

КАЗАНСКИЙ (ПРИВОЛЖСКИЙ) ФЕДЕРАЛЬНЫЙ УНИВЕРСИТЕТ
ИНСТИТУТ МЕЖДУНАРОДНЫХ ОТНОШЕНИЙ, ИСТОРИИ И
ВОСТОКОВЕДЕНИЯ
КАФЕДРА АНГЛИЙСКОГО ЯЗЫКА В СОЦИОГУМАНИТАРНОЙ СФЕРЕ

Е.Н.Загладина, И.З.Шахнина,
Н.В.Геркина.

**INTRODUCTORY COURSE FOR
BUSINESS ENGLISH**

АНГЛИЙСКИЙ ЯЗЫК В ДЕЛОВОЙ СФЕРЕ

**Вводный
курс**

Учебное пособие

КАЗАНЬ 2016

Печатается по решению заседания кафедры английского языка в социогуманитарной сфере института международных отношений, истории и востоковедения Казанского (Приволжского) федерального университета
Протокол № 10 от «5» мая 2016г.

Авторы-составители:
Загладина Е.Н., ст. преподаватель
Шахнина И.З., доцент, кандидат педагогических наук
Геркина Н.В., ст. преподаватель

Научный редактор
доктор педагогических наук, зав. кафедрой английского языка в социогуманитарной сфере ИМОИиВ Фахрутдинова А.В.

INTRODUCTORY COURSE FOR BUSINESS ENGLISH. АНГЛИЙСКИЙ ЯЗЫК В ДЕЛОВОЙ СФЕРЕ. Вводный курс: учебное пособие/
Е.Н.Загладина, И.З.Шахнина, Н.В.Геркина. - Казань: Казанский университет, 2016.- 106 с.

Данное учебное пособие предназначено для магистров 1 года обучения «неязыковых» специальностей (уровень pre-intermediate) Института международных отношений, истории и востоковедения.

Цель пособия – знакомство с основами делового общения на английском языке, углубление и расширение языковых и лингвистических знаний студентов, расширение диапазона понимания английского текста, обогащение активного словарного запаса, совершенствование устной и письменной речи.

Каждый урок содержит тематический словарь, упражнения на его активизацию, тематический текст для аналитического чтения и упражнения для развития навыков устной и письменной речи.

Весь текстовый материал взят из оригинальных источников. Каждый текст снабжен упражнениями коммуникативной направленности: ответы и вопросы в парной работе, упражнения на самостоятельное построение вопросов, вопросы для общего обсуждения.

LESSON 1

THE VISIT OF A FOREIGN PARTNER

Темы и ситуации:

- 1). Визит зарубежного партнера (встреча в аэропорту, знакомство, профессии, приветствия, благодарности, прощание, формы общения).
- 2). Теория делового письма, элементы делового письма.
- 3). Тесты для чтения и обсуждения.
- 4). Speak out. Разговорная практика.

ДИАЛОГ:

John Cartwright, a Sales Manager for a British company, has just arrived at Kazan Airport from London. He is visiting a company that wants to buy equipment produced by his company. Here are some dialogs between him and the staff of the company.

At the airport

- Excuse me... Are you Mr Cartwright?
- Yes.
- I'm Vladimir Ivanov, from TST Systems. How do you do?
- How do you do?
- Have I kept you waiting?
- Oh, no... the plane's just arrived. Thank you for coming to meet me.
- Not at all. Did you have a good trip?
- Yes, thank you. I was a bit airsick, but now I'm O.K.
- My car's just outside the airport. My driver will take your suitcase.
- Thank you.

In the car

- We are going to our office in the centre of the city. It'll take us about half an hour to get there, Mr Pospelov is waiting for you.
- Please remind me who Mr Pospelov is.
- He's our General Director. He is going to discuss with you the details of our future agreement.
- Which hotel am I staying at?
- We've reserved a single room with a private bathroom at a hotel near the centre.
- That's O.K. Thank you very much.

At the office

- I'd like you to meet Mr Pospelov, our General Director.
- Glad to meet you, Mr Pospelov.

- Glad to meet you too. Have you ever been to Kazan before, Mr Cartwright?
- No, it's my first visit to Kazan
- What are your first impressions of Kazan?
- I like Kazan it's a very beautiful city and quite different from London.
- I hope you'll enjoy your visit, Mr Cartwright.
-
- Let me introduce my staff to you. This is my secretary, Miss Krivenkova
- Nice to meet you, Miss Krivenkova Nice to meet you too. Call me Ann.
- I also want you to meet Victor Volgin, our Sales Manager. You've already met Mr Ivanov.
- What does Mr Ivanov do?
- He is our Export-Import Manager... Do take a seat. Would you like a cigarette?
- Yes. Thank you.
- Would you like something to drink?
- Er... Yes. I'd like a cup of coffee,
- Ann, could you make coffee for us, please?
- Certainly, sir. How would you like your coffee, Mr Cartwright, black or white?
- Black, please.
- With sugar?
- No, thanks.
- By the way, Mr Cartwright, what is your profession?
- I'm an engineer, but at Continental Equipment I work as a Sales Manager. Here's my card.
- Let's get down to business, Mr Cartwright. We're extending our business and want to buy equipment for producing some goods in Kazan, rather than importing them from western countries as we do now. We know that some companies, including yours, produce the sort of equipment we need. Your company provides advanced technology and efficient service, which small companies can't provide. That's why we're interested in your company.
- Yes. I see. You'll be pleased to hear that the service life of our equipment has been increased, and also prices have been reduced.
- Would you mind speaking a bit slower, Mr Cartwright? I'm not very good at English.
- Sure. I said we had increased the useful life of our equipment.
- It's very interesting, but first I would like to know if it's possible to adapt your equipment to our needs.
- To answer your question, Mr Pospelov, I have to visit your factory and study your requirements.
- I'll show you our factory tomorrow.
- What time?
- Let me see... I have an appointment with my lawyer at 9 a.m. How about 10?
- That's fine.

- At the moment we are looking for a Commercial Director for this project, so in the future you'll have to deal with him. If we decide to buy your equipment, he'll visit your company and you'll discuss the contract with him in detail.
- Fine. I've got some advertising leaflets so you'll be able to study the main characteristics of our equipment yourself.
- Thank you, Mr Cartwright. Our driver is at your disposal during your visit. His name is Oleg.
- Thank you very much, Mr Pospelov.
- Well. That's all... our driver's waiting for you. He'll take you to your hotel.
- Goodbye, Mr Pospelov.
- Goodbye, Mr Cartwright. See you tomorrow.

Translate the conversation into English:

В аэропорту

- Простите ... Вы м-р Картрайт?
- Да.
- Я Владимир Иванов из компании ТСТ Системз. Здравствуйте.
- Здравствуйте.
- Я заставил Вас ждать?
- О, нет ... самолет только что прилетел. Спасибо, что пришли встретить меня.
- Не за что, полет прошел нормально?
- Да, благодарю Вас. Меня немного укачало, но сейчас я уже в норме.
- Моя машина ожидает Вас. Мой водитель поможет Вам нести Ваш чемодан,
- Благодарю Вас.

В машине

- Мы направляемся в наш офис, который находится в центре города. Для того, чтобы добраться туда, нам потребуется около получаса, Вас ждет м-р Пospelов.
- Напомните мне, пожалуйста, кто такой м-р Пospelов.
- Это наш генеральный директор. Он собирается обсудить с Вами некоторые детали нашего будущего соглашения.
- В какой гостинице я могу остановиться?
- Мы заказали для Вас одноместный номер с ванной в гостинице недалеко от центра.
- Отлично. Большое спасибо.

В офисе

- Разрешите познакомить Вас с мистером Пospelовым, нашим генеральным директором.
- Рад познакомиться с Вами, м-р Пospelов.
- Я тоже. Вы были когда-нибудь в Казани?
- Нет, это мой первый визит в Казань.
- Какие Ваши первые впечатления от Казани?

- Казань мне нравится, она совсем не похожа на Лондон.
- Надеюсь, Вам понравится у нас, м-р Картрайт.
-
- Разрешите мне представить Вам моих сотрудников. Это — мой секретарь, мисс Кривенкова.
- Приятно познакомиться с Вами, мисс Кривенкова»
- Мне тоже. Можете называть меня просто Анна.
- Я хочу также познакомить Вас с Виктором Волгиным, нашим менеджером по сбыту. С м-ром Ивановым Вы уже знакомы.
- Чем занимается м-р Иванов?
- Он работает у нас менеджером по экспорту и импорту. ... Присаживайтесь, м-р Картрайт. Сигарету?
- Да. Благодарю Вас.
- Не хотите ли чего-нибудь выпить?
- Э ... Да. Если можно, чашку кофе, пожалуйста.
- Анна, ты не могла бы приготовить нам кофе?
- Конечно. Какой кофе Вы предпочитаете, м-р Картрайт, с молоком или без?
- Без молока, пожалуйста.
- С сахаром?
- Нет, благодарю.
- Кстати, м-р Картрайт, кто Вы по профессии?
- Я инженер. Но в компании Continental Equipment я работаю менеджером по сбыту. Вот моя визитная карточка.
- Давайте перейдем к делу м-р Картрайт. Мы расширяем сферу нашей деятельности и хотим закупить оборудование для производства в Казани некоторых товаров, которые мы сейчас импортируем из западных стран. Мы знаем, что ряд компаний, включая Вашу, производят тот тип оборудования, который нам нужен. Ваша компания внедряет передовые технологии и обеспечивает эффективную систему сервисной поддержки, что не под силу небольшим компаниям. Вот почему мы заинтересовались Вашей компанией.
- Да, я понимаю. Думаю, что Вам приятно будет узнать, что мы увеличили срок службы нашего оборудования и, кроме того, снизили цены.
- Не могли бы Вы говорить чуть помедленнее, м-р Картрайт? Я не очень хорошо знаю английский язык.
- Конечно. Я говорил, что мы увеличили срок службы нашего оборудования.
- Это очень интересно. Но прежде всего я хотел бы знать, можно ли адаптировать Ваше оборудование к нашим требованиям.
- Для того, чтобы ответить на Ваш вопрос, м-р Пospelов, я должен осмотреть Вашу фабрику и изучить Ваши требования.
- Я покажу Вам нашу фабрику завтра.
- В котором часу?
- Дайте мне подумать. У меня назначена встреча с юристом на 9 часов утра. Давайте встретимся в 10 часов.
- Хорошо.

-Сейчас мы ищем человека на должность коммерческого директора данного проекта, поэтому в будущем Вы будете иметь дело с ним. Если мы примем решение о закупке Вашего оборудования, он придет к Вам и Вы подробно обсудите с ним основные положения контракта.

- Отлично. Я привез с собой некоторые рекламные материалы, так что Вы сможете сами изучить основные характеристики нашего оборудования.

- Благодарю Вас, м-р Картрайт. Во время Вашего визита наш водитель будет в Вашем распоряжении. Его зовут Олег.

- Большое спасибо, м-р Поспелов.

- Ну что ж. Тогда все ... Наш водитель ждет Вас. Он отвезет Вас в гостиницу.

- До свидания, м-р Поспелов.

- До свидания, м-р Картрайт. До завтра.

Языковой комментарий:

Excuse me	- простите - обычная форма обращения в англоязычных странах, служащая для привлечения к себе внимания. В случае, если человек хочет извиниться за свои неадекватные действия, чаще используется выражение: I'm (so/awfully) sorry.
to be airsick	- плохо чувствовать себя в самолете. Сравните: to be sick — болеть
My driver will take your suitcase	- в такой форме можно предложить свои услуги третьему лицу. Если же вы хотите получить инструкции или уточнить дальнейшие действия, то следует использовать вопросительное предложение с модальным глаголом shall: Shall I send the letter? Письмо отправлять? Shall I sign the contract? -Должен ли я подписать контракт?
It'll take us about half an hour to get there	-данная конструкция используется для указания времени, которое требуется на выполнение того или иного действия. Например: It takes them two days to send payments. — На осуществление платежей они тратят два дня. It'll take me three hours to draw up the contract. - На составление контракта мне потребуется три часа.

to wait for smb (smth)	- ждать кого-либо (что-либо). Синоним; to wait smb (smth). Близкое по смыслу слово: to expect smb (smth) —ождать
to be going to do smth	- собираться сделать что-либо. Данный оборот служит также для выражения будущего времени
agreement	- соглашение, договор; to conclude an agreement—заключать договор, соглашение; to come to an agreement – прийти к соглашению
I'd like (I would like) you to meet...	-в данном предложении используется комплекс с инфинитивом. Подобные комплексы обычно переводятся на русский язык придаточными предложениями с союзом «чтобы»: I want you to send the fax immediately — Я хочу, чтобы Вы отправили факс немедленно. Tell him not to sign the contract. — Скажите ему, чтобы он не подписывал контракт.
Glad to meet you too	- я тоже (рад познакомиться с Вами). Стандартный ответ на приветствие. В менее формальной обстановке можно ответить просто: Me too. В другом контексте выражение «я тоже» будет иметь другой эквивалент. Сравните: 1) I am a Marketing Manager. — So am I. — Я работаю менеджером по вопросам маркетинга. — Я тоже. 2) I work in a bank — So do I. — Я работаю в банке. — Я тоже. 3) I don't like travelling. — Neither do I. — Я не люблю путешествовать, — Я тоже.

SPEAK OUT

1. Представьте, что Вы встречаете представителя английской компании. В аэропорту Вы увидели мужчину, внешний вид которого соответствует описанию того человека, которого Вы должны встретить. Выполните следующие действия:

- а) обратитесь к нему на английском языке и узнайте, тот ли это человек, который Вам нужен;

- б) представьте себя (назовите свое имя и фамилию, а также компанию, которую Вы представляете)
- в) извинитесь за опоздание;
- г) спросите, как он доехал;
- д) предложите ему пройти к Вашей машине;
- е) спросите его, не помочь ли ему донести его чемодан.
- ж) представьте себе, что этот человек оказался не тем человеком, который Вам нужен. Попросите у этого человека прощение за беспокойство.

2. Представьте, что к Вам в компанию приехал представитель иностранной фирмы. Выполните следующие действия:

- а) представьтесь сами и представьте ему сотрудников Вашей компании с использованием следующих выражений:

Let me introduce myself. I am

Let me introduce my staff to you. This is He (she) is

I'd like you to meet.... He (she) is

May I introduce ... to you. He (she) is

- б) спросите у него, какую компанию он представляет, какая у него должность, из какого города он приехал;
- в) спросите у него, не хотел бы он чего-нибудь выпить; предложите ему сигарету, чашку кофе, чая, сока и т. п.; спросите у него, не будет ли он возражать, если Вы закурите.
- г) назначьте ему встречу на завтра и попрощайтесь с ним.

3. Познакомьтесь с визитной карточкой и ответьте на следующие вопросы:

<p>CONTINENTAL EQUIPMENT</p> <p style="text-align: right; margin-right: 50px;">John G.Smith <i>Financial Director</i></p>
<p>9 North Road, Brighton, BNI 5 JF, England Phone: (0273) 543359 Fax: (0273)559364</p>

Whose card is this?

Who is he?

What company is he from?

What city is he from?

What is his telephone number?

What is the address of his company?

Составьте визитную карточку на английском языке для себя. Обратите внимание, что в англоязычных странах адрес пишется в обратной по сравнению с нашей последовательности.

KAZAN (VOLGA REGION) FEDERAL UNIVERSITY	
PETER IVANOV <i>Professor</i> <i>Ph D in History</i>	
18, Kremlevskaya str, Kazan, Russia	Tel: +7(843)290-50-40 e-mail: peter.ivanov@kfu.ru

4. Какими должны быть Ваши ответы на следующие, обращенные к Вам реплики:

How do you do?

Glad to meet you.

Good afternoon!

Good morning

Goodbye!

Hi!

How are you getting on?

How are you?

Would you like a cup of coffee?

Thank you very much.

THE THEORY OF BUSINESS LETTER

ЭЛЕМЕНТЫ ДЕЛОВОГО ПИСЬМА

1.1 Предмет, цель и структура делового письма

Несомненно, времени у Вас не хватает - вне зависимости от того, какую должность в своей компании Вы занимаете. И Вы хотите использовать свое время наиболее эффективно. Написание деловых писем зарубежным партнерам требует времени, даже если Вы хорошо знаете повседневный деловой английский, но эту работу) можно существенно упростить, если придерживаться нескольких основных правил. Эта глава предполагает, что у Вас есть немного свободного времени, которое Вы потратите на то, чтобы понять основы для самостоятельного написания деловых писем.

Держите в уме три основные правила:

1. Деловые письма служат одной цели: они передают информацию. Много времени уходит на огромное количество факсов, электронных сообщений и писем, в которых говорится ни о чем или почти ни о чем. Это — пустая трата времени отправителя и получателя.

2. Деловые письма стоят денег. Подумайте, сколько средств расходуется на зарплату людей, которые пишут, переводят, редактируют и отправляют письма. Письмо должно оправдывать и эти затраты.

3. Зачем писать письмо? Потому что письмо служит документом, свидетельством переданной информации.

PRINCIPLES OF BUSINESS LETTER:

При составлении делового письма следует всегда иметь в виду четыре пункта, иначе Ваше письмо не достигнет своей цели:

- 1 Тему письма
- 2 Адресат
- 3 Цели данного письма
- 4 Стил и структура письма

THE SUBJECT OF LETTER:

Любая корреспонденция - от делового письма до приглашения на ланч по электронной почте - несет определенную тему сообщения. К счастью, в деловом письме на английском тема обычно определена, а выбор тем достаточно ограничен. Часто она исходит от руководителя или от коллеги, либо определяется ситуацией, которая требует решения. Чем конкретнее предмет письма, тем легче его писать. Например, представим ситуацию, когда Вам необходимо запросить информацию о грузе, не доставленном вовремя. Если Вы в курсе всех расчетов, вписать письмо совсем легко, если же нет, это будет легче сделать человеку, который с самого начала ведет дела с данным поставщиком. Но в любом случае старайтесь придерживаться правила - в одном письме обсуждается не более двух тем. Если Вы хотите расширить число тем сообщения, почти во всех случаях будет лучше написать второе письмо.

ADDRESS:

Очевидно, что этот пункт представляет определенные сложности, поскольку Вы можете не знать точно, кто будет получателем или читателем Вашего письма. Если Вам это известно, следует обращаться непосредственно к этому человеку. Однако зачастую Ваша аудитория шире, чем Вы рассчитывали. Ваше письмо может быть адресовано человеку по имени Terry Smith, но его могут прочитать еще несколько людей из его фирмы, чтобы предпринять необходимые действия.

Если Вы не уверены, к кому в конечном итоге попадает Ваше письмо, всегда имеет смысл предположить, что это образованные и разумные люди (пока не доказано обратное). Не стоит предполагать, что они в той же мере ориентируются в вопросе, как Вы сами – это может привести к тому, что вы упустите необходимые детали или объяснения.

PURPOSE:

Во многих письмах обозначен предмет сообщения, они нацелены на определенную аудиторию, но их цель не вполне ясна.

- Четко ли Вы представляете, зачем посылаете письмо?
- Для того чтобы сообщить информацию?
- Чтобы запросить информацию? Чтобы поздравить партнера?
- Чтобы заставить получателя произвести какие-то действия?

Все эти цели значительно отличаются друг от друга. Наверное, в Вашей практике были случаи, когда после прочтения письма Вы в недоумении пытались догадаться, что хотел сказать автор.

PURPOSE AND STRUCTURE:

Первые три пункта относятся к содержанию, направленности и определению темы письма.

1. Знать, о ЧЕМ писать — это ПРЕДМЕТ.
2. Знать, к КОМУ обращаетесь — это АУДИТОРИЯ.
3. Знать, ЗАЧЕМ Вы пишете — это ЦЕЛИ.

Теперь Вы готовы к тому, чтобы понять, КАК лучше всего написать письмо. Первые три пункта можно определить за считанные минуты - если, конечно, Вы знакомы с темой.

Но четвертый пункт - стиль и структура — потребует больше времени.

STRUCTURE:

Структура письма на английском языке выглядит следующим образом:

- Первая часть письма: Выразите свою цель.
- Вторая часть письма: Объясните, чего Вы ожидаете или сообщите свою информацию.
- Третья часть письма: Требование действия, завершение письма или благодарность читателю за его будущий ответ.

Обратите внимание, что обычно каждый раздел занимает лишь часть абзаца. В некоторых случаях - особенно в случае второй части - раздел может занимать несколько абзацев.

Давайте рассмотрим подробнее каждую часть.

Текст: Закончив черновик письма, прочитайте каждый параграф и спросите себя: «Ну и что из этого?» Ведь именно этот вопрос может задать себе читатель. Может быть, если из параграфа не ясно, о чем идет речь, не стоит включать его в письмо?

"Brevity is the soul of wit." (Краткость — сестра таланта.)

Уильям Шекспир

THE FIRST PART OF THE LETTER:

С первого же предложения письма переходите прямо к делу. Когда Вы читаете книгу, предполагается, что автор в начале должен ввести Вас в курс дела. В деловом сообщении читатель сразу ищет информацию. Помните, что читатель располагает не большим временем на чтение письма, чем Вы – на его написание. Первая часть должна быть короткой, иначе читатель просто потеряет терпение.

