

**ВІДОКРЕМЛЕНИЙ ПІДРОЗДІЛ НАЦІОНАЛЬНОГО УНІВЕРСИТЕТУ
БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ
«НІЖИНСЬКИЙ АГРОТЕХНІЧНИЙ КОЛЕДЖ»**

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Reading and Speaking Activities

**Навчальний посібник з дисципліни
«Іноземна мова за професійним спрямуванням
для студентів аграрних вищих навчальних закладів
I-II рівнів акредитації**

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- І 23** Reading and Speaking Activities: навчальний посібник з дисципліни «Іноземна мова за професійним спрямуванням» для студентів аграрних вищих навчальних закладів I-II рівнів акредитації - Ніжин: Видавництво НДУ ім. М.Гоголя, 2016. - 209 с.

Навчальний посібник розрахований на студентську аудиторію аграрних вищих навчальних закладів 1-2 рівнів акредитації, складений з урахуванням вимог типової програми навчальної дисципліни «Іноземна мова за професійним спрямуванням». Посібник спрямований на формування в студентів навичок володіння англійською мовою як засобом професійного спілкування. Призначений для аудиторної та самостійної роботи.



Передмова

У добу творення незалежної української держави, в умовах реформування вищої школи набуває особливої ваги статус іноземної мови, знання якої утверджує людину в соціумі, робить її конкурентноспроможною на світовому ринку праці.

Пропонований посібник знайомить студентів із мовними й соціокультурними реаліями країни, мова якої вивчається; розвиває комунікативні уміння, навички ділового спілкування. Він містить систему вправ і завдань, спрямованих на формування англomовної особистості: студенти повинні вміти читати та перекладати тексти, взяті з іншомовних джерел; вести тематичні та проблемні обговорення прочитаного; знаходити потрібну інформацію в тексті; збагачувати лексичний запас за рахунок широковживаних термінів і понять; складати ділову документацію; удосконалювати знання з граматики; розвивати навички анутовання та реферування.

Зміст і тематика посібника сприяють не лише підвищенню загальноосвітнього рівня студентів, розширенню їхнього світогляду, а також спрямовані на розвиток мовленнєвої компетенції, необхідної для ефективної участі в ситуаціях професійного спілкування.

Посібник складається з 17 розділів. Кожний розділ містить тематичний словник-мінімум, матеріали для читання, перекладу, обговорення та драматизації; вправи навчального та контрольного типу. Тексти дібрані з іншомовних джерел з урахуванням пізнавальних інтересів студентів. У кінці розділу пропонуються завдання, спрямовані на розвиток творчих здібностей студентів, а саме, створення проектів (звітів, оголошень, web-сайтів, презентацій тощо.). Такий вид роботи спонукає до дослідницької діяльності, дозволяє реально інтегрувати різні навчальні дисципліни, використовувати знання, здобуті упродовж вивчення певної теми. У посібник уключено тексти для додаткового читання, що відповідають тематиці певного розділу. Рекомендуємо використовувати їх для контролю навичок читання, аудіювання, а також для самостійної роботи студентів.

Unit I

LANGUAGE AS A PART OF HUMAN CULTURE

(The Importance of the English Language in Today's World. Varieties of English. Differences between American and British English. Ukrainian-English transliteration.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. A new language – a new world. (English proverb)
2. As many languages you know, so many times you are a man. (English proverb)
3. Language is fossil poetry. (R.W. Emerson)
4. Language is the dress of thought. (S. Johnson)
5. I am always sorry when any language is lost, because languages are the pedigree of nations. (S. Johnson)

Task 2. Answer the following questions.

1. Why is it important to learn English nowadays?
2. How long have you been studying English?
3. How do you organize your learning process?
4. How much time do you need to do your English tasks?
5. Are you a motivated learner or are you forced to learn English?
6. How often do you speak (write in, read in) English outside the classroom?

Task 3. Read the text. Which of the following sentences describes the main idea of the text?

- It is important to speak English if you want to be successful in business.
- Most of the world's mail is written in English.
- English is the most widely used language in the world.

Topical Vocabulary

business deal	ділова угода
independent learning	самостійне вивчення
joint venture	спільне підприємство
mother tongue	рідна мова
native language	рідна мова
to apply for a job	влаштуватися на роботу
to be worth of+ Ving	бути вартим
to borrow	запозичити
widespread	поширений
without doubt	без сумніву

People began to speak many centuries ago, and since then they have been speaking different languages. Every language reflects the soul, behaviour

and temperament of each nationality. Peoples created their own alphabets and rules, but they always wanted to communicate with each other, to understand and to know more about each other. Languages help people to understand each other better, they help them to solve different economic and political problems.

The total number of languages in the world is 2,500. The most widespread languages are Chinese, English, Spanish, Russian and many others.

Geographically, English is the most widespread language on the Earth, second only to Chinese in the number of speakers. Over one billion people speak English. That's more than one fifth of the world's population. For over 350 million it's their native language. For the other 300 million it's the second language and for the rest it is a foreign language.

It became the international language. It is an official language in 45 countries. Over 70 % of world's mail, radio and TV broadcast and periodicals are in English. Do you know that over 50 % of all business deals are conducted in English. It is the language of science, commerce, and computer technology.

