team.
7. Do you know how the President Kennedy was killed?
8. The letters were being sorted out when they came.
9. The first piano was made around 1700 in Italy.
10. A new grammar rule was being explained when the bell rang.

Упражнение 4. Перепишите предложения, заменив действительный залог на пассивный.

Пример: She teaches us English. – We are taught English by her.

- 1) I will give you a cup of coffee.
- 2) He broke his bicycle.
- 3) We wash the dishes every day.
- 4) She will write a new book.
- 5) They plant trees every year.
- 6) We will discuss this question in our office.
- 7) My brother booked the tickets.
- 8) Michael is writing an interesting article at the moment.
- 9) They will build the bridge next month.
- 10) The guide organized excursion well.

22. The Present Perfect Tense (Настоящее совершенное время)

The Present Perfect Tense выражает связь действия, которое уже произошло, с настоящим моментом речи. Например: **I have just bought this book.** – Я только что купил(а) эту книгу.

Present Perfect образуется при помощи вспомогательного глагола *have, has* и формы Participle II смыслового глагола (V₃): I (we, you, they) **have worked**; he (she, it) **has worked**.

В вопросительной форме вспомогательный глагол становится перед подлежащим: **Have I (we, you, they) worked? Has he (she, it) worked?**

Отрицательная форма образуется при помощи отрицательной частицы *not*, которая ставится после вспомогательного глагола *to have*:

I (we, you, they) **have not worked**; he (she, it) **has not worked**.

Present Perfect используется со словами **today, this week/month/year, never, just, already, yet, since, lately, recently, so far.**

утвердит. форма have, has V ₃	вопросит. форма have, has ... V ₃	отрицательная форма have not, has not V ₃
I have worked	Have I worked?	I have not (haven't) worked
He (she, it) has worked	Has he (she, it) worked?	He (she, it) has not (hasn't) worked
We (you, they) have worked	Have we (you, they) worked?	We (you, they) have not (haven't) worked

Упражнение 1. Раскройте скобки, употребляя глагол в форме Present Perfect. Образуйте также вопросительные и отрицательные предложения:

1) I (to be) _____ to London this year. 2) We (to see) _____ this film before. 3) He (to meet) _____ his parents. 4) They already (to finish) _____ their work. 5) I (to learn) _____ all the new words. Now I can translate this text. 6) We already (translate) _____ the article. 7) He just (to read) _____ the text and now he can retell it. 8) Our teacher already (to explain) _____ us the new grammar rule.

Упражнение 2. Раскройте скобки, выбрав соответствующую форму глаголов: Present Perfect или Present Continuous.

1. She (to have dinner) now.
2. She just (to have) dinner.
3. They (to talk) now?
4. They already (to talk) about it?
5. She already (to find) her key?
6. He already (to have) his dinner?
7. What she (to do) now?
8. What she (to do) this week?

Упражнение 3. Раскройте скобки, выбрав соответствующую форму глаголов в Present Perfect.

1 A: Have you ever given an interview?

- B: No, I ...*have never done*... (never/do) that.
 2 A: What time does the train leave?
 B: It.....(just/leave)!
 3 A: Is the new restaurant good?
 B: I(not/eat) there yet.
 4 A: Shall I do the shopping now?
 B: No, I(already/do) it.
 5 A: Julia, are you ready?
 B: No, I.....(not/dry) my hair yet.
 6 A: Would you like to have lunch with me?
 B: No, thanks. I(already/eat).

Упражнение 4. Заполните пропуски *recently, how long, yet, always, ever, never, already, since*.

1. A: *How long* has she been an air hostess?
 B:she left school.
 2. A: Jonathan has moved house
 B: What's his new address?
 3. A: I can't phone you. I haven't got a phone
 B: Well, I'll come to your house instead.
 4. A: Has she finished her homework.....?
 B: Yes. She'sfinished it.
 5. A: He eats a lot of vegetables, doesn't he?
 B: Yes. He's.....liked vegetables.
 6. A: Have you.....been to China?
 B: No, I have.....been there.

23. Прошедшее совершенное время (The Past Perfect Tense)

The Past Perfect Tense выражает действие, которое уже завершилось к определенному моменту в прошлом. Например: **She had just made some coffee when I arrived.** – *Она только что приготовила кофе, когда я приехал.*

Past Perfect образуется при помощи вспомогательного глагола *had* и формы Participle II смыслового глагола (V₃): I (he, she, it, we, you, they) **had worked**.

В вопросительной форме вспомогательный глагол становится перед подлежащим: **Had I (he, she, it, we, you, they) worked?**

Отрицательная форма образуется при помощи отрицательной частицы *not*, которая ставится после вспомогательного глагола *to have*: I (he, she, it, we, you, they) **had not worked**.

Past Perfect используется со словами **before, after, by the time, just, already, till/until, when, by 6 o'clock/midday/midnight**.

утвердит. форма had V₃	Вопросит. форма had ... V₃?	Отрицательная форма had not V₃
I (he, she, it, we, you, they) had worked	Had I (he, she, it, we, you, they) worked?	I (he, she, it, we, you, they) had not (hadn't) worked

Упражнение 1. Переведите предложения на русский язык.

1. When I arrived at the party, Tom had already gone home.
2. When Tom got home he found that someone had broken into his flat and stolen his computer.
3. George didn't want to go to the cinema with us because he had already seen the film twice.
4. We realized we had forgotten the address.
5. We had done all our work by 7 o'clock yesterday.
6. After she had cleaned the house, she watched TV.
7. When I had found a solution to my problem, I felt happier.
8. After he had locked the door, when the telephone rang.
9. The play had already started when Henry arrived at the theatre.

Упражнение 2. Образуйте утвердительную, отрицательную и вопросительную формы глаголов в Past Perfect:

- 1) I (to do) my lessons by the evening.
- 2) We (to translate) the text before the bell.
- 3) She (to clean) the room by six o'clock.
- 4) I (to speak) to him before the meeting.
- 5) Her son (to do) the home task by eight o'clock.
- 6) The children (to sweep) the floor before their mother's coming.
- 7) They (to receive) the telegram by nine o'clock.
- 9) We (to reach) our house before the sunset.

24. Будущее совершенное время (The Future Perfect Tense)

Future Perfect выражает действие, которое будет закончено к определенному моменту в будущем. Например: **She will have gone home by the time I arrive.** – Она уже уйдет домой к тому времени, как я приду.

Future Perfect образуется при помощи вспомогательного глагола *will / shall have* и формы Participle II смыслового глагола (V₃): I (we) **shall have worked**; he (you, they) **will have worked**.

В вопросительной форме первый вспомогательный глагол (*shall, will*) становится перед подлежащим: **Shall I (we) have worked? Will he (you, they) have worked?**

Отрицательная форма образуется при помощи отрицательной частицы *not*, которая ставится после первого вспомогательного глагола: I (we) **shall not (shan't) have worked**; he (she, it, you, they) **will not (won't) have worked**.

Future Perfect используется со словами **before, by, by the time, by then, till/until**.

Утвердительная форма have worked	Вопросительная форма Will ... have worked?	Отрицательная форма will not have worked
I'll have worked You (he, she, it, we, you, they) will ('ll) have worked	Shall I have worked? Will you (he, she, it, we, you, they) have worked?	I shan't have worked You (he, she, it, we, you, they) will not (won't) have worked

Упражнение 1. Раскройте скобки, употребляя глаголы в Future Simple, Future Continuous или Future Perfect:

- 1) She (to write) a letter tomorrow.
- 2) She (to write) a letter at eight o'clock tomorrow.
- 3) She (to write) a letter by eight o'clock tomorrow.
- 4) When I come home tomorrow, she (to write) a letter.
- 5) Where she (to go) to buy a new dress?
- 6) What language you (to speak) by the next year?
- 7) We (to write) the test from two till four.
- 8) What time he (to come) this evening? – He (to come) by ten o'clock.
- 9) I (to meet) you at the station at eight o'clock tomorrow. – My train

already (to arrive) by that time.

10) We (to do) washing-up by the time mother comes.

Упражнение 2. Переведите предложения на русский язык.

1. I'm sure they will have arrived home by five o'clock tonight.

2. Scientists will have learnt to control the weather by 2020.

3. Will the sportsmen have run thirty or forty kilometres by the end of the race?

4. What will you have done by that time?

5. Who will they have met at the station by the time the train arrives?

Упражнение 3. Раскройте скобки, употребляя глаголы в Future Simple или Future Perfect:

1. He (write) the letter by five o'clock tomorrow.

2. He (write) a letter tomorrow.

3. We (have dinner) soon.

4. We (have dinner) by this time tomorrow.

5. We (pass) all our exams by the first of July.

6. I (show) him the Kremlin.

7. My friends (come) to visit me.

8. He (finish) this report by the end of the day.

25. Сложные предложения

В английском языке, так же как и в русском, существует два вида сложных предложений: **сложносочиненное** (состоящее из двух или более самостоятельных предложений) и **сложноподчиненное** (состоящее из главного и одного или нескольких придаточных предложений, которые поясняют главное предложение). Предложения, входящие в состав сложносочиненного предложения, соединяются союзами: *and и, а; but но; or или* и др.

He speaks English and his sister speaks English and German.

Он говорит по-английски, а его сестра говорит по-английски и по-немецки.

Типы придаточных предложений

Типы придаточных предложений	Союзы и союзные слова, вводящие	Примеры	Перевод
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	придаточные предложения		
1. Придаточное подлежащее	that — <i>что</i> if, whether — <i>ли</i> who— <i>кто</i> what— <i>что, какой</i> which — <i>который</i> when — <i>когда</i> where — <i>где</i> how — <i>как</i> why— <i>почему</i>	That he understands his mistake is clear.	Ясно, <i>что</i> он понимает свою ошибку- <i>Что</i> он понимает свою ошибку — ясно.
2. Придаточное сказуемое	Те же союзы и союзные слова, что и для придаточного подлежащего	The question is whether he knows about this meeting.	Вопрос заключается в том, знает <i>ли</i> он об этом встрече.
3. Дополнительное	that — <i>что</i> if, whether — <i>ли</i> who— <i>кто</i> what— <i>что</i> which — <i>который</i> when— <i>когда</i> where — <i>где</i> how— <i>как</i> why — <i>почему</i>	We know where she lives. He asked if he could take that book.	Мы знаем, <i>где</i> она живет. Он спросил, может <i>ли</i> он взять эту книгу.
4. Определительное	<i>who</i> — <i>который</i> whose— <i>чей, которого</i> which, that — <i>который</i> where — <i>где, куда</i> why — <i>почему</i>	Do you know who has written this book?	Вы знаете, кто написал эту книгу?
5.Обстоятельственные: а) обстоятельство времени	when— <i>когда</i> after— <i>после того как</i> before — <i>до того как</i> <i>прежде чем</i> till— <i>до тех пор пока</i> while— <i>в то время как</i> since— <i>с тех</i>	When summer comes we shall go to the country.	<i>Когда</i> наступит лето, мы поедем за город.

	<i>por как as soon as</i> — <i>как только</i>		
б) Обстоятельство времени	where — <i>где, куда</i> wherever — <i>где бы ни, куда бы ни</i>	Wherever you go you must remember about it.	<i>Куда бы</i> вы ни поехали, вы должны помнить об этом.
в) Обстоятельство причины	because— <i>потому что</i> as— <i>так как</i> since— <i>так как</i>	He can't go to the movie because he is busy.	Он не может пойти в кино, <i>потому что</i> он занят.
г) Обстоятельство образа действия	as— <i>как</i> as if, as though— <i>как будто</i> и др.	She speaks as if she knows everything about it.	Она говорит, <i>как будто</i> она знает все.
д) Обстоятельство цели	that — <i>чтобы</i> so that, in order that — <i>чтобы, для того чтобы</i> lest — <i>чтобы не</i>	She must speak louder so that everybody can hear her well.	Она должна говорить громко, <i>чтобы</i> все могли хорошо её слышать.
е) Обстоятельство условия	if— <i>если</i> provided that, on condition that— <i>при условии что</i> unless— <i>сли, только не</i>	If he is free today, he must be at the conference.	<i>Если</i> он сегодня свободен, он должен быть на конференции.

Бессоюзное подчинение определительных и дополнительных придаточных предложений

В дополнительном и определительном придаточных предложениях союз часто опускается:

I know **(that)** she is ill. Я знаю, *что* она больна.

The article **(which)** I read in the газета, *которую* я прочитал в newspaper was very interesting. газете, была очень интересна.

Если перед относительным местоимением стоит предлог, то при пропуске местоимения предлог ставится после глагола.

This is the **at which** my father worked. *Вот завод, на котором работал мой отец.*
This is the plant my father worked **at**. *мой отец.*

Упражнение 1. Переведите следующие предложения на русский язык.

- 1 George is a lawyer whose office is located in London.
- 2 Susan, who is a hotel receptionist, likes to help people.
- 3 John decided to call about the position of estate agent, which is a full-time job.
- 4 That is the woman whose brother is a very creative florist.
- 5 He has a well-paid job which requires excellent technical skills.

Упражнение 2. Заполните пропуски относительными местоимениями *who, whose, which*.

- 1 Mr. Bennett is the man _____ lives next door to me.
- 2 Those are the keys _____ I am looking for.
- 3 That's the woman _____ daughter is a film star.
- 4 This is the skirt _____ Mary gave me.
- 5 Sarah is the girl _____ parents work abroad.
- 6 These are the flowers _____ I planted in the garden.
- 7 Lee is the boy _____ is in my brother's class.
- 8 This is the house _____ I want to buy.
- 9 That is the man _____ office is opposite.
- 10 Carol is the woman _____ painted this picture.