THE SECOND PART OF THE LETTER:

Основная часть сообщения объясняет, что Вы имеете сообщить и чего ждете от получателя. Не стоит приводить слишком много подробностей, но эта часть письма должна содержать всю необходимую информацию.

Если информации много, разбейте ее на короткие абзацы, оформите в виде приложения (или приложенного файла для электронной почты). Можно подчеркнуть особо важную информацию (в электронном письме ее следует выделить заглавными буквами). Структура письма должна облегчить понимание того, какие аспекты важны и что следует делать.

THE THIRD PART OF THE LETTER:

Этот абзац короткий, как и первая часть письма. В зависимости от целей автора он может выполнять несколько функций.

- Заключение. Автор подводит итог, суммирует выводы в одном предложении.
- Требование действия. В этой части Вы сообщаете, каких действий ждете от адресата. Приведите конкретные требования.
- Выражение благодарности. Поблагодарите адресата за внимание, будущий ответ и понимание.

Скажите, что Вы собираетесь сказать, скажите это и скажите именно то, что сказали.

- Сообщите свои намерения.
- Уведомьте, чего Вы ждете или сообщите свою информацию
- Выразите просьбу сообщить о том, когда будут предприняты действия, завершите письмо, выразите благодарность адресату

Деловое письмо по структуре похоже на публичное выступление: скажите, о чем Вы собираетесь говорить, выскажите это, затем повторите это еще раз.

Ниже приведен пример письма, иллюстрирующий работу всех трех частей.

<p style="text-align: center;">Capital Supplies</p> <p>8995 Camden Rd. • Williamsburg, WI 63094 October 2, 20XX</p> <p>Lance Smith, Director Terrance Trucking P.O. Box 4440 Houston, TX 34598-4440 Dear Mr. Smith:</p> <p>Thank you for your service. All 15 of your last shipments have arrived undamaged. We have never contracted with a supplier with as fine a record as yours. We appreciate the extra effort it takes to ship our order intact and on time.</p> <p>Ted McCracken and Bob Smiley have delivered these shipments to our loading dock supervisor. I have attached copies of logs for your review. Note that the unloading time is approximately half of that from other shippers for a similar load. Ted and Bob frequently help our crew unload the crates. This additional service always comes with an exchange of jokes. Our crew collects laughs to compete with your drivers!</p> <p>Doing business with your organization is a pleasure. You save us money by eliminating shipping waste and time by providing efficient drivers. Please accept the enclosed certificates of merit to Terrance Trucking, Ted and Bob, with our appreciation. We are confident in referring our customers and vendors to Terrance Trucking for their shipping needs.</p> <p>Sincerely, Cala Reginald CLR:mjk Enc. (10)</p>	<p>Сформулируйте свои цели</p> <p>Объясните, чего Вы хотите или сообщите свою информацию и цели</p> <p>Завершите письмо, поблагодарите адресата.</p>
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Стиль - это то, как Вы пишете письмо. Раньше был принят стиль “business” - формальный, с ограниченным набором выражений. Сегодня ситуация изменилась. Основным стилем деловых писем стал повседневный и разговорный. Ушли из оборота фразы типа “the aforementioned” (вышеупомянутый) или “due to the fact that” (по причине того, что). Наше время высоких технологий требует от профессионалов большей определенности, конкретности и персонального подхода. Ниже приведены семь основных правил современного стиля делового письма.

SEVEN MAIN RULES:

1. **Разговорный стиль.** Пишите так, как говорите. Избавьтесь от формальных фраз, которыми набиты старые учебники. Зачем говорить “due to the fact that”, когда можно сказать просто “because”? Употребите ли Вы в разговоре выражение “the aforementioned information”? Почему не просто “the information” или “the previous information”?

2. **Ясность.** Старайтесь придерживаться ясного стиля, чтобы Вас понимал читатель. Язык Вашего письма должен быть адаптирован для понимания адресата. Это означает, что Вам следует писать в разговорной манере. Используйте доступные примеры. Исходите из того, что адресат не совсем знаком со спецификой темы и что письмо будут читать много людей. Старайтесь формулировать в каждом абзаце не более одной идеи и организовывать их по порядку. Сообщение не должно быть хаотичным нагромождением мыслей. Все должно сводиться к одной идее.

3. **Краткость.** Старайтесь избавляться от всех ненужных слов. Зачем говорить “in as much as”, когда можно сказать “because”? Это не значит, что нельзя писать длинные письма, однако - как правило - чем длиннее письмо, тем оно менее эффективно. Правильнее написать короткое письмо с приложениями.

<p>«Writing, when properly managed, is but a different name for conversation.» — Laurence Sterne</p>	<p>«Письмо, составленное надлежащим образом – это разговор в другом виде.» - Лоренс Стерн</p>
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4. **Завершенность.** Старайтесь быть уверенными, что включили в письмо всю нужную информацию. (Не стоит упоминать интересные, но необязательные детали). Старайтесь дать достаточно информации, чтобы читателю не пришлось строить догадки. Не следует писать “When we last spoke about the situation”, если можно сказать более конкретно: “When we spoke on June 8 about hiring a new administrative assistant”. Адресат может основывать свой ответ только на Вашей информации.

5. **Конкретность.** Используйте специальные термины которые нельзя ни

с чем перепутать.

Неправильно «The large order that we requested has not arrived». (Крупный заказ, который мы запрашивали, не был доставлен.)

Правильно «The order for 10,000 books that we requested on May 3, 20XX, has not arrived as of June 20». (По состоянию на 20 июня заказ на 10 000 книг, который мы разместили 3 мая 20xx года, не был доставлен.)

Не забывайте приводить имена и цифры.

Сделайте ваше сообщение осязаемым и запоминаемым, конкретным.

6. Конструктивность. Используйте слова и фразы позитивного характера. Они оставляют хорошее впечатление. Слова «failure» (неудача), «you neglected» (вы проигнорировали) или «error» (ошибка) отдаляют автора от адресата. Слова «agreeable» (охотно), «proud» (гордиться) или «success» (успех) создают позитивный настрой.

7. Проверка. Последний штрих для любого делового письма – проверка и вычитывание. Вы оглядываете себя в зеркале, прежде чем пойти куда-либо. Письмо – Ваше отражение на бумаге. Если в нем много орфографических или грамматических ошибок, это будет отвлекать читателя от смысла сообщения. Не стоит предполагать, что Ваш секретарь наверняка знаком со всеми тонкостями языка. Всегда стоит проверить сообщение самому – в конце концов, под письмом будет стоять именно Ваша подпись.

«Proper words in Proper places make The true definition of style.» - Jonathan Swift	«Стиль – это Правильные слова в правильном месте». - Джонатан Свифт
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PARTS OF THE LETTER:

Деловое письмо состоит из многих частей — как обязательных, так и необязательных. В этой главе мы рассмотрим эти части. Ниже мы перечислим их названия на английском языке (в русском не всегда есть точный эквивалент):

1	Letter head или Heading	1	"Шапка" или заголовок
2	Date	2	Дата
3	File Number	3	Регистрационный номер
4	Confidential	4	Указание конфиденциальности
5	Inside Address	5	Внутренний адрес
6	Attention Line	6	Строка "Вниманию"
7	Salutation	7	Приветствие

8	Subject Line	8	Тема (необязательно)
9	Body of the Letter	9	«Тело» письма (т.е. основное содержание)
10	Complimentary Close	10	Заключительные выражения
11	Signature	11	Подпись
12	Added Information	12	Дополнительная информация
13	Postscript	13	Постскриптум
14	Mailing Instructions	14	Указания по отправке

CONCLUSION

Главное - осознать, что Вы пишете такому же деловому человеку, как и Вы сами. Если Вы будете помнить о предмете письма, его аудитории, цели сообщения, а также о его стиле и структуре - Вы на правильном пути.

TEXTS FOR READING

1. Stereotypes vs. Cultural Generalizations

A stereotype is a belief that all people from a culture behave a certain way. It is an opinion based on one's own cultural values and prejudices and on little information about the other culture. For **example, a woman from a culture that values hard work** looks at a people from a fictional land called Zibi. In Zibi, people work at their jobs about five hours a day. So, the woman says, "People from Zibi are lazy." This is a stereotype because she states that every person from Zibi is the same and it is an opinion based more on the woman's own values than on any thoughtful observation of Zibian values or lifestyle.

We talk about different ways of doing business. We make cultural generalizations about different styles of business. This does not mean that every person who lives in a particular culture will do business in a way that fits the generalization. Within each culture there are many choices. There is, however, in every culture a standard way of doing things. The cultural generalizations describe those standards and the values that guide those standards. For example, one could make a generalization about Zibians and say, "People in Zibi usually work about five hours a day. They spend the rest of the day taking care of family and farming. Family life is highly valued." A generalization is based on observation, not prejudice. It explains the standard practices of a culture but does not determine how every person in that culture behaves.

Applying Your Knowledge

With a partner, discuss the difference between a stereotype and a cultural generalization. Then read the following statements about the fictional country called Zibi. Decide which are stereotypes (S) and which are cultural generalizations (G). Circle the language that makes some of the statements stereotypes.

1. Zibians are selfish.
2. In Zibi gifts are often presented at the end of a negotiation.
3. It may take two or three days to get an appointment with a Zibian.
4. Zibians never let you know what they are thinking about. They always try to confuse you.
5. In Zibi, many businesspeople invite their colleagues to their homes for dinner to talk about work.
6. Arriving on time in Zibi usually means arriving ten minutes after the agreed time.
7. In Zibi nothing runs on time.
8. It is common in Zibi to discuss every detail of an agreement before signing a contract.
9. In Zibi, all the power in a corporation stays at the top.
You can never get a middle manager to make an independent decision.
10. Zibians spend too much time eating.

II. Responding to Stereotypes

There are many ways of responding to stereotypes. The following Asian-American encounter illustrates that.

An Asian-American Encounter

An American man attending an international relations banquet was sitting across from a man who looked Asian. He wanted to start a conversation so he asked the man loudly and in very simple English, “Like food?” The man politely nodded yes, but said nothing.

During the dinner program, the master of ceremony introduced the Asian-looking man as an award winning professor of economics at an important university. The professor was invited to give a short talk about world trade issues. After a short discussion in perfect English the professor sat down. He then looked across to his neighbor and asked loudly and in very simple English, “Like talk?”

Discussion

Answer the following questions and share your answers in groups.

1. What stereotype did the American have about the Asian- looking man?
2. How did the Asian-looking man respond to the stereotype?
3. Do you like the way he responded to the stereotype? Why or why not?
4. Have you ever been faced with stereotypes? How have you responded?
 - a. with anger at the person
 - b. with anger at the stereotype
 - c. with a joke
 - d. with an explanation of why the stereotype is wrong

- e. with silence
- f. _____

Speak out Introductions

I. Read conversations in pairs and highlight useful phrases for «breaking the ice»

A.

Michael Robertson has arrived at Kazan Associated Industries.

Michael: Good morning. My name's Michael Robertson.

P.A.: Good morning, Mr. Robertson. How can I help you?

Michael: I have an appointment with Ms. Adams.

P.A.: Ah, yes. Mr. Robertson. Ten fifteen?

Michael: That's right. Sorry I'm late.

P.A.: No problem. Please follow me. It's this way.

B.

Jessica: Mr. Robertson? How do you do?

Michael: Fine, thank you, Ms. Adams. And you?

Jessica: I'm fine. Please, call me Jessica.

Michael: OK, Jessica. And I'm Michael.

Jessica: So, how was the trip, Michael?

Michael: Not too bad. But the plane was late. I'm sorry.

Jessica: That's OK. How was the traffic from the airport?

Michael: Pretty bad!

C.

There is a knock at the door.

Jessica: Oh, that'll be Dave. Come in. Michael Robertson, this is Dave Scott, our Canadian representative.

Michael: Good to meet you, Dave.

Dave: It's good to meet you too, Michael.

Jessica: Michael is the Purchasing Manager at AlphaCom in Moscow.

Dave: Yes, I know AlphaCom ... Tell me, is this your first trip to Kazan, Michael?

Michael: Yes. Yes, it is ...

II. Read the talks in pairs.

III. Match the greetings with the most likely responses.

Greeting

Response

How do you do?	Hello.
Good morning.	Good morning.
Good afternoon.	Hi!
Good evening.	Good to meet you, too.
Hello, there.	Fine, thank you. And
Hi!	you?
Good to meet you.	Good evening.
	Good afternoon

IV. Practice greetings and responses.

V. Practice the conversations.

VI. What other things could you ask about to 'break the ice'?

- How was your trip?
- How was the traffic (from the airport)?
- Do you like (this city)?
- Did you find our offices easily?
- How is your family?
- Is this your first visit to (Kazan) ?

VII. Culture file.

Names

English speakers like to use first names as soon as possible. British and Australian people use first names faster than Americans. In Britain, a doctor or a lawyer will often use first names. In North America, wait until someone invites you to use his / her first name.

When you are introducing yourself, you can indicate which name you want people to use.

Look at these examples:

My name's Robertson. Michael Robertson.	- People will call you Mr. Robertson.
My name's Adams. Jessica Adams.	- People will call you Ms. Adams.
My name's Michael. Michael Robertson.	- People will call you Michael.
My name's Jessica. Jessica Adams.	- People will call you Jessica.

Don't introduce yourself as "I'm Mr. Robertson" or "I'm Ms. Adams."

But you can introduce other people with titles, "This is Mr. Tanaka ..." and you can introduce yourself and your partner as "We're Mr. and Mrs. Lopez ..."

Don't use titles with first names. You can't say "Mr. Peter" or "Mrs. Anna"

Women can choose whether to use Ms., Mrs. or Miss. If you don't know, use Ms.

LESSON 2

JOB HUNTING

- 1). **Темы и ситуации:** Устройство на работу (анкета, сопроводительное письмо, резюме и CV интервью, благодарственное письмо). Что НАДО и что НЕ НАДО делать в поисках работы.
- 2). Деловая переписка. Сопроводительное письмо.
- 3). Тексты для чтения, перевода и обсуждения.
- 4). Разговорная практика, speak out

DIALOGUE:

TST Systems was looking for candidates for the position of Commercial Director. Three applicants came for an interview after they had submitted their Resumes. The third and the most successful was Mr Ivanov. Here is the interview with him.

- Good morning, sir.
- Good morning. Come in. Mr Ivanov, isn't it? Please take a seat. You will have to excuse for a moment while I finish signing these letters. Meanwhile please fill in the application form... . There, that'll do. Now I can concentrate on you, Mr Ivanov.
- Tell me, how long were you in your last job with Alpha?
- Five years. I am only leaving because the firm is moving to Moscow, but I think a change will do me good.
- What do you know about our company? Have you got any questions for me?
- I know that this is a very promising company, so I'd like you to inform me what will be the major focus of efforts in the next few years?
- We plan to expand our activities with English-speaking countries, mainly England, to buy equipment and technologies from there and run training programs here. We need a team of creative people to make our company competitive in the world market.
- What will my responsibilities and obligations be during the first year?
- Well, first of all to be responsible for our contacts with English partners. You will need to skillfully negotiate for and buy equipment. The job will involve much travelling. There is likely to be a trade fair in London soon, which we hope you will be able to go to.
- Yes, I see.
- So tell me are what are your three main strengths?
- I think they are: reliability, loyalty, and energy.
- OK. Do you work well under pressure?
- Yes. I am accustomed to working under pressure.
- Are you a leader, an entrepreneur by nature?
- Yes, I think so.

- All right. Now, Mr Ivanov, I am quite prepared to offer you a job with us. You have excellent references from your previous job. You'll start on \$450 and if you do well we'll review it after three months. The hours are from nine to five thirty, with an hour for lunch and a fortnight's holiday. Does that suit you? Any questions?
- What about travel? Where will I go and for what length of time?
- Mostly to England for not longer than a month.
- All right. When do you want me to start, sir?
- In a week, if possible.
- I am afraid I can't start working till the 10th October.
- No problem. We'll be seeing you on the 10th then?
- Yes, certainly. Thank you very much. Goodbye.
- Goodbye.

Translate the conversation into English:

- Доброе утро, сэр.
- Доброе утро. Входите, входите смелее. Вы м-р Иванов, не так ли? Садитесь, пожалуйста. Подождите, пока я не закончу подписывать эти письма. Тем временем заполните, пожалуйста, эту анкету'.... Ну, теперь все, и я могу заняться Вами, м-р Иванов. Скажите, как долго Вы работали в фирме Альфа?
- Пять лет. Я ухожу только потому, что наша фирма переезжает в Москву, но думаю, что перемена пойдет мне на пользу.
- Что Вы знаете о нашей фирме? У Вас есть какие-либо вопросы ко мне?
- Полагаю, что Ваша фирма имеет большие перспективы. Я хотел бы узнать от Вас, на чем вы собираетесь сосредоточить свои усилия в ближайшие годы?
- Мы планируем развернуть деятельность в англоязычных странах в основном в Англии, закупать там оборудование, технологии, а также организовать здесь обучение специалистов. Нам нужна сильная творческая команда, чтобы наша фирма со временем стала конкурентноспособной на мировом рынке.
- За что я буду отвечать и какие у меня будут обязанности в первый год работы?
- В первую очередь Вы будете отвечать за наши контакты с английскими партнерами, вести с ними переговоры и закупать оборудование. Вам нужно будет много путешествовать. Кстати, вскоре в Лондоне состоится ярмарка и, возможно, у Вас будет шанс туда поехать.
- Да, понимаю.
- Итак, скажите, каковы Ваши три основные достоинства?
- Думаю, что это: надежность, лояльность, энергия.
- Ладно. Вы хорошо переносите повседневные нагрузки?
- Да. Я привык напряженно работать.
- Вы по натуре лидер, предприниматель?
- Думаю, что да.

- Хорошо. Теперь, м-р Иванов, я готов предложить Вам работать с нами. У Вас отличные отзывы с предыдущей работы. Думаю, что мы начнем с 450 долларов, а если Вы себя хорошо покажете, то через 3 месяца мы пересмотрим Вашу зарплату. Мы работаем с девяти до половины шестого с часовым перерывом на обед и двухнедельным отпуском. Вас это устраивает? Вопросы есть?
- Насчет командировок, их продолжительность, куда?
- В основном в Англию, и не дольше, чем на месяц.
- Хорошо. Когда Вы хотите, чтобы я начал работать?
- По возможности через неделю.
- Боюсь, что я могу начать только с 10 октября.
- Это не важно. Итак, увидимся десятого?
- Да, конечно. Большое спасибо. До свидания.
- До свидания.

LANGUAGE COMMENTS:

position	- должность; vacancy, opening position вакансия
application	- 1) заявление, заявка, обращение, просьба; written application — письменное заявление; application for the position — заявление о зачислении на должность; application to smb — заявление на чье-то имя; applicant — претендент, заявитель; - 2) применение; to apply 1) заявлять, обращаться; 2) применять
job	- работа (как место работы, конкретное задание и результат работы). Синонимы: piece of work, task. Основное различие между job и work заключается в том, что work - неисчисляемое существительное, а job - исчисляемое. Поэтому объем работы лучше описывается существительным work, например: I have a lot of work as a secretary - У меня много секретарской работы. Кроме того, work может выступать в роли глагола
promising	- перспективный, многообещающий, подающий надежды. Синоним: prospective
effort	- усилие, напряжение, попытка; to make an effort - сделать попытку;

	constant efforts to attain one's end - постоянная борьба за достижение цели
creative	- творческий, созидательный. Производные: to create - созидать, творить; creation -здесь: конкурентноспособный. Другие значения этого слова - соперничающий, соревнующийся, конкурирующий, конкурсный; competitive examination - конкурсный экзамен создание (процесс); creator — создатель; creature - создание, живое существо
competitive	-здесь: конкурентноспособный. Другие значения этого слова - соперничающий, соревнующийся, конкурирующий, конкурсный; competitive examination - конкурсный экзамен
responsibility	- ответственность; to assume (to accept, to take) responsibility -взять на себя ответственность; to decline all responsibility for smth - снять с себя всякую ответственность за что- то; the responsibility has the author - ответственность несет автор; 2) обязанность; 3) платежеспособность (амер.)
obligation	- обязательство; contractual (treaty) obligations — договорные обязательства; under (an) obligation to smb - обязанный кому-то; 2) обязанность. Синоним: duty
skillful	- умелый, искусный, опытный. Синоним: experienced
negotiation(s)	- переговоры, обсуждение условий; to conduct (to carry out, to hold) negotiations -вести переговоры. Синоним: talks
entrepreneur	- предприниматель, владелец предприятия, просто предприимчивый человек. В некотором смысле синонимом может служить businessman

fair	- 1) честный, справедливый, законный; fair employment practices -прием на работу без дискриминации (амер.), 2) ярмарка; 3) белокурый, светлый
strength	- 1) сила, 2) достоинство. Синоним: advantage
reliability	- надежность; to rely on (upon) smb полагаться на кого-то, надеяться, доверять
tension	- напряжение (здесь в переносном смысле). Синоним: pressure / work wider pressure — Я работаю под давлением (напряженно)
reference	- 1) ссылка, 2) рекомендация, отзыв. To have good references – иметь хорошие отзывы; who are your references? – кто может за Вас поручиться (рекомендовать)? Синонимы рекомендательного письма: Letter of Recommendation, Testimonial
experimental period	- испытательный срок. Синоним: term of probation
length	- 1) длина, 2) продолжительность. Синоним: duration
environment	- окружающая обстановка, окружение, среда; one's home environment — семейная обстановка

III. WORDS AND EXPRESSIONS:

You have excellent references from your previous job. What do you consider a fair salary? The hours are from nine to five thirty. superior, supervisor subordinate senior junior officer connections to earn	У Вас прекрасные отзывы с предыдущей работы. Какую зарплату Вы считаете достойной Вас? Мы работаем с девяти до половины шестого. начальник подчиненный старший (по должности) младший (по должности) должностное лицо связи; люди, обладающие силой, чтобы помочь зарабатывать (деньги)
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to discharge	уволить, выгнать с работы
compensation	общее название оплаты проделанной работы
charge	общее название оплаты любых услуг
salary	зарплата служащих
wages	зарплата рабочих
fee	гонорар творческих работников
fringe benefits	различного рода льготы на работе
bonus	премия
red tape (разг.)	канцелярская (бумажная) работа
deadline	конечный срок подачи чего-то
labour contract (agreement)	трудовое соглашение

BUSINESS CORRESPONDENCE:

Клише и выражения сопроводительного письма:

- With reference to your advertisement in "Vechernaya Kazan" of Tuesday, January 10, I would like to apply for the position of... in your company, — Ссылаясь на объявление в «Вечерней Казани» от 10 января, вторник, я хотел бы претендовать на должность... в вашей фирме.