To my mind, English is worth studying. There is a proverb: "A new language is a new world". "Knowledge is a power", one great man said. Knowing the foreign language one can not only read the papers, magazines and original books by outstanding writers, but watch satellite programmes, travel easily to different parts of the world as well. Besides, understanding and speaking the foreign language became necessary while applying for a good and well-paid job. Now I know that it is a must for XXI century professional no matter what job to choose. The world is getting smaller and international connections tighter. A lot of foreign delegations keep coming to our country; hundreds of joint ventures have appeared in every city of our country recently. So without doubt, you can't do without learning this beautiful language.

Task 4. Complete the text with the words from the box.

Educated, terms, grammar, similar, British English, a film, vocabulary, borrowed, tongue, Queen's English, secondary
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Varieties of English

English is spoken as the mother __1__ in Great Britain, the United States of America, Canada, Australia, and New Zealand. A lot of people speak English in China, Japan, India, African and many other countries. English is one of the 6 official and working languages of the UN. It is studied as a foreign language in our __2__ and higher schools.

As so many people speak English in so many countries, there are many different "Englishes". The best form of English is called Standard English and is the language of __3__ English speakers. The government, The BBC, the Universities, uses it and it is often called __4__.

American English is the variety of the English spoken in the United States. It is different from English in pronunciation, intonation, spelling, vocabulary and sometimes even 5. An Englishmen goes to the town center to watch 6 while an American goes downtown to see a movie. If an Englishmen needs a pen he would ask you: "Have you got a pen, please?" but the American would say: "Do you have a pen?"

Australian and New Zealand English, also called Australian English, are very 7. Especially in pronunciation they are also similar to British English, but there are differences in 8 and slang. Many terms, such as kangaroo, dingo, wombat and boomerang, come from the Aboriginal language and many others from the Cockney dialect spoken by the first settlers, the Londoners.

Canadian English is different both from American and from 9. In pioneer days Canadians 10 many words from Canadian French, for example, bateau (плоскодонний човен), habitant (канадець французького походження), from the native Indian language came many 11, like caribou (північний олень карібу) and totem, and from Eskimo, Canadian English took anorak (куртка), kayak (човен) and others.

Differences between American and British English

Differences in pronunciation:

	British English	American English
car	[ka:]	[ka:r]
ask	[a:sk]	[æ :sk]
not	[not]	[nʌt]
new	[nju:]	[nu:]
tomato	[to'ma:tou]	[to'meitou]

Differences in spelling:

British English	American English
colour	color
litre	liter
practise	practice
organization	organization
programme	program
dialogue	dialog

Differences in vocabulary:

British English	American English	Translation
flat	apartment	квартира
lawyer	attorney	юрист
luggage	baggage	багаж
milliard	billion	мільярд
taxi	cab	таксі

company	corporation	корпорація, компанія
lift	elevator	ліфт
autumn	fall	осінь
petrol	gas	бензин
post	mail	пошта
cinema	movies	кінофільм
railway	railroad	залізниця
time-table	schedule	розклад
football	soccer	футбол
underground	subway	метро
booking office	ticket office	квиткова каса
lorry	truck	вантажівка
the ground floor	the first floor	перший поверх
the 1 st floor	the 2 nd floor	другий поверх

Task 5. Complete the sentences below with the words and expressions from the box.

working	periodicals	first	official	technology
Indo-European	widespread	varieties	international	second

1. Geographically, English is the most _____ language on the Earth.
2. Over 350 million people speak English as their _____ language.
3. The same number uses it as the _____ language.
4. It became the _____ language.
5. It is an _____ language in 44 countries.
6. Over 60% of world's mail, radiobroadcast and _____ are in English.
7. In many countries it is the language of business, commerce and _____
8. English is one of the six official and _____ languages of the UN.
9. There are many _____ of English.
10. English comes from a common _____ language.

Task 6. Discuss the following questions in the groups:

1. What is the total number of languages in the world?
2. How many people use English as their native language?
3. Why do people need English?
4. Is English an official and working language of the UN?
6. What are the differences between British and American English? Give some examples.
8. What have you to do to master English?
9. Can you follow TV programmes in English on satellite television?
10. What books by British and American writers have you read? Have you read them in the original?
11. Have you ever taken private lessons?

12. What can you recommend independent English learners?

Task 7. Ask the questions to have the following answers:

I speak English.

He can speak French.

They don't learn German.

She speaks two languages.

English is spoken in Great Britain.

Yes, it is. English is an official and working language of the USA.

Task 8. You know English and Ukrainian languages have much in common. This table will help you to understand this. Match English and Ukrainian words.

hut	гати	clay	гак	lighter	папір
palace	тин	fortress	кордон	letter	вірш
town	брук	cord	фортеця	paper	кома
gate	хата	luster	глей	verse	ліхтар
bridge	палац	hook	люстро	comma	літера

pencil	кав'яр	stream	перука	father	гас
cook	пензель	peruke	струмок	gas	гелікоптер
caviar	кухар	gum	гарт	sense	батько
oil	смак	hard	гумка	rede	сенс
smack	олія	rest	решта	helicopter	рада

build	мусити	seek	мандрувати	tremble	прасувати
cost	рушити	wander	шукати	call	важити
rush	турбувати	watch	страйкувати	weight	бракувати
disturb	будувати	strike	відкоркувати	break	тремтіти
must	коштувати	cork	бачити	press	кликати

brutal	поганий	colour	корковий
worth	брутальний	brown	кольоровий
fine	вартий	red	блакитний
tender	файний	blue	рудий
pagan	тендітний	cork	брунатний

Task 9. Ukrainian-English transliteration.