Упражнение 3. Перепишите предложения, заменив придаточное предложение причастным оборотом, например: *When you read this book, write out all new expressions.* – *When reading this book write out all new expressions.*

1) **When I entered the room**, I saw so many people sitting at the table, that I couldn't find my friend among the guests at once. 2) **As the director was busy**, he could not receive me. 3) **As the student knew the subject well**, he wasn't afraid of the coming examination. 4) **When I bought books yesterday**, I forgot to buy an English-Russian dictionary. 5) **While we read this book**, we discussed many interesting problems. 6) **As I was not surprised at what had happened**, I couldn't understand why everybody was so excited. 7) **When I was in Pushkin**, I often went to see the Krylovs. 8) **As he was very busy**, he couldn't help them. 9) **When I was a boy of ten**, I often came to this river to bathe and enjoyed it greatly.

Упражнение 4. Заполните пропуски относительными наречиями и местоимениями:

Yesterday, Amanda met a very interesting man in the library 1) _____ she works. He was looking for a book 2) _____ he needed for some research he was doing about ancient Egypt. He told her that he worked for a director 3) _____ was making a TV program about ancient civilizations. Amanda showed him the books 4) _____ he was looking for. She asked him for the date 5) _____ the program would be shown on TV. When she watched it the following month, the presenter said, 'I'd like to thank the lady 6) _____ help in the library was very useful. Amanda was very pleased and that's 7) _____ she's decided to start watching that program more often.

PART II
TEXTS FOR READING AND DISCUSSION
(ТЕКСТЫ ДЛЯ ЧТЕНИЯ И ОБСУЖДЕНИЯ)

Text 1: Introducing yourself

Hello, my name is Sveta. I am 19 years old. I am a student of **management** at the State University. I liked **history, economics** and **Literature** at school. I always wanted to be a manager, **like my mother**. My grandmother is a doctor. She is a **psychiatrist**. I **entered** the Department of management because I wanted to communicate with different people. I like my studies a lot now. I live with my family. It is very **convenient** but sometimes I want more freedom.

Hi, I am Kate. I am a first year student at Duke University, USA. I am 22. I have been working as a secretary for a **physician** for two years. I worked as a **sales person** in a **real estate agency** before. I have enough money for college now. Duke is a private university and very expensive too! But it is a great school with an excellent reputation. **Diploma** in management from Duke will be very important for my career.

Hello, everyone. My name is Josh. I am British, **more exactly, Welsh**. My parents are farmers. It is a very rare profession in the UK. I don't want to be a farmer. I want to be a manager. I want to communicate with different people. I want to live in a big city. **That is why** I study in London. I study management at the University of Westminster, in the heart of central London. I live in a **student dormitory** with a roommate from Brazil. I want to rent a flat in the city center, but it is very expensive.

Hi! My name is George Atkinson. I am a management **post-graduate student** from New Zealand. I am student of the University of Auckland, **department of Management**. This is a two year program. I will have a **degree of Master of Sciences** when I graduate.

Vocabulary

Management – менеджмент

literature– литература

like my mother– как моя мать

to enter– (зд.)поступить

soul– душа

convenient– удобно

physician– врач-терапевт
salesperson – менеджер по продажам
realestateagency – агентство недвижимости
diploma– диплом
moreexactly – точнее, вернее
Welsh– валлиец (коренной житель Уэльса)
that is why – вот почему
student dormitory– студенческое общежитие
post-graduate student– магистрант
Department of Management – факультет менеджмента
behavior– поведение
illness – заболевание

Exercise 1: Answer the questions

1. What subjects did Sveta like at school?
2. What does Sveta's grandmother do?
3. Where does Sveta live?
4. What University does Kate go to?
5. What did Kate do before entering the college?
6. Is a diploma in management important for Kate?
7. Where is Josh from?
8. What is his nationality?
9. What do his parents do?
10. What university does Josh go to?
11. What kind of student is George?
12. What does he study?

Exercise 2: Translate the sentences into English

А. Я студентка факультета психологии менеджмента. Я учусь на первом курсе. В нашей группе 15 человек. Я любила в школе историю, литературу, иностранные языки. Я не люблю физику и химию. Я люблю музыку, дискотеки и хорошие вечеринки.

Б. Меня зовут Наташа. Мне 18 лет. Я любила в школе рисование, музыку и историю. Мне очень нравятся исторические фильмы. Я всегда хотела стать менеджером. Я живу со своими родителями недалеко от университета. У меня есть друг. Ему 20 лет, он тоже студент. Он живет в моем доме.

В. Меня зовут Марина. Я студентка третьего курса журналистики. Мне 19 лет. Утром я хожу на лекции, а вечером работаю ди-джем на радиостанции. Мне всегда нравилась рок-музыка. У меня своя программа на радио.

Text 2: What is management?

“Management” has become a frequent word in business area. It’s a wide notion, but in general, management means organizing and coordinating a group of people for directing them towards accomplishing a goal. This process can include manipulation of various resources: human, financial, natural, technological, etc. Apart from organizing entities, management uses other functions, such as forecasting, planning, staffing, controlling, actuating, and commanding. Speaking of its etymology, the word ‘manage’ has Italian roots. It means to handle something. People, who have the responsibility to manage small firms or large companies, are either directors or managers. These people have the authority to make decisions according to the enterprise. One of the most important functions, that management implements, is planning. At this stage managers set objectives and then think of strategies for achieving them. It involves the creation of a plan followed by intelligent behavior. When the objectives are set, managers prepare tasks and proceed to organizing them within various sections or departments. Next stage of management is commanding. At this stage the manager hands out the tasks to employees and has the right to supervise whether they are being carried out. Controlling is an important stage, when manager can bring some corrections to the individuals’ activities. He or she should make sure that performance is according to the plan. The final stage is coordinating, i.e. bringing together the results of collective work. Marketing management may spend a fair amount of time building or maintaining a marketing orientation for the business. Achieving a market orientation, also known as "customer focus" or the "marketing concept", requires building consensus at the senior management level and then driving customer focus down into the organization. Cultural barriers may exist in a given business unit or functional area that the marketing manager must address in order to achieve this goal. Additionally, marketing executives often act as a "brand champion" and work to enforce corporate identity standards across the enterprise. In larger organizations, especially those with multiple business units, top marketing managers may need to coordinate across several marketing departments and also resources from finance, research and development, engineering, operations, manufacturing, or other functional areas to implement the marketing plan. In order to effectively manage these resources, marketing executives may need to spend much of their time focused on political issues and inter-departmental negotiations. The effectiveness of

a marketing manager may therefore depend on his or her ability to make the internal "sale" of various marketing programs equally as much as the external customer's reaction to such programs.

But if you look at this term, on the other hand, we can say that the manager is a manager, a person who connects the staff in the organization and defines the goals and objectives that must be implemented in the organization, it also monitors this activity, motivates employees to performance of their duties. Manager can be both a man and a woman. The main thing is that they have such qualities as durability and adaptability, sociability and politeness, subordination and anti conflict, accountability and fairness and so forth. Each manager has different approaches and management practices that will certainly and naturally depend on the experience that is accumulated over the years of practice. That experience is the principal assistant of any manager. On the basis of a manager solves all problems facing them. Therefore, the manager is, of course, the right hand the head, which always helps him in the management of organizations and people working in it. Management is also a specific type of activity that requires a high level of professionalism and creativity. It is for this reason that not all people are educated manager, working directly in this area, only a few successfully implemented in this field myself. It is a lot to say on this subject, but we have not talked, we always come to one conclusion that the manager is a person with a number of valuable essential qualities that help him in carrying out his professional duties.

Vocabulary

coordinating - координирование

accomplishing a goal – ставить цель

forecasting - прогноз

to make decisions – принимать решения

the creation of a plan – выполнение плана

effectively manage – эффективно управлять

negotiations -переговоры

depend on – зависеть от

creativity – творчество, креативность

solve all problems – решать все проблемы

Exercise 1: Answer the questions

1. What does management mean?
2. What can the process include?
3. Why is controlling important thing?

4. What does cultural barer mean?
5. What does the effectiveness of a marketing manager depend on?
6. What does management require?

Exercise 2: Translate the sentences into English using the text

Менеджмент – это организация и координация группы людей. Менеджеры ставят цели и координируют группу. Эффективность работы менеджера зависит от его профессиональных способностей.

Exercise 3: Translate the sentences into English

1. Я умею говорить по-английски. 2. Мой папа не умеет говорить по-немецки. 3. Ты умеешь говорить по-французски? 4. Моя сестра не умеет кататься на коньках. 5. Ты можешь переплыть эту реку? 6. Я не могу выпить это молоко. 7. Она не может вас понять. 8. Ты умел плавать в прошлом году? 9. В прошлом году я не умел кататься на лыжах, а сейчас умею. 10. Вы не можете мне сказать, как доехать до вокзала? 11. Не могли ли бы вы мне помочь? 12. Я не могу перевести это предложение. 13. Никто не мог мне помочь. 14. Где тут можно купить хлеб? 15. Твоя бабушка умела танцевать, когда была молодая? — Да, она и сейчас умеет.

Text 3: My friend

My best friend's name is Marina. She is a little older than I am. She is 19. She lives in the same house as I do. We are **neighbors**. I have known her **since I was a child**, because her parents and my parents are friends. I didn't have any sisters, so Marina was like a sister to me. We **shared all secrets** and spent a lot of time together.

Let me describe her. She is **quite** tall. She is blonde. She has light blue eyes. Marina likes fashionable **clothes** and is fond of **make-up**. She is **fit** because she likes sports. She plays volleyball and swims in the **swimming pool** every week. She has a good very sporty figure.

Marina has a beautiful voice. She likes singing and playing the guitar. She likes reading **detective stories** and watching **reality shows** on TV. We often go to the cinema together.

I'd like to tell a few words about Marina's personality. Marina has a great sense of humor, she is sociable and open. People like **to be around her**. Some people say that she is **stubborn**. She always has her own opinion about **current events**. When we have a party, she takes care of everything, she likes **being in charge**. Not all men like this. Some think that she is too independent.

I think Marina could be a great manager, but she wants to be a lawyer. She also wants to help people with their problems. Psychology, understanding of what others think, is very important in every profession. But it is especially important

for a lawyer. Marina has many friends. Her friends are my friends. We invite them and make parties. Marina cooks something nice, everyone brings drinks and we have a great time. She plays the guitar and we all sing together. It is a lot of fun.

I think that a friend is someone who helps when you are in **trouble**. Marina is always ready to help. She is a very **faithful** friend.

Vocabulary

neighbor—сосед

since I was a child—с детства

to share all secrets— делились всеми тайнами (секретами)

quite— (зд.) довольно (довольно высокая)

clothes – одежда

make-up – макияж

fit—спортивная, подтянутая, в хорошей форме

swimming pool—бассейн

detective stories—детективы

reality shows – реалити-шоу

to be around her – быть рядом с ней

stubborn – упрямая

current events—текущие события

to be in charge – заниматься чем-либо

trouble – проблема

faithful – преданный

Exercise 1: Answer the questions

1. Where does Marina live?
2. How long does the author know her?
3. Is Marina short or tall?
4. Does Marina like make-up and fashion?
5. Does she like sports?
6. What sports does she do?
7. What kind of literature does Marina like?
8. Is Marina flexible or stubborn?
9. What role does she like taking at parties?
10. What do some men think about Marina?
11. What is Marina's future profession?
12. What musical instrument does she play?

Exercise 2: Translate the sentences into Russian

1. Our neighbors are our best friends.

2. I share all secrets with my mother.
3. She is very fit. She swims in the pool every Friday.
4. I often share my knowledge with the rest of the group.
5. I like to watch TV. I like discussing films with my best friend.
6. Angela uses too much make-up.
7. I like fashion a lot. I buy fashion magazines every week.
8. My brother is very stubborn. He argues about everything.

Exercise3: Tell about your friend answering the following questions

1. What is your friend's name?
2. How long do you know your friend?
3. Where did you meet?
4. How does your friend look?
5. Is he/she tall or short?
6. Is he/she fit or overweight?
7. What color is his/her hair?
8. Is he/she older than you are?
9. Did you go to the same school?
10. Do you study together now?
11. What things do you do together with your friend?

Exercise 4: Translate the sentences into English

Я знаю Марину с детства. Ее и мои родители большие друзья. Мы соседи. Марина мне как сестра. Мы всегда делимся всеми секретами. Мы ходили в одну школу, а теперь в один университет. Она учится на юридическом факультете, а я на факультете менеджмента. Марина любит читать детективы и смотреть телевизор. Она играет на гитаре и поет. Она очень надежный друг.

Text 4: You and your friends

Friends are important in your life because you spend a lot of time with them. You learn from them and they learn from you. It is **natural** to listen to and learn from other people in your **age group**. Friends can have a positive **influence** on each other. Maybe one of your friends teaches you how to play the guitar or helps you to enter the university. You might **admire** a friend who is **good at sports** and try to be more like him or her. Maybe you tell other people about your new favorite book and now everyone's reading it. These are examples of how friends positively influence each other every day.

The **pressure to imitate** your friends' behavior and **earn their approval** may be quite strong. Sometimes friends influence each other in **negative** ways. Everyone knows what negative **peer pressure** is. It can often be **impossible to resist**.

In fact, experiments have shown that most people will answer a question **incorrectly**, even though they know the correct answer, if everyone else is answering incorrectly. Now you know why your parents advise you to choose your friends **wisely**; because your friends influence your life and the decisions you make.