- I recently heard from... that there is a vacancy in your sales department. — Я недавно услышал от ... о вакансии в вашем торговом отделе.

- I am used to working on my own. — Я привык работать самостоятельно.

- I appreciate the opportunity to work on my own initiative and to take on a certain amount of responsibility. — Я высоко ценю возможность работать с должной мерой ответственности, проявляя собственную инициативу.

- During training for my present job I took courses in marketing. — Во время обучения для получения должности, которую я занимаю в настоящий момент, я закончил курсы маркетинга.

- Since my present position offers little prospect for advancement, I would prefer to be employed in an expanding organization such as yours. — Так как моя настоящая должность не дает мне больших возможностей для продвижения, я хотел бы работать в такой перспективной организации, как ваша.

- I am at present earning ... per month. — В настоящее время я получаю... в месяц.

- Thank you for offering me the post/position of... Благодарю Вас за то, что Вы предложили мне должность...

- I have pleasure in accepting this position. — С удовольствием принимаю эту должность.

-I am looking forward to commencing work on September 1. — С нетерпением жду начала работы 1 сентября.

COVERING LETTER.

READ AND TRANSLATE.

1).

Dear **Name**:

This is a letter of inquiry. I am writing to find out if your company has openings for a product manager in one of your pharmaceutical divisions.

The recent acquisition of Kazan Diagnostics, Inc. (for which I am currently working) by another Corporation has left the future of many employees uncertain. For this reason, I am seeking new challenges and options and have selected Barker Pharmaceuticals Corporation as one company whose reputation and leading position in the industry is unparalleled.

At present I am employed as a product manager for Kazan Diagnostics, Inc. in their Kazan headquarters. My job involves the implementation of effective marketing plans in order that sales targets are met both on time and within budget. More specifically this involves the preparation of quarterly sales and analysis reports and forecasts, preparing product information packages for each new product launched, and producing promotional material for existing products.

After you have reviewed my resume, I hope that we will have the opportunity to discuss my experience and qualifications further during a personal meeting. Thank you for your consideration.

Sincerely,

2).

Dear **Name**:

I am writing to inquire about the possibility of obtaining a position as a bilingual secretary (English- French) in your company's international marketing and promotions department. I am currently working as a private secretary for the senior vice president in charge of international sales of United Belgian Marketing Corporation in Kazan, Russia.

Attached is my resume outlining my qualifications and nine years of experience as a secretary for several mid-sized companies. I have excellent secretarial abilities. I can handle heavy responsibility and I have the ability to work on my own initiative and as part of a team. My experience with United Corporation is especially relevant to the qualifications you may seek. I would enjoy discussing this with you in a personal interview.

I look forward to your reply and hope to have the opportunity to meet with you during a planned visit to Chicago early next month.

Sincerely yours,

3).

Dear **Name**:

I am presently a graduate student at Kazan Federal University in Kazan, working toward a Master of Science degree in geophysics. I will graduate in July, 2017. Since my prior work experience during summer and part-time employment is in geophysics, the profile of your company was provided to me by Kazan's placement office. I am particularly interested in a position in your company related to geological exploration.

I have worked as a summer intern and later as a part-time employee for the Ferguson Oil & Gas Exploration Company in Almet. I was involved in seismic interpretation and acreage evaluation in order to delineate existing and future fields and to define potential exploration targets. The attached resume indicates my capabilities. I am available for an interview to discuss my qualifications and your requirements at your convenience.

Thank you for your consideration and I look forward to hearing from you.

Sincerely,

4).

Louise Jensen

0000 Green Street, Kazan, 00000 Tel. (000) 000-0000

May 5, 20xx

Ms. Martha Petrova Director of Personnel ABC International, Inc.
000 Yellow Avenue
Kazan 00000

Dear Ms. Petrova:

I am writing to you with the hope that you might have an opening now or in the near future for a personal assistant/secretary in the international sales division of your company. However, if you do not, I would very much appreciate if you could keep my enclosed resume on file for future employment opportunities with Petersen International.

I am an experienced personal assistant/secretary with excellent administrative, organizational, and secretarial skills. I also would like to use my fluency in English and German, both written and spoken. I have a flexible approach to my work, together with the ability to cope with pressure and deadlines.

The attached resume details my working and educational experience. I would appreciate my application being treated as confidential, because I am currently

employed as personal assistant to the senior vice president in charge of sales at an international specialist retail chain in Kazan.

Looking forward to your answer to this letter and thanking you for your consideration,

I am,

Sincerely,

Anna

Enclosure: resume

5).

Составьте свое собственное сопроводительное письмо, используя полезные выражения из приведенных выше образцов

JOB INTERVIEW

Ниже представлены выдержки из публикаций одного из университетов в США о том, как вести себя в поисках работы. Прочитайте, переведите и запомните.

DOs and DON'Ts For Job Seekers

(Что НАДО и что НЕ НАДО делать в поисках работы)

Translate into Russian:

- DO learn ahead of time about the company and its product. Do your homework.
- DO apply for a job in person.
- DO let as many people as possible know you are “job hunting.”
- DO stress your qualification for the job opening.
- DO mention any experience you have which is relevant to the job.
- DO talk about the future rather than the past,
- DO indicate, where possible, your stability, attendance record and good safety experience,
- DO assume an air of confidence.
- DO approach the employer with respectful dignity.
- DO try to be optimistic in your attitude.
- DO maintain your self- control.

- DO try to overcome nervousness and shortness of breath.
- DO answer questions honestly.
- DO have a good resume.
- DO know the importance of getting along with people.
- DO recognize your limitations.
- DO make plenty of applications.
- DO indicate your flexibility and readiness to learn.
- DO be well-groomed and appropriately dressed.
- DON'T keep stressing your need for a job.
- DON'T discuss past experience which has no application to the job situation.
- DON'T apologize for your age.
- DON'T be untidy in appearance.
- DON'T beg for consideration.
- DON'T mumble or speak with a muffled voice.
- DON'T be one of those who can do everything.
- DON'T hedge in answering questions.
- DON'T express your ideas on compensation, hours, etc. early in the interview.
- DON'T hesitate to fill out applications, give references, take physical examinations or tests on request
- DON'T hang around, prolonging the interview, when it should be over,
- DON'T go to an interview without a record of former employment
- DON'T arrive late and breathless for an interview.
- DON'T be a "know it all" or a person who can't take instructions.
- DON'T isolate yourself from contacts that might help you find a job.
- DON'T feel that the world owes you a living.
- DON'T make claims if you cannot "deliver" on the job.
- DON'T display a feeling of inferiority.
- DON'T write incorrect information on your CV to make it look better.

II. Translate into English:

- НЕ извиняйтесь за свой возраст.
- НЕ производите впечатление неряшливого человека.
- НЕ демонстрируйте слепую самоуверенность.
- НЕ умоляйте о снисхождении.
- НЕ говорите приглушенным голосом или невнятно.
- НЕ будьте одним из тех, кто может делать все.
- НЕ уклоняйтесь от прямого ответа на вопросы.
- НЕ затрагивайте вопросы относительно зарплаты, рабочего времени и т.д. в самом начале разговора.
- НЕ колеблясь, заполняйте анкеты, предоставляйте отзывы, выполняйте физические и другие тесты по просьбе работодателя.
- НЕ затягивайте интервью искусственно, когда оно должно закончиться.

- НЕ приходите на собеседование без рекомендаций с предыдущих мест работы.
- НЕ приходите на собеседование поздно и запыхавшись.
- НЕ будьте «всезнайкой» или человеком, который не признает советов.
- НЕ избегайте контактов, которые могли бы помочь Вам найти работу.
- НЕ считайте, что весь мир несет за Вас ответственность.
- НЕ жалуйтесь, если Вам не удалось «завоевать» работу.
- НЕ демонстрируйте чувство приниженности.
- НЕ включайте в свое CV ложные сведения, чтобы представить себя в лучшем свете.
- Предварительно получите информацию о фирме и ее специализации. Это будет Ваше домашнее задание.
- Обращайтесь за работой лично.
- Проявляйте выдержку и контролируйте себя.
- Не нервничайте и говорите спокойно.
- Отвечайте на вопросы честно и прямо.
- Имейте при себе хорошее резюме.
- Не забывайте, что дружественные контакты имеют большое значение.
- Признавайте свои недостатки.
- Делайте много запросов.
- Подчеркивайте Вашу гибкость и готовность учиться.
- Старайтесь произвести впечатление ухоженного человека и одевайтесь соответственно случаю.
- НЕ подчеркивайте, что Вы нуждаетесь в работе.
- НЕ обсуждайте прошлый опыт, который не имеет отношения к конкретной ситуации.
- Пусть как можно большее число людей знает, что Вы ищете работу.
- Подчеркивайте, что Вы имеете квалификацию, необходимую для данной работы.
- Опишите приобретенный Вами опыт, который доказывает Вашу пригодность для этой работы.
- Говорите и думайте больше о будущем, чем о прошлом.
- Где только можно, подчеркивайте Вашу стабильность, исполнительность и умение хранить коммерческую тайну.
- Предполагайте атмосферу доверия.
- Приближайтесь к работодателю с уважительным достоинством.
- Старайтесь быть оптимистом.

III. READ AND TRANSLATE THE TEXT:

AROUND THE WORLD Getting connected

As is clear from the case study, different business cultures have different ideas about how an initial contact should be made. Different business cultures also use different types of information to determine whether a company is worth working with. Here are two other examples of how to get connected in other business cultures.

Egypt

In Egypt, the government is usually the customer; private businesses usually do not have big international accounts. A good introduction in Egypt requires governmental references. For example, an American businessman in a large company in Arizona, United States, wanted to do business in Egypt. His company had no history of working in the Middle East. He had to get letters of reference and introductions from a U.S. senator and the U.S. government's envoy (government contact) to Egypt before the Egyptians would consider doing business with his company.

The social relationship that develops between the two business parties is also very important. The social relationship is not limited to the one person in charge of the account. During the first meetings, the same respect and social interest should be shown to all persons who are in the key contact's office, even if they are not directly involved in the business deal. These people may influence the key contact's opinion.

South Korea

It is best to make the first contact with a Korean company through a third party. If this method is chosen, it is important to contact a highly respected Korean. South Korea has a clear social structure. People work with people who are in their own social level. In high business circles in South Korea, everybody knows everybody. An introduction through a well-connected individual will open many doors. High-level government officials are the most effective contacts because they can promise some governmental cooperation. The government has a lot of influence on business in South Korea. There are also many trading companies and banks that successfully introduce foreign businesspeople to Korean businesses.

In Korean society, a person's status is defined by education, family, place of birth, current address, friendships, connections, and the size of the company. When businesspeople are introduced in South Korea, it is important that they give personal information about their own connections and education along with the company profile. People sometimes give biographies (a short description of their life) to provide additional personal information. All this information should be given before the first meeting so that the people involved have a chance to learn about each other.

Applying Your Knowledge

Read the following actions taken by businesspeople to make contacts in Korea or Egypt. Decide whether each action is a good idea. Write Yes for a good idea and No for a bad idea. Discuss your answers with the class.

South Korea

- a. A businesswoman preparing for her first business trip to South Korea writes up a personal biography describing her family background, education, and work history.
- b. She then goes directly to all of the businesses that interests her. She introduces herself and hands them her biography, along with information about her business.

Egypt

- a. In preparation for his first business trip to Egypt, a businessman from a small company contacts a member of U.S. Congress and gets a reference for his business. Then he contacts the Egyptian businesses.
- b. He meets the business contacts and spends many hours socializing with them and their friends. After they have developed a good social relationship, he begins to talk business.

INTRODUCTIONS

There are many ways of introducing oneself, as the following South Korean-American encounter illustrates

A SOUTH KOREAN-AMERICAN ENCOUNTER

An American executive working in in South Korea said, “I learned about Korean handshaking customs my first day at work. I had just entered the bank in Seoul where I would have my office. When I was introduced to a female member of my new staff, I naturally extended my hand and shook her hand. She turned deep red. Everyone in the department laughed.

Why?

Can you answer?

In the United States, a man and a woman shake hands, as do two men or two women. Either the man or the woman can begin the handshake; often the person with more authority begins the handshake. The businessman in this minicase was acting as though he were in the United States by extending his hand to the Korean woman.

In South Korean introductions, two men shake hands and two women bow. But in an introduction between a man and a woman, one can bow or shake hands. If they shake hands, the woman always begins the handshake. She is giving the man permission to touch her hand. If a man begins the handshake, he is touching her without her permission. This causes embarrassment.

Your Point of View

In small groups think about the introductions described below. Demonstrate these introductions to the class in your native language and afterward explain what was said.

- a. Self-introduction to someone at a party (between two men; a man and a woman; and two women)
- b. Self-introduction to a colleague at a business conference (between two men; a man and a woman; and two women)

Discussion

Watch the introductions and answer the following questions as a class.

1. How much touching is there in each introduction?
2. How much distance is there between the two people in each introduction?
3. What are some differences between the social and business introductions?
4. What are the differences among introductions involving two men, a man and a woman, and two women?

QUESTIONS FOR INTERVIEW

INTERNAL ENVIRONMENT

Company profile

1. What company do you work for? / Who do you work for?
2. How is your business or enterprise registered?
3. Which sector of industry or product groups do you belong to?
4. What are your company's principal activities?
5. What does your company produce / manufacture / make? / What does your company specialize in?
6. What range of products / services do you offer? What are your main products / services?
7. What is the philosophy of your company?
8. What is the logo of your company?
9. When was your company established / set up / created?
10. Where is your company based / located?
11. Where is your head office based / located?
12. How many employees are there in your company? / How many people does your company employ?
13. Does your company have any subsidiaries? Where?
14. How is your company structured? How many departments / units / workshops / divisions does your company consist of?
15. What is the organizational structure of your company (functional, divisional, hybrid, matrix)? How many levels (layers) does your company have?
16. What is your company's current financial position?

17. Does your company make large profit every year? / What is your company's turnover and profit?
18. Where does the largest part of your turnover come from?
19. What are your annual sales?
20. What are the company's total sales and gross margin?
21. What is your net income?
22. What are your total revenues?
23. What sort of analysis can you do to assess the company's situation?
24. Are your prices low or high compared with your competitors?
25. What recent activities of the company are worth mentioning?

Company strategy, strengths and current projects

1. Are you developing any new products or services? What?
2. Are you entering any new markets? Which ones?
3. Are you going to extend your production?
4. Are you introducing new technology? What?
5. Are you introducing any quality programme? What exactly?
6. Are you making a profit?
7. Are you reorganizing any work systems? Which ones? Why?
8. Are you taking on new staff? Why?
9. Do you invest a lot of money in research and development? Why?
10. How does the human resource function support the overall strategy of an organization?
11. Why should managers plan?
12. Does your company have its personal development plan?
13. Does your company (department, division, unit) have any current plans?
14. What are the targets of control activity?
15. What focus of control activity do you have (internal / external)?
16. How does the concept of Total Quality Control relate to the products or services of your company?
17. What are the key challenges facing your company?
18. How do you solve problems?
19. Do you have any tips for solving problems?
20. What helps you to solve problems?
21. What is the technique in the decision-making process?
22. What does a decision-maker do in a decision-making situation?
23. Why do you think troubleshooting or solving problems is so important in business?
24. Are good organizational decisions usually due to one key individual or to a group of individuals?
25. Do you have any obstacles in achieving the goals (aims)?
26. In your opinion, what are some of the most important factors that characterize good managers?
27. Is it difficult to manage people? Why?

28. What are some of the most common mistakes managers make?
29. What are the major factors that must be considered when managing in international environment?
30. What are time allocation differences among managers in performing each function (planning, organizing, directing and controlling)?
31. Why do organizations need managers?
32. What do you see is the biggest challenge facing managers as they attempt to manage the environment inside an organization?
33. What problems do you have while managing people?
34. How do you motivate your staff?
35. What role does motivation play in organization members' activity?
36. Why must managers know the needs of their employees in order to motivate them?
37. What are psychological foundations of motivation?
38. Why is it important for managers to behave ethically?
39. What steps can managers take to encourage ethical behaviour in organizations?
40. Can money buy ethics?
41. What are the steps an organization must take to help employees translate effort into performance?
42. What "quality" training is given to your staff?
43. What are the most effective ways of recruiting?
44. What is an organizational culture? Explain why it is important.
45. Organizational culture is big news these days. Is this an important and enduring organizational issue?
46. Why is it important for a manager / organization to take the time to nurture the culture of an organization? How is this done?
47. Does your company have its own culture?
48. What do marketing managers do to achieve needs and wants of an organization's customers?
49. Is advertising important to your business?
50. How do you inform customers about your product?
51. How does your company encourage consumers to want your product?
52. What are the main "features and benefits" of your product?
53. Why do your customers like your products / services?
54. What is the "unique selling proposition" that makes your product special?

Candidate profile

1. What is your background?
2. When did you join the company? What job did you have before this one?
3. How long have you worked for the company?
4. Which department are you in?
5. What is the main activity of your department?
6. What is the role of your division / department?

7. What managerial zone are you in? (the institutional zone, the managerial zone, the technical core)?
8. What management are you in?
9. What is your position?
10. How many people are under you?
11. What is your role in the company?
12. What duties do you perform?
13. What functional area are you in?
14. What are your functions? What do you deal with?
15. What are you responsible for? (in charge of)
16. Who do you report to? (Who are you responsible to?)
17. What are your goals?
18. What are the most important things for you in your work?
19. Have you ever been unemployed or made redundant?
20. Why did you pick up Management (Financial Management, Marketing)?
21. Is Management (Financial Management, Marketing) connected with your job?
22. How do you start your working day?
23. What are your day-to-day activities?
24. Do you hold regular meetings with your colleagues and counterparts?
25. Which part of your day is the most productive?
26. What possibilities do you have for career promotion?
27. What important events took place in your company in the last five years?
28. Are you successful? Why?
29. What are your current projects and your future plans?

External Environment

1. What target markets does your company operate in (local, regional, national, international)?
2. What is the state of a market you operate in?
3. How does your company choose target markets?
4. Are you market leaders?
5. Who are your target customers? (state enterprises, private enterprises, other)?
6. Who are your partners, suppliers?
7. Who are your competitors?
8. Do you have close relationships with your suppliers?
9. Do you have sales representatives all over the world?
10. What must your company do to stay competitive in the future?
11. What are the main “features and benefits” of the competition?
12. Why does business go abroad?
13. What is the role of international manager?
14. Why is cultural awareness important to business people?

Candidate internship

1. What are the objectives of the internship?
2. What is the project of the internship? (skills and experience you wish to gain).
3. What type of (country) enterprise do you prefer to be placed in and why?
4. What specific aspects of the enterprise would you like to experience?
5. What projects / actions do you plan to implement after training?
6. What do you think you would change in your job after the internship?

LESSON 3

BUSINESS TRIP

- Тема: 1) командировка
 телефонный разговор
 бронирование отеля
 покупка билета
 2) Деловая переписка
 3) Работа над текстом
 4) Speak out

TELEPHONE CONVERSATION WITH THE BRITISH FIRM

Match English and Russian sentences:

1. Continental Equipment. Can I help you?
2. I'd like to speak to Mr Cartwright
3. Mr Cartwright? Who's calling, please
4. This is Victor Ivanov from TST Systems.
5. Hold on, please. I'll find out if he is in.
6. What is it, Miss Elliot?
7. Ivanov wants to talk to you, sir.
8. I'm very busy at the moment. Ask him to phone later.
9. Yes, sir.
10. Oh ... wait a minute, Miss Elliot. Who is Mr Ivanov
11. He said he was from TST Systems.
12. From TST Systems? ... Oh, ask him what his telephone number is. I'll call him back.
13. Hello? This is Mr Cartwright's secretary speaking.
14. Yes ... Ivanov, here.
15. I'm sorry, Mr Cartwright's very busy at the moment. Can you tell me your telephone number, Mr Cartwright will call you later.
16. Of course, +7(843)225 40 39.