Ukrainian letters	English letters	Examples
А	A	Алушта — Alushta
Б	B	Борщівка — Borschahivka
В	V	Вишгород — Vyshhorod

Г	Н — у більшості випадків gh— щоб передати сполучення -зг-	Ганна - Hanna, Згорани — Zghorany
Ґ	G	Ґалаґан — Galagan
Д	D	Дубно — Dubno
Е	E	Рівне — Rivne
Є	Ye — на початку слова ie — на іншому місці	Євпаторія — Yevpatoriia, Наєнко — Naienko
Ж	Zh	Житомир — Zhytomyr
З	Z	Зінаїда - Zinsida
И	Y	Мирний — Myrnyi
І	I	Іршава — Irshava
Ї	Yi — на початку слова, i — на іншому місці	Їжакевич — Yizhakevych, Кадіївка — Kadiivka
Й	Y — на початку слова, i — на іншому місці	Йосип— Yosyp, Стрий — Stryi
К	K	Коктебель — Koktebel
Л	L	Лебедин — Lebedyn
М	M	Миколаїв — Mykolaiv
Н	N	Надія - Nadiia
О	O	Одеса — Odesa
П	P	Полтава — Poltava
Р	R	Ромни — Romny
С	S	Суми — Sumy
Т	T	Тетерів — Teteriv
У	U	Ужгород — Uzhhorod
Ф	F	Фастів — Fastiv
Х	Kh	Хуст — Khust
Ц	Ts	Біла Церква — Bila Tserkva
Ч	Ch	Чернівці — Chernivtsi
Ш	Sh	Шостка — Shostka
Щ	Shch	Гоща — Hoshcha
Ю	Yu— на початку слова, Iu — на іншому місці	Юрій — Yurii, Крюківка — Kriukivka
Я	Ya — на початку слова, Ia — на іншому місці	Яготин — Yahotyyn Ічня — Ichnia

Task 10. Write in English the following proper names: Львів, Чернігів, Ніжин, Ялта, Запоріжжя, Щорс, Гадяч, Переяслав, Леся Українка, Тарас Шевченко, Богдан Хмельницький, Євген, Юлія, Розгон.

Task 10. Project work “Why I Study English”.

Unit 2

ENGLISH SPEAKING ETIQUETTE

(The most common words and expressions of English speaking etiquette. Linguistic models of addressing, acquaintance, greetings and farewells, approval and objections, request, invitation, and so on in specific speech situations.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. When in Rome, do as the Romans do. (English proverb)
2. When you get angry, Caesar, do not say or do anything before repeating to yourself the twenty-four letters of the alphabet. (Athenodorus)
3. It's easy to laugh at etiquette, but in a hundred years, our children's grandchildren will almost certainly be laughing at us. (Sara Sheridan)
4. Good manners are just a way of showing other people that we have respect for them. (Bill Kelly)
5. Visitors should behave in such a way that the host and hostess feel at home. (J.S. Farynski)

Task 2. Answer the following questions.

1. What is an etiquette?
2. What is a language etiquette?
3. Is the English etiquette very different from the etiquette in your own language?

Topical Vocabulary

affectionate	ніжний
polite	ввічливий
politeness	ввічливість
reserved	стриманий
rude	грубий
to apologize	вибачитися
to avoid	уникати
to consider	вважати
to give a hug	обійняти
to make sure	переконатися
to offend	ображати

Task 3. Read the text and compose the plan to retell it. What should you do to be polite in English?

It's not easy to understand the etiquette of cultures different from your own. Things that may be rude in your own language can be perfectly polite in English,

and some things that you may consider polite are rude to an English speaker. Learning about English etiquette is the best way to avoid social mistakes.

The British are famous for their language, sense of humour and, of course, politeness. So, when you are in the UK, make sure you respect the social etiquette of this country.

British people are quite reserved when greeting one another. A handshake is the most common form of greeting when you meet someone for the first time. It is only when you greet close friends or relatives that you would kiss them on the cheek or give them a hug. The British may also call you by many different affectionate names, such as dear, chuck, mate, guy, son or madam. Do not be offended, this is quite normal.

The British like their privacy, so not all topics are safe for small talk. Avoid asking people about their age, religion, politics, marital status, weight or how much they earn. Instead, acceptable small talk topics are family, films, television, sport, studies, food, hobbies and of course, the weather.

When you visit people at home, make sure you are on time. It's also nice to take a gift for your hosts, such as a bottle of wine, a bunch of flowers or a box of chocolates. A British person might say 'come and see me soon' or 'drop in anytime'. However, you must always phone before you visit someone.

'Cheers' is one of the most commonly used words in Britain. It has two uses. One is at the pub, where you will hear it said as a toast over drinks. But you will also hear it said instead of 'thank you' or 'good bye' or 'thanks and good bye' almost everywhere. Similarly, people will sometimes say 'you all right?' instead of 'How are you?'

In general, the British are very polite most of the time. 'Please' and 'thank you' are among the most commonly used words in Britain. People also have a tendency to apologize —some would say too much— and so, you will also hear 'sorry' and 'excuse me' a lot. The popular stereotype of the average British person is more often than not true —they will say sorry to you, even when it is in fact you who has accidentally stepped on their toes or bumped into them.

Task 4. Look through the words and phrases you need to communicate in English. Learn them and use in your dialogues.

Greeting People

Good morning!	Добрий ранок. (до 12.00)
Good afternoon!	Добрий день. (з 12.00 до 17.00)
Good evening!	Добрий вечір.(до 20.00)
How do you do? (Hello! Hi!)	Добрий день. Привіт.
Welcome!	Ласкаво просимо!