No friends are perfect, and some may **pick up** bad **habits** that, through peer pressure, **spread** throughout your social group. You may even find that you are the only one in your social group not taking part in a negative behavior.

Vocabulary

natural – естественный

age group – возрастная группа, категория

influence – влияние

to admire – обожать

good at sports – быть хорошим спортсменом

pressure – давление

to imitate – имитировать, подражать

to earn approval – заслужить одобрение

negative – негативный, отрицательный

peer pressure – давление сверстников

impossible to resist – невозможно устоять

in fact – действительно, фактически

incorrectly – неправильно

wisely – мудро

to pick up – (зд.) перенимать

habits – привычки

to spread – распространять(-ся)

Exercise 1: Answer the questions

1. Why are friends important in your life?
2. What are the examples of positive influence?
3. Is it difficult to resist peer pressure?
4. How would most people reply if they know the correct answer, even if they know the right answer?
5. According to the text, is it possible to be the only one in your social group not taking part in certain behavior?

Exercise 2: Translate the sentences into English

Друзья очень важны в нашей жизни. От них мы получаем психологическую поддержку и советы. Мы учимся у них, они учатся у нас. Очень важно чтобы друзья оказывали на нас положительное влияние. Нам не нужно стараться постоянно завоевывать одобрение друзей. Друзей нужно выбирать мудро, потому что друзья влияют на нашу жизнь и решения, которые мы принимаем.

Exercise 3: Write a short essay on the following

1. "If you judge people, you have no time to love them." Mother Teresa
2. "It is not so much our friends' help that helps us as the knowledge that they will help us." Epicurus
3. "Anybody can sympathize with the sufferings of a friend, but it requires a very fine nature to sympathize with a friend's success." Oscar Wilde
4. "A real friend is one who walks in when the rest of the world walks out."
Walter Winchell

Text 5: My family

My family is very **typical** for my country. There are both parents in my family; there are two children and one grandparent living with us.

My parents' names are Igor and Ludmila. My father is 45 and my mother is 44. They have been married **since they were students**, for more than 20 years now! And they **are still in love**. My dad often buys flowers for my mom. It is very romantic, isn't it?

My parents are **chemists** by education but they do not work in this **field** anymore. My father works as a **head of sales department** at a construction company. In simple words, he is responsible for sales of **newly built** apartments. His friend **offered** him this position; also, my father will have a **discount** on a new flat. This is very important for us because we are getting a larger flat. I can't wait to move in there!

My mother is a school teacher. She likes her job a lot. She teaches chemistry and is also a **home teacher** for the 9th form. It is a lot of **responsibility** but my mother likes it. She is often busy with her school activities but she always has time for me and my younger brother. His name is Boris. He is in the 8th grade. And, of course, he is in our mother's class. Can you imagine **how it feels** to have your mother **supervise** you both at home and at school? But they say that there are no

problems. Mother does not **differentiate** him from other students. She is very professional.

My brother likes rock music. He has a special **haircut** like some rock stars and learns to play guitar. He plays electric guitar. I also think that he smokes and I don't like it at all. My father smokes cigarettes, but very **seldom**. I think that Boris takes him as a **role-model**. I try to talk to him about it but he does not want to talk. I want to catch him smoking at home and then **have a serious talk**. I want him **to quit immediately**.

Our grandmother also lives with us. She moved to live with us when my grandfather died. She is a great person. We all love her. I just love the way she cooks! She cooks great – very, very tasty! She buys **spices**, meat and vegetables at the market and keeps her **recipes** in secret. She says that she will teach me how to cook when I want it. I don't have much time for cooking now. I **take care of** the flat. I **wash dishes** and clean the flat. My friends love to come and try what my grandmother Natasha cooks. She loves **to treat** people. She always cooks **extra** for guests.

Vocabulary

typical–типичный

since they were students– (зд.)со студенческой скамьи

to be in love– быть влюбленным

chemist–химик

field–(зд.)область, отрасль

head of sales department – начальник отдела продаж

newly built houses–новостройки, вновь построенные дома

to offer – предлагать

discount – скидка

homet eacher – классный руководитель

responsibility – ответственность

how it feels – как себя чувствуешь

supervise–присматривать, руководитель

differentiate–различать, делать исключение

haircut–стрижка, прическа

seldom–редко

role-model–пример для подражания

to have a serious talk–серьезно поговорить

to quit immediately–бросить(курить) незамедлительно

spices–специи

recipes–кулинарные рецепты

to take care of something – заботиться о чем-либо

to wash dishes – мыть посуду

to treat – (зд.) угощать

extra – дополнительно

Exercise 1: Answer the questions

1. What is a typical Russian family?
2. What are the author's parents by education?
3. Where does the father of the family work now?
4. What are his responsibilities?
5. What does mother do? Does she like her job?
6. What music does the author's brother like?
7. Does he play the guitar? What kind of guitar?
8. What is said about the grandmother?

Exercise 2: Translate sentences into English

1. Я редко читаю книги. Я чаще смотрю телевизор.
2. Я почти никогда не слушаю радио.
3. Мои друзья часто ходят в кино. Я тоже хожу с ними.
4. Я часто болею гриппом (to have a flu).
5. Моя мама редко готовит. Я готовлю чаще, чем она.
6. Мой брат курит редко. Он хочет бросить курить.

Exercise 3: Answer questions

1. Do you think that this family is typical for Russia?
2. Do you think it is typical that people can change their field from chemistry to sales in modern Russia?
3. Is it typical to live with grandparents?
4. Is it convenient to live with grandparents?
5. Is it typical for a schoolboy to try smoking cigarettes?
6. Is it typical for a schoolboy to learn to play the guitar?
7. What else is typical for a family in Russia?

Exercise 4: Translate the sentences into Russian

1. There are both parents in my family and my grandfather living with us.
2. My parents are physicists by education but work in business now. They changed the field in 2013.
3. My mother's friend offered her a position of a psychologist in a big firm. It is a lot of responsibility but it pays well.
4. I should quit smoking immediately. It is a bad habit.
5. I can only imagine how it feels to work 12 hours a day.

6. Can you imagine how it feels when you quit smoking?
7. Please, make your music low. I have a headache.
8. My mother called me today. She wanted to have a serious talk with me about something.

Exercise 5: Translate the sentences into English

1. Моих родителей зовут Андрей и Наталья. Они менеджеры. Они женаты 23 года. У них двое детей – я и мой брат Николай. У нас очень дружная семья.

2. Моему брату 16 лет. Он очень хорошо учится и играет на пианино. Он хочет стать врачом, как моя мама. Его любимые предметы в школе – физика и химия. Он пробовал курить, но бросил.

3. Моя бабушка готовит по-армянски – очень, очень вкусно! Она покупает мясо и специи на рынке и не раскрывает рецепты. Она всегда готовит для гостей.

4. Моя семья типична для моей республики. У меня две сестры и два брата. Моему отцу 56 лет. Он фермер. Моя мама никогда не работала. Она занимается семьей и домом. Она готовит для всех нас. Я тоже помогаю ей готовить.

5. Мои родители развелись, когда мне было 10 лет. Моя мама – юрист. Она работает консультантом в большой западной фирме. У нее нет времени готовить. Она всегда занята. Она работает даже дома. Я готовлю для нас обеих и занимаюсь домом.

6. Мы живем в собственном доме. У каждого есть своя комната. У нас всегда много гостей. Моя бабушка всегда готовит дополнительно для гостей. Я мою посуду. Мне это не очень нравится.

Text 6: The Russian Federation

The Russian Federation or Russia is a country that **stretches** over a vast area of Eastern Europe and Northern Asia.

The Russian Federation is a federative democratic republic with a President, **directly** elected for a four-year term, who holds **considerable executive power**. The President **nominates** the highest **state officials**, including the Prime Minister, who must **be approved by** the Parliament.

Russia's **bicameral** Parliament, the **Federal Assembly of Russia** consists of the **upper house** known as the Federal Council of Russia composed of 178 delegates **serving** a four-year **term** (two are appointed from each of the 89 federal subjects), and the **lower house** (known as the State Duma), comprising 450 deputies also serving a four-year term, of which 225 are elected by direct vote from single member constituencies and 225 are elected by **proportional representation** from nation-wide **party lists**.

The Russian Federation consists of a great number of different **Federal subjects of Russia**. There are 21 republics within the federation that have a high degree of autonomy **on most issues** and these **correspond** to some of Russia's **ethnic minorities**. The remaining territory consists of 49 oblasts (provinces) and 6 krai's (territories), in which are found 10 autonomous okras (autonomous districts) and one autonomous oblast. Beyond these there are two federal cities (Moscow and St. Petersburg).

Russia is **sparsely** populated and has extremely low **average population density** due to its **enormous** size; population is the densest in the European part of Russia, in the Ural Mountains area, and in the South-Eastern part of Siberia. The Russian Federation is home to as many as 160 different ethnic groups and **indigenous** peoples.

The Russian language is the only official state language, but some, Republics of Russia have often made their native language co-official next to Russian.

Religions on the territory of Russian Federation include Russian Orthodox Church, Islam, and various Protestant **faiths**, Roman Catholic Church, Buddhism and Judaism.

Adopted from www.wikipedia.com

Vocabulary

to stretch – простираться

directly – непосредственно

considerable – значительный

executive power – исполнительная власть

to nominate – назначать

state official – чиновник

to be approved by – быть утвержденным

bicameral – двухпалатный

Federal Assembly of Russia – Федеральное Собрание Российской Федерации

upperhouse – верхняя палата (парламента)

serving the term – исполнение полномочий

lower house – нижняя палата (парламента)

proportion a representation – пропорциональное представительство

party list – партийный список

Federal subjects of Russia – субъекты Российской Федерации

On most issues – по большинству вопросов

correspond–соответствовать

ethnic minorities– этнические меньшинства

Sparsely – редко (негусто)

Average population density – средняя плотность населения

enormous – огромный

indigenous – коренной

faith – вера

Exercise 1: Answer the questions

1. What parts of the world does Russia stretch into?
2. Who is the Head of State in Russia?
3. What term is the Russian President elected for?
4. What are the two chambers of the Russian Parliament?
5. How many delegates and deputies are there in the Russian Parliament?
6. How densely is Russia populated?
7. How many different ethnic groups live in Russia?

Exercise 2: Translate the sentences into Russian

1. The Russian Federation is the largest country in the world, but ranks seventh in the world population.
2. China and India have the largest population in the world.
3. The President of Russia is directly elected for a four-year term.
4. The President can pass decree without consent from the Parliament.
5. The Russian Federation has a bicameral parliament, like the United Kingdom and the United States.
6. The upper house is called the Federal Council of Russia and the lower house is called the State Duma.
7. The State Duma comprises 450 deputies who serve a four-year term.
8. Twenty-one republics within the Russian Federation correspond to some of Russia's ethnic minorities.

Exercise 3: Translate the sentences into English

1. Русский язык является единственным государственным языком Российской Федерации, но некоторые республики в составе Федерации используют родной язык для официальных целей.

2. Самыми распространенными концессиями на территории Российской Федерации являются православие, ислам, католицизм, буддизм и иудаизм.

3. 79,8% населения Российской Федерации составляют этнические русские, 3,8% - татары, 2% - украинцы, 1,2% - башкиры, 1.1% - чувашаи, 0,8% - армяне.

4. Недавно в России появился еще один слой государственной власти - федеральные округа.

5. В России чрезвычайно низкая средняя плотность населения из-за ее огромных размеров.

6. Российская Федерация состоит из 89 субъектов Федерации.

Text 7: The United Kingdom of Great Britain and Northern Ireland

The United Kingdom of Great Britain and Northern Ireland is a country in Western Europe, usually **known as** the United Kingdom, the UK, Britain, or less **accurately** as Great Britain. The UK was formed by a series of Acts of Union which united the formerly distinct nations of England, Wales, Scotland, and Ireland under a **single** government in London. The greater part of Ireland left the United Kingdom in 1922, and is today the Republic of Ireland. The north-eastern portion of the Island of Ireland – the Northern Ireland –**remains** part of the United Kingdom. The UK is situated in the north-western part of Europe, **surrounded by** the North Sea, the English Channel and the Atlantic Ocean. Great Britain, now sometimes called **simply** Britain, is the geographical name for the largest island in the British Isles. **In total**, it is **estimated** that the UK is made up of around 1098 small islands.

The United Kingdom is made up of four “parts”: the nations of England, Scotland, and Wales, and the province of Northern Ireland. All four “home nations” have historically been divided into **counties**.

The **primary** language spoken in the UK is English. Other languages include the Celtic languages: Welsh, Scottish Gaelic, Cornish and Irish Gaelic.

The United Kingdom contains two of the world’s most famous universities, the University of Cambridge and the University of Oxford, and has produced many great scientists, including Isaac Newton and Charles Darwin.

Many believe that a great number of important sports originated in the United Kingdom, including: football (soccer), golf, boxing, **rugby** and billiards.

Playwright William Shakespeare is the most famous writer in the world; other well-known writers include the Bronte sisters (Charlotte, Emily and Anne), Jane Austen, Agatha Christie, and Charles Dickens. Important poets include Lord Byron, Robert Burns, and Thomas Hardy. The UK was the home country for some

of the most famous **bands**, including The Beatles, The Rolling Stones, and many others.