17. ... and where are you calling from?
18. From Kazan, Russia.
19. Could you tell me the code for Kazan?
20. +7 (843).
21. Thank you, Mr Ivanov.
22. Hello? Is that TST Systems?
23. Yes.
24. This is John Cartwright from Continental Equipment. May I speak to Mr Ivanov?
25. Yes. Ivanov speaking....
26. Did you want to speak to me?
27. Yes, Mr Cartwright. I'm the new Commercial Director of TST Systems. I've pleasure in informing you that we carefully studied your materials and decided to accept your proposal.
28. Thank you, Mr Ivanov
29. I am planning to come to Brighton and discuss with you the main points of our agreement in detail.
30. When are you going to come?
31. On Wednesday, next week.
32. That's fine. Are you going to travel by air?
33. Of course. The Tatarstan International Airlines Flight from Kazan arrives in Gatwick Airport at about 10 o'clock, as far as I know.
34. O.K. There is the 12.20 train from London to Brighton. If you take a train or a bus to the railway station, you'll be in time to catch the train. We'll meet you at the station in Brighton.
35. Thank you, Mr Cartwright. Which hotel in Brighton do you recommend?
36. I'd recommend the Northern Star Hotel. It's very nice and isn't very expensive. Shall we reserve a room for you?
37. Yes. If it isn't too much trouble. I'd like to book a single room with private bathroom for three nights.
38. Goodbye, Mr Ivanov. Have a good trip
39. Goodbye, Mr Cartwright. See you next week.

TELEPHONE TALKS WITH ENGLISH COMPANY.

Translate into English:

1. Continental Equipment. Чем я могу быть Вам полезна?
2. Я бы хотел поговорить с м-ром Картрайтом.
3. С м-ром Картрайтом? Простите, а с кем я разговариваю?
4. Это Виктор Иванов из компании ТСТ Системз.
5. Одну минуту, пожалуйста. Я узнаю, на месте ли он.

6. В чем дело, мисс Эллиот?
7. С Вами хочет поговорить м-р Иванов.
8. Я сейчас очень занят. Попросите его позвонить попозже.
9. Хорошо, сэр.
10. О ... подождите одну минуту, мисс Эллиот. А кто он- этот м-р Иванов?
11. Он сказал мне, что он из компании ТСТ Системз.
12. Из компании ТСТ Системз?
... узнайте его телефонный номер. Я позвоню ему сам.
13. Алло. Это говорит секретарь м-ра Картрайта.
14. Да ... Иванов слушает.
15. Я прошу прощения, но м-р Картрайт сейчас очень занят. Не могли бы Вы назвать мне свой телефонный номер? М-р Картрайт перезвонит Вам позже.
16. Конечно. +7(843) 225 40 39.
17. ... а откуда Вы звоните?
18. Из Казани, Татарстана.
19. Не могли бы вы мне назвать код Казани?
20. +7 843.
21. Благодарю Вас, м-р Иванов.
22. Алло. Это –компания ТСТ Системз?
23. Да.
24. Говорит Джон Картрайт из компании Continental Equipment. Могу я поговорить с м-ром Ивановым?
25. Да, Иванов слушает ...
26. Вы хотели поговорить со мной?
27. Да, м-р Картрайт. Я новый коммерческий директор компании ТСТ Системз. Имею удовольствие сообщить Вам, что мы внимательно изучили Ваши материалы и решили принять Ваше предложение.
28. Благодарю Вас, м-р Иванов.
29. Я собираюсь приехать в Брайтон и подробно обсудить с Вами основные положения нашего соглашения.
30. Я порекомендовал бы вам гостиницу Northern Star. Она вполне приличная и недорогая. Заказать вам там номер?
31. Если вас не затруднит. Я бы хотел заказать одноместный номер с ванной на три дня.
32. Хорошо. Передайте от меня привет Mr.Black.
33. Конечно.
34. До свидания, м-р Иванов. Желаю приятного пути.
35. До свидания, м-р Картрайт. До встречи на следующей неделе.

36. Когда вы собираетесь приехать к нам?
37. На следующей неделе, в среду.
38. Отлично. Вы полетите самолетом?
39. Конечно. Насколько мне известно, рейс Международных авиалиний из Казани прилетает в аэропорт Гэтвик где то около 10 часов утра.
40. Прекрасно. Из Лондона в Брайтон есть поезд в 12.20. если вы поедете на вокзал на поезде или на автобусе, то вы успеете на этот поезд. На вокзале в Брайтоне мы вас встретим.
41. Благодарю Вас, м-р Картрайт. В какой гостинице в Брайтоне я могу остановиться?

II. RESERVING A ROOM AT THE HOTEL.

Read in pairs:

1. Hello. Northern Star Hotel. Can I help you?
2. Yes. I'd like to reserve a single room with bathroom, for three nights, from Wednesday. The 12th of February, to Friday, the 14th of February, inclusive.
3. Let me see ... Yes, sir. A single room for three nights with English breakfast, is that right?
4. Yes, that's right.
5. What is your name, please?
6. It's for Mr Ivanov.
7. Could you spell it, please?
8. Yes, of course. I-V-A-N-O-V
9. Thank you, sir.
10. Shall I send a deposit?
11. No. It isn't necessary, sir.
12. Thank you very much.

Translate, order the sentences:

1. Большое спасибо.
2. Нет, сэр, в этом нет необходимости.
3. Должен ли я внести задаток?
4. Благодарю Вас, сэр.
5. Да, конечно. И-В-А-Н-О-В.
6. Не могли бы Вы назвать его фамилию по буквам, сэр?

7. Этот номер для м-ра Клименко.
8. Назовите, пожалуйста, свою фамилию.
9. Да, все правильно.
10. Одну минуту ... Да, сэр. Одноместный номер на три дня с английским завтраком. Все правильно? Я бы хотел заказать одноместный номер с ванной на три дня, со среды, 12-го февраля, до пятницы, 14 февраля, включительно.
11. Алло. Гостиница Northern Star. Чем я могу быть Вам полезен?

III. Buying a ticket

Read in pairs:

1. Good morning. What can I do for you?
2. I want to fly to London. Are there any seats available on Wednesday, next week?
3. Are you flying alone, sir?
4. Yes.
5. What class?
6. Economy.
7. Just a moment, sir ... I'll check, there are a few seats left.
8. Fine.
9. What is your name, sir?
10. Victor Ivanov.
11. As a rule, we sell Russian citizens return tickets. You can buy an open return.
12. O.k. How much is it?
13. Here you are. Flight PS501. It is 30.000.
14. What time is the flight due to depart?
15. It leaves at 8.55 a.m., but you must check in one hour prior to departure, sir.
16. And what time does it arrive in London?
17. 10.30 local time. There's three hours time difference, you know.
18. Thank you very much.

Translate, order the sentences:

1. Вы летите один?
2. Да.
3. Каким классом?
4. Экономическим.
5. Одну минуту, сэр ... я проверю ... да ... несколько мест осталось.
6. Доброе утро. Чем я могу быть Вам полезен?

7. Я собираюсь лететь в Лондон. Есть ли у Вас свободные места в среду, на следующей неделе?
8. Назовите, пожалуйста, свою фамилию.
9. Отлично.
10. Иванов.
11. Как правило, мы продаем гражданам России билеты в оба конца. На обратный рейс Вы можете купить билет с открытой датой.
12. Хорошо. Сколько это будет стоить? 30000, включая сборы в аэропорту.
13. Можно заплатить наличными?
14. Большое спасибо.
15. В 10.30 по местному времени. Вы наверное знаете, что разница во времени три часа.
16. 8.55 утра. Но Вы должны зарегистрироваться в аэропорту за час до отправления.
17. Какое время отправления самолета?
18. Конечно, сэр. Вот Ваши билеты. Рейс номер PS501.

LANGUAGE COMMENTS:

to speak to smb	говорить с кем-либо. Обратите внимание на различия в употреблении следующих близких по значению глаголов:
а) to speak	разговаривать, говорить; to speak English - говорить но английски; to speak to (with) smb about smth — разговаривать с кем-либо о чем-либо;
б) to talk	разговаривать, болтать (различия между английскими глаголами to speak и to talk значительно меньше, чем между русскими глаголами «говорить» и «болтать»); to talk to smb about smth — разговаривать с кем-либо о чем-либо; to talk business (music) — говорить о деле (музыке);
в) to tell	сказать, рассказывать, приказывать; to tell smb smth — сказать кому-либо что-либо; to tell smb to do smth — сказать кому-либо сделать что-либо; to tell stories — рассказывать истории;
г) to say	сказать; to say smth, to say smth to smb — сказать что-либо кому-либо; to say that... — сказать, что ...
д) to inform smb, to let smb know	информировать кого-либо, сообщать кому-либо о чем-либо
to find out	1) узнать, выяснить; 2) раскрыть (тайну, обман)

to be in	быть на месте. Сравните: to be out (away, off) — выйти.
to (tele)phone	звонить (по телефону). Синонимы: to ring (up), to call. Набирать телефонный номер — to dial the number
He said he was from TST Systems	в английском языке в сложных предложениях с дополнительными придаточными, если в главном предложении глагол стоит в прошедшем времени (He said ...), для обозначения действия, одновременного с действием главного предложения, в придаточном употребляется простое прошедшее время (... he was from TST Systems) (см. Урок 12)
to ask	1) спрашивать; 2) ----- просить; to ask a question — задавать вопрос; to ask about smth (smb) — спрашивать о чем-либо (ком-либо)
Ask him what his telephone number is	вопросительные предложения в косвенной речи в английском языке имеют прямой порядок слов (сказуемое стоит после подлежащего)
Double five-nine-three- six-four-two (559-36-42)	когда телефонный номер называется вслух, каждая его цифра произносится отдельно. Цифра «0» произносится как буква o [oi]. Если в телефонном номере две одинаковые цифры следуют одна за другой, то эти две цифры произносятся обычно с использованием слова double: 55 — double five, 33 — double three и т. п. Телефонный номер можно назвать также и следующим образом: five- five-nine-(thirty-six)-(forty-two)
to spell smth	говорить что-либо по буквам
deposit	1) задаток; 2) вклад в банк, депозит; to place money on deposit — вносить деньги на депозит
Are you flying alone?	в английском языке для выражения действия в будущем часто используется время Present Continuous (в русском языке для выражения действия в будущем также часто используется настоящее время). Сравните: I am flying next week — Я улетаю на следующей неделе.
return ticket	билет «туда и обратно». Американский синоним этого слова: two-way (round-trip) ticket. Билет в один конец: single ticket (.англ.), one-way ticket

	(амер.). Обратный билет: return half
to arrive	с предлогами at или in; arrival — прибытие. Надпись в аэропорту (на вокзале) с указанием времени прибытия рейсов: ARRIVALS
to depart	отправляться; departure — отправление. Надпись в аэропорту (на вокзале) с указанием времени отправления рейсов: DEPARTURES

Match English and Russian words and expressions:

I'd like to speak to Mr White, please.

Wait a minute, please.

to be in

to be out

What is it?

This is Mr White speaking.

Ivanov, here....

Is that TST Systems?

to accept smb's proposal

to travel by air

As far as I know

to be in (on) time

If it isn't too much trouble.

Remember me to (give my regards to) Mr. Ivanov.

Have a good trip.

single (double) room

available

as a rule

open return ticket

How much (is it)?

to pay in cash

Чем я могу быть Вам полезен?

(Стандартный ответ на телефонный звонок).

Я бы хотел поговорить с м-ром Уайтом.

Одну минуту, пожалуйста,

Быть на месте

Выйти

В чем дело?

Говорит м-р Уайт.

Ivanov слушает....

Это — компания TST Системз?

Принимать чье-либо предложение лететь на самолете

Насколько мне известно....

Успеть
Если Вас не затруднит.
Передайте от меня привет м-ру Пospelову.
Желаю приятного пути.
Одно(двух)местный номер
Имеющийся в наличии
Как правило
Билет «туда и обратно» с открытой датой на обратный рейс
Сколько это стоит?
Платить наличными

II. Business letter

1) Список основных сокращений, использованных в деловой корреспонденции:

A/C» a/c, acc. (account current) — текущий счет
adsd (addressed) — адресовано
adse (addressee) — адресат, получатель
ad (advertisement) — рекламное объявление (инож. число—ads)
a.m. (ante meridian) — до полудня (см. Урок 1)
app. (appendix) приложение
Attn (attention) — вниманию (кого-либо)
B/E, B.E., b.e. (bill of exchange) — переводной вексель, тратта
B/L, b/l, B.L., b.l. (bill of lading) — коносамент
cc., cc (copies) — указание на адресатов копий письма
CEO (chief executive officer) — исполнительный директор
cfc (confer) — сравните
Co. (company) — компания
contr. (contract) — контракт
Corp. (corporation) — корпорация
cur. 1. (currency) — валюта; 2. (current) — текущий
CV (curriculum vitae) — краткая биография
dd I, (dated) — датированный; 2. (delivered) — доставленный
Dep., (department) — 1. — отдел;
doc. (document) — документы (множ. число — docs.)
doz, dz. (dozen) дюжина
eaon (except as otherwise noted) — если не указано иначе
e.g. (exempli gratia, лат.) — например
enc., encl. (enclosed, enclosure) — вложенный, прилагаемый, вложение, приложение (к письму и т. п.)
exc., excl. (except, excluding, exception, exclusion) — исключая, исключение

expit (expiration) — истечение (срока)
fig. (figure) — 1. — цифра; 2. — рисунок, схема
FY (fiscal year) — финансовый год
fa.a. (hoc anno, лат.) — в текущем году
hf. (half) — половина
H.Q., HQ, h.q. (headquarters) — главное управление (компании, организации)
id. (idem, лат.) — тот же
i.e., ie (id est, лат.) — то есть
inc., inci (including) — включая
Inc., inc. (incorporated) — зарегистрированный как юридическое лицо (корпорация)
info (information) — информация
inv. (invoice) — счет-фактура
IOU (I owe you) — долговая расписка
L/C, I.c., 1/c (letter of credit) — аккредитив
ULC (limited liability company) — компания с ограниченной ответственностью
Ltd., ltd. (limited) с ограниченной ответственностью
LOC (letter of commitment) — гарантийное письмо
mdse (merchandise) — товары
memo (memorandum) — записка
M.O., m.o. 1. (mail order) — готовый перевод; 2. (money order) — денежный перевод, платежное поручение
M.T. (metric ton) — метрическая тонна
MV (merchant (motor) vessel) — торговое (моторное) судно
N/A (not applicable) — не применимо (напр., пункт в анкете)
NC, N.C., n/c (no charge) — бесплатно
0/1 (our letter) — (ссылаясь на) наше письмо
PA (power of attorney) — доверенность
p.a. (per annum, лат.) — в год
par. (paragraph) — абзац, параграф, пункт
Pic, PLC (public limited company) — открытая акционерная компания с ограниченной ответственностью
PO (post office) — почтовое отделение
pp. (pages) — страницы
pp, p.p (per pro, лат.) — от имени и по поручению
qv (quod vide, лат.) — смотри (там - то)
R&D (research and development) — научно-исследовательские работы
rct (receipt) — расписка, квитанция
rept. (report) — отчет
re (regarding) — относительно
ref. (reference) — ссылка
RMS (root-mean-square) — средне-квадратический
shipt (shipment) — отгрузка, отправка
sig. (signature) — подпись

tn. (ton) –тонна

urgt (urgent) - срочный

v., vs (versus, лат.) - против

VAT (value-added tax) - НДС

V.I.P, VIP (very important person) – особо важное лицо

v.s. (vide supra, лат.) – см. выше

2). Match abbreviations with words:

NB

i.e.

e.g.

p.a.

q.v.

cf.

v.s.

p.m.

v.v.

re

vs.

h.a.

id.

pp

ref.

the same

compare

against

important note

that is

regarding

this year

for example

for and on behalf of

reference

see above

after noon

with the terms reversed

for each year

conversely

2). Business letters. Samples:

Резервирование авиаперелета, отеля, помещения для конференций.

Match the title and translate letters

1). Резервирование авиаперелета

2). Резервирование отеля

3) резервирование помещения для конференции

A)

Dear **Name**:

As discussed on the telephone, we want to reserve the use of a small conference room where dinner can also be served for 23 people for the evening of Thursday, June 7 from 6:00 p.m. until 11:00 p.m.

We also want to reserve your three-course steak dinner (\$24.95) for every participant, as well as optional bar service.

Please, confirm this reservation by return mail or fax.

Sincerely,

B)

Dear **Sir**,

This letter is to confirm our telephone conversation this morning when I arranged for two tickets to be sent to us in the names of P. R. Dell and R. Newsome, our directors, who will be travelling London Heathrow-Rome on flight BA 164 at 10.05 hours, on Wednesday 12 June.

Please send the tickets to us by return, and find a cheque for £210.00 enclosed.

Yours faithfully,

C)

Dear Mr **Ruggerio**,

This letter is to confirm my telex and your answer of today in which you agreed to reserve two separate rooms with shower and bath, from 12 June to 21 June inclusive for Mr P.R. Dell and Mr B. Newsome, who will be attending the Textile Trade Fair in Rome.

Could you make sure that the rooms are situated at the back of the hotel, as the rooms they were given last year, overlooking the main road, were rather noisy?

I am enclosing a banker's draft for £40.00 as a deposit. Could you please acknowledge receipt?

Yours sincerely,

I. Language comments:

Амер. вариант	Англ. вариант	Значение
apartment	flat	квартира
attorney	lawyer	юрист
baggage	luggage	багаж
billion	milliard	миллиард
cab	taxi	такси
corporation	company	корпорация, компания
downtown	city/ centre	центр города
drugstore	chemist's	аптека
elevator	lift	лифт

fall	autumn	осень
gas	petrol	бензин
highway	motorway	шоссе
intersection	cross-road	перекресток
living room	dining room	гостиная
long-distance	coach	междурогодный
bus		автобус
mail	post	почта
movies	cinema	кинофильм
pits	trousers	брюки
pullman	sleeper	спальный вагон
railroad	railway	железная дорога
salesman, clerk	shopassistant	продавец
schedule	time-table	расписание
soccer	football	футбол
subway	underground	метро
ticket office	booking office	билетная касса
to be sick	to be ill	быть больным
trial lawyer	advocate	адвокат
truck	lorry	грузовик
trunk	boot	багажник
1st floor	ground floor	первый этаж
2nd floor	1st floor	второй этаж
3rd floor	2nd floor	третий этаж

1) Match English and American words:

subway
cab
apartment
corporation
downtown
highway
attorney
baggage
soccer
railroad
round-trip ticket
salesman
ticket-office
one-way ticket
fall
gas
schedule



return ticket
shopassistant
company
autumn
petrol
city centre
underground
timetable
luggage
taxi
football
railway
motorway
lawyer
flat
single ticket
booking office

III. Read and translate and fill in the gaps:

I've been Head of Sales at this sportswear company for about five years now. I'm in (1) _____ control of sales, and there are six Area Sales Managers who (2) _____ to me. My work involves a variety of things, including (3) _____ new staff, (4) _____ sales and marketing campaigns» and (5) _____ the people who work for me. In general, we have a very good sales (6) _____.

However, the job can have its unpleasant side, and there have been occasions when I have had to make people (7) _____ because sales were falling. I've also had situations when staff have suddenly (8) _____ because they couldn't take the pressure - only the other day one of my best people handed in his (9) _____ unexpectedly. But these things don't happen often and at the moment business is so good that we're (10) _____ more staff.

- | | | |
|----|----------------|-----------------|
| 1 | a whole | b overall |
| | c wide | d comprehensive |
| 2 | a account | b declare |
| | c report | d inform |
| 3 | a recruiting | b enrolling |
| | c raising | d gathering |
| 4 | a co-operating | b collaborating |
| | c constituting | d co-ordinating |
| 5 | a provoking | b thrilling |
| | c motivating | d agitating |
| 6 | a force | b crew |
| | c set | d pack |
| 7 | a dismissed | b bankrupt |
| | c fined | d redundant |
| 8 | a resigned | b vacated |
| | c abandoned | d ceased |
| 9 | a warning | b notice |
| | c departure | d leaving |
| 10 | a taking on | b setting up |
| | c drawing on | d putting up |

2) **Read and fill in the gaps:**

make	have	get	let
put	come	sort	suit

Dear Alison,

I thought I'd (1) _____ in touch with you _____ because something (2) _____ up about the project yesterday. We need to arrange a meeting soon to (3) _____ out the contract. Our team leader (4) _____ a word with me yesterday and he wants a first draft by the end of the month. I know you're busy, but do you think we could meet next week? If you can't (5) _____ it then, we could (6) _____ it off until the following week at the latest.

Anyway, could you (7) _____ me know what day would (8) _____ you best?