Introducing People

What's your name?	Як тебе (Вас) звати?
My name is...	Мене зовуть ...
I am...	Я

This is Mr. Brown.
Meet...
Hello,... (name)
Nice to meet you. (informal)
Pleased to meet you.
How do you do? (formal)
Nice to see you.
Nice to see you again.
Let me introduce myself...
Let me introduce you to Mr White...

Let me introduce Mr White to you...

staff, personnel

This is my friend, Jack.

Glad to meet you.

(Pleased to meet you/ Nice to meet you)

So am I

Excuse me....

I'm sorry...

I am from ... (He is from ...)

Say Goodbye

(It was) nice meeting you.

Good bye.

Bye. / See you.

See you later.

See you soon.

See you tomorrow.

So long.

Good night.

I'll give you a ring/buzz.

Send/give my regards to Jane.

Health

How are you?

How are you today?

Yow are you getting on?

Fine, thank you/thanks.

Not too bad.

So-so.

Very well.

I'm okay / all right.

Not too well, actually.

Це містер Браун.

Познайомся з

Привіт, ...

Приємно познайомитися.

Приємно познайомитися.

Приємно познайомитися.

Радий вас бачити.

Радий Вас бачити знову.

Дозвольте відрекомендуватися.

Дозвольте представити Вас м-ру Уайту.

Дозвольте представити Вам м-ра Уайта.

штат, персонал, співробітники

Це мій друг, Джек

Радий познайомитися.

Я також

Вибачте...

Вибачте..(шкода)

Я з ... (Він з ...)

Приємно було зустрітися.

До побачення.

Бувай. Пробачимось.

Побачимось пізніше.

До скорої зустрічі.

До завтра.

На все добре.

Надобраніч.

Я Вам подзвоню.

Передайте привіт Джейн.

Як справи?

Добре, дякую.

Не погано.

Так собі.

Дуже добре.

Все нормально.

Не дуже добре, насправді.

What's wrong with you?
What's the matter with you?
Are you all right?
I'm tired.
I'm exhausted.
I've got a cold.

Thanks and Possible Answers.

Thank you.
Thank you very much.
Thanks.
Not at all.
My pleasure.
You are welcome.
Don't mention it.
It's nothing.

Forms of Address.

Mister (Mr.) Brown
Mistress(Mrs.) Brown
Miss Brown
Ms Brown
Doctor (Dr) Brown
sir
madam
ma`am
Ladies and Gentlemen

Job and Place of Living

Where are you from?
Where do you come from?
What company are you from?
What company do you work for?
What are you?
What do you do?
What is your occupation?
What is your profession?

Apologizing, Approaching Someone

Excuse me,

Sorry.
I'm afraid...
to shake hands

Task 5.

Що сталося?

З Вами все гаразд?
Я втомився.
Я виснажений.
Я застудився.

Дякую Вам.
Дуже Вам вдячний.
Дякую.
(US) Будь-ласка.

Не варто.
Дрібниці.

до чоловіка
до заміжньої жінки
до незаміжньої жінки
до жінки незалежно від її статусу
до людини. яка має вчений ступін.
до чоловіка на вулиці, в ресторані іт.д.
до жінки

до аудиторії на зборах,
конференціях

Звідки Ви?

З якої Ви компанії?

Хто Ви за професією?
Чим ви займаєтесь?
Яка у вас професія?

Вибачте, (форма звертання для
привертання до себе уваги)
Шкода.
Боюсь, що...
потиснути руки

1. Conversation Practice

A: Have you two met each other?

B: No, we haven't.

A: Ben, this is Carol. Carol this is Ben.

(B and C smile and shake hands.)

B: Nice to meet you Carol.

C: Nice to meet you too, Ben.

2. Follow-up:

After you have been introduced to someone, it is polite to ask a few general questions to get acquainted.

B: Where are you from, Carol?

C: I'm from Connecticut.

B: Connecticut, which part?

C: Hartford, the capital. How about you, Ben?

B: Nebraska - a place called Bellevue. It's near Omaha.

C: How do you know Alan (A)?

B: He is my friend from college.

Remember to smile (and use handshakes where appropriate).

You *may* ask general questions about the situation.

How do you know Alan (the person who introduced us)?

Are you a student at this university?

Is this your first time here?

What do you do for a living?

How long have you been working for (company)?

Task 6. Listen, read and dramatise the dialogues.

I. Mark Slater is expecting a visitor from Japan..

M. Slater: Good morning. Mr. Okapi. Welcome to Farm Machinery. I am Mark Slater, Marketing Manager. How do you do?

K. Okapi: How do you do? I'm pleased to meet you.

M. Slater: Pleased to meet you too. Please call me Mark.

K. Okapi: And you may call me Koshi.

M. Slater: May I introduce you to our Sales Director, James Dallas? James, this is Mr. Okapi.

J. Dallas: How do you do?

K. Okapi: How do you do? I've heard a lot about you. I'm so pleased to meet you at last.

M. Slater: Did you have good trip, Koshi?

K. Okapi: Yes, thank you. The plane was only 3 hours late.

M. Slater: What is your hotel like?

K. Okapi: It's fine. Right in the centre of town - but rather noisy, it's just next to the railway station!

M. Slater: Oh dear!..

II. Fred Max is at a trade fair and hoping to meet the sales representative for Purple Pears Inc.

Fred Max: Excuse me. Are you the Sales Rep for Purple Pears?

Mr. X: No, I'm afraid I'm not.