Vocabulary

To be known as – быть известным как

accurately – точно

single – единый

to remain – оставаться

to be surrounded – быть окруженным

simply – просто, попросту

in total – всего, итого

to estimate – оценивать

county – графство, округ

primary – основной

rugby – рэгби

playwright – драматург

band – группа, ансамбль

Exercise 1: Which of the following is not true about the UK?

1. The United Kingdom is a part of Ireland.
2. The UK is surrounded by the Atlantic Ocean, the English Channel and the North Sea.
3. The only language spoken in the UK is English.
4. Playwright William Shakespeare is the most famous writer in the world.
5. The Rolling Stones and The Beatles are British bands.
6. Agatha Christie and Lord Byron were British writers.

Exercise 2: Translate the sentences into Russian

1. The United Kingdom of Great Britain and Northern Ireland is also known as the UK.
2. Northern Ireland remains part of the United Kingdom.
3. Britain is the name of the largest island in the British Isles.
4. There are four nations in the United Kingdom.
5. The primary language of the UK is English.
6. Other languages spoken in the UK are Welsh, Scottish Gaelic, Cornish and Irish Gaelic.
7. The University of Oxford and the University of Cambridge are two world's famous British universities.
8. William Shakespeare is the most famous writer in the world.

Exercise 3: Translate the sentences into English

1. Большая часть Ирландии отделилась от Соединенного Королевства в 1922 году и сейчас называется Республикой Ирландия.
2. Великобритания, или просто Британия, – это географическое название самого крупного острова среди Британских островов.
3. Всего в Соединенном Королевстве 1098 островов.
4. Кроме английского в Соединенном Королевстве говорят на валлийском, хинди и урду, а также других языках.
5. Драматург Вильям Шекспир является самым знаменитым английским писателем.

Text 8: The United States of America

The United States of America, also called the United States, the USA, America, or the States, is a federal republic in central North America, **stretching** from the Atlantic Ocean in the east to the **Pacific Ocean** in the west. It has land borders with Canada in the north and Mexico in the south. The United States shares a **marine border** with Russia in the west. The country has fifty states. Washington is the capital of the USA. It is situated in the District of Columbia. The largest cities are New York, Chicago, Los Angeles, Philadelphia, Boston, and some others. Each state has a local autonomy **according to** the system of federalism.

American colonies of Great Britain separated from their mother country in 1776 and **were recognized as** the new nation of the United States of America in 1783. During the 19th and 20th centuries, 37 new states were **added** to the original 13 states. The two most **traumatic experiences** in the nation's history were the **Civil War** (1861 - 1865) and the **Great Depression** of the 1930s.

There are five ethnic groups in the US: whites sometimes called European-Americans; African Americans, also called blacks; Hispanics, also called Latinos; Asian-Americans, frequently specified as Korean-Americans, Chinese-Americans, etc.; and **Native Americans**, also called American Indians.

The majority of people **currently** living in the United States **descend from** Europe immigrants who have arrived since the **establishment** of the first colonies. Major components of the European segment of the United States population have descended from immigrants from Germany (23 percent), Ireland (16 percent), England (13 percent), Scotland, the Netherlands and Italy (6 percent), with many immigrants also coming from Scandinavia or **Slavic** countries. Other **significant** immigrant populations came from Eastern and Southern Europe and French Canada. Few immigrants came directly from France.

American popular culture has a large influence on the Western world. New York is famous for international opera and instrumental music as well as the world-famed Broadway plays and musicals. Cinema of the USA (primarily situated in Hollywood, California) and television of the United States can be seen almost anywhere.

The United States is also a center of higher education with more than 4000 colleges, universities and other institutions of higher education.

Vocabulary

to stretch– простираться

Pacific Ocean–Тихий океан

marine border – морская граница

according to – согласно чему-либо

to be recognized as – признается в качестве

to add – добавлять

traumatic experience – травмирующий опыт

Civil War – Гражданская война

Great Depression – Великая депрессия

Native Americans – корены американцы

currently – в настоящее время

to descend from– происходить

to establish–основывать

slavic–славянский

significant–значительный

Exercise 1: Answer the questions

1. What are the other names for the United States?
2. Which countries does America have borders with?
3. What year did American colonies separate from Great Britain?
4. How many states were originally in the United States of America?
5. When was the Civil War in America?
6. What are the major ethnic groups in the USA?
7. What is the major component of the European segment of the immigration to the US?
8. What are the most important religious denominations in the US?
9. How many colleges, universities and other institutions of higher learning are there in the US?

Exercise 2: Which of the following is not true about the US?

1. The United States of America is a constitutional monarchy.

2. The USA has borders with Mexico in the north and with Russia in the south.
3. Each state in the US has a local autonomy.
4. The two most traumatic experiences in the US are the Civil War and the Great Depression.
5. The majority of people in the USA descend from European immigrants.
6. Twenty-three percent of the European segment of the American population descended from immigrants from Germany.
7. Fifty-two percent of Americans are Protestants.
8. Atheists are the most popular denomination in the US.
9. Cinema of the USA is primarily situated in Hollywood, California.
10. There are more than 4 000 institutions of higher in the US.

Exercise 3: Translate the sentences into English

1. США – федеративная республика с сильной президентской властью.
2. Каждый штат имеет местную автономию в соответствии с конституцией.
США стали независимыми после отделения тридцати американских колоний от Великобритании.
3. Позже к тринадцати штатам добавились ещё тридцать семь.
4. В настоящее время в США пятьдесят штатов.
5. Столица США – город Вашингтон. Вашингтон находится в федеральном округе Колумбия. Это специально созданная автономия для столицы США.
6. США имеют водную границу с Российской Федерацией. США также граничат с Мексикой и Канадой по суше.
7. Самые крупные города США – Нью-Йорк, Чикаго, Лос-Анджелес и Филадельфия.
8. Большинство жителей США имеют европейские корни. Первые иммигранты прибыли из Германии, Ирландии, Англии, а также из скандинавских и славянских стран.
9. В настоящее время самыми распространёнными конфессиями в США являются католицизм и баптизм.

Text 9: American values

Marian Beane, Director of the International Student Office, in Charlotte, USA described the major American values **in the following way**:

Individuality: Americans are **encouraged** at an early age to be independent and to develop their own **goals in life**. They are encouraged to not depend too

much on others including their friends, teachers and parents. They are **rewarded** when they try harder to reach their goals.

Privacy: Americans like their privacy and enjoy spending time alone. Foreign visitors will find American homes and offices open, but what is inside the American mind **is considered to be** private. To ask the question “**What is on your mind?**” may be considered by some to be **rude**.

Equality: Americans believe that everyone “is created equal” and has the same rights. This includes women as well as men of all ethnic and cultural groups living in the U.S. Managers, directors, presidents and even university instructors are often addressed by their first name.

Time: Americans try **to make the best use of** their time. In the business world, “time is money”. Being “on time” for class, an appointment, or for dinner with your family is important.

Informality: The American **lifestyle** is generally **casual**. Students go to class in shorts and **t-shirts**. Professors seldom wear a **tie** and some may even wear blue jeans. Greetings and farewells are usually short, informal and friendly. Students may greet each other with “hi”, “how are you?” and “what’s up?”

Achievement and hard work: A **competitivespirit** is often the motivating factor to work harder. Americans often **compete** with themselves as well as others. Americans seem to always be “on the go”, because sitting quietly doing nothing seems like a **waste** of time.

Direct and assertive: Americans try to discuss their differences **face-to-face** and without a **mediator**. They are encouraged **to speak up** and give their opinions. This manner of direct speaking is often interpreted by foreign visitors as rude.

Adopted from: [www.educationguide-usa .com/isg/culture.ntm](http://www.educationguide-usa.com/isg/culture.ntm)

Vocabulary

in the following way – следующим образом

individuality–индивидуальность

to encourage– поощрять

goals in life– цели в жизни

to reward – награждать

privacy – приватность

to be considered to be– считаться

What is one your mind?– О чём ты думаешь?

rude – неприличный, грубый

equality – равенство

to make the best use of– наилучшее использование

lifestyle–образ жизни

casual–неформальный, простой
t-shirt–футболка
tie–галстук
achievement – достижение
competitive spirit– дух соревнования
to compete– соревноваться
to waste – терять
assertive–уверенный в себе
face-toface – лицом к лицу, тет-а-тет
mediator – посредник
to speak-up –выступить

Exercise 1: Answer the questions

1. Whose position is expressed in this text?
2. What is said about individuality?
3. Is privacy important for Americans?
4. Who is addressed by their first names?
5. How do Americans dress, according to the text?
6. What is direct speaking, according to the text?

Exercise 2: Translate the sentences into Russian

1. Many scientists publish research about American values. Then they compare the results with their countries.
2. Americans try to make the best use of their time. Time is money not only in business but in everyday life.
3. Americans are encouraged at an early age to be independent and on time. Hard work is also encouraged.
4. Americans discuss their problems and conflicts face-to-face.

Exercise 3: Translate the sentences into English

1. Самые важные черты характера американцев – это индивидуальность, право на частную жизнь, равенство и трудолюбие.
2. С детства американцев поощряют быть независимыми и ставить себе цели в жизни.
3. Американских детей награждают, когда они достигают своей цели.
4. Иностранцы видят, что американские дома и офисы открыты для всех.
5. Американцы верят в то, что все люди созданы равными.
6. К профессорам часто обращаются по имени.

7. Быть пунктуальным, не опаздывать считается очень важным качеством для каждого американца.

8. Неформальность – это одно из самых важных качеств американцев. Преподаватели редко надевают галстуки часто носят джинсы. Студенты часто обращаются к ним по имени.

Text 10: Australia

Australia geographically is the sixth-largest country in the world and the only one to **occupy** the **entire** continent. Australia includes the island of Tasmania, which is an Australian State. Its neighboring countries include New Zealand to the south-east and Indonesia and Papua New Guinea to the north. The name Australia comes from the Latin word “australis” meaning southern, and **dates back to** the 2nd century **AD** legends of an “unknown southern land” (terra australis incognita).

The **Commonwealth** of Australia is a constitutional monarchy: the Queen of Australia is considered to be the Head of State. Although under the Australian Constitution the role of the Queen is almost **entirely** ceremonial. The Constitution gives significant **executive power** to the **Governor-General**; these powers are almost never used directly, and are usually delegated to the Cabinet, whose members are chosen by the **governing party** or by the Prime Minister alone, from the current members of the Parliament.

Australia is divided into six states and several territories. The states are New South Wales, Queensland, South Australia, Tasmania, Victoria and Western Australia. The two major territories are the Northern Territory and Australian Capital Territory.

Most of the Australian population **descends from** the 19th and 20th century immigrants mostly from Great Britain and Ireland, but from other countries in later years. Although Australia was founded as a **penal colony**, the transportation of British **convicts** to Australian colonies has **gradually** stopped between 1840 and 1868. During the **Gold Rush** of the late 19th century, the criminals and their descendants were rapidly **overshadowed** by hundreds of thousands of **free settlers** from many different countries. For example, in the 1850s about two percent of populations of Britain and Ireland emigrated to New South Wales and Victoria. By the late twentieth century many inhabitants of Australia were of Greek, Italian or Asian descent. The **indigenous population**, the Australian aborigines make up about two percent of the population.

As many other developed countries, Australia is currently experiencing a **demographic shift** towards an older population, with more people retiring and fewer people of working age. Because of the **aging population**, Australia

maintains one of the most active immigration programs in the world, absorbing tens of thousands of immigrants from all over the world every year.

English is the main official and spoken language in Australia, although some of the surviving Aboriginal communities maintain their native languages. A **considerable** number of first and sometimes second generation immigrants are **bilingual**.

Much of Australia's culture comes from Europe and America, but distinctive Australian features have evolved from the environment, aborigine culture, and the influence of Australia's neighbors.

Vocabulary

to occupy – занимать

entire–целый

dates back to–датируется

AD– нашей эры

Commonwealth– содружество

entirely – целиком, полностью

executive power – исполнительная власть

Governor-General – генерал-губернатор

Govern in party – правящая партия

To descend from – происходить от кого-либо

penal colony – штрафная колония

convict – осужденный

gradually– постепенно

Gold Rush – «золотая лихорадка»

overshadowed– оказались в меньшинстве

free settlers – свободные поселенцы

indigenous population – коренное население

demographic shift – демографический сдвиг

aging population – стареющее население

considerable– значительный

bilingual– двуязычный

Exercise 1: Answer the questions

1. Does Australia occupy the entire continent?
2. What do neighboring countries include?
3. Why does Australia maintain one of the most active immigration programs in the world?
4. What is the main official and spoken language in Australia?
5. What can you say about Australia's culture?

PART III ARTICLES

1. Career

To choose a career it is best to work out a plan. Too many people start looking for a specific job before thinking out their occupational aims. It is a good idea to begin by attempting to define in clear terms what your requirements are from a career. This involves taking a realistic view of your strengths and weaknesses. You may think for example, that you would like a job which involves organizing people, but liking for such a job is not a sufficient justification if experience you already may have suggests that this is not your strong point.

On the other hand, you should remember that training will equip you to do new things. A further point to consider is how far you will be willing to do for a time things which you do not like knowing that they are necessary to achieve your longer term objectives. Having thought carefully about the sort of person you are, try to work out a realistic set of occupational requirements.

In particular, you can answer some important questions. First: what sort of life do you want to lead? For example, do you want to live in the country or in the town? Is leisure time of great importance to you? Is the size of your salary important? Do you want to put down roots or travel widely? Second: what sort of work do you want to do? For example, do you like working alone or with others? Does teaching people appeal to you? Do you want to be an organizer of other people's activities? Do you want to develop new ideas and initiate changes?