All the best,

Jane

3. a) Read and translate the text:

GETTING CONNECTED IN COLOMBIA

A bank in Bogota, Colombia decided to improve its computer communications system. The top sales manager of a young but successful communications company in the United States wanted to get the Colombian account. The sales manager, Peter Knolls, was a young man with an excellent background in computers and U.S. sales. He had been one of the original partners in this small communications company.

From his office in Chicago, he started to look for the right person to contact. He called several people in the Colombian bank but wasn't able to get ahold of the person in charge of the account. He decided to call the Colombian Association of Banks. The association coordinates bank business and encourages foreign investment. It also acts as a third party to introduce foreign contacts. An agent of the association named Roberto Coronas as the key contact of the Colombian bank for the account. The agent then suggested they all meet together in Colombia. Knolls, wanting to be certain that a trip to Colombia would be worthwhile, asked the agent for Coronas's phone number and called him immediately. He introduced himself to Coronas and began to explain how his company could develop the best computer system for the bank. Coronas suggested they meet each other in person to talk further.

Before leaving for Colombia, Knolls sent a brief letter to Coronas describing his company and its interest in doing business with the bank. He also sent his company's credentials. These included a profile of his company with all the necessary financial information from the past two years and some references from satisfied clients. This information would show what a good reputation the business enjoyed in the United States.

Knolls went with the agent to meet Coronas in person. After a brief introduction, Coronas suggested that the two men have dinner together that evening. At the dinner the sales manager was ready to talk about business, but Coronas wanted to talk about general topics, such as business friends and Colombia's literary and cultural history instead. Knolls said his interest was in business, not in the arts. The young man explained how he had independently developed a successful communications

business without any special help or connections. He did not make a good impression on Coronas.

At the end of the evening, Coronas said they should stay in touch, but he never contacted Knolls again.

6) Match the underlined words with a, b, c:

1. A young but successful communications company in the United States wanted to get the account to develop a new computer system for the bank.
 - a. businessman
 - b. money
 - c. job
2. He had an excellent background in U.S. sales.
 - a. experience
 - b. time
 - c. interest
3. Peter Knolls started to look for the right person to contact.
 - a. touch
 - b. speak to about the business
 - c. be friends with
4. He called several people in the Colombian bank but wasn't able to get a hold of the person in charge of the account.
 - a. understand
 - b. hug and kiss
 - c. speak to
5. This association acts as a third party to introduce business contacts.
 - a. independent group
 - b. large dinner
 - c. businessperson
6. The association identified Roberto Coronas of the Colombian bank as the key contact for the account.
 - a. person who introduces
 - b. person who gives information
 - c. most important person
7. He sent the company's credentials.
 - a. description of qualifications
 - b. credit cards
 - c. description of beliefs
8. These included a profile of his company with all the necessary financial information from the past two years.
 - a. picture of the company
 - b. description of the company's history and accounts
 - c. description of the company's employees
9. He also sent some references from satisfied clients.

- a. dictionaries
 - b. letters recommending the company
 - c. products
10. This information would show what a good reputation the business enjoyed in the United States
- a. standing or position
 - b. look
 - c. history
11. The young man explained how he had independently developed a major communications business without any special help or connections.
- a. family
 - b. knowledge
 - c. friends with power
12. He did not make a good impression on Coronas.
- a. make an imprint
 - b. paint a nice picture
 - c. have a positive effect

LESSON 4

ARRIVAL

Situations:

- I. 1) arrival
 - 2) customs and passport control
 - 3) at the airport
 - 4) time – table
 - 5) at the rail station
 - 6) practice
- II. Bussiness letter structure
- III. Texts for reading and discussion
- II. Speak out

- 1) Arrival. Read the dialogue.
Mr. Ivanov is at Kazan airport now.

He has to fly to London and then go by train to Brighton where he will be met by a junior manager of Continental Equipment.

a) At an airport

- Excuse me. Could you tell me where International Airlines counter is?
- Certainly. Just go up the escalator and you'll see it.

- Here's your ticket. Your flight is now boarding at gate 50. Go down, it's to your left.

b) At a passport and customs desk

- Your passport, please. How long are you planning to stay in the country?
- Three weeks. Could I prolong my entrance visa in case of necessity?
- Sure. The receiving party will take care of it.
- Can you put your bags on the table, and your customs form, please.
- How much do they weigh?
- 23 kilos. I'm sorry, but you'll have to pay an extra luggage charge.
- Oh! It's only three kilos overweight.
- Yes, sir...that's £6... Thank you. Have you anything to declare?
- Pardon?
- Alcohol, cigarettes, fresh fruit, plants...?
- Uh, no.
- Open your suitcase, please. Any gifts?
- Only one bottle of vodka.
- All right. It's duty free. As you probably know, it's forbidden to bring in more than two bottles of alcohol and two blocks of cigarettes to England. And no limitations as to currency. Here's your form.
- Thank you.
- Not at all. Next please.

c) Riding a city bus

- Pardon me, do the buses to Three Bridges railway station stop here?
- Yes, they stop at the corner. You can take any bus except number 420.
- How often do the buses run?
- They are supposed to run according to the schedule that you can see over there. But in fact, they don't always run on schedule.
- What are the usual intervals between bus arrivals?
- About 15 minutes. But you won't have to wait any longer. Bus number 405 is coming. You can take it.

d) Driver

- Put 55 p into the fare box, please.
- Oh, I have only pounds. Can you give me change?
- I am sorry, but I accept exact change only.
- Let me check my pocket. Oh, luckily I have the exact fare.
- Please stand back from the door. Move to the rear. Let the passengers off.
- How long will it take me to get to the railway station? I am afraid of missing my stop.
- About 20 minutes. I can tell you when to get off.

e) At a railway station

- I've found out from this timetable that there are several trains to Brighton daily.
- Yes, quite so. The next is at 12.20.
- Well, I'll take it. One ticket, please.
- Single or return?
- Single, please.
- Here you are. The train is leaving from platform 3.
- Is there a buffet-car on the train? I'd like to have a snack.
- Unfortunately, no. But you can get a snack at a cafeteria in the station, otherwise you'll have to do without breakfast.
- Thank you very much.
- Not at all.

Announcement: The train now standing at Platform 3 is the 12.20 Inter-City service to Brighton.

2). Translate into English.

а) Поездка в автобусе

- Простите, автобусы до вокзала Three Bridges останавливаются здесь?
- Да, здесь. Вы можете сесть на любой из них, кроме номера 420.
- Как часто ходят автобусы?
- Считается, что они придерживаются расписания, оно висит вон там. Но фактически они не ходят по расписанию.
- А с какими интервалами обычно ходят автобусы?
- Примерно каждые 15 минут. Но Вам уже не придется ждать. Вот идет 405-й. Он Вам подходит.

б) Водитель

- Пожалуйста, опустите 55 пенсов в ящик для оплаты проезда.
- О, ... У меня только фунты.
Не могли бы Вы дать мне сдачу?
- Простите, но я принимаю только без сдачи.
- Одну минуту, я поищу в кармане. О, к счастью, у меня есть без сдачи.
- Отойдите от дверей. Продвигайтесь. Не мешайте пассажирам при выходе.
- За сколько времени я могу добраться до вокзала? Я боюсь пропустить остановку.
- Приблизительно за 20 минут. Я скажу, когда Вам нужно будет выходить.
- Вот Ваш билет. П посадка производится у стойки 50. Спуститесь в зал D слева от Вас.

д) на вокзале

- Судя по расписанию, до Брайтона ходит несколько поездов ежедневно?
- Совершенно верно. Ближайший **в 12:20.**
- Хорошо, подходит. Один билет, пожалуйста.

- В один конец или туда и обратно?
- В один конец, пожалуйста.
- Возьмите. Поезд отправляется с третьей платформы.
- Есть ли в поезде вагон-ресторан? Я хотел бы перекусить.
- К сожалению, нет. Но если Вы поторопитесь, то сможете перекусить в кафетерии на вокзале, иначе останетесь без завтрака.
- Большое спасибо.
- Пожалуйста.

Объявление: Поезд, стоящий на третьей платформе, в 12:20 отправляется в Брайтон.

е) У стола таможенного и паспортного досмотра

- Ваш паспорт, пожалуйста.
- Как долго Вы планируете находиться в стране?
- Три недели. Я могу продлить въездную визу в случае необходимости?
- Конечно. Пригласившая Вас фирма должна позаботиться об этом.
- Пожалуйста, положите сумки на стол и предъявите Вашу таможенную декларацию.
- Сколько они весят?
- 25 кг. Сожалею, но придется доплатить за избыточный вес.
- О! Всего 3 кг лишних.
- Да, сэр,... это 6 фунтов. Спасибо. Вы декларируете что-либо?
- Простите?
- Алкоголь, сигареты, свежие фрукты, растения ... ?
- О, нет.
- Откройте чемодан, пожалуйста. Какие-нибудь подарки?
- Только одна бутылка водки.
- Хорошо, это не облагается пошлиной. Вы, наверное, знаете, что в Англию запрещено ввозить более двух блоков сигарет и более двух бутылок спиртных напитков. Что касается валюты, то ограничений нет. Вот Ваша форма.
- Спасибо.
- Не за что. Следующий, пожалуйста.

LANGUAGE COMMENTS

<i>customs, customs house</i>	- таможня; <i>to go through customs</i> - пройти таможенный досмотр; <i>customs fees</i> - таможенные сборы
<i>to prolong</i>	- продлить, продолжить, отсрочить; <i>prolongation</i> — продление, отсрочка
<i>entrance(entry) visa</i>	- въездная виза; <i>exit visa</i> - выездная виза; <i>to apply for a visa</i> — запросить визу; <i>to grant a visa</i> — предоставить визу; <i>to put a visa on a passport</i> —

	проставить визу в паспорте
<i>necessity</i>	1) необходимость; of necessity — по необходимости; 2) предмет первой необходимости. It is necessary to do. - Это необходимо сделать.
<i>to declare</i>	1) декларировать, 2) объявлять, провозглашать. Имеет целую серию производных: <i>declared value</i> — объявленная ценность; <i>declarant</i> — заявитель; <i>declaration</i> — исковое заявление, объявление; <i>declarative</i> — декларативный; <i>declaratory</i> — объяснительный, пояснительный
<i>to miss</i>	1) пропустить, опоздать 2) скучать
<i>to catch</i>	поймать, здесь: сесть на транспортное средство
<i>option</i>	выбор. Синоним: choice
<i>abroad, overseas</i>	за границу
<i>accident</i>	происшествие, инцидент, несчастный случай
<i>injury</i>	ранение, повреждение

SIGNS AND NOTES AT THE AIRPORT

READ AND REMEMBER THE SIGNS

ARRIVALS:

BAGGAGE CHECK IN
 BAGGAGE CLAIM
 CART RENTAL END
 (LUGGAGE CART AREA)
 CHECK IN
 FIRST CLASS ONLY

IN THE CITY:

ATTENTION
 DO NOT LITTER
 \$50 FINE
 DON'T WALK
 WALK
 PRIVATE PROPERTY
 BUS STOP
 EXIT TO BUS

ROAD SIGNS:

DETOUR
NO PASSING
RAILROAD CROSSING
TRAFFIC CIRCLE (ROUNDAABOUT)
TRAFFIC LINE
NO PARKING
PUBLIC PARKING
AUTO REPAIR
CAR WASH
SLOW.CHILDREN
SPEED LIMIT 55

TRANSLATE INTO ENGLISH:

ПРИБЫТИЕ
РЕГИСТРАЦИЯ БАГАЖА
ПОЛУЧЕНИЕ БАГАЖА
ПРОКАТ БАГАЖНЫХ ТЕЛЕЖЕК
РЕГИСТРАЦИЯ
ТОЛЬКО ДЛЯ ПАССАЖИРОВ ПЕРВОГО КЛАССА
ВНИМАНИЕ
НЕ СОРИТЬ
ШТРАФ 50 ДОЛ.
СТОЙТЕ (НА СВЕТОФОРЕ)
ИДИТЕ (ТАМ ЖЕ)
ЛИЧНЫЕ ВЕЩИ (БАГАЖ)
АВТОБУСНАЯ ОСТАНОВКА
ВЫХОД К АВТОБУСУ
ОБЪЕЗД
ОБГОН ЗАПРЕЩЕН
ЖЕЛЕЗНОДОРОЖНЫЙ ПЕРЕЕЗД
КОЛЬЦЕВОЕ ДВИЖЕНИЕ
АВТОМАГИСТРАЛЬ
СТОЯНКА ЗАПРЕЩЕНА
ОБЩЕСТВЕННАЯ СТОЯНКА
РЕМОНТ АВТОМАШИН
МОЙКА АВТОМАШИН
ОСТОРОЖНО. ДЕТИ
ОГРАНИЧЕНИЕ СКОРОСТИ 55 МИЛЬ/ЧАС

MEANS OF CITY TRANSPORT:

Electric railway	городская электричка
Tram	трамвай
Trolleybus	троллейбус
Bus	автобус
Double-decker	двухэтажный автобус в Англии
Coach	междугородный туристический автобус
Metro, underground, subway, tube	метро
Taxi, cab	такси

В Англии — левостороннее движение. Из общественного транспорта в Лондоне Вы можете воспользоваться метро (*London Underground*), электричкой (*Docklands Light Railway, или DLR*) — только в будние дни и до 21:30, железной дорогой (*British Rail*) и автобусом. Первые три вида транспорта делятся на шесть зон по дальности (последняя шестая включает аэропорт *Heathrow*). Автобусная сеть разделена на четыре зоны. Можно купить проездной билет на все виды транспорта (*One Day Off Peak Travel Card*), который действителен в течение одного дня (в будни с 9:30 до 15:30 и с 18:00 до полуночи, в выходные без ограничений). Стоимость его различна в зависимости от времени дня и зоны. Билет в один конец стоит от £1 до £2.8, а проездной билет на один день — от £2.8 до £3.8. Если Вы покупаете проездной билет на автобус для зон 1, 2, 3, 4, то это означает, что Вы можете ездить автобусом на расстояние, эквивалентное 1-6 зонам метро. Все восемь главных железнодорожных вокзалов имеют свою станцию метро.

Приобретение железнодорожного билета *Brit-Rail* сроком на 4-30 дней дает право на неограниченное количество поездок по всей стране или определенным регионам со скидкой. Автобусное сообщение между городами дешевле, чем по железной дороге. Автобусы останавливаются только на предписанных остановках.

Знаменитыми лондонскими черными такси можно воспользоваться на любой улице, если на них светится индикатор. Водители сдают очень строгий экзамен под названием *The Knowledge*, поэтому Вы можете доверять их знаниям и профессиональной подготовке. Плата за проезд четко обозначена на табло, обычно от этой суммы дают 10 % чаевых. Вы обнаружите на дорогах также много фирм и частных лиц, оказывающих транспортные услуги. Они не всегда достаточно надежны и не всегда знают дорогу в любой конец города. Пользуясь их услугами, заранее оговорите цену.

В США — правостороннее движение. Общественный транспорт развит слабо. В крупных городах имеется метро и во всех населенных пунктах — автобус, который ходит по расписанию. В США стоимость проезда в общественном транспорте — от 50 центов до 1 доллара. Билет действителен в

течение указанного на нем времени (обычно 2-2,5 ч). Автобус останавливается как на остановках, так и по требованию в любом месте, для этого Вы должны дотронуться до шнура на Вашем сидении.

NATIONAL EXPRESS.

Translate useful information:

National Express operates a daily scheduled network of coach services to 1200 destinations around Britain.

- All coaches are fitted with washroom/toilet.
- All services are non-smoking.
- Rapid services feature stewardess service, with hot and cold drinks and snack available.

FARES

Standard Fare Days

Standard fares will apply when travel in either direction is on any Friday throughout the year, and at certain other peak travel days/periods (e.g. Christmas, New Year and Easter).

Economy Fare Days

Economy fares apply when travel in either direction is not on a Standard day.

Advance Purchase Fares

You can make further savings on Standard & Economy returns if you book your ticket at least 7 days in advance of your outward journey.

DISCOUNTS

- If you are 50 or over, a student or under 25 you can buy a Discount Coachcard which will give up to 30 % off most normal fares (except advance) and costs £8 for 1 year or £19 for 3 years.
- Children (15 and under) receive a discount of up to 30 % off the adult fare.
- Up to 2 children travel free with a Family Coachcard (& 15 for 1 year).

TRAVEL INFORMATION

- Please allow ample time (minimum 1 hour) between coach arrival time and check in time when travelling to Airports.
- In order to guarantee your seat, holders of open return tickets (i.e. when the return journey has not been booked) should visit a National Express Agent to book the return journey as soon as possible.

Practice

1. What advice can you give to a passenger in a strange country?

How to find the luggage check in.

How to find a cafeteria.

How to find the luggage cart area.

How to check in at the airport.
How to ask a clerk about train departure.
How to find the First Class Carriage at a railway station.
What kind of travel card to buy.

2. You have to go from London to Glasgo. What questions will you ask at the enquiry office?

You. (Спросите, когда идет следующий поезд в Глазго?)
Clerk. At 8.40, sir.
You. (Спросите, ночной (overnight) ли это поезд?)
Clerk. Yes, the train has sleeping accommodation. (спальные места)
You. (Скажите, что не курите и хотели бы взять лучшие места).
Clerk. I can give you a first-class non-smoking compartment.
You. (Спросите, когда он прибывает в Глазго?)
Clerk. It is due to arrive in Glasgow at 6.30 a.m.
You. (Скажите, что Вы надеетесь, что он прибует вовремя (to time)).
Clerk. Yes, sir, it usually runs to time.
You. (Спросите, с какой платформы?)
Clerk. Platform 5.
You (Поблагодарите за информацию).

3. Read the text and explain how you will get from Gatwick to London

Getting a Taxi at Gatwick

To provide choice and customer service, BAA London Gatwick has appointed two private hire car companies to offer a special kind of taxi service, 24 hours a day, guaranteeing a car, whatever the destination or distance may be. Both companies are obliged to meter prices for the entire journey and publish their scale of charges.

In the interest of passengers, other taxis are not allowed to apply for hire at the airport as, under current taxi laws, there would be no guarantee of service and no control over fares charged outside the immediate Gatwick and Crawley area.

Passengers may of course use any taxi service or private hire car company of their choice, provided they have pre-booked the journey in advance. The simplest way to make contact is to ask the driver to wait at the relevant terminal arrivals concourse with a card displaying the passenger's name.

4. Put the questions into the correct places in the given dialogue, read it:

How long are they staying?
Are there any seats available?
When will the tickets come?

When do they plan to leave?
What are the options?
Are there any British Airways flights about that time?

Susan. Grand Tour Agency. Susan Sharp speaking.

Hans. Hello, Susan. This is Hans Bradly. I need to send two of our sales managers to Rome next week. _____ ?

Susan. OK. _____ ?

Hans. Monday October 14th.

Susan. And if you want to book a return flight I must ask you: _____ ?

Hans. Four days. They would like to come back on the night of the 17th _____ ?

Susan. Let me have a look. There is a flight at 8.50 p.m. with British Airlines.

Hans. _____ ?

5. Read the text, answer the questions and retell it:

System of Government

Britain is a parliamentary democracy with a constitutional monarch — Queen Elizabeth II — as a head of State.

Today the Queen is not only head of State but also an important symbol of national unity. The royal title in Britain is:

“Elizabeth the Second, by the Grace of God of the United Kingdom of Great Britain and Northern Ireland and of Her other Realms and Territories Queen, Head of the Commonwealth, Defender of the Faith.” In law the Queen is head of the executive, an integral part of the legislature, head of the judiciary, the Commander-in-chief of all the armed forces of the Crown and the Supreme Governor of the established Church of England.

The Queen and the royal family continue to take part in many traditional ceremonies. They visit different parts of Britain; they are involved in the work of many charities.

In practice the monarch has no actual power: they say, the monarch reigns but doesn't rule. Queen's power is limited by the Parliament. Parliament is the supreme legislative authority in Britain and the Prime Minister is the virtual ruler of the country.

Parliament comprises the House of Commons, the House of Lords and the Queen in her constitutional role. The Queen summons, prorogues and dissolves Parliament. She opens each session with a speech. It is her duty to make appointments to all important state offices. The Queen must see all Cabinet documents. She has the power to conclude treaties, to declare war and make peace.

The Commons has 651 elected Members of Parliament (MPs).

The Lords is made up of 1,185 hereditary and life peers, and the two archbishops and

the 24 most senior bishops of the established Church of England. The centre of parliamentary power is the House of Commons. The leader of the party that obtains a majority in the House of Commons is the Prime Minister. The party which has majority of the seats in the House of Commons is called the Government, and the other is the Opposition. The Government may hold office for five years. All the affairs of the State are conducted in the name of the Queen.

1. Is Britain a monarchy?
2. Who is the Commander-in-chief of all the armed forces of the Crown?
3. What are the duties of the Queen?
4. Who rules the country?
5. What is the supreme legislative authority in Britain?
6. How is the Government formed?

BUSINESS LETTER. ABBREVIATIONS.

Сокращения используются для экономии места и времени, чтобы избежать повторов длинных слов и оборотов или просто в соответствии с общепринятым употреблением.