F. Max: Oh, sorry to have bothered you ...

F. Max: Excuse me. Are you the Sales Rep for Purple Pears?

S. Ball: Yes, I am.

F. Max: May I introduce myself. I'm Fred Max from Blue Bananas. How do you do?

S. Ball: Pleased to meet you, Mr. Max. I'm Simon Ball. Would you like to visit our stand?

F. Max: Yes, that would be lovely...

Task 7. Put the parts in order to form a sentence.

a) ? - do - how - do - you

b) to - factory - welcome - the

c) Jim - is - this

d) Jeremy - please - me - call

e) too — pleased — to — I'm — you — meet

f) ? — a — you — journey — have — did — good

g) ? — you — like — would — coffee

h) ? - lawyer — I - my — may — to — you - introduce (two possible answers)

i) ? — Simon Hardy — me — you — excuse — are

Task 8. Find 12 expressions.

How are you do you remember me what is the matter very well thank you she sends her regards I must be off how are things it is nice to see you again how is business fine thanks and you will give you a ring I am sorry to hear that

Task 9. Read the dialogue, guess the meaning of the underlined words (use a dictionary if necessary), include them to your topical vocabulary and learn them. Use them in your own dialogues.

Fred meets an old acquaintance.

F. Max: Hello, do you remember me? Fred Max.

B. Murdoch: Fred! What a turn up for the book! How nice to see you again! How are things?

F. Max: Not too bad. Funnily enough, James Bond was asking after you recently.

B. Murdoch: Have you got time for coffee? Let's go to the café for five minutes.

B. Murdoch: So, how's business?

F. Max: Ticking along nicely. My wife won't believe that I've run into you. Do call in us next time if you're near home.

B. Murdoch: I don't get that way very often, but it would be lovely. I'm sure I have your address in my little black book. I'll give you a ring. Well, I must be off. I have to go and pick up a new trainee from the station. Send my regards to Jane, won't you?

F. Max: It was nice seeing you again...

Task 10. Recover the correct order of words.

Dialogue 1:

- a) Pleased to meet you too. Do call me Martin.
- b) That's very kind of you. Do you know my colleague, Sarah Pascal?
- c) Very well thank you, Mr. Hyde, and you?
- d) No, I don't. How do you do?
- e) Good morning, Mrs. Bird, how are you?
- o) And you must call me Sarah. Shall we get down to business?
- g) I'm fine, thank you. Would you like some coffee?
- h) How do you do? I'm pleased to meet you.
- i) Yes, here is our latest catalogue...

Dialogue 2:

- a) Enterprise Requirement Planning.
- b) Not too good, I'm afraid.
- c) I'm sorry about that. Can I do anything to help?
- d) Hi Jerry, how are you?
- e) Oh dear! What's the matter?
- f) Oh, Hello Rachel!
- g) What's ERP?
- h) Well, the computer went down last night, and we've lost all our ERP data.
- i) Fine, thanks, and you?

Task 11. What would you say?

- a) Good afternoon Mr "X". How do you do?
- b) Good morning "X". How are you?
- c) It's nice to meet you.
- d) How's business?
- e) Not too good, I'm afraid.
- f) May I introduce you to "X"?
- g) Have you met Joanna Trilby?
- h) Haven't we met somewhere before?
- i) Did you have a good trip?
- j) Excuse me. Are you Harvey Joust?
- k) My name's Freda Coccinelle. Do call me Freda.
- 1) May I introduce myself? I'm Sarah Smart from ILX Ltd.
- m) Alison sends her regards.
- n) Let me give you my card.
- o) Would you like a coffee?
- p) Do come and see us soon.

Task 12. Project work "Speaking Etiquettes of Different Countries".

Unit 3

OUR EDUCATIONAL ESTABLISHMENT

(The history of the college. General and special disciplines. Classes and extracurricular activity.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. Live and learn. (English proverb)
2. It's never late to learn. (English proverb)
3. Knowledge is power. (Francis Bacon)
4. To know everything is to know nothing. (Confucius)
5. Money spent on the brain is never spent in vain. (English proverb)
6. Wherever you go and whatever ends you pursue, you must always fulfill the trust reposed in you by your nation, your parents and your alma mater. (Samar Mubarakmand)

Task 2. Answer the following questions.

1. What educational establishment do you study
2. Why did you choose this place of study?
3. What skills do you have for your future profession?
4. What difficulties did you meet during study?

Task 3. Read the text using key words and expressions. Make a presentation about your college.

Topical Vocabulary	
academic arrear	академічна заборгованість
accountant	бухгалтер
at the students' disposal	в розпорядженні студентів
college councillor	колезький радник
credit	залік
first-year student	студент-першокурсник
fitter	слюсар
hostel	гуртожиток
junior specialist	молодший спеціаліст
plough	плуг
retest	перездача заліку, екзамену
sowing-machine	сівалка
technical service station	станція технічного обслуговування
That is a slice of good luck! Оце так пощастило!	
to fail a test (an exam)	не скласти залік (екзамен)
to take (pass) an exam	складати екзамен
under the ruling	під управління
vocational school	ремісниче училище
welder	зварювальник
winnow-machine	віялка
workshop	майстерня

Nizhyn Agrotechnical College

The history of Nizhyn Agrotechnical College goes back to the 19th century, when on the 1st of July 1895 a vocational school was founded on the money of the college councillor Andrii Kushakevych. The first inspector of it was Vasyl Nechkin. The vocational school trained fitters, welders and other specialists, which were necessary for local industry.