As for me, I have made up my mind to be an engineer. As my parents are engineers they have made a great influence on my choice and I can say that this profession runs the family. My choice of this occupation didn't come as a sudden flash. I think that nowadays this profession is of great need and importance in our country. It is my aim to be a qualified specialist and to serve the interests of my country. To be a well prepared engineer I should have some important qualities: great capability persistence, knowledge of science and, of course, knowledge of foreign languages. In spite of these arguments we mustn't forget about everybody's vacation. I think that my facilities combined with the knowledge would be quiet enough to succeed in my work.

2. What is Quality Management?

The term quality means different things to different people. For example, a quality automobile may be one which has no defects and works exactly as we

expect. Such a definition would fit with an oft-repeated definition by J.M Juran (1988): "Quality is fitness for use." However, there are other definitions widely discussed. Quality as "conformance to specifications" is a position that people in the manufacturing industry often promote. Why? Presumably because manufacturing can do nothing to change the design; hence, this definition. Others promote wider views (Gitlow et al., 1989 or Ozeki and Asaka, 1990), which include the expectation that a product or service exceed the expectations of the customer. Such as Gitlow who believes quality is a judgment by customers or users of a product or service; it is the extent to which the customers or users believe the product or service surpasses their needs and expectations, and Ozeki and Asaka who believe. It means delivering products and services that:

- 1) meet customer standards,
- 2) meet and fulfill customer needs,
- 3) meet customer expectations, and
- 4) will meet unanticipated future needs and aspirations.

Still others simply ignore definitions and say "I'll know quality when I see it." It seems that we all 'know' or 'feel' somehow what quality is. A product or service that exceeds our preconceived idea about the quality of the product or service to be received is likely to be designated as a quality product or service. It is equally clear that the best of a group of bad products is not likely to be perceived as a quality product. So, possible definitions of quality are:

1. Customer-Based . Fitness for use, meeting customer expectations.
2. Manufacturing-Based. Conforming to design, specifications or requirements, having no defects.
3. Product-Based. The product has something that other similar products do not that adds value.
4. Value-Based. The product is the best combination of price and features.
5. Transcendent. It is not clear what it is, but it is something good.

Total quality management (TQM) (also known as total quality control (TQC)) is the application of quality principles to all facets of an organization. In America, most efforts in quality during the 40 years after World War II were relegated to the factory floor. Statistical process control (SPC) became the mainstay of quality efforts in America during this period. SPC is a method for assessing statistical variation and determining if any measurements fall outside what would be expected from the statistical characteristics of the data gathered. Hence, SPC became a methodology used to determine if parts conformed to specification, simply by measuring parameters of parts and comparing to specification.

Total Quality Management, often called TQM, is a mindset and a set of well proven processes for achieving the mindset. The mindset is that everyone in your

organization understands what their customers' expectations are and they meet those expectations every time. Understanding and meeting customer expectations is a challenging proposition and requires processes that support continuing progress toward the goal of meeting customer expectations the first time, every time. There is a great deal of value to you if your organization adopts this mindset, right through the whole organization.

1. You will have satisfied customers who will want to continue doing business with you. A satisfied customer is the least expensive way to generate revenue and profit.

2. Your operating costs will be kept at a minimum because your employees will not be occupied with customer service problems, rework, etc. You should expect to see a 10% savings in your operating costs after six months using the David Butler TQM Process if you have a manufacturing company. If you are in a service business you should expect 20% reduction in operating overhead due to the higher personnel component of your business.

3. You will be able to expand your business without hiring additional staff. Your staff will be much more productive because they will have well documented processes for doing their job and no misunderstanding about what you and your customers expect of them.

4. You will have employees who are better motivated and satisfied with their jobs. Your hourly employees are the key to successful implementation of the TQM process because they know best the root cause of problems keep your organization from meeting customer expectations.

3. Organizational Design and Organizational Structure

An organization is a pattern of relationships-many interwoven, simultaneous relationships- through which people, under the direction of managers, pursue their common goals. These goals are the products of the decision - making processes. The goals that managers develop through planning are typically ambitious, far-reaching, and open-ended. Managers want to ensure that their organizations can endure for a long time. Members of an organization need a stable, understandable framework within which they can work together toward organizational goals. The managerial process of organizing involves making decisions about creating this kind of framework so that organizations can last from the present well into the future. Managers must take into account two kinds of factors when they organize.

First, they must outline their goals for the organization, their strategic plans for pursuing those goals, and the capabilities at their organizations for carrying out those strategic plans.

Secondly, simultaneously, managers must consider what is going on now, and what is likely to happen in the future, in the organizational environment. At the intersection of those two sets of factors - plans and environments- managers make decisions that match goals, strategic plans, and capabilities with environmental factors. This crucial first step in organizing, which logically follows from planning, is the process of **organizational design**.

The specific pattern of relationships that managers create in this process is called the **organizational structure**. **Organizational structure** is a framework that managers devise for dividing and coordinating the activities of members of an organization. Because strategies and environmental circumstances differ from one organization to the next, there are a variety of possible organizational structures.

4. Types of Organizational Structures

Organizational structure refers to the way in which an organization's activities are divided, grouped, and coordinated into relationships between managers and employees, managers and managers, and employees and employees. An organization's departments can be formally structured in three major ways: 1) by Function, 2) by Product/Market, or 3) in Matrix Form.

(1) Functional organizational structure. Organization by function brings together in one department everyone engaged in one activity or several related activities that are called functions. For example, an organization divided by function might have separate manufacturing, marketing, and sales departments. A sales manager in such an organization would be responsible for the sale of all products manufactured by the firm.

Advantages. Functional organization is perhaps the most logical and basic form of departmentalization. It is used mainly by smaller firms that offer a limited line of products because it makes efficient use of specialized resources. Another major advantage of a functional structure is that it makes supervision easier, since each manager must be expert in only a narrow range of skills. In addition, a functional structure makes it easier to mobilize specialized skills and bring them to bear where they are most needed.

Disadvantages. As an organization grows, either by expanding geographically or by broadening its product line, some of the disadvantages of the functional structure begin to surface. Because functional managers have to report to central headquarters, it can be difficult to get quick decisions. It is often harder to determine accountability and judge performance in a functional structure. If a new product fails, who is to blame-research and development, production, or marketing? Finally, coordinating the functions of members of the entire

organization may become a problem for top managers. Because members of each department may feel isolated from (or superior to) those in other departments, they may have difficulty working with others in a unified way to achieve the organization's goals. For example, the manufacturing department may concentrate on meeting cost standards and delivery dates, and neglect quality control. As a result, the service department may be flooded with complaints. In short, a functional structure can be a difficult setting in which managers must coordinate employees' activities.

(2) Product/market organization structure. Product or market organization, often referred to as organization by division, brings together in one work unit all those involved in the production and marketing of a product or a related group of products, all those in a certain geographic area, or all those dealing with a certain type of customer. Most large, multi product companies, such as General Motors, have a product or market organization structure. At some point in an organization's existence, sheer size and diversity of products make functional departments too unwieldy. When a company's departmentalization becomes too complex for coordinating the functional structure, top management will generally create semiautonomous **division**. In each division, management and employees design, produce, and market their own products.

Advantages. Organization by division (Product/Market) has several advantages. Because all the activities, skills, and expertise requisites to produce and market particular products are grouped in one place under a single head, a whole job can more easily be coordinated and high work performance maintained. In addition, both the quality and the speed of decision making are enhanced because decisions made at the divisional level are closer to the scene of the scene of action. At the same time, the burden on central management is eased because divisional managers have greater latitude to act. Perhaps most important, accountability is clear. The performance of divisional management can be measured in terms of the division's profit or loss.

Disadvantages. The divisional structure does have some disadvantages, however. The interests of the division may be placed ahead of the goals for the total organization. For example, because they are vulnerable to profit and loss performance reviews, division heads may take short-term gains at the expense of long-range profitability. In addition, administrative expenses increase because each division has its own staff members and specialists, leading to costly duplication of skills.

(3) Matrix organization structure/multiple command system. The matrix structure, sometime referred to as a "multiple command system," is a hybrid that attempts to combine the benefits of both types of designs while avoiding their drawbacks. An organization with a matrix structure has two types of structure

existing simultaneously. Employees have in effect two bosses-that is, they work in two chains of command. One chain of command is functional or divisional. The second is a horizontal overlay that combines people from various divisions or functional department into a project or business team led by a project or group manager who is an expert in the team's assigned area of specialization.

5. Relationship between organizational Vision, Mission, Objectives, Tasks and People

A. Define the organization's Vision

The dream of a desired future. A view of an organization's future direction and business course, guiding concepts for what the organization is trying to do and to become.

Ex: Vision of John Keels Holdings Ltd: To be the leader in strategic growth sectors of the economy and to venture out internationally in these lines of business.

B. Organization's Mission

Mission is the organization's basic purpose and foundation. Mission determines how the organization will try to achieve its rational. Mission identifies the organization's major priorities direction and its basic business or operations in terms of: (a) markets/customers, (b) products and services. Organizations that identify their mission clearly understand it and work toward it are likely to succeed more than those that do not.

Ex: Mission of The First National Bank Ltd: To be the most caring and versatile provider of excellence in financial services that creates opportunities for more people in more places.

C. Organization's Corporate Objectives

Corporate objectives are overall levels performance of entire organization wants to reach to carry out its mission successfully. Usually organizations have many corporate objectives because they need performance measures in many areas of operation. Corporate objectives should be directly related to mission. Most often they are long term, but they may be short term.

Corporate Objectives of John and Sons Holdings Ltd:

- To exceed the expectations of our customers by maintaining the highest standards of integrity, quality and efficiency.
- To promote team spirit and commitment to excellence among our staff and provide them the opportunity to grow with the group and share its profits.
- To maximize the returns to our shareholders through sound investment and management practices.
- To be an exemplary corporate citizen.

D. Organization Corporate Strategies

A Corporate Strategy is a comprehensive set of activities developed by strategists to aid an organization in achieving its objectives. Corporate strategies are related directly to and developed from corporate objectives but also are derived from the mission and organizational rationale.

E. Organization's Functional Objectives

Functional objectives are standards of performance an organization wants to reach in each of its major functions, divisions or units to achieve corporate objectives. Functional objectives are generally shorter term in nature than corporate objective. Like corporate objectives, though they should have specific measurable levels of performance so the organization can know if it has achieved its objectives. Functional objectives should be established to contribute to achievement of corporate objectives.

F. Organizational Functional Strategies

Functional strategies are activities developed for functions, divisions, or units of an organization to aid in achieving functional objectives. Functional strategies are derived from corporate strategies and should contribute to the achievement of functional objectives.

6. Telephoning: making a contact

Since the beginning of humankind people need to communicate with each other. After the development of languages and thanks to the incredible ability of mankind to advance, nowadays we enjoy the use of many different types of communication. Letters, the Internet, or telephone allows us to communicate freely with the rest of the world.

In spite of above mentioned, I agree with the statement that new types of communications have made contacts between people less personal.

Unfortunately, the technology age we live in forces us to adopt the contemporary way of communication, which is almost impersonal. While hurrying to work more and more, chasing our aims, or focusing only on money making, practically we have forgotten that one of our primary social needs is to communicate face-to-face. To save time we often prefer to send an email or to make a phone call than to have a simple face-to-face talk with our friends or parents, for example.

Furthermore, those types of impersonal communications will sooner or later place us into isolation. Nowadays, we are often afraid to make new acquaintances; we have troubles to express ourselves when we communicate face-to-face; or we experience difficulties to hold an informal conversation. What is more, we find much easier to communicate with other people by email and phone.

Not only do we forget about our simple role as social members but we also do not enjoy it as we did before. Modern technology has made connections between people so impersonal that we are at the threshold of a new single world culture. This fact gives the answer to the question why so many people of our generation are victims of the illness called loneliness.

Although telephones and the Internet have made contacts between people much more easier, our virtual friends will remain virtual and a simple call will not substitute the hours we can spend with our families. Therefore, I truly believe that nothing can replace personal, face-to-face communication between people.

7. Selling online

There are many people all over the world who work in the Internet and really make money on it. It is not very surprisingly because it is very convenient to work at home in any time and everybody has this opportunity. It is the best option for people who can't get an usual job or for people who have not got good education or for people who want extra income. There are thousands ways to earn money in the Internet. The steps to starting an online business are the same as starting any other business. However, doing business online comes with additional legal and financial considerations.

One of the most common business online is selling. Millions of people do shopping in the Internet every day. I think, buying goods online is very convenient. You can save much time and you can view all goods on the shops' websites.

I bought perfumes, air tickets and concert tickets online. And I think I shall buy something else online, because it is very comfortable. Also we can find some goods, which are cheaper in the Internet, than in the shops. And I am confident that I will get my order in time.

Also the costumers prefer to shop online and stop shopping in brick-and-mortar retailers because there are many shops in the world, but the selection of the goods is very limited and prices are high and people get comfortable with shopping online.

That's why shopping online are more attractive to customers nowadays.

8.Negotiation topic

The Copenhagen Competition 2014 on the Sustainable Energy Trade Agreement (SETA) is inspired by the efforts made in concluding the "real" SETA amongst States – an effort particularly supported by the Danish Minister for Trade and Investment, Pia Olsen Dyhr. The Competition assumes a fictional case scenario wherein a group of States has agreed to conclude the SETA and the final negotiation session will take place

in Copenhagen. The students on each team represent a fictional State in the SETA negotiations and each State will propose one item of particular importance to that State to be placed on the final negotiating list for the SETA. Two seats are reserved for least developed countries and they have flexibility to propose services abroad rather than the liberalization of a good.