Сегодня сокращения употребляются непоследовательно и произвольно, и никакие правила не в состоянии охватить все возможные варианты, исключения и особенности, с которыми можно столкнуться в печатных текстах. Форма, которую принимают сокращения - они пишутся прописными буквами или строчными, с точкой или без точки - зачастую зависит от предпочтений автора или политики издателя или организации. Тем не менее, представленные в этой главе параграфы отражают ряд полезных рекомендаций по современной практике употребления сокращений. В случае сомнений можно обратиться к хорошему словарю общеупотребительной лексики или словарю сокращений и аббревиатур, в которых приводятся стандартные формы общепринятых сокращений.

В данном учебнике обсуждаются главным образом вопросы общей, не технической тематики. В научных текстах сокращения почти никогда не употребляются с точкой.

Сокращения нельзя переносить с одной строки на другую. Сокращения почти никогда не выделяются курсивом. В аббревиатуре, состоящей из отдельных заглавных букв, никогда не ставятся пробелы между буквами, вне зависимости от того, разделяются ли буквы точками или нет. (Однако инициалы обычно разделяются пробелом.)

При первом упоминании часто сокращаемого термина или названия, которое незнакомо читателю или может запутать его, оно обычно пишется полностью. Зачастую при этом в скобках указывается сокращенная форма. В дальнейшем при упоминании употребляется только сокращение.

Знаки препинания с сокращениями

Точка ставится после большинства сокращений, представляющих собой несколько первых букв слова.

cont. [от continued]	продолжение
enc. [от enclosure]	приложение
Oct. [от October]	октябрь
univ. [от university]	университет

Бывшие сокращения, которые сейчас считаются полноценными словами, не требуют точки.

lab	лаборатория
gym	спортивный зал
photo	фотография
ad	рекламное объявление

Точка ставится после большинства сокращений, образованных от слов, из середины которых были опущены буквы.

govt. [от government]	правительство
att. [от government]	адвокат
bros. [от brothers]	братья
Dr. [от Doctor]	доктор

В некоторых сокращениях, обычно называемых контрактурами или стяжениями, опускаемые буквы заменяются апострофом. Такие стяженные формы обычно пишутся без точки на конце. (В американском английском используется очень мало контрактур, за исключением стяженных форм из двух слов, одно из которых является глаголом.)

ass'n или assn. [от association]	ассоциация
dep't или dept [от department]	департамент
nat'l или natl [от national]	национальный
can't [от cannot]	не может

В сокращениях, образованных из заглавных букв, точки обычно опускаются. Однако в некоторых сокращениях, особенно в тех, что пишутся строчными буквами, точки обычно сохраняются. После внутренних точек пробела не требуется.

GOP [от Grand Old Party]	республиканская партия
--------------------------	------------------------

PR [от public relations]	связи с общественностью
CEO или С.Е.О. [от chief executive officer]	исполнительный директор
a.m. [от ante meridiem]	до полудня

Write a letter to your partner, using some phrases from the table

	Formal/Neutral	Informal
Name	Dear Mr/Mrs/Ms Dupuis Dear Mary	Hi/Hello Mary Mary, ... (or no <i>name at all</i>)
Previous contact	Thank you for your email of ... Further to your last email, ... I apologise for not getting in contact with you before now.	Thanks for your email. Re your email, ... Sorry I haven't written for ages, but I've been really busy.
Reason for writing	I am writing in connection with ... I am writing with regard to ... In reply to your email, here are ... Your name was given to me by ... We would like to point out that ...	just a short note about ... I'm writing about ... Here's the ... you wanted. I got your name from ... Please note that ...
Giving information	I'm writing to let you know that ... We are able to confirm that ... I am delighted to tell you that ... We regret to inform you that ...	Just a note to say ... We can confirm that ... Good news! Unfortunately, ...
Attachments	Please find attached my report. I'm sending you ... as a pdf file.	I've attached ... Here is the ... you wanted.
Asking for information	Could you give me some information about ... I would like to know ...	Can you tell me a little more about. I'd like to know ...

	I'm interested in receiving/finding out ...	Please send me ...
Requests	I'd be grateful if you could ... I wonder if you could ... Do you think I could have ... ? Thank you in advance for your help in this matter.	Please could you ... Could you ... ? Can I have ... ? I'd appreciate your help on this.
Promising action	I will ... I'll investigate the matter. I will contact you again shortly.	I'll ... I'll look into it. I'll get back to you soon.
Offering help	Would you like me to ... ? If you wish, I would be happy to ... Let me know whether you would like me to ...	Do you want me to ... ? Shall I ...? Let me know if you'd like me to ...
Final comments	Thank you for your help. Do not hesitate to contact us again if you require any further information. Please feel free to contact me if you have any questions. My direct line is ...	Thanks again for ... Let me know if you need anything else. just give me a call if you have any questions. My number is ...
Close	I am looking forward to ... (+ -ing) Give my regards to ... Best wishes Regards	Looking forward to ... (+ -ing) Best wishes to ... Speak to/See you soon. Bye (for now)/All the best

III Read the story

ITALIAN-SWISS BREAKDOWN

A major Italian manufacturing company needed a new computerized system for its **shipping and handling** department. The Italian company **hired** a Swiss software and engineering company to develop the computerized equipment. This equipment was going to be put in the Italian company's **warehouses**.

The two companies agreed on a plan with the following four **phases**:

- 1) develop software **specifications** for the shipping and handling department,
- 2) design the software, 3) make the computerized machines using the

software, and 4) put the new equipment in the warehouses. They also developed a general **schedule** of when each phase should be completed.

In the first phase, the two companies agreed on the **preliminary** specifications for the new software and began to write a more detailed description of these specifications. At first, these meetings were friendly and effective. The two teams used English in the meetings and had no difficulty speaking to each other. However, within three months there was a **breakdown** in communication and cooperation between the two companies.

The Swiss engineers complained that the Italian team changed the software plans too frequently. Every time the Swiss team thought they had an agreement on the detailed specifications of the computer software, the Italian team came up with new ideas and changes which **delayed** the project. The Swiss team complained that the Italians were often late and therefore the **deadlines** were not being met.

The Italian team also had complaints. They said that after the preliminary specifications were made, they thought of some basic ideas that would lead to great improvements. The Swiss team rejected the new ideas even though the new ideas might be important because they said they were finished with that step in the process. The Italian team complained that the Swiss team required fixed dates for everything and only cared about keeping the schedule.

VOCABULARY

Match the following words (taken from the story) to their definitions.

_____	1. shipping and handling	a. failure
_____	2. hire	b. not able to be moved; not flexible
_____	3. warehouse	c. something that comes first with other things following
_____	4. phase	d. slow down something in progress
_____	5. specification	e. detail or aspect of a plan
_____	6. schedule	f. step or stage
_____	7. preliminary	g. a date or time before which something must be done
_____	8. breakdown	h. storing, packing, and sending goods
_____	9. delay	i. place to store goods
_____	10. deadline	j. timetable or plan of time for doing things
_____	11. Fixed	k. employ

REVIEWING THE CASE

Answer the following questions and share your answers with a partner

1. Why did the Italian manufacturing company hire the Swiss engineering company?
2. How many phases did the plan have that the companies agreed on? In what phase would they decide on the Italian company's software needs?
3. Was language a problem in their meetings?
4. What were some of the problems the two teams had with each other? Complete the following chart.

	Italian Team Says	Swiss Team Says
Plans		<i>Italian team always changes plans after agreed time</i>
Deadlines		
Schedules		

Making inferences

Answer the following questions and share your answers with a partner.

1. Why do you think the Italian team often changed their software plans?
2. Why do you think the Italian team missed the deadlines?
3. Why do you think the Swiss team refused the Italian team's new ideas?
4. Why do you think the Swiss team required fixed deadlines?

SPEAK OUT

Asking nicely

Think before you speak

- Use as many different polite expressions as you can.
- Try to explain and persuade politely.
- Answer quickly and fluently using polite intonation.

1. Ask a colleague to give you a lift to the station.
2. Ask permission to use someone's washing machine.
3. Order another bottle of wine in a restaurant.

4. Ask someone at the airport to take a piece of your luggage for you.
5. Ask a friend if you can borrow their car for the weekend.
6. Find out the prices of tickets for an important sporting or musical event.
7. Make an appointment to see a dentist as soon as possible.
8. Ask your landlady if you can have a party in your flat.
9. Ask permission to change the channel in a public TV room.
10. Ask the manager of a hotel to explain your bill to you.
11. Find out about sending a parcel to another country.
12. Ask the waiter for the bill.
13. Ask if it's OK to borrow some tools to repair something that's broken.
14. Ask if it's possible to move to a room which is less noisy.
15. Invite your friends for a meal.
16. Ask your boss for an extra week's holiday this summer.

ADDITIONAL GRAMMAR EXERCISES:

1. Present Simple

Exercise 1

Routines and frequency

Complete the dialogue by putting the verbs into the correct form.

BRIAN: I need to speak to Gina about this new publicity brochure. (1) *Do you know* (you/know) where she is?

DIANA: She (2) _____ (not/work) on Fridays. She only (3) _____ (have) a part-time job now.

BRIAN: Right. When (4) _____ (she/come) to the office?

DIANA: Well, she (5) _____ (come) in from Monday to Thursday, but she (6) _____ (not/stay) all day. She usually (7) _____ (start) at 9.00 and (8) home at about 2.15.

Exercise 2

Scientific facts

Complete the passage using the verbs in the box.

go	have	make	rise
----	------	------	------

Cuts in interest rates (1) have a number of good effects on the economy. Firstly, they (2) _____ it easier for companies to make profits, because the cost of repaying loans (3) _____ down. As a result, share prices usually (4) _____.

Feel	help	lead	spend
------	------	------	-------

The second reason is that consumers (5) _____ more confident, so they (6) _____ more in the shops. This also (7) _____ manufacturers and retailers to increase their turnover. However, if interest rates are too low, this can sometimes (8) _____ to higher inflation.

Exercise 3
Programmes and timetables

Read the following dialogue. Make any necessary changes to the verbs in brackets.

LAURA: I need to be in Birmingham for a meeting tomorrow by 3.15. Have you got a train timetable?

CLAIRE: Yes, here it is. Right, there (1) is (be) a train at 12.47, and that (2) _____ (arrive) at 2.50, but it(3) _____ (stop) at most of the main stations on the way.

LAURA: Is there another one that (4) _____ (get) there before 3.00?

CLAIRE: NO, but there (5) _____ (be) an Intercity Express that (6) _____ (get) in at five past.

LAURA: And when (7) _____ (it/leave)?CLAIRE: It (8) _____ (go) at 1.15.

LAURA: (9) _____ (be) there any buses to East Street?

CLAIRE: Oh, yes, there's a bus that (10) _____(run) every ten minutes and it only (11) _____(take) about five minutes to East Street.

Exercise 4

Choose a word from box A and a word from box B to describe what these people do, making any necessary changes to the verbs.

	A		B
Personnel officers	Management consultants	invest	advise
An architect	A stockbroker	design	look after
A journalist	An air steward	write	arrange
Venture capitalists	Auditors	check	buy and sell

- | | | |
|---|----------------------------|--------------------------------------|
| 1 | An air steward looks after | passengers on a plane |
| 2 | _____ | stocks and shares. |
| 3 | _____ | houses. |
| 4 | _____ | in small, high-risk companies. |
| 5 | _____ | the accounts of a company. |
| 6 | _____ | companies on how they should be run. |

- 7 _____ Articles for a newspaper.
8 _____ interviews.

Exercise 5

Answer the following questions about your daily routine.

- 1 How do you get to work in the morning?

- 2 How long does it take to get to university?

- 3 What do you do in the mornings?

- 4 What do you eat for lunch?

- 5 What do you do in the afternoons?

- 6 What time do you usually finish your studies?

- 7 What do you do at the weekends?

II. Present continuous:

Exercise 1

Two friends meet in Paris. Read the dialogue and put the verbs into the present continuous.

PIERRE: Hello, Jason. What(1) are you doing (you/do) over here?

JASON: Hello, Pierre. I'm here for a few days. I (2) _____ (attend) the conference at the Pompidou Centre.

PIERRE: Where (3) _____ (you/stay)?

JASON: At the Charles V.

PIERRE: Very nice. And how's business?

JASON: Not that good. The recession (4) _____ (affect) us. People (5) _____ (not/spend) very much and we (6) _____ (not/get) many new orders, but it could be worse. How about you?

PIERRE: It's much the same over here. Interest rates are still very high, so everyone (7) _____ (try) to cut down on expenses. Not many companies (8) _____ (buy) new equipment, so it means that our Training Division (9) _____ (not/do) very well. Still, our Financial Services Division (10) _____ (manage) to get new customers, because in the current climate there are a lot of people who (11) _____ (look) for good financial advice.

Exercise 2

Read the following passages about changes that are taking place in the software industry. Fill in the blanks with the verbs from the box, using the present continuous.

spend	come	sell	shrink
-------	------	------	--------

After two years in which the price of PCs has fallen by half, the price of software (1) *is coming* down too. The big software houses (2) _____ software at lower and lower prices, and a price war looks inevitable. The profit margins of major companies like Borland, Lotus, and Microsoft (3) _____. In the last quarter Borland were down to a mere 2.6%. In addition, they (4) _____ less and less on R&D, which may affect their long-term product plans.

become	begin	take	over	turn
--------	-------	------	------	------

Now the major software companies (5) _____ their attention to the less profitable home computer market, and software packages for children, such as Microsoft's 'Creative Writer' (6) _____ from business software.

Specialist computer shops are (7) _____ less popular, as families are unwilling to spend their weekends there, and computers (8) _____ to appear in supermarkets such as Wal-Mart and Costco.

Exercise 3

Continue these sentences using a verb in the present continuous.

- 1 I'm afraid the MD is busy. *He's having a meeting with the auditors.*
- 2 Could you call the maintenance people? _____
- 3 The meeting room isn't free. _____
- 4 I've just seen Jane in the cafeteria. _____
- 5 Shh! Listen! _____

Exercise 4

Answer these questions about yourself and your company's current projects.

- 1 What are you studying these days?

- 2 What training courses are you doing?

- 3 What examinations or professional qualifications are you studying for?

- 4 What other aims and objectives are you trying to achieve outside studies?

Exercise 5

Complete the following paragraph about a temporary situation. Say how people are dealing with one or more of the following problems.

- No transport (trains, buses, underground, etc.)
- No emergency services (ambulances, fire brigade, etc.)
- No local government services (rubbish collection, etc.)
- No postal service

The General Strike is now in its second week, and is causing widespread chaos and disruption in the capital...

Exercise 6

Write about changes currently taking place in the car market, using the prompts.

- | | |
|---|--|
| <ol style="list-style-type: none"> 1 size 2 safety 3 the japanese 4 reliability 5 electric cars 6 pollution | <p><i>On the whole, cars are getting smaller.</i></p> <p>Nowadays... _____</p> <p>These days ..._____</p> <p>_____</p> <p>_____</p> <p>_____</p> |
|---|--|

Present simple vs present continuous:

Exercise 1

Decide if the speaker is talking about routine activities or activities going on at the moment of speaking. Put the verbs into the present simple or the present continuous.

A: How (1) do you usually organize (you/usually organize) the delivery of milk to the factory? (2) _____ (the farmers/bring) it here themselves?

B: No, (3) _____ (we/always collect) the milk ourselves, and the tankers (4) _____ (deliver) it to the pasteurization plant twice a day.

A: What sort of safety procedures (5) _____ (you/have)?

B: As a rule we (6) _____ (test) samples of every consignment, and then the milk (7) _____ (pass) down insulated pipes to the bottling plant, which (8) _____ (operate) 24 hours a day. I'll show you round a bit later, but the production line (9) _____ (not work) at the moment because the employees (10) _____ (change) shifts.

Exercise 2

Decide whether the verbs refer to general activities or current projects. Put simple or present continuous.

Our company was founded fifteen years ago, and we (1) manufacture (manufacture) and (2) _____ (supply) clothing to large organizations such as the police, hospitals, and so on. We always (3) _____ (spend) a long time talking to the customers to find out their needs. At the moment we (4) _____ (produce) an order for 18,000 shirts for the police. The next order is for a local electronics factory, and our head designer (5) _____ (have) discussions with them to find out what sort of clothes they (6) _____ (require).

Exercise 3

In the following exercise, decide whether these situations are permanent or temporary. Put the verbs into the present simple or present continuous.

- 1 He joined the company 25 years ago and he still works (work) for us.
- 2 We _____ (not/send) out any orders this week because we're waiting for the new lists.
- 3 I _____ (deal) with Mr Jarman's clients this week because he's away.
- 4 Go down this road, turn right, and the road _____ (lead) straight to the industrial estate.
- 5 Because of the high cost of sterling, exports _____ (not/do) very well.
- 6 The stock market can be risky because the price of shares _____ (vary) according to economic conditions.
- 7 She would be excellent as a European sales rep because she _____ (speak) French fluently.
- 8 I'm Heinrich Brandt, and I _____ (come) from a small town near Munich.
- 9 We _____ (spend) a great deal on phone calls due to a postal strike.

Exercise 4

In the following passage, decide whether the verbs refer to general statements about change, or changes that are currently taking place. Put the verbs into the present simple or present continuous.

Political parties cannot last for ever. Normally they (1) enjoy (enjoy) a period of great popularity in their early years; then they (2) _____ (go) through a period of stability and (3) _____ (put) their ideas into practice. After that, they (4) _____ (run) out of ideas, and the opposition (5) _____ (take) power. Now the present government (6) _____ (become) old and tired. It (7) _____ (make) mistakes and it (8) _____ (lose) popularity, and the opposition party (9) _____ (start) to look like a possible alternative.

Exercise 5

Fill in the blanks with the verbs in the box, using the present simple or present continuous.

fall	grow	begin	go	demand	make
------	------	-------	----	--------	------

In many ways, the economic outlook is good. Unemployment (1) is falling and is now down to 8% from 14%. The economy (2) _____ at a rate of 2.5%. However, the real danger is that inflation (3) _____ to rise. This is dangerous because every time that inflation (4) _____ up, people always (5) _____ higher wages, and this in turn (6) _____ the problem worse.

Exercise 6

In each of the following sentences, put one of the verbs into the present simple and the other into the present continuous.

1 We are interviewing (interview) people from outside the company for the new post in the export department, but I think (think) we ought to give the job to Mr Jackson.

2 At the moment we _____ (carry) out a survey to find out what sort of after-sales service our customers _____ (want).

3 We've got a competition on at work to do with our new range of cosmetics. The marketing people _____ (try) to find a brand name that _____ (sound) natural and sophisticated.

4 _____ (you/know) what Mrs Ericson _____ (do)? She's not in her office and nobody has seen her since lunch.

5 Could you help me? I _____ (try) to translate this letter from a Spanish client and I don't know what this word _____ (mean).

6 I _____ (apply) for a transfer to our London office, but I don't know if I'll be successful. It all _____ (depend) on whether or not they have any vacancies.

7 Their new 'Own brand' instant coffee _____ (taste) very good, so it's not surprising that it _____ (become) more and more popular.

III. Past simple

Exercise 1

Use the verbs in the box to complete the sentences. Some of the sentences are positive statements, some are negative, and some are questions.

accept	complain	hire	place	realize	study	visit
--------	----------	------	-------	---------	-------	-------

- 1 Oh, I'm sorry to disturb you. I didn't realize you had a visitor.
- 2 _____ you _____ economics when you were at university?
- 3 She _____ _____ the job because the salary was too low.
- 4 Last week a number of customers _____ about slow service.
- 5 _____ you _____ the Acropolis when you were in Greece?
- 6 I am writing with reference to the order I _____ with you last week.
- 7 At last year's launch party, who _____ you _____ to do the catering?

Exercise 2

Write in the missing form of each of the irregular verbs below. Each verb can be used with the expressions on the right.

BARE INFINITIVE	PAST TENSE	EXPRESSIONS
<i>run</i>	ran	... a business,... out of something,... up a bill
<i>do</i>	_____	... a job well, ... your best, ... business (with)
<i>make</i>	_____	... a profit, ... a mistake, ... a complaint ...
_____	went	abroad, ... out for a meal, ... bankrupt
<i>write</i>	_____	... a letter, ... a report, ... out a cheque ...
_____	had	lunch, ... a meeting, ... problems ...
<i>pay</i>	_____	by credit card, ... cash, ... in advance ...
_____	sold	something at a profit,... at a loss, ... out

Exercise 3

Choose a past tense form and one of the expressions above to complete the following sentences.

- 1 He made some calls from his hotel room and *ran up* a large phone *bill*.
- 2 We _____ with that company a few years ago, but then we stopped dealing with them.
- 3 The company lost money in its first year, but last year it _____ of £2.5m.

- 4 He couldn't find a suitable job in his own country, so he _____ to look for work.
- 5 When the consultants had finished their study they _____ for the directors, giving a list of recommendations.
- 6 The engineers _____ with the gearbox, so they made some modifications to it.
- 7 They didn't want cash or a cheque, so I _____ .
- 8 The product was very popular. We _____ on the first day and ordered more stock.

Exercise 4

In 1990, a small shoe company lost a great deal of money. Then a new group of managers arrived and made it profitable. Say what they did, using the past tense.

- 1 There were fourteen very old directors on the board.
They made all the directors redundant.
- 2 Their offices were too small.