In 1900 teachers and students of the vocational school participated in the worldwide exhibition in Paris and in 1907 in Kyiv, where they presented models of a plough, a sowing-machine, a winnow-machine and a press. The vocational school was awarded the Gold Medal.

The name of the educational establishment changed several times. In 1933 it began to train mechanics and was called Technical School of Mechanization of Agriculture. Technical school leavers displayed courage during the Great Patriotic War. Many of them were awarded orders and medals. M.A. Isaienko and M.P. Prudkyi got the title of the Hero of the Soviet Union.

After the war, Technical School continued to prepare specialists for agriculture and in 1971 for its great achievements in this preparation the government of Ukraine awarded it the Order of Honour.

The period of the greatest innovations began in 1993 when Technical School of Mechanization of Agriculture was reorganized into Nizhyn Agrotechnical College and in 1996 it was given under the ruling of Kyiv National Agrarian University (now National University of Life and Environmental Sciences of Ukraine). In 2001 according to the resolution of the Cabinet of Ministers of Ukraine Nizhyn Agrotechnical Institute was formed on the base of the College. But in 2014 the Institute was divided into two separate subdivisions - Agrotechnical Institute and Agrotechnical College.

There are two departments for preparation of junior specialists at the college: the department of technique and electric power systems and automation equipment, and the department of economics, logistics and information systems. Nizhyn Agrotechnical College trains specialists of following specialties:

- Accounting and Taxation;
- Computer Engineering;
- Automation and Computer Integrated Systems;
- Transport Technology;
- Electric Power, Electrical Engineering and Electromechanics;
- Agroengineering.

College graduates are able to continue their education and get the levels of "Bachelor" and "Specialist" at the faculties of Nizhyn Agrotechnical Institute. Of

course, you can enter National University of Life and Environmental Sciences of Ukraine and other universities and finish your education there.

Well-equipped classrooms and laboratories, training workshops, a technical service station, a library with a reading-hall, three hostels, a canteen, a students club and a museum are at the students' disposal.

The students of the College have the opportunity to train at the fields of England, Northern Ireland, Denmark, Sweden, and the USA.

Students life is very interesting. Of course, first they should think of their future profession and do the best to become good specialists. The academic year begins in September and is over in June. There are two terms in the course of the academic year. Twice a year the students take tests, credits, and examinations. During the terms, students have to attend lectures, to carry out laboratory tests and to do practical work. The students, who attend lectures regularly, usually pass their examinations more successfully. They get good and excellent marks and seldom fail. Many students make different experiments and carry on research work.

But students years are not only credits and exams. The students are involved into afterschool activities: a chore "Narodne Dzherelo", a dancing company "Perlyna Polisia", vocal groups, drama. Sport and physical training take an important place in students' life. The sportsmen of the College are the winners of town, regional and international competitions in athletics, chess, basketball, and volleyball.

We are proud to be the students of Nizhyn Agrotechnical College.

Task 4. Decide whether the following statements are true or false? If it is false, correct the sentence.

1. Nizhyn Vocational School was founded in the 18th century
2. The first inspector of the vocational school was Andrii Kushakevych.
3. Teachers and students of the vocational school participated in the worldwide exhibition in London and were awarded a Gold Medal.
4. In 1996 when Technical school of Mechanization of Agriculture was reorganized into Nizhyn Vocational School.
5. In 2001 Nizhyn Agrotechnical Institute was formed on the base of the College.
6. There are three departments at the College.
7. The students can get the level of Junior Specialists.
8. There are four terms in an academic year.
9. The students are involved in after school activity.

Task 5. Open the brackets and translate the following phrases.

1. (кошти радника училища Андрія Кушакевича) played an important role in foundation of the vocational school in Nizhyn.

2. (Моделі сівалки, плуга та віялки) were presented in 1900 in Paris and later in Kyiv by teachers and students of the vocational school.
3. During the Great Patriotic war Technical School leavers (проявили велику мужність).
4. Ukrainian government (нагородив Орденом Пошани) Technical School (за великі досягнення у підготовці спеціалістів для сільського господарства) in 1971.
5. There are два відділення для підготовки молодших спеціалістів: the department of технічно-енергетичних систем та засобів автоматизації, and the department of економіки, логістики та інформаційних систем.
6. (бібліотека з читальним залом, добре обладнані кабінети, майстерні, гуртожитки і студентська їдальня) are (у розпорядженні студентів).
7. Students' life is very interesting. Students are involved in (різні аматорські гуртки).
8. (Спорт та фізичне виховання) also play an important role in students' life.
9. Twice a year the students (здають заліки та екзамени).
10. Many students (проводять різні експерименти та займаються науковою роботою).

Task 6. Answer the questions:

1. When was Nizhyn Vocational School formed?
2. Who was the first inspector of it?
3. How many times was the name of our educational establishments changed?
4. When did the period of greatest innovations begin?
5. How many specialties are trained Nizhyn Agritechnical College now? What are they?
6. What qualification can students get here?
7. What do students have at their full disposal?
8. How many terms does an academic year consist of?
9. What after-school activities are the students involved in?
10. Do you always pass your exams and tests successfully?
11. What are your marks at the exams?
12. How often do you take your exams?
13. What are the students' duties during the academic year?
14. Are you going to carry on research work?

Task 7. Read the dialogue. Transform it according to your specialty and the subjects you study. Dramatise the dialogue.

Vera: Hello, Mike! What are you doing here?

Mike: Hello, Vera! I am going to the lecture. I am a second-year student of this college.

V.: Really? But I have never seen you before. And I am a first-year student. I study at the department of economics, logistics and information systems. My specialty is accounting. What department do you study at?