The negotiations will take place at the exact time of the 3GF meeting 2014 (<http://3gf.dk/>) where top representatives from governments, businesses and civil society is gathered in Copenhagen for the 4th time to find more sustainable solutions. Hopefully, today's leaders will be inspired by tomorrow's leaders and the goal is to be able to webcast the negotiations to the 3GF meeting and invite the 3GF delegates to observe the finale negotiation session Tuesday afternoon/early evening. In this light, bringing together top students from both "hard" and "soft" sciences in the Copenhagen Competition will also illustrate what the world would look like if tomorrow's leaders were in charge today.

9. Companies

There are many kinds of companies in the world nowadays. That's why we have such a modern life. The first type of company is multinationals. They are the most visible of companies, which are very large and have their branches in different countries. Also these global companies have their own corporate culture. The examples of this type of company are Microsoft, Coca-Cola, McDonald's and Intel, the full list of which we can find in the Forbes magazine. As for good and bad points of global companies, I can mention that all companies that I know try to increase the quality of their products, as they want to be the leaders in competition. Moreover, every company is always want to know opinions of their customers about their products, to receive some suggestions, how to improve the product.

The second type of companies is small and medium-sized enterprises. Tens or hundreds of employees work in such companies. SMEs are the main support of economy in many countries.

The third kind of companies is small business. A few employees work in such firm, but these companies are also very important, because one day such firms can become SMEs or even multinationals of tomorrow. Many governments all over the world support small businesses.

The next type of business units are sole traders. The one-man, who worked in big company, than left it and start to work on their own, using expertise they have gained with them.

Also there are companies with shareholders. Every type of companies wants to survive, in other words, they want the money coming in has to be more than money

going out. But the companies with shareholders want return on investment. These companies can be publicly quoted companies, which show their shares on a stock exchange, and private quoted companies, which choose not to have their shares openly bought and sold.

The key is profitability. What works for one person may not work for others.

Also success of the company depends on what kind of company it is. But always success of the company depends on employers and employees, their work and strategy of the company. The goods or services, which produced by this company should be attractive and convenient to customers. Products and services must be easy in using, interesting, cheap and qualitative. Also the company should have good style, image and advertisement.

10. Great ideas

Long time ago people have been inventing things that changed their lives and made it more pleasant and comfortable.

Innovation is rarely a source of competitive advantage on its own. But we can't say that there is no role in for the great innovator with great idea. For example, the imagination of Walt Disney created a company which is still without rival. So we can say that great ideas are one of the main parts in progress of our life and it also could bring money. Great ideas bring great money.

Great ideas are generated in different ways. It can be born simply when a company takes advantage of an opportunity to expend a product, to offer more choice to exciting customers.

Some great ideas are generated in company by help of customers. They can help any firm in it very much.

If an idea is really good and the product fill a gap in the market, it may even win an award for innovation.

On the other hand, some products are developed in response to employees' research. If the company is large, some employees of this company can have really great ideas.

Companies which are prepared to spend a lot of money on R&D may make a breakthrough by having an original idea for a product, which others copy later.

Of course companies of research and development are usually founded at the base of university science like Oxford, Harvard and others. These companies write business plan to raise the investments. They also find people to manage the new company and recruit a staff of scientists to work.

11. Successful meetings

Set the ground rules. These agreements for participant behavior will make meetings more efficient and effective. They should be discussed by the group and revisited periodically. Some ground rules are:

Everyone has equal rights and can participate.

The will of the majority is carried out.

The minority will be heard.

Only one topic will be considered at a time

Decision-making will be done fairly and impartially.

Start and end the meeting on time. Do not penalize the people who made the effort to be on time.

Use a warm-up activity. As people come together, they should move their thinking from being individuals to being part of a group. Use of an ice-breaker activity can help build the team

Make introductions. Welcome participants and ensure everyone knows everyone else, especially any newcomers.

Summarize the purpose of the meeting and the timelines for discussions. It can be useful to write the agenda and points about the issues on a blackboard or large piece of posted paper. This helps participants keep track of the discussion.

Use a speakers' list. Make sure everyone who wants to speak is given the opportunity before anyone receives a second opportunity.

Encourage input from all participants. Sometimes a few participants dominate the discussion because they are more comfortable speaking in a group or are more passionate about the topic. The chairperson must ensure there is input from everyone and should try to draw quiet people into the discussion.

Keep the discussion focused on the topic. Avoid topic drift, when participants add comments that are irrelevant to the agenda. The comments are usually interesting, but if they are pursued, the conversation drifts further from the objective.

Use a "Parking Lot." When unrelated issues are raised, keep track of them on the flipchart or blackboard, visible to everyone. Participants will realize that these ideas and concerns will not be lost and can be considered at the appropriate time or put on the agenda for the next meeting.

Explain acronyms. Ensure short forms or initials are explained so that everyone is aware of what is being discussed.

Be aware of non-verbal behavior. Body language can provide important clues as to the need for further discussion and/or the involvement and satisfaction of members. Respond to it accordingly.

Assess when the debate has run its course. The chairperson should summarize the discussion and ask for a vote or expression of consensus.

Use an "Action Sheet." Record the actions required, who is responsible and timelines for each action. The Action Sheet captures meeting decisions and reminds people to follow through on their commitments.

12. Entertainment

I am fond of good books and good music, and when I have some time to spare, I like to go to the theatre or a concert. There are more than a dozen very good orchestras in Britain and some of them are world famous. Orchestras in Britain have no concert halls of their own, but play in halls rented from local authorities or private companies. There are 2 big concert halls in London: the Old Royal Albert Hall and the New Royal Festival Hall, which is one of the most modern concert halls in the world. Theatrical performances are given by theatre companies. There are about 200 professional theatres in Britain. Like orchestras, the theatre companies usually play in rented theatres, but there are several theatres which have their own homes. The center of cultural life is London. London is also the main center of opera and ballet. I am not particularly fond of the cinema. Rather than take trouble of going out to see a film, I would stay at home and watch television. I seemed to share this attitude with the most other people in Britain. In Britain the choice of films is limited to young people. Films are placed in one of three categories in Britain. "U" is suitable for everybody, "A" - more suitable for adults, "X" - suitable only for adults. A person under 16 years of age may see an "A" film only in company of an adult. Only person over 16 years of age may see "X" films. Those, who prefer to stay at home, may spend their free time, watching TV, listening to the radio. They have many TV and radio programs to choose from.

As for me, I am a great cinema-goer. I like the cinema tremendously. I see all the best films that are on. I prefer features films, though I enjoy documentaries almost as much to say nothing of animated cartoons films, news-reels or popular science films. I usually go to the cinema for the morning or day shows. If I want to go to an evening show I book tickets beforehand. I like to come to the cinema a couple of minutes before the movie stars. If there is a long time to wait I can always look at the portraits of film stars hanging on the walls of the foyer, or listen to a little concert that is usually given for the spectators. It is a good idea that those who are late are not allowed to enter the hall until the news-reel is over. I hate being disturbed when a film is on. If I like a movie very much I go to see it a second time and besides I see many of the movies televised. I often read the paper "Film Week" to know which films have been released

and which ones are being shot. I know all the famous script writers, producers and cameramen.

13. New businesses

This is a written fantasy about the future of a new business. It has to be documented if the business is ever to get the financial support that it requires. It is not just a matter of qualitative fantasizing, however, of asserting that "We intend to be innovative market leaders at the forefront of Internet technology", for example. It is also a matter of quantitative fantasizing, "and we will make a loss of \$1.64m in year one, and a profit of \$325,000 in year two". The launching of a business idea requires its patron to attribute precise financial numbers to the future cash flow of the business — numbers, needless to say, that rarely bear any relationship to subsequent reality.

So what is the point? There are usually two.

1 To obtain funds. Every investor and/or venture capitalist wants to read a business plan to help them assess the likely risk and reward of the project. For the infant business seeking finance, the presentation of a business plan is a bit like an actor's audition. There are notoriously bad ones, and a good one is no guarantee of a part. But with a bad one, you are almost sure never to see the footlights.

2 To help the business's promoters focus on some fundamental operational issues. For example, what is the likely size of their market? Who is likely to be their main competitor? To some extent the setting of operational targets is self-fulfilling. If the venture is successful, then the targets set are the targets reached. They may not be the optimal performance of the organization, of course, merely a satisfactory one.

Business plans are required not only by new business ventures but also by old businesses trying something new. Proposed mergers and acquisitions require a detailed plan of the future of the merged entity; a venture into a new market requires a business plan; and so too does the winding down or the turning round of an old and tired business.

In an influential article in the Harvard Business Review, William Sahlman, a professor of business administration, suggested that business plans "waste too much ink on numbers and devote too little to the information that really matters to intelligent investors". What really matters, suggested Sahlman, are four factors that are "critical to every new venture":

- the people;
- the opportunity;
- the context; and
- risk and reward.

A great business plan, Sahlman suggests, is one that focuses on asking the right questions about these four things. It is not easy to compose, however, because "most

entrepreneurs are wild-eyed optimists". Anyway, as he says, "The market is as fickle as it is unpredictable. Who would have guessed that plug-in room deodorizers would sell?"

Throughout much of the 20th century a business plan was widely accepted as being indispensable for new business ventures. Once upon a time Microsoft had one, and so did Cisco Systems and Dell Computer. But the enthusiasm in the 1990s for downsizing hit corporate planning departments hard. Many had made themselves easy targets by concentrating too much on the financial minutiae of future plans that might or might not be implemented rather than looking at the broader picture. The ethos of the Internet economy also discouraged planning. With change happening so fast, the argument went, why be prepared when nobody knew what to be prepared for. As normal times returned at the beginning of the 21st century, companies began again to think about planning.

14. Products

What is a brand? In my opinion, it is not only a trademark of some company, but the name of certain product we use every day. For example, speaking about coffee most of us say Nescafe, but not "coffee". This short example also illustrates the main aim of producers - to create brand popularity, so that most of people would recognize the product among the competitors products.

Advertising campaigns are launched to enhance brand awareness, that is why sometimes brand costs more than the whole company. For example one day of advertising at Yandex website (what is called by Yandex sales managers as "increasing brand popularity") costs \$20,000. Recognition of a brand or, how it is called, brand awareness helps people to find the necessary size, quantity, taste, especially, when they are in another country and do not know the local products" specifications.

What qualities should brand name possess? First of all, it should be eye-catching. Name Lab is the company, which creates brand names, gives an example of 7-Up Company, which lost \$120 million using name "Like Cola" as a brand name first time after launching its product. Name Sony is based on "son", which means sound in most of the countries.

As all brand names are registered and protected by law, no one else can produce the same product under such brand name. It is very hard to create a new brand name, as more than 365,000 brands were registered in October, 2000 by American Patent Organization, whereas Oxford dictionary consists of 615,100 words, so some companies use brand stretching - using a leader-brand to launch a new product in a new category.

Brands always add value to products. That is why branded products seem to be more expensive among other ones. But if we pay more, we want to get a better quality, and it is not guaranteed. All in all, brands are one of the moving forces of globalization

PART IV
TESTS
(ТЕСТЫ И КОНТРОЛЬНЫЕ РАБОТЫ)

Test 1

Вариант 1

1. Выберите правильное слово:

1. We offer a _____ to customers who buy in bulk.

- a) refund
- b) discount
- c) delivery

2. We ask customers who are not fully satisfied to _____ goods within seven days.

- a) discount
- b).refund
- c) return

3. In order to get a full _____ customers must send back goods in original packaging.

- a) discount
- b) refund
- c) return

2. Заполните предложения подходящими словами:

1. If the goods you require are out of _____, it means they are not available.

2. A _____ is the price reduction often expressed as a percentage of the original price.

3. Because of cybercrime, many people do not like to give their credit-card _____ online.

4. Customers who are not satisfied can _____ the goods within a week.

5. I am afraid we cannot give you a _____ if you cannot produce a receipt.

6. A _____ is something that you buy for price that is lower than normal.

3. Подберите слова или выражения и заполните предложения:

a) C_____ are parts which are built into the final product.

b) The company announced that it would close eight w_____ and cut 600 jobs.

c) By reducing unnecessary i_____, a company can minimize the need for warehousing space and handling.

d) If too much w____c____ is tied up in stock, the company can minimize the need for warehousing space and handling.

Вариант 2

1. Выберите правильное слово:

1. Goods will be _____ within 24 hours of your order.

a) dispatched

b) purchased

c) exchanged

2. Goods are kept in our _____ until ready for delivery.

a) stock

b) storage

c) warehouse

3. Products and services offered at a large discount are generally a _____

a) sale

b) bargain

c) offer

2. Заполните предложения подходящими словами

1. If we don't receive the goods within the next three days, I am afraid we shall have to _____ our order.

2. Interest-free _____ is an arrangement by which you buy goods now and pay later, at no extra cost.

3. It is difficult for small traders to compete with large companies which buy and sell in _____.

4. Like traditional retailers, online businesses have a good after-sales _____.

5. We _____ all our goods from our central warehouse in Toulouse.

6. Unfortunately, the goods we _____ from SRB are below the usual quality this time.

3. Заполните пропущенные слова:

1) By reducing unnecessary i_____, a company can minimize the need for warehousing space and handling.

2) If too much w____c____ is tied up in stock, the company can minimize the need for warehousing space and handling.

3) The central aim of s____c____m_____ is to have the right quantities (at the right place) at the right moment at minimal cost.