- 3 The factory where they made shoes used very old machinery.

- 4 The workers in the factory disliked their working conditions.

- 5 The company had two loss-making subsidiaries.

- 6 The company only had two salesmen.

- 7 All the company's customers came from the local area.

- 8 The company's products were very old-fashioned.

- 9 The company's suppliers always complained about late payment.

- 10 The Accounts Department did all the book-keeping by hand.

Write a short paragraph about your career history, giving the dates where possible. Here is an example:

Roderick Salmon went to university in 1999, where he studied economics. He graduated in 2005 and joined Arthur Andersen. He qualified as a Chartered Accountant in 2009, and worked for the company for three years. In 2012, he did an MBA at INSEAD in France, and then got a job with Yamaichi, a Japanese investment

bank. In 2016 he left the bank and became the Financial Director of a television company.

IV. Present perfect

Exercise 1

Complete the following sentences by putting the irregular verbs into the present perfect.

- 1 I'm going to send them a reminder. They *haven't paid* (not pay) us for their last order.
- 2 Their shares _____ (fall) by over 23% and now look like a good buy.
- 3 _____ (you/write) to them about that shipment, or do you want me to phone them?
- 4 We _____ (spend) a lot on modernizing the factory, and it is now very well equipped.
- 5 Unemployment is very high here because a lot of factories _____ (shut) down.
- 6 The lawyers _____ (draw) up the contracts, so we are now ready to go ahead with the deal.
- 7 I _____ (not speak) to the MD about your proposal, but I will soon.
- 8 _____ (you/find) a suitable replacement for Mr Chambers, or is the post still vacant?
- 9 Anne _____ (just/get) back from lunch. Why don't you call her now?
- 10 Peter, _____ (you/meet) David Long? He's our new Finance Director.

Exercise 2

Match each sentence in column A with the two sentences in column B that give more information about: (i) the action in the past, and (ii) the result in the present.

- | A | B |
|--|---|
| 1 I have missed my flight to Rome. | A We moved offices two months ago. |
| 2 I have lost that file on Inchcape. | B We bought some new machinery. |
| 3 We have relocated to Corby. | C It dropped in value yesterday. |
| 4 The dollar has fallen sharply. | D The factory is now very efficient. |
| 5 We have automated our production lines | E It is trading at \$1.90 to the pound. |
| 6 The recession has been very | F A lot of firms are in trouble. |
| | G I arrived at the airport late. |
| | H The economy slowed down last year. |
| | I I don't know where it is. |
| | J I am waiting for another plane. |
| | K We have a new address. |

severe.

L I put it somewhere.

Exercise 3

Complete these sentences. Use a verb in the present perfect to explain why the present situation has occurred.

1. Our sales are improving because ...
we have introduced some new product lines.
2. Our agent wants the brochures delivered urgently because ...

3. Maria is off work for three months because ...

4. It is now much easier for us to export because ...

5. At the moment the government is very unpopular because ...

6. This year's coffee crop in Colombia will be very small because ...

7. I think it would be a good time to buy shares now because ...

Exercise 4

Complete or continue these sentences using just and the present perfect.

- 1 *I have just seen Jane.* She wants to have a word with you.
- 2 He probably won't come in to work today because _____.
- 3 Yes, the report is ready. _____.
- 4 Boeing's financial future now looks very secure. _____.
- 5 Why don't we have lunch in that new restaurant that _____.
- 6 I think she must be out. _____.
- 7 No, I won't have a coffee, thank you. _____.

Exercise 5

Write short paragraphs about the changes that have taken place.

- 1 The new supermarket is attracting a lot of new customers.
The new managers have refurbished the building completely and they have put in a new delicatessen section. They have improved their range of fresh foods and have added a cafeteria.
- 2 The office isn't the same as it was when you were here.

3 The company is now in a much better financial position.

Exercise 6

Complete the dialogue by putting the verbs into the present perfect.

A: Good afternoon, Mr Jackson here. How you are getting on with the car I brought in this morning? (1) Have you finished it yet (you/finish it/yet)?

B: Nearly. We (2) _____ (already/do) most of the work on it. We (3) _____ (not/find any major problems/yet), but we (4) _____ (already/fix) the things you mentioned.

A: (5) (you/check) the headlights? I think they need adjusting.

B: Yes, we (6) _____ (already/fix) them. The only other thing is that you need two new tyres, but I (7) _____ (not/order them/yet), because they're £50 each.

A: That's fine, go ahead with that. Do you know what the bill will be?

B: No, I (8) _____ (not/work it out/yet), but it'll be about £180. Are you coming to get the car now?

A: No, I (9) _____ (not/finish work/yet). I'll be there in about an hour.

Exercise 7

Fill in the blanks with for or since.

1. They have operated as joint directors since the company started.
2. Orders have increased _____ the advertising campaign in June.
3. Our sales executives have used the same hotel _____ over 20 years.
4. Sorry, Mr Smith is not available. He has been in a meeting _____ 8.30.
5. _____ I joined the company, I have been to over twenty countries.
6. Car sales have gone up by 10% _____ the tax cuts in December.
7. Portugal has been a member of the European Union _____ 1986.
8. It isn't a new Mercedes. He has had it _____ years.

Exercise 8

Make questions and answers, using the prompts.

1 How long/you/be/in charge of the Finance Department?

A How long have you been in charge of the Finance Department?

B (I/six months) I have been in charge of it for six months.

2 How long/you/have a phone line for investors?

A _____

- B (We/three months) _____
- 3 Now long/the property/be on the market?
A _____
B (It/six months) _____
- 4 Now long/you/have an office in Spain?
A _____
B (We/1992) _____
- 5 How long/Jason/ be in the States?
A _____
B (He/the 18 th) _____

Review: simple past, present perfect, present perfect continuous

Exercise 1

Look at the graph and read the sentences. Put a tick [v] next to the ones that are right, and correct the ones that are wrong.

- 1 Over the last year or so, shareholders in the holiday group Owners Abroad have had a turbulent ride. v
- 2 The shares have risen sharply at the beginning of the year on the news of the Airtours bid. rose
- 3 Then the shares have fallen steadily for three or four months, ending up at 100p at the end of June. _____
- 4 In July the shares plummeted to 60p because of the company's difficulties. _____
- 5 The shares have stayed at around 60p for most of July. _____
- 6 At the beginning of August, the shares began to recover again. _____
- 7 Since August the shares have managed to recover. _____
- 8 The share price has now climbed back to where it has been before the Airtours bid. _____

Exercise 2

In the dialogue, put the verbs into the simple past or the present perfect.

A: Can I have a word about your trip to Athens?

B: Yes, of course. Is everything OK?

A: Yes. Your tickets (1) have arrived (arrive) and they're in my office now.

And I (2) _____ (just/had) a fax from the hotel confirming your reservation.

B: Thank you. What about money?

A: I (3) _____ (already/order) some drachmas for you. I (4) _____ (ring) the bank yesterday, and they'll have them tomorrow. But there's a problem with your Eurocheque book. I (5) _____ (ask) them to send one a week ago, but it (6) _____ (not/arrive) yet.

B: That's all right. I (7) _____(never/need) a Eurocheque before. I normally use a credit card.

A: Really? Are you sure you can do that?

B: Yes, I think so. Certainly when I (8) _____(go) to France last October I (9) _____ (take) my Visa card and my Mastercard, and I (10) _____ (not/have) any problems. But I'll check about Greece. (11) _____ (you/ever/be) there?

A: No, but have a word with Alison Morgan in Production. She (12) _____ (be) there a couple of times this year, so I expect she would know.

Exercise 3

Underline the correct form of the verb.

1 I've stayed/been staying in a hotel for the last ten days, but I hope to find an apartment of my own soon.

2 I wonder how Jim is getting on. I haven't heard/been hearing from him for nearly a week.

3 Graham is a natural salesman. He has sold/been selling eight cars since the beginning of the week.

4 I didn't realize that you and David were friends. How long have you known/been knowing him?

5 This report is a nightmare. I have written/been writing it for two weeks, and it is still not finished.

Exercise 4

Read the following letter. Put the verbs in brackets into the simple past, present perfect, or present perfect continuous.

Darwin, 24 October

Dear Ken,

I am writing to let you know how I am getting on with the marketing trip here. I am sorry I (1) haven't been (not/be) in touch for so long, but I (2) _____ (be) very busy since I (3) _____ (arrive) here on the 18th.

There is a great deal of interest in the new fertilizer. Last week I (4) _____ (be) in Sydney, where I (5) _____ (visit) a number of farmers and (6) _____ (see) a couple of potential agents. The feedback at all of those meetings (7) _____ (be) very positive, and I (8) _____ (already/receive) a number of orders. I (9) _____ (never/have) such an enthusiastic response about a new product, so I am confident it will be a great success.

I (10) _____ (come) up to Darwin on Tuesday, and since then I (11) _____ (be) to some more farms and I (12) _____ (make) two or three useful contacts. Yesterday I (13) _____ (have) a meeting with Barry Thomas, who you may remember. He (14) _____ (work) with Agrichem in London for a couple of years in the early 90s, then

(15) _____ (set) up his own business over here, and he (16) _____ (act) as a distributor of some of our agricultural machinery for the last year or so. Towards the end of our meeting he (17) _____ (ask) about becoming the sole distributor for the fertilizer. The question is an interesting one, but I feel that we (18) _____ (not think) enough yet about the precise sales and distribution network that we will need. We must talk about this when I get back.

Anyway, I must fax this off to you now. I (19) _____ (just/have) another phone call from someone who wants to hear about the fertilizer, so I'll do that now. I'll be in touch again soon, and in the meantime send my congratulations to everyone in R&D.

Jim

Exercise 5

Write a short paragraph about one of your or your company's current projects. Talk about what is happening now, what you have already done, and what you haven't done yet. Here is an example:

1 We're going to the Hamburg Book Fair next week. We've reserved a 20 metre stand, so the display will be quite impressive. We have sent most of the stock on ahead, but there are one or two books that haven't come out yet, and we're going to take them with us. We have already arranged a lot of meetings, but there are still a few people that we haven't contacted yet.

2 _____

SUPPLEMENTARY READING

Text 1

Have you ever done business with people from any of the countries? If so, do you agree with the information given?

Mixing Business and Pleasure

Gone are the days when business was only carried out in offices and conference rooms. Now people mix business and pleasure in a range of settings. But what are the rules of business entertaining in an international context? Here's a brief guide.

China In common with other Asian business cultures, the Chinese are keen on lavish business entertaining. Large evening meals are very much on the agenda here. Expect your host to order enough to feed twelve people for a party of six. The meal will probably also consist of several courses, so it's a good idea to pace yourself and not eat too much early in the meal. That said, good manners require you to leave lots of the food uneaten: finishing off your food will send the insulting signal that your host has not ordered enough to satisfy your hunger.

It's not a bad idea to practise eating with chopsticks before making your business trip to China. Your hosts will certainly appreciate your efforts to use them and you should avoid asking for European-style cutlery if at all possible.

Japan If you're doing business here, you can expect to be lavishly entertained after office hours by your host, who will pick up the bill for food and drinks. In the evenings, business is pretty much off the agenda, so don't expect to put the finishing touches to a deal over sushi. What is firmly on the agenda, however, is drinking - and quite a lot of it. Japanese business people can consume a good deal of saki during an evening's after-work partying and enjoy toasting one another. If someone offers you a toast, be sure to return the compliment.

Karaoke is an especially popular activity for entertaining business contacts. If you are taken to a karaoke bar, the golden rule is to take part. It's important to show your hosts that you're a good sport, even if your singing voice is not exactly your strong point.

Britain Forget breakfast meetings. They're deeply unpopular, even in forward-looking London. The British prefer to do business over lunch or, on occasion, dinner. The latter meal is, however, usually reserved for pleasure, allowing business contacts an opportunity to get to know each other a little better, so don't expect to talk shop over your lamb cutlet and trifle.

One after-hours venue where business and pleasure can be mixed is the pub. 'Going to the pub' is something of a national pastime, no less so among business people than the population as a whole. If your British business contacts take you to the pub, be prepared to drink the British version of beer. Expect something a little different from the light, refreshing beers you may be used to. British beer - warm and flat - is an important national product. Make sure to try it before moving on to something a little more drinkable.

USA Breakfast meetings, where business is mixed with smoked salmon and scrambled eggs, have become pretty popular here in recent years. If you're invited to one, set your alarm clock for an early rise: such meetings often get under way as early as 7a.m.! Expect to discuss a lot of business over your breakfast.

Business people from the US are also keen on after- hours entertaining. It's not unusual to receive an invitation to have an evening meal with a business host at his or her home. If you receive an invitation like this, remember to turn up punctually. You can also expect a tour of your host's home before the evening gets underway. Bring flowers or a bottle of wine.

Over to you, answer the questions:

After a meeting is finished, do you prefer to socialize with your business partners over a drink in a pub, or would you rather take them to a cultural event such as the theatre?

Text 2

Foreign Joint Ventures

An American company, Wolverine World Wide, Inc., decided to sell its Hush Puppy shoes in eastern Europe. It went to Sofia, Bulgaria, where it set up and licensed a Bulgarian factory to make Hush, Puppies. Wolverine was so successful that within a year, it was selling Bulgarian-made Hush Puppies in more than thirty stores throughout Bulgaria.

When a company in one country joins with a company in another country to make or market a product, they enter into a foreign joint venture. A few years ago, only big corporations involved themselves in foreign joint ventures. Today businesses of all sizes are joining forces with partners in other countries to make and distribute their products.

Some companies enter into foreign joint ventures to undertake projects that they would not have the resources to complete on their own. In Europe, an Anglo-French company, Eurotunnel, is building a railroad tunnel under the English Channel to connect England and France. When it is completed, "chunnel," as it is called, reduced travel time between Great Britain and France from 2 hours to 20 minutes.

Foreign joint ventures can involve companies in more than two nations. Airbus Industrie, for example, is a partnership of British, French, and German airplane manufacturing companies that produces wide-body passenger planes for the airlines industry.

Changes in Russia opening the way for new joint ventures between Western and Soviet companies. Pan American World Airlines and the Soviet airline Aeroflot have pooled their resources to provide three nonstop flights a week between the United States and the Russia. They are also involved in a joint venture with the Sheraton Corporation to build two new hotels in Moscow.

Foreign joint ventures like these are a great boon to consumers. They provide goods and services to more people at lower costs.

Answer the questions

1. What is a foreign joint venture?
2. Why do you think Wolverine World Wide, Inc., set up a factory in Bulgaria instead of exporting its finished shoes there?

Text 3

Job Sharing

The concept of taking one fulltime job and dividing- it between two (or more) permanent part-time employees is called job sharing. The job-sharing partners share

responsibilities of the same job, but they do not work at the same time. One might work mornings while the other works afternoons.

The idea of job sharing has gotten a lot of attention, but it has not been fully incorporated in many companies. Job sharing is used most often by office support and blue-collar employees, not by managers or administrators.

The advantages of job sharing can be many if all goes well. Employees who want to decrease their workload so they can return to school, undertake an internship, or stay home with their children have that flexibility with job sharing. Those employers who offer job sharing believe that it helps to retain experienced employees, reduce absenteeism, and increase efficiency. They also find that two workers generally bring a wider range of skills and abilities to a job than does one person.

However, because one job is shared by two people, many employers are concerned about the interaction between the job-sharing partners. The partners must be team players. If they don't get along, their work will suffer. In addition, many employers believe that there are benefits are often paid according to the hours the employee works, having two people instead of one increases such base costs as unemployment compensation.

Job sharing is an issue whose future is hard to predict. There have been many recent innovations affecting daily work schedules, such as flextime, permanent part-time positions, and freelancing. Job sharing, however, often involves a division of duties and responsibilities. Therefore, it may take longer for it to become widely accepted.

Answer the questions:

1. What is job sharing?
2. Do you think that job sharing will be more or less popular in the future?

Text 4

What Is a Lobbyist?

The word comes from the idea that the easiest way to contact legislators is to stop them in the hallway or lobby. A lobbyist, then, is a person who tries to influence those who make or carry out public policy. Some lobbyists work for organized groups or societies. Others represent big and small businesses. Sometimes a lobbyist will represent a foreign government or some organization in another country. Lobbyists may work for the banking industry, unions, teacher organizations, or nonsmokers-to give just a few examples. A single individual may hire a lobbyist, as may a special-interest group representing thousands of people.

Some of the most important lobbies in the world are the hallway outside the committee hearing rooms for the U.S. House of Representatives and the Senate. They are often crowded with lobbyists. They have come to influence legislators about

pending laws. After meeting with lobbyists and discussing the pros and cons of a law, legislators often decide how they will vote.

Suppose you own a large business that makes and sells clothing. You hear of legislation being considered to put higher duties on tex-tiles imported from certain foreign countries. You feel that this would be very bad for your business. To make your views known, you might write to a member of Congress or join an organization of other clothing manufacturers. You might also hire a lobbyist to communicate your views to the legislators who will vote on the bill.

In many cases, lobbyists are experts in their field who can explain difficult subjects in a clear fashion. Sometimes, lobbyists are - former —government employees. They are hired because of their familiarity with the workirrg of government and the legislators.

Who pays for lobbyists? A lobbyist working for a foreign government is paid by that country. Other lobbyists are paid by trade oranizations, businesses, interest groups, and so forth. Each organization passes along the cost to its members, and each business passes along the cost to its consumers.

Answer the questions:

1. What is the job of a lobbyist?
2. Why do people use lobbyists instead of writing to a sember of Congress?

Text 5

An overview of the job market

The outlook for any occupation is affected by a number of factors. The first thing- to consider is what kinds of goods and services will be in demand in the future. This will give you a good idea of the types of jobs that will be available. Without demand, career opportunities decrease. In the early part of 20 century, for example, the demand for blacksmiths dropped sharply after the automobile was introduced. At the same time, however, the automobile created a demand for mechanics because people needed to have their cars fixed. Today, the demand for instant access to information has created a need for workers who supply, record, process, and distribute information. It has also created a need for workers who can maintain the machines and equipment used in these activities.

Another factor to consider is how many people are entering a particular field. For example, it has been estimated that many people will choose careers as writers, artists, and entertainers. The increase in people who want to work in these fields will create greater competition for jobs. For this reason, it may become difficult to obtain steady work in these fields.

A third factor affecting the number of job openings in any one year is the turnover in a field. Turnover is the number of people who leave one job for another. People leave jobs for a number of reasons, including advancement, retirement, dismissal, and

relocation. There is generally a greater turnover in entry-level positions than in higher-level positions. For example, the turnover rate for receptionists is likely to be higher than for office managers.

Geography is also a factor. Job opportunities vary from one part of the country to another. In the 1970s and early 1980s, many businesses and people moved from the midwestern and northeastern states to western and southern states. As a result, the number of job openings in these areas changed.

An important factor in your own job outlook is your education. The amount of education that you have usually affects the income that you will receive in your lifetime. Generally speaking, the more education you have, the more income you will earn. Education also tends to increase the job opportunities available to you.

Answer the questions:

1. What should be considered choosing a job?
2. What is the turnover?
3. What is the role of education in your life?

Text 6

Inflation

Business and government leaders consider the inflation rate to be an important general indicator. Inflation is a period of increased spending that causes rapid rises in prices. When your money buys fewer goods so that you get less for the same amount of money as before, inflation is the problem. There is a general rise in the price of goods and services. Your money buys less. Sometimes people describe inflation as a time when «a rouble is not a rouble anymore».

Inflation is a problem for all consumers. People who live on a fixed income are hurt the most. Retired people, for instance, cannot count on an increase in income as prices rise. Elderly people who do not work face serious problems in stretching their incomes to meet their needs in time of inflation. Retirement income or any fixed income usually does not rise as fast as prices.

Many retired people must cut their spending to keep up with rising prices. In many cases they must stop buying some necessary items, such as food and clothing.

Even for working people whose incomes are going up, inflation can be a problem. The cost of living goes up, too. People who work must have even more money to keep up their standard of living. Just buying the things they need costs more. When incomes do not keep pace with rising prices, the standard of living goes down. People may be earning the same amount of money, but they are not living as well because they are not able to buy as many goods and services.

Government units gather information about prices in our economy and publish it as price indexes from which the rate of change can be determined. A price index measures changes in prices using the price for a given year as the base. The base

price is set at 100, and the other prices are reported as a percentage of the base price. A price index makes it possible to compare current prices of typical consumer goods, for example, with prices of typical consumer goods, for example, with prices of the same goods in previous years.

With all economic indicators, it is important to look at changes over a period of time.

Answer the questions:

1. What is inflation?
2. Is inflation a problem for consumers?
3. What is a price index?

Text 7

BUSINESS AND CREDIT

Businesses often use credit for the same reasons that consumers do. For instance, they may need to buy goods on credit, or they may need short- or long-term loans to pay salaries or to buy property. Manufacturers borrow money to buy raw materials, new machinery, factories, or trucks. Usually the larger the business, the larger the number of reasons there are for obtaining credit. When businesses borrow money, however, they can pass along the cost of credit by charging higher prices on their own products.

Businesses also use credit to help sell their products. For instance, stores that accept credit cards or sell on an installment basis make it easier for consumers to buy. When consumers buy more, businesses sell more—and make more profits. In addition to increased sales of products, businesses may make money on finance charges. In general, the more credit that businesses sell to consumers, the more they make on finance charges.