M.: The department of technique and electric power systems and automation equipment.

V.: How are you? Is it difficult to study?

M.: It depends. I have finished a specialized mathematical school where mathematics was studied more thoroughly than at other schools. Besides, I have taken part in a mathematics contest of our city and was the first at it. So it was not very difficult for me to learn such subjects as Higher Mathematics, General Chemistry, Computers and Computer Technologies, Descriptive Geometry and Computer Graphics, Physics.

V.: But what about specialized disciplines?

M.: Oh. As for me they are rather interesting. I want to be a skilled specialist so I study them thoroughly. Machines Details, Thermotechnics, Tractors and Automobiles, Theoretical Mechanics, Agricultural Machinery, Technical Service in Agriculture, Mechanics of Materials and Constructions, Theory of Mechanisms and Machines, Repairing of Machinery and Equipment, Engineering Management, Livestock Machines and many others. All of them are very important for future engineer.

V.: I agree with you. I was good at Humanities at school. So I study History of Ukraine, Philosophy, History of Ukrainian Culture, Politics, Psychology with pleasure. But I am poor at mathematical subject. After the first term, I have one academic arrear.

M.: What subject did you fail?

V.: Higher Math.

M.: Oh, don't worry. I shall help you to prepare for it with pleasure. When do you have a retest?

V.: Next Wednesday.

M.: If you don't mind let's meet tomorrow at 11a.m.

V.: That is a slice of good luck! Thank you very much.

Task 8. Project work "Why I Study at Nizhyn Agrotechnical College".

Unit 4 UKRAINE

(Geography, political system, economy)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. Our country is wherever we are well off. (Marcus Tullius Cicero)
2. Men love their country, not because it is great, but because it is their own. (Seneca)
3. When society requires to be rebuilt, there is no use in attempting to rebuild it on the old plan. (J. Mill)
4. Where Law ends, tyranny begins. (W. Pitt the Elder)
5. The best of all governments is that which teaches us to govern ourselves. (V. Goethe)

Task 2. Answer the following questions.

1. What associations come across to your mind when you hear the word «Ukraine»?
2. What kinds of people are the Ukrainians?
3. What Ukrainian traditions do you know?
4. What are the most famous Ukrainian dishes?
5. What the most interesting sights of Ukraine would you recommend your foreign friends?

Task 3. Read the text. Compose the plan. Represent the information as a teacher of Geography. You should add the information learnt at the lessons of Geography and found in the Internet.

Topical Vocabulary	
abundant deposits	величезні поклади
lead	свинець
picturesque	мальовничий
raw materials	сировина
rightfully	по праву
to consider	вважати
to divide	поділяти
unique charm	неповторна краса
valuable	цінний

Ukraine is rightfully considered a picturesque land, of all the riches that nature could give. Each part of Ukraine has a unique charm of its own.

The territory of Ukraine is 603,700 square kilometres, which is larger than that of France. It stretches from the Carpathians to the Don steppes and from Chernihiv forests to the Black Sea coast. Its population is more than 42 million. Ukraine is situated in the south-western part of Europe. It is bounded by Russia in the north-east, by Belarus' in the north, by Poland and Slovakia in the west, and by Hungary, Romania and Moldova in the south-west. It is washed by the Black Sea and the Sea of Azov in the south.

The main river in Ukraine is the Dnieper, the third longest river in Europe that divides Ukraine into Right-Bank and Left-Bank territories. Several other large rivers flow through Ukraine, such as the Southern Buh, the Dniester, the Desna, the Siverskyi Donets, the Danube, the Tysza, etc.

95 percent of the Ukrainian area is flat. These are the vast Black Sea steppes, and the rest of it is mountainous. The highest point of the Carpathians is Hoverla (2061 m). The Crimean Mountains are not very high but they are rather picturesque. The climate of Ukraine is mild; Ukraine's territory lies in the temperate belt.

Ukraine has an abundant and wide variety of minerals. It has rich deposits of iron, coal, manganese ores, potash and rock salt, phosphorites, titanium, nickel, granite, marble, lead, bauxite, rare metals and other valuable raw materials.

Task 4. Complete the sentences with the words from the box.

south	territory	access	borders	country	rivers
position	peak	countries	highest	parts	world

- The _____ of Ukraine is 603,700 thousand square kilometres.
- Two such _____ as Italy can be placed on the territory.
- Ukraine occupies 42nd place in the _____ as to its territory.
- It is larger than any _____ in the Western Europe.
- Ukraine _____ on Russia in the north-east, Belarus' in the north, Poland and Slovakia in the west and Hungary, Romania and Moldova in the south-west.
- The geographical _____ of Ukraine is ideal for the development of its resources.
- Ukraine is a country of many _____.
- The Dnieper divides Ukraine into Right-Bank and Left-Bank _____.
- The Danube gives Ukraine _____ to European countries.
- In the _____ Ukraine is washed by the Black Sea and the Sea of Azov.
- Within the borders of Ukraine there are the Carpathian Mountains with the highest _____ Hoverla /2601/.
- The _____ peak of the Crimean Mountains is Roman Kosh /1545/.

Task 5. Study the text.