Test 2

Вариант 1

1. Прочитайте и переведите текст

The best start-up ideas are often the simplest. But entrepreneurs often need to experiment with business models as their ventures grow. For young retail companies, one of the biggest challenges is getting the right mix of outlets as they perfect their products. Christian Rucker, founder of The White Company, which made pretax profits of 2.2m the year before last, is a classic example. While working as an editor at fashion magazine *Harper's*, Ms Rucker spotted a gap in the market for stylish white bed linen and accessories priced midway between designer labels and mass-market lines. After getting 20,000 from a local government grant and shares inherited from her grandmother, she launched her business in 1994, initially through mail order. Last year, The White Company made sales of 49.5m., up by almost 10m on the previous year. Offering choice is part of great customer service: says Ms Rucker, whose company owns 14 shops, plus space in department stores and franchises in Dubai. One channel feeds another. Someone might see something in a store then place an order online. Customers will spend more because you are making it easy for them. Having survived the early days, the entrepreneur must find ways of sustaining growth in future, without sacrificing the individuality that attracted their customers in the first place. Ms Rucker, who aims for sales by 2011, believes the solution is to improve quality. There comes a point when it's easy to drop the quality a little and take a higher profit margin. But, as the quantity goes up, you can actually afford to buy slightly better materials but keep the price (for customers) the same.

2. Заполните предложения правильными фактами. Ms Rucker

начала свое дело:

- a) with just.....
- b) The year before last, her profit before tax was
- c) And last year, turnover increased by
- d) to reach.....
- e) She has set a sales target of..... .
- f) by 2011.....

3. Выберите правильные высказывания.

a) Young retail companies have problems finding the right place to sell their products.

- b) Ms Rucker works for a fashion magazine.
- c) She used a bank loan to set up her company.
- d) She believes that customers like choice.
- e) It is important to keep a product's unique features when a company expands.
- f) Ms Rucker says that quality can only be improved when a product is profitable.
- g) The White Company made sales of 40m.
- h) her grandmother launched her business in 1995.

Вариант 2

1. Прочитайте и переведите текст

Ford will unveil its accelerated restructuring plan at the end of next month as the US car-maker tries to halt losses and adapt to a huge change in domestic demand. Mark Fields, president of Ford Americas, yesterday said it would speed up the 'Way Forward' plan announced in January in response to the changes in buying habits caused by high fuel prices and market trends. Ford suffered from the fall in demand for large pick-up trucks and utility vehicles, once its, most profitable segment, in the face of \$3-a-gallon petrol prices. It has also been hit by the poor performance of its luxury car segment and has hired advisers to explore a potential sale of non-core assets. Mr Fields outlined a range of future product launches, including an addition to the luxury Lincoln brand. 'I can confirm that our plans do include more new products and quicker and deeper cost-cutting, he said. They may have to add to the plant closures and 12,000 job cuts outlined in January.' Acceleration doesn't mean a new plan. It means a new timetable: Mr Fields said Ford's own new product line-up had seen it gain market share in the light-truck sector and maintain the steady share in the car segment, despite being overtaken in July sales by Toyota, the first time the Japanese auto-maker has claimed the second spot in the US market behind GM. Ford is also considering plans to invest \$1bn at its plants in Michigan to improve flexibility and boost research and development to keep up with changing consumer tastes.

2. Выберите правильные ответы.

Which of these are parts of Ford's plans?

- a) increasing exports
- b) building new factories
- c) launching new product in Lincoln brand
- d) further cost-cutting
- e) restructuring

- f) laying off staff
- g) investing in existing factory
- h) producing new truck designs.

3. Выберите правильное определение выделенных слов.

1) If you *unveil* a plan , you a) show it to people. b) keep it secret. 2) When a company *adapts to* something , it I) agrees to do something. ii) it makes necessary changes. 3) We *speed up* when we need to go i) faster. ii) more slowly. 4) *Non-core* assets of a company are ones which are i) the most important. ii) the least important. 5) He *outlined* a range of future plans means he i) showed diagrams of the plans. ii) described them briefly. 6) If something *boosts* sales, it means that sales are i) up. ii) down. 7) If a company *keeps up with* changing consumer tastes, it I) makes changes according to consumer tastes. ii) is always hanging product designs.

Test 3

1. Прочитайте и переведите текст

General Electric's Global Research Centre covers 550 acres, employs emergence of low-cost 1,000 PhDs, and has \$500m in funding. GE's scientists have to develop new products for one of world largest companies, with interests ranging from jet engines and nuclear power stations to microwave ovens and wind turbines. The research centre's past achievements remind companies they need to keep innovating in order to keep growing. The light bulb, lasers and special glass optical lenses were all historical breakthroughs researchers developed them. Today consumers and producer take them granted/ With globalization and the emergence of low-cost manufacturing in Asia and elsewhere, companies around the world have discovered that growth only comes from selling better, more advanced products. Thomas Edison, would have been proud: a GE research project for jet fighters resulted in an invention which revolutionised the way doctors recognise illnesses. During the 1980s, scientists at GE's global research centre were looking at ways to improve aircraft controls used by aircraft pilots.

2. Подберите значения(a-h) к следующим словам и выражениям(1-8).

1. microwave oven
2. wind turbine
3. achievement quickly
4. remind

5. breakthrough company a long time ago

6. take for granted

7. emergence

8. forefather something

a) important new discovery b) a machine to cook food c) someone who started the company a long time ago d) success e) not recognise the value of something f) machine which uses wind to make energy g) the appearance or arrival of something h) help to remember

3. Ответьте на вопросы

a) How big is GE's Global Research Centre?

b) What kind of products does GE produce?

c) Which three products pioneered by GE are mentioned?

d) Who was Thomas Edison?

e) Give two examples of how research in one field lead to innovation in another.

Вариант 2

1. Прочитайте и переведите текст

Amazon, the largest on line Hollywood studios is going to Hollywood after striking its first deal for the the film rights to a best-selling novel.

It is expected to team up with customers around the world the consumer research compiled Hollywood studio and producer after it acquired the screen rights to *The Stolen Child*, a fantasy tale and distribution of this film'. be well positioned to target the by first-time author Keith Donohue. As part of the its agreement, Amazon pledged that it would market the film and subsequent DVD on its website.

The deal comes during speculation that Amazon is poised produced to broaden its film ambitions by introducun a new video download service in conjunction with major Hollywood studios.

Amazon said it did not intend to co-finance the film but that the company's drand, retail expertise, and customers around the world could make it an extremely valuable partner to the marketing and distribution of the film.

Amzon has this year increased its involment in video programming on its side, launching a weekly interview programme with artists and authors. In 2004, the company also produced five short live actions films on its website, loading famous actors, which it used to promote its credit card and the range f goods available on its US site.

2. Подберите значения (а-і) к следующим словам и выражениям(1-9).

1. striking 2. acquired 3. pledged 4. subsequent 5. poised 6. broaden 7. in conjunction 8. featuring 9. compiled

a) collected b) ready c) bought d) following e) extend, widen f) promised with g) using, including h) making, signing i) together with.

3. Выберите правильное предложение

- a) Amazon has bought screen rights to *The Stolen Child*.
- b) The author has written several other books.
- c) Amazon may provide a new video service.
- d) Amazon will invest a large amount in the film.
- e) Famous actors have been used to advertise Amazon products
- f) Amazon will be able to target potential customers easily

Test 4

1. Put each of the following words into its correct place in the passage below. separate

frustrating

in the birth rate

intimate associations

isolating effect

under conditions

various

deprived of companionship

primary-group contacts

affectional

deprivation

One society shows decline in (1)... . (Primary groups are those face-to face groups such as the family, play group, neighborhood, or village which provide relationships or intimate fellowship.) The immediate family is smaller than it was 50 years ago and, as far as population experts can now judge, postwar increases (2)... will not reverse the general trend toward the small family. This means that both adults and children have fewer (3)... within the family group. Moreover, close relationships may be obstructed by factors that (4)... the members of the small family today. We have already referred to the mother who participates in (5)... activities outside the home. (6)... frequency of the mother's absence may produce (7)... both for her and the children. Even if she stays home, her hostility

may have an (8)... upon the children. Likewise, the father will seldom see children, especially when they are small, if most of his time and energy are given to the job. Or, when he is at home, he may have a preoccupied air that makes him unapproachable. This situation will be especially (9)... to sons, who, in both home and school, find themselves almost exclusively under the influence of women and thereby (10)... with adult males.

2. Read the text and choose the appropriate answer to the questions below it.

Leon Mann (1981) applied the notion of deindividuation (потеря индивидуальности) to a well-known phenomenon called “the baiting crowd,” (подстрекательство толпы) in which a crowd has gathered at the base of a tall building where a person is threatening to commit suicide by jumping from a ledge or window. Frequently members of the crowd begin to yell at the person to jump, which is the reason for calling in “the baiting crowd”. Mann analyzed a number of such incidents, one being the night in New-York in 1938 when thousands of persons wailed. Some for eleven hours, until a man jumped from a seventeenth-floor hotel ledge. From newspaper listings of suicides and suicide attempts in the 1960s and 1970s, Mann found 21 cases in which crowds had gathered to observe someone threatening to or succeeding in committing suicide by jumping from a building, bridge, tower, or cliff. In 10 cases, the crowd had taunted and urged the victim to jump.

1. What is the author’s main point?
 - a) “The baiting crowd” is the reason for committing suicide.
 - b) The presence of the crowd restrains a suicide from his attempt in most cases.
 - c) The presence of the yelling and taunting crowd provokes the suicide in about 50 percent cases.

2. The author mentions all the following actions of the crowd EXCEPT
 - a) gathered
 - b) yelled
 - c) prevented
 - d) wailed

3. When did one of the incidents described by L. Mann as an example of succeeding in committing suicide happen?
 - a) In 1981
 - b) In the 1960s

- c) In the 1970s
- d) In 1938

4. According to the passage, how many cases where the crowd had urged the victim to jump did L. Mann find?

- a) 1938
- b) 10
- c) 21
- d) 1981

5. The word “listening” in line 10 could best be replaced by

- a) enumerations
- b) clips
- c) records
- d) articles

Test 5

1. Guess the crossword puzzle.

1. _I _ _ _ _
2. _E _ _ _ _
3. _E _E _ _ _E _ _
4. _A _ _ _A _ _
5. _I _ _ _ _
6. _ _ _ _E _ _E _ _E

- 1) this type of adulthood extends from age 40 to 65
- 2) male or female
- 3) maturity of a person
- 4) it's a social process, a means of communication, which reflects a marvelously complex cognitive activity
- 5) tall or short
- 6) a transitional period between childhood and adulthood

2. Read the text and choose the appropriate answer to the questions below it.

Social development continues through early, middle and late adulthood. Keeping in mind that these divisions are somewhat arbitrary, early adulthood extends from age 20 to age 40, middle adulthood extends from age 40 to age 65, and late

adulthood extends from age 65 on. The similarities exhibited by people within these periods are related to the common social experiences of the “social clock”, including leaving home, finding a job, getting married, having a child, retiring from a job, and becoming a widow or a widower. In recent decades, the typical ages as which some of these events occur have varied more than in the past. A graduate student might live at home until his late twenties, a woman working toward her degree might postpone marriage until her early thirties, and a two-career couple might not have their first child until they are in their late thirties.

1. According to the text there are
 - a) four stages of adulthood (pre-adulthood, early adulthood, middle adulthood late adulthood)
 - b) two stages of adulthood (pre-adulthood and adulthood)
 - c) three stages of adulthood (early, middle and late)
 - d) more than six stages (including stable periods of adulthood such as “structure building” and “structure changing”)

2. The word combination “social clock” in line 6 is the closest in meaning to
 - a) speedometer
 - b) counter
 - c) rotation
 - d) the constant flow of events

3. The author mentions the following common social experiences EXCEPT
 - a) leaving home
 - b) getting married
 - c) divorcing
 - d) having a child

4. The word “postpone” in line 11 could best be replaced by
 - a) put aside
 - b) deny
 - c) put off
 - d) refuse

5. What does the author mean by “a two-career couple”?
 - a) a family of two where its members have more than one occupation
 - b) a family where both husband and wife don't make any career
 - c) a family where both husband and wife make their own careers
 - d) a family of two where its members have less than their jobs

Switzerland or the US as the country of origin. It might seem logical that a global company, selling into a multitude of country markets and measuring its market share in global terms, should place production facilities wherever costs are lowest. But Lego, the privately-owned Danish company, has for years concentrated its manufacturing in Europe and the US, arguing that this best satisfies design and quality requirements. For Lego the notion of cost is only a small part of the production picture.

So how does a global company go about organising its manufacturing network? The decision has become more complicated over the past two decades due to a number of factors. On the one hand, trade barriers across much of the world have declined sharply. Simultaneously, a range of new markets – notably in Asia and Eastern Europe - has opened to foreign investment. This has made global production much more possible. But it has also reduced the need for many overseas plants. Markets that previously demanded local production facilities - because tariff levels made importing far too expensive - can now be supplied from other countries. Plainly, in this newly liberalized environment, basic manufacturing costs do become more significant.