Although there are advantages to offering credit, there are also problems. The company will have extra costs. Employees must be hired to keep records of payments and to send out bills. The business will also have to take additional risks. When people do not pay their bills, profits are reduced. Businesses that are well run, however, usually make money offering credit.

Answer the questions:

1. What are the purposes of using credit?
2. What are the additional risks in business?

Text 8

WHERE TO GO FOR CREDIT

Credit is available from a number of different sources. Commercial banks make loans to individuals and businesses, and these banks are one of the most used sources of loans. Commercial banks also issue bank credit cards, like Visa and MasterCard. Most banks set a limit on the amount of credit a person can have at one time. For example, a bank may set a credit limit of \$500 on your credit card. This means that you cannot charge more than \$500 worth of purchases on your credit card at any given time.

Credit unions are set up by people who work together in similar occupations or at a large company. It is a way for people to pool their money. Credit unions usually charge less for their loans than other lending-agencies, partly because they are nonprofit organizations and because they can make fairly safe loans.

Consumer finance companies specialize in loans to people who cannot get credit elsewhere. Consumers may have trouble borrowing from other sources if they do not have steady jobs or if they have a poor credit history. The cost of a loan from a consumer finance company is higher than the cost of a loan from other sources, since this loan involves a greater risk.

Another less-used kind of credit is borrowing on life insurance. Certain kinds of life insurance build up a cash value. The owner of the life insurance policy may borrow part of or all the cash value. Those loans are usually repaid at low rates of interest.

Pawnshops provide another way to obtain credit. A consumer brings in jewelry, musical instruments, cameras, or other valuable items. The pawnshop lends a small portion of the value of the item to the customer and holds the item in the store. The individual can get the item back if the loan plus interest is repaid within a certain time. If the customer does not repay the loan, the pawnshop can sell the item. The pawnshop runs quite a risk that it will not get its money back.

The risk a creditor takes in lending money or selling on credit is one of the most important factors in determining the cost of credit. Consumers who have a good credit rating will usually pay less than those who have a poor rating. In general, the lower the risk, the lower the cost of obtaining credit.

Answer the questions:

1. Where can take credit from?
2. What is a consumer finance company?

Text 9

THE EVER-CHANGING MARKET

Although a market economy is one of the most open and free systems, some controls and regulations are needed. Not all prices are set by the market. In some instances the

consumer in our economy wants the government to set the price. Rates for utilities, such as water and electricity, are generally set by government bodies. There are rent controls for apartments in some large cities. Those controls are the exception rather than the rule in our market economy. Prices for most goods and services are set through the interaction of buyers and sellers in the marketplace.

In fact, an important point to remember about the market is that prices may change for more than one reason. A situation may occur in which an increase in consumer income increases demand. At the same time, producers may be faced with rising costs for producing goods. In such a case, the change in the equilibrium price can be traced to more than one reason.

As you can see, the market has a lot of cause-and-effect features to it. There is no governing board that determines the price of an item, the amount to be produced, or the amount that will be demanded by consumers. Rather, the price goes up or down because of the activities of thousands of consumers and producers. It is a two-way street: Not only do consumers' and producers' activities affect price, but those activities are also affected by price.

Take one more look at some of these cause-and-effect relationships in the market. Fruit-of-the-Sun fruit punch had an equilibrium price of \$2, meaning that the amount supplied equaled the amount demanded at that price. When consumers discovered that the punch was rich in nutritional value, demand increased. At the available supply, there was a shortage, thus boosting the price. What signal does this development give to producers? At the higher price, more profit can be made. Those already producing Fruit-of-the-Sun punch will produce even more. Other firms will get into the business. The supply will eventually increase. There will come a time when the available supply is too much for the demand at the market price. The price will eventually decrease, causing some of the inefficient producers to get out of the business.

Answer the questions:

1. How the prices are set?
2. Why do the prices go up and down?

Text 10

THE MARKET AND PRICES

Have you ever wondered why the price of a certain product goes up or down? You may have noticed, for example, that the price of compact disc players dropped after they had been on the market for a few years. You may have heard about the price of oranges rising- sharply after a hard frost in Florida killed part of the crop. Prices constantly change in our market economy.

As you know, the basic economic questions are answered in the United States for the most part by the market. In this chapter, we will look more closely at: how a market works. We will also see how the market affects prices.

A market is any place where individuals buy and sell goods and services. For example, goods and services can be bought at home, in a store, by telephone, or by mail. A market may be as small and as close to home as the corner grocery store or as far away as a ranch in Australia. The market is made up of all the different places where buyers and sellers exchange money and goods or services.

There are all kinds of markets in our economic world. There are markets for bicycles, television sets, oranges, and cleaning services. All markets, though, have some common economic principles.

Earlier you learned that a basic problem all economies face is scarcity. We cannot have everything we want because there are not enough resources to go around. Price is one indication of the scarcity of an item. If something is in short supply, the price will be high.

Price can be looked at as an unfortunate thing, especially if you do not have enough money to buy something you want. Price can be a discouragement. You may be surprised to know that sometimes price is meant to be a discouragement. However, there are other times when it is meant to be an encouragement. Take a look at how price can be both a discouragement and an encouragement to buyers (consumers) and sellers (producers) in the market.

Answer the questions:

1. Why do prices constantly change?
2. What is a market?
3. What is scarcity?

Text 11

MAKING PRODUCTION EFFICIENT

The most efficient operation is one that can produce the most goods or services at the lowest cost. Managers want to run as efficient a business as possible. They are also concerned with producing- high-quality goods and services. Managers focus their attention on the operations activities to attain these goals. Quality control, maintenance' and cost control are their three main areas of concern.

Quality Control

Companies who produce goods and services want their products to meet certain standards. Quality control involves measuring goods and services against established standards. Automobile makers, for example, set hundreds of standards involving such things as safety, dependability, durability, and comfort. Some factories have inspectors who check each product. Other factories check quality by inspecting samples during pro-cessing or after the product is finished. A car maker might test

one out of every 100 cars that roll off the assembly line. A soup company might sample one out of every 1,000 cans of soup it produces.

In the past few years, many companies in the auto, mobile, electronics, steel, and other industries have organized quality Circles. A quality circle is a group of employees from the same work area. They meet regularly to define, analyze, and solve quality problems in their area. Groups usually number seven to ten people and meet on a voluntary basis. One of the workers serves as a team leader. The circles tackle problems such as reducing defects, boosting morale, streamlining hiring practices, and improving training. Quality circles work closely with their supervisors and inform management of their progress.

Answer the questions:

1. What is the main purpose of running business?
2. What is quality control?
3. What is quality circle?

Text 12

TRAINING AND DEVELOPING EMPLOYEES

Some companies leave orientation up to the employees supervisor. Other companies have orientation sessions that are supplemented with written materials, such as an employee manual or handbook.

Whether or not new employees have had prior work experience, they must receive some type of training. This training may be designed to improve job performance, develop employees for new responsibilities, reduce accidents and inefficient procedures, and teach employees to use new equipment.

Training employees while they work is known as on-the-job training. This is the most often used and most practical training technique in business. A manager or designated employee explains the steps and demonstrates the job. Then trainees perform the job. They get feedback from the supervisor on their performance and make adjustments as necessary.

In some businesses, particularly in small businesses, employees must know how to do several jobs. Then, if one employee is absent, another can fill in. One way to do this is by job rotation. Employees move from job to job for several hours, days, or weeks at a time until they learn the tasks. Job rotation helps prevent boredom and boosts morale because an employee has a variety of work experiences. Job rotation also helps managers make more effective use of the company's human resources.

Instead of training employees on an individual basis, some managers set up group training sessions. One advantage of this technique is that employees can express their ideas and share their experiences while listening and learning from others. For example, a manager may aim a group training session at discussing new products, a special sale, or a change in company policies.

Answer the questions:

1. Why do employees must receive some type of training?
2. What is on-the-job training?
3. What is job rotation?

Text 13

Try to memorize some useful information

POLITICAL CORRECTNESS (PC)

Political correctness is a term used in various countries to describe real or perceived attempts to impose limits on language, terms, and viewpoints in public discussion in order to avoid potentially offensive terminology. However, critics of political language choice argue the new terms are often awkward, euphemistic substitutes for the original stark language concerning differences such as race, gender, sexual orientation, disability, religion and political views.

POLITICALLY NON CORRECT	IMPROVED
RACE, NATIONALITY	
Negro Easterns Hispanic Indians	Afro-American (African American) Orientals Latino, Chicano Native Americans, Indigenous People
RELIGION	
The phrase "Whatsoever you do to the least of my brothers, that you do unto me", attributed to Jesus Merry Christmas Christmas Before Christ (b.c.) In the year of Lord (a.d.) Christmas Tree	"Whatsoever you do to the least of my people, that you do unto me" Happy Holiday Winter Holiday Before common era Common Era Holiday Tree
GENDER	
"I now pronounce you man and wife" Man of the Year sex	"I now pronounce you husband and wife" Person of the Year gender
HUMAN DISABILITIES	
invalid, handicapped, cripple	disadvantaged, disabled, differently-abled,

<p>short fat</p> <p>fool, stupid old person, old age pensioners blind deaf bald sex maniac ill poor</p> <p>people who can't speak a common language clearly unemployed a bad cook</p>	<p>physically challenged</p> <p>horizontally challenged differently sized heavysset a person of substance mentally challenged, low I.Q., cerebrally challenged advanced person, senior citizen optically challenged acoustically challenged hair disadvantaged follicularly challenged comb-free manly man under the weather disadvantaged, economically disadvantaged</p> <p>linguistically challenged unwaged microwave dependant</p>
HUMAN WEEKNESSES	
<p>drunk a bad driver drug addict gossip hooked on soap operas to wear too much make up to gain weight a screamer or moaner to shop too much to snore to hate sports on TV to dance to work out too much to sunbathe to be too skinny</p>	<p>accidentally over-served automotively challenged chemically challenged verbal terminator melodramatically fixated cosmetically oversaturated to be a metabolic underachiever vocally appreciative to be overly susceptible to marketing ploys to be nasally repetitive to be athletically biased to have rhythmic experience to be abnormal overachiever to experience solar enhancement to be skeletally prominent</p>
MISCELLANEOUS	
<p>pet house plants dead kill</p>	<p>animal companion botanical companions terminally inconvenienced neutralise</p>

killing the enemy go to the toilet to lie lie to spy natives foreigners foreign languages look ism slums third world countries foreign students housewife	servicing the target answer a call of nature to be economical with the truth terminological inexactitude to be involved with activities incompatible with diplomatic duties indigenous population aliens , newcomers modern languages favouring the attractive over less attractive substandard housing emerging nations international students domestic engineer
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Text 14

What do you do, Daddy?

A young boy asks his father, 'What do you do, Daddy? Here is how the father might answer: 'I struggle with crowds, traffic jams and parking problems for about an hour. I talk a great deal on the telephone to people I hardly know. I dictate to a secretary and then proof-read what she types. I have all sorts of meetings with people I don't know very well or like very much. I eat lunch in a big hurry and can't taste or remember what I've eaten. I hurry, hurry, hurry. I spend my time in very functional offices with very functional furniture, and I never look at the weather or sky or people passing by. I talk but I don't sing or dance or touch people. I spend the last hour, all alone, struggling with crowds, traffic and parking. Now this same father might also answer: I am a lawyer. I help people and businesses to solve their problems. I help everybody to know the rules that we all have to live by, and to get along according to these rules.

Both answers are true. Why is the first less recognized than the second?

It might be said that we are trained to be aware of the goal of our activities, but not to be aware of what is actually happening. What are we doing? Going from New York to San Francisco. Ask again. Sitting five abreast, bored and anxious, re-reading the airline's brochure, cramped, isolated, seeing and thinking nothing.

Answer the questions:

1. What is dad's position in a company?
2. Why is the first statement less recognized?

Text 15

The duties of the boss

As nearly everyone knows, the boss has practically nothing to do except to decide what is to be done; to tell somebody to do it; to listen to reasons why it should not be done, why it should be done by someone else, or why it should be done in a different way; to follow up to see if the thing has been done; to discover that it has not been done; to ask why it hasn't been done; to listen to excuses from the person who should have done it; to follow it up again to see if the thing has been done, only to discover that it has been done incorrectly; to point out how it should have been done; to wonder if it is not time to get rid of a person who cannot do anything right; to reflect that he or she probably has a wife or a husband and a large family, and that certainly any successor would be just as bad, and maybe worse; to consider how much simpler and better the thing would have been done if one had done it oneself in the first place; to reflect sadly that one could have done it right in twenty minutes, and, as things turned out, one has had to spend two days to find out why it has taken three weeks for somebody else to do it wrong.

Read the joke and try to retell it.

BUSINESS ENGLISH TEST 1

READING QUESTIONS 1-40

PART ONE QUESTIONS 1-5

- Look at questions 1-5.
- In each question, which sentence is correct?
- For each question, mark one letter (A, B or C) on your Answer Sheet.

Example: 0

Don't forget –
Flight BA692 6.45 pm

The plane arrives at

- A** quarter to seven in the morning.
- B** quarter past six in the evening.
- C** quarter to seven in the evening.

The correct answer is **C**, so mark your Answer Sheet like this:

0	A	B	C
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1.

For further information on our full range of products, please complete and return the form below.

You can find out more about these products by

- A** requesting a form.
- B** buying any product.
- C** sending your details.

2.

OFFICE HOURS

MON-THURS	8.30-5.00
FRI	8.30 - 4.00
SAT	CLOSED
SUN	CLOSED

- A** The office closes early on Fridays.
- B** The office closes at the same time every day.
- C** The office is open at the weekend.

3.

CONFERENCE VISITORS' INFORMATION DESK

Please note:

Lunch is available only if booked when you registered

Lunch is available for

- A all visitors to the conference.
- B people who have already requested it.
- C anyone who wants to book now.

4.

Filing Cabinet Specifications

Height: 102 cm

Width: 47 cm

Colours: Brown or Grey

This product is available in different

- A sizes.
- B colours.
- C sizes and colours.

5.

**FREE CALCULATOR WITH ALL
ORDERS OVER \$50**

You can get a free calculator

- A if you spend more than fifty dollars.
- B if you order more than fifty items.
- C if you make more than fifty orders.

PART TWO

QUESTIONS 6-10

- Look at the information below about businesses in a popular shopping district.
- For questions 6-10, decide which business (A - H) each person should contact.
- For each question mark one letter (A - H) on your Answer Sheet.
- Do not use any letter more than once.

A	BLACKS' BIKES new and used bicycles	E	GORDINIS Vans for Sale Vehicle Repairs
B	T R Ltd Catering Equipment Hire Service available	F	A1 OFFICE SHOP business stationery and supplies
C	WONGS Sports goods Camping goods	G	TOP TYPISTS Recruitment Agency for Office Staff
D	KING ADS Specialists in commercials	H	HENRY'S Wholesale Warehouse for Travel Goods

- 6 Ms Hernandez needs to hire a temporary secretary.
- 7 Mrs Lee's company needs quotations for a TV advertisement.
- 8 Miss Jemsby wants to compare the prices of coffee-making machines.
- 9 Mrs Wu has to buy envelopes for her mail-order business.
- 10 Mr Martin wants to order shirts for his company's football team.

PART THREE

QUESTIONS 11 – 17

- Read the report below about a company's sales.
- Are sentences 16-22 on the opposite page 'Right' or 'Wrong'?
- If there is not enough information to answer 'Right' or 'Wrong', choose 'Doesn't say'. For each sentence 16-22, mark one letter (A, B or C) on your Answer Sheet.

Company Sales Highest Yet

Business at Shanghai International is breaking all records. Shanghai International is a joint venture between a British firm, whose headquarters are just outside London, and a Chinese firm based in Shanghai. The company produces paint and has benefitted enormously from the development of shipbuilding in China. Last year was the best yet for the company, with total sales up by 50% in quantity and 60% in value on the previous year.

Shanghai International now sells eight times more paint than when it started in 1990, and is growing faster than any other paint production operation in South-East Asia. Sales have doubled since it moved to a new factory two years ago, and the possibility of further expansion is already being discussed, with plans to build a plant in Dalian, in the north of China.

Shanghai International now provides China's biggest shipbuilding companies with more than 50 % of their requirements. To deal with sharp rise in production, the company has recently built two new warehouses at the present factory site.

11. The companies which own Shanghai International are from different countries.

A Right B Wrong C Doesn't say

12. Shanghai International supplies paint to a number of different industries.

A Right B Wrong C Doesn't say

13. Last year, Shanghai International sold 60% more paint than in the year before.

A Right B Wrong C Doesn't say

14. Shanghai International moved to a new site because the old factory was too small.

A Right B Wrong C Doesn't say

15. Shanghai International is considering setting up a new operation in northern China.

A Right B Wrong C Doesn't say

16. Shanghai International supplies China's biggest shipbuilders with all the paint they need.

A Right B Wrong C Doesn't say

17. The company has added two new warehouses as a result of the increase in production.

A Right B Wrong C Doesn't say

PART FOUR

- Read the information sheet below about conference centres.
- Answer questions 18-26 on the opposite page.

EASTBY COMMERCIAL DEVELOPMENT OFFICE

Conference Centre Information

Conference organisers often have difficulty finding a suitable place to hold a conference. We would like to suggest four conference centres in our area where you are certain to find good service and value.

THE CORNWELL CONFERENCE CENTRE

The Cornwell is twenty kilometres from Eastby and is most easily reached by car or coach. It has two conference rooms, each holding up to three hundred people, and three seminar rooms, each designed for a maximum of forty. There is also a first-class restaurant. There are excellent telephone, fax and e-mail facilities. The price per head also covers bed and breakfast in a nearby hotel.

THE EASTBY BUSINESS CENTRE

Companies needing a good social programme as well as meeting rooms are well looked after at the EBC. The management can arrange concerts and discos on request. The EBC is located opposite the main entrance to the City Museum on Bateman

Street. As parking space is not available at the Centre, the management recommends that guests leave their cars in the Eastby Railway Station car park, which is free.

THE GREENHILL CENTRE

The Greenhill, only five kilometres from Eastby, is a good choice for small conferences and meetings. It is popular with many companies based in the area and its highly-trained reception staff speak a number of foreign languages. There are three comfortable meeting rooms, seating ninety people in total, all well equipped with audio-visual aids. The Centre offers a special price if all three rooms are hired together. Guests can stay overnight in the nearby Greenhill Hotel, which has outdoor tennis courts.

THE METRO REGENT

The Metro Regent is a large, modern hotel in beautiful gardens, with a conference hall suitable for up to two hundred people. It is only ten minutes by train from Eastby city centre, which has many tourist attractions. Cars and minibuses can be rented from the hotel. There is a busy programme of conferences at the Metro Regent, especially in the summer, so early booking is advisable. The hotel is closed for the whole of November and for the New Year.

- For questions choose the correct answer.
- For each question, mark one letter (A, B or C) on your Answer Sheet.

19. The cost per person at the Cornwell includes

- A** telephone calls.
- B** all meals.
- C** hotel accommodation.

20. The Eastby Business Centre advises conference guests to park

- A** outside the main entrance.
- B** at Eastby Railway Station.
- C** opposite the City Museum.

21. The Greenhill Centre is frequently used by

- A** local companies.
- B** foreign companies.
- C** television companies.

22. The most popular time for holding conferences at the Metro Regent is

- A** New Year.
- B** Summer.
- C** November.

- For questions 27-30, use the the information in the text to match each conference centre with the service it offers (A-G).
- For each question, mark the correct letter (A-G) on your Answer Sheet.
- Do not use any letter more than once.

- 23. The Cornwell Conference Centre
- 24. The Eastby Business Centre
- 25. The Greenhill Centre
- 26. The Metro Regent

A	discounts
B	secretarial support
C	excellent food
D	games room
E	organized entertainment
F	sightseeing trips
G	vehicle hire

PART FIVE

- Read the text below about company pay policy.
- Choose the correct word to fill each gap, from **A, B** or **C**
- For each question, mark one letter (**A, B** or **C**) on your Answer Sheet.

Company Pay Policy

Company pay policy should have two main goals. Firstly, the policy should provide (27) _____ acceptable level of reward. This will make it possible (28) _____ the company to hire and keep employees.

Secondly, it should encourage individual employees to seek promotion within the company by (29) _____ rewards for additional responsibility and improved skills. The aim is to make employees see themselves (30) _____ part of a team.

Pay policy should therefore be decided at the (31) _____ level in the organisation. The Personnel Manager is normally the one (32) _____ takes the final decision. However, that does not mean that (33) _____ members of the management team do (34) _____ have responsibility as well. The issue is (35) _____ important that one manager cannot deal with it alone. Everyone in a company is responsible for making sure (36) _____ pay policy is successful.

27	A	this	B	the	C	an
28	A	for	B	to	C	by
29	A	offer	B	offered	C	offering
30	A	in	B	as	C	like
31	A	highest	B	Higher	C	highly
32	A	which	B	Whose	C	who
33	A	another	B	Other	C	others
34	A	neither	B	Never	C	not
35	A	too	B	So	C	such
36	A	any	B	Much	C	many

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