Another problem is that costs themselves can be subject to rapid change, making today's Indonesia, for example, tomorrow's Hong Kong. This adds a further dimension to any global company's investment decision-making. The reality is that manufacturing businesses also need to think: how quickly can we pull the plug? Some companies have addressed this issue through what is called the 'part configuration' model. This involves selecting a number of regional manufacturing bases which are viewed as longer-term investments, and augmenting them with lower-skilled assembly plants, which can more easily be moved between markets. Perhaps the hottest topic is whether a global company needs to be a producer at all. Outsourcing of production to other suppliers gives a company more flexibility, and fits well with a global strategy. A business may be better placed to supply differentiated products into different regional markets, and it can probably adjust more swiftly to changing cost considerations. These operational advantages come in addition to the financial benefits of outsourcing, such as lower capital employed. But there can be pitfalls. Perhaps no company exemplifies the outsourcing trend better than Nike, the sports shoe group. On paper, its strategy of subcontracting the production of its shoes to local factories looks eminently sensible. But these arrangements have turned into a public relations disaster in recent years, as human rights campaigners have complained of 'sweatshop' conditions in many of the Asian plants producing Nike products. Lack of ownership, it seems, does not bring freedom from responsibility.

2. Understanding main points

Read the text on the opposite page about how global companies organize

their production and answer these questions.

- 1 Where are most simple toys manufactured and why?
- 2 Why does Lego do things differently?
- 3 What is the reason for a global company to have a 'part configuration' model?
- 4 According to the text, what are the advantages and disadvantages of 'low-cost assembly plants'?
- 5 What are the operational advantages of outsourcing?

3. Understanding details

Mark these statements T (true) or F (false) according to the information in the text. Find the part of the text that gives the correct information.

- 1 The main reason to have overseas plants is to be close to local markets.
F
- 2 A lot of plants are now being located in Eastern Europe.
- 3 Imports to many markets are now cheaper.
- 4 The number of overseas plants is increasing.
- 5 Cost is the main factor in choosing the location of a foreign plant.
- 6 Outsourcing production to subcontractors gives a company more flexibility.

4. Word search

Find a word or phrase in the text that has a similar meaning.

- 1 amount in percentage terms of a company's sales compared to its competitors (para 2)
market.....share.....
- 2 organisation of a company's production facilities around the world (para 3)
m..... n.....
- 3 legal or financial regulations to protect a country's domestic producers (para 3)
t..... b.....
- 4 amount of taxes on imports (para 4)
t..... l.....
- 5 strategy based mainly on keeping costs low (para 5)
c.....-d..... a.....
- 6 companies bought as part of a strategy of expansion (para 5)
a.....
- 7 factory which puts together parts of a machine manufactured elsewhere
a.....p.....

5. Definitions

Match these terms with their definitions.

- 1 notably (line 33) a) is a typical example of something
- 2 augmenting (line 71) b) especially, particularly
- 3 links (line 79) c) a relationship or connection between two things
- 4 swiftly (line 94) d) quickly
- 5 exemplifies (line 101) e) very, extremely, completely
- 6 eminently (line 106) f) increasing something by adding to it

6. Complete the sentence

Use an appropriate word from Exercise 6 to complete each sentence.

- 1 The success of the engineering company ABB ...*exemplifies*... the ability of an organisation to think globally and act locally.
- 2 We recruit our future international managers from the top business schools, Harvard, INSEAD and London.
- 3 Many business schools and management faculties have close with industry.
- 4 Our new Chief Executive was easily the best candidate for the job. In fact, he issuitable for this position.
- 5 During the busy months of the year we deal with the extra work by our full-time staff with temporary employees.
- 6 If incorrect and potentially damaging news is reported about the company in the press, it is important to move to deny it.

Test 7

1. Match the terms with their definitions.

- 1) employee
- 2) a private company
- 3) manufacturing industry
- 4) responsibility
- 5) to launch
- 6) labour resources
- 7) to run the company
- 8) job safety
- a) a duty to deal with or take care of smb/smith
- b) knowing that there is little risk of losing one's job
- c) business, that belongs to only one person

- d) to make a product available to the public for the first time
- e) to be in charge of a business.
- f) a person employed by someone else, working for money.
- g) the business of producing goods in large quantities in factories
- h) people are available for a work.

2. Change the Voice in each sentence from Active into Passive:

1. They told me an interesting story yesterday.
2. They offered him a cup of tea.
3. They promised us a very interesting book.
4. They pay him regularly.
5. They will show us some new magazines.
6. They teach the children French and German.
7. They gave him an invitation card to the party.

3. Use the right form of the verb:

1. The day before yesterday we ___ to the restaurant by Tom Jenkins.
a) are invited b) were invited c) invite
2. Look! The bridge ____.
a) is being repaired b) is been repaired c) has being repaired
3. The letter and the parcel ____ tomorrow.
a) will be post b) will have been posted c) will be posted
4. Margaret ____ to be a very industrious person.
a) has been known b) is known c) is been known
5. In Greece the Olympic Games ____ once in four years.
a) were held b) are being held c) are held
6. The problem ____ for three years, but they haven't got any results.
a) has been studied b) has being studied c) was studied
7. This book ____ by the end of September.
a) would be republished b) will have been republished c) will be republished
8. The doctor said that Tommy's leg ____ the following day.
a) will be X-rayed b) would be X-rayed c) will have been X-rayed
9. A police car came when the injured man ____ the road.
a) was being carried off b) was been carrying off c) has been carried off
10. I ____ in a small Russian town not far from Samara.
a) was borne b) am born c) was born

11. Dad phoned us and asked if our luggage ____.
- a) was already being packed b) had already been packed c) was packed
12. What a pity, John won't come. He ____ about the meeting beforehand.
- a) should have been told b) should be told c) should been told

4. Match the numbers with the appropriate part of address

(1) Midtec Cables Ltd.,
Cotton Road,
(2) Exeter (3) EX4 9DT,
England
(4) Mrs. I.Ruth
(5) (Golden Holidays
12 Cambridge Court
London (6) WC2H 8HF

- a. the ZIP Code in the return address
b. the sender
c. the addressee's company name
d. the addressee
e. the town the letter comes from
f. the ZIP Code in the mailing address

Test 8

1. Individuals who invest in a corporation by **buying stock** are:
- a. subsidiaries b. conglomerates c. cooperatives d. proprietors e. stockholders
2. A merger between companies **producing different products** is a:
- a. conglomerate combination b. vertical c. horizontal combination
3. A merger between companies that are **involved in different phases of production of the same product**(buy their suppliers) is a:
- a. vertical combination b. conglomerate combination c. horizontal combination
4. A **merger** between companies that **produce the same good/service** is a:
- a. conglomerate combination b. vertical combination c. horizontal combination

5. If "**Burger King buys What-a-burger**", it is a:
a. conglomerate combination b. vertical combination c. horizontal combination
6. A business that is **owned by the people who use its services** is a:
a. nonprofit organization b. partnership c. cooperative d. corporation
7. A business that is **owned and controlled by one person** is a:
a. cooperative b. partnership c. sole proprietorship d. corporation
8. A business that **provides goods or services without seeking profits for distribution to individual members** is a:
a. not-for-profit organization b. partnership c. cooperative d. corporation
9. Business organization that is treated by law as if **it were an individual person** (can sue and be sued) is a:
a. cooperative b. partnership c. sole proprietorship d. corporation
10. Business that is **owned and controlled by two or more people** is a:
a. cooperative b. partnership c. sole proprietorship d. corporation
11. A cooperative in which **members pool their savings** (get cheaper loans & higher interest on their savings) is a:
a. dividend b. credit union c. nonprofit organization d. sole proprietorship
12. **Certificates of ownerships in a corporation** are called:
a. bonds b. dividends c. stocks d. interest e. liability
13. In this type of partnership, the **partners enjoy equal decision-making authority and have unlimited liability**:
a. limited b. general c. conglomerate d. horizontal e. merger
14. The **amount of money paid to an investor in return for his investment** is the:
a. bonds b. dividends c. stocks d. liability
15. In this type of partnership, the **"silent" partner invest in the company**

but remains in a non-active role:

- a. limited b. general c. conglomerate d. horizontal e. merger

16. Although they usually have no voice in how the company is run (can't vote),

owners of this type of stock are **guaranteed dividends:**

- a. principal b. liability c. interest d. common e. preferred

17. Owners of this type of stock **can vote on how the corporation is run and share in variable dividends:**

- a. principal b. liability c. interest d. common e. preferred

18. The **original amount of money borrowed in a loan** is the:

- a. principal b. liability c. interest d. common e. preferred

19. The **debt, or amount of money owed by a business** is the:

- a. principal b. liability c. interest d. common e. preferred

20. The **predetermined amount the borrower must pay for the use of borrowed funds** is the:

- a. principal b. liability c. interest d. common e. preferred

21. When **one company absorbs another**, this is called a:

- a. conglomerate b. limited c. general d. horizontal e. merger

22. If **Compaq Computers bought Dell Computers**, this is a:

- a. conglomerate merger b. vertical merger c. horizontal merger

23. The business organization that **accounts for the most total sales in the nation** is the:

- a. sole proprietorship b. partnership c. corporation

24. The **most common form of business organization** is the:

- a. sole proprietorship b. partnership c. corporation

25. If **General Motors bought Ford Motor Company**, this is a:

- a. conglomerate merger b. vertical merger c. horizontal merger

26. If **KFC bought Church's Chicken**, this is an example of a:

- a. conglomerate merger b. vertical merger c. horizontal merger

27. From the business viewpoint, one **disadvantage of a corporation** is that:

- a. the corporation's management is separated from its ownership.
- b. stocks are issued and bonds are sold to raise capital.
- c. the decision-making process is slow.
- d. liability is limited.

28. A **certificate issued by a corporation in exchange for money borrowed** from investors (an I.O.U.) is:

- a. corporate bond
- b. preferred stock
- c. common stock
- d. market share

29. Each of the following is a **benefit of having a franchise** *except*:

- a. well known trade name
- b. national advertising
- c. employee training
- d. complete independence

30. **Corporations:**

- a. account for less than 10% of total sales in the nation.
- b. account for around 90% of the total sales in the nation.
- c. account for nearly 70% of the business organizations in the nation
- d. account for the most business organizations & the most total sales in the nation.

31. **American Airlines buying Southwest Airlines** would be a:

- a. horizontal merger
- b. vertical merger
- c. conglomerate merger

32. **Compaq Computers buying Purina Dog Chow** would be a:

- a. horizontal merger
- b. vertical merger
- c. conglomerate merger

33. Which of the following **applies to the corporation** but not to other business organizations?

- a. limited liability
- b. limited life
- c. lower organizing costs
- d. ease of organizing

34. Which of the following groups **own the corporation**?

- a. bondholders
- b. executive officers
- c. board of directors
- d. stockholders

35. The **American Red Cross** (serves everyone in need, not just members) is an example of a:

- a. not-for-profit organization b. cooperative c. franchise

36. The **Ocean Spray Cranberry Company** is owned by the growers who provide it with its cranberries and other food products.

Ocean Spray is an example of a:

- a. cooperative b. franchise c. not-for-profit business

37. The most **common form of business organization** in the U.S. is the:

- a. corporation b. cooperative c. partnership d. sole proprietorship

Test 9.

Are the following statements True or False?

1. The person who is in charge of the meeting is the person who takes the minutes.

True

False

2. The best way to call a meeting is to inform each participant individually by phone.

True

False

3. An agenda should outline the order and amount of time to spend on each item at the meeting.

True

False

4. Engaging in small talk throughout the meeting is an effective way to keep the focus.

True

False

5. When someone agrees with a motion it is "seconded".

True

False

6. The person who is speaking during a meeting is the person who "has the floor".

True

False

7. A polite way to indicate that you want to make a comment during a meeting is to say: "If I could just come in here..."

True

False

8. When there is a tie vote, it is customary for the chairperson to ask one participant to reconsider his/her decision.

True

False

9. During the closing remarks, the person holding the meeting should introduce new staff members or guest speakers.

True

False

10. Reminders are typically announced after all of the items on the agenda have been covered.

True

False

Test 10

a) Translate the sentences into English, using Future Tenses:

1. Когда они придут, я буду переводить текст уже 2 часа.

2. Мы навестили наших друзей на следующей неделе.

3. К завтрашнему дню Иван закончит свою работу.

4. Мой брат будет смотреть телевизор, когда я приду домой.

b) Translate into Russian:

-To my mind, our government must take care of old people.

-About a quarter of wholesaling units account for one-third of total sales.

-The guests are to arrive at 2 p.m.

-Agent middlemen don't take title to the goods they deal in.

-The department store is having a sale and there is a 15 per cent discount on all light dresses.

- Retailing is selling goods and services to the ultimate consumer.
- Being middlemen, they make their profit by charging the customer 25 to 100 per cent more than the price they paid for the item.
- The retailer can finance the customer by extending credit.
- How will you get a raise?
- By the way I want to know more about sales procedure.
- Do you take orders over the phone?
- Usually a wholesaler handles a large assortment of items of numerous manufacturers.

c) Put the necessary word in the sentence, using *mail-order, vending machine, to guarantee, retailer, extending credit, link, wholesalers, take title, stock, channels, to receive commissions, middleman*:

- Wholesaler is an important ... between a producer and a consumer.
- ...simplify the problems of manufacturers.
- The firm ... good quality of the product.
- A wholesaler doesn't deal with the customers, ... does.
- She doesn't like to go shopping, she prefers to do it by
- Agent middlemen don't earn salaries, they
- ... is the most expensive link in the chain between a producer and a consumer.
- A supermarket may ... thousands of items.
- You can buy newspapers, cigarettes, cookies from a
- Usually wholesaling ... stands between the producer and the retailer.
- ... is one function a retailer may perform.
- Agent middlemen do not ... to the goods they deal in.
- They use both direct and indirect ... of distribution.

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