Constitution of Ukraine

Topical Vicabulary	
anthem	гімн

by secret ballot	таємним голосуванням
duty	обов'язок
executive	виконавчий
freedom	свобода
governed (by)	керуючись
judicial	судовий
legal	законний, правовий
legislative	законодавчий
obligation	обов'язок
on behalf of	від імені
rectangular	прямокутний
right	право
single citizenship	єдине громадянство
sovereign	суверенний
suffrage	виборче право
Supreme Court	Верховний Суд
to assert	стверджувати
to assure	гарантувати
to elect	вибирати
to establish	встановити
to fulfil	виконувати

Governed by the Act of Ukraine's Independence of August 24, 1991, the Verkhovna Rada of Ukraine on behalf of the Ukrainian people adopted the Constitution — the Fundamental Law on June 28 1996.

The Constitution establishes the country's political system, assures rights, freedoms and duties of citizens, and is the basis for its laws.

It asserts that Ukraine is a sovereign and independent, democratic, social, legal state. It is a unitarian state with single citizenship.

Ukraine is the republic.

The state language in Ukraine is Ukrainian.

The state symbols of Ukraine are the National Flag, the National Emblem and the National Anthem of Ukraine. The National Flag is a rectangular cloth, with two equal horizontal stripes, the upper coloured blue and the lower golden yellow. The National Emblem of Ukraine is a golden Tryzub on a blue shield.

The Constitution outlines the structure of the national government and specifies its powers and duties. Under the Constitution the powers of the government are divided into three branches — the legislative, which consists of the Verkhovna Rada, the executive, headed by the President, and the judicial, which is led by the Supreme Court.

The Parliament (the Verkhovna Rada) is the only body of the legislative power in Ukraine. There are 450 people's deputies who are elected for a term of four years on the basis of universal, equal and direct suffrage by secret ballot.

The Verkhovna Rada's main function is making laws. Law drafting work is performed by its Committees.

The Verkhovna Rada adopts the State Budget for the period from January 1 to December 31 and controls the execution of it. The monetary unit of Ukraine is the Hryvnia.

The President of Ukraine is the head of the state and speaks on behalf of it. He is elected directly by the voters for a term of five years with no more than two full terms.

The highest body of the executive power is the Cabinet of Ministers. It is responsible to the President and is accountable to the Verkhovna Rada. It carries out domestic and foreign policy of the State, the fulfilment of the Constitution, as well as the acts of the President, develops and fulfils national programs on the economic, scientific and technological, social and cultural development of Ukraine.

Task 6. Answer the following questions:

1. When was the Act of Ukraine's Independence adopted?
2. What branches are the powers of the government divided into?
3. What is the Verkhovna Rada's main function?

Task 7. Open the brackets and translate the following phrases.

1. The Constitution of Ukraine (була прийнята) by the Verkhovna Rada on June 28, 1996.
2. The Constitution of Ukraine (складається з) the preamble, 15 chapters and 161 articles.
3. Ukraine is a (незалежна, правова), democratic, social state.
4. The (державна мова) in Ukraine is Ukrainian.
5. Ukraine (гарантує) free development of Russian and other languages.
6. Everyone has the right to (освіту).

Task 8. Which words and expressions mean:

1. organ of power
 2. making laws function
 3. to take and use
 4. to divide and distribute
 5. to keep the state of steadiness
 6. a sheet of paper used to make a secret vote
 7. a special right limited to one person or a few people
- (A key: to share, to adopt, a body, a ballot, privilege, legislative, to balance)

Task 9. Read and translate the text.

Economy of Ukraine

Topical Vocabulary	
iron and steel industry	чорна металургія
outdated and worn-out equipment	застаріле та спрацьоване обладнання
Europe's granary	житниця Європи

crop production	рослинництво
animal husbandry	тваринництво
dairy and beef cattle breeding	розведення молочної та м'ясної худоби
pig raising	свинарство
twin-level banking structure	дворівнева банківська система
to speed up	прискорювати
to aim at smth	націлювати на щось
wide and long-term co-operation	широкомасштабне і довгострокове співробітництво

Ukraine is an agro-industrial country. Ukraine is rich in natural resources. The main minerals are iron ore, coal, rock salt cement, gypsum uranium, different metals and other natural resources.

Ukraine fully satisfies its needs in minerals but it still has to import some of them. So, oil and gas are imported from Russia and Turkmenistan as the oil and gas deposits of Ukraine cannot satisfy country's needs in these energy resources.

In the current structure of Ukraine's industry a great proportion is occupied by heavy industry, especially, the iron, and steel, machine-building and coal industries.

A considerable part is played by the food, light and chemical industries.

Defence industry is being restructured and converted with emphasis on the output of consumer goods.

However, today's industries are unable to satisfy the consumers' wants because they are not integrated into the world process of economic, technological and scientific progress. The national industries have low standard in processing raw material and outdated and worn-out production equipment.

Ukraine is one of the world's most productive farming regions and is known as "Europe's granary".

There are two main branches of agricultural production in Ukraine: crop production and animal husbandry.

Among the crops grown in Ukraine are sugar beet, wheat, rye, barley, oats, corn, sunflower, a large variety of grain cultures, fruit and vegetables.

The most widespread branches of animal husbandry are dairy and beef cattle breeding and pig raising.

Two interrogated processes characterize Ukraine's economy today, namely its assertion as that of an independent state, and its transition from planned-centralized to market-controlled.

Ukraine has currently achieved macroeconomic stability. Prices, domestic and foreign trade have been liberalized. An austere monetary policy has been

introduced. Tax and budget systems are also being reformed. A twin-level banking structure took shape: the National Bank of Ukraine, and commercial banks of all types and forms of property.

"Small-scale" privatization is nearly completed in Ukraine today. Privatization has sped up for large and medium size enterprises, including enterprises in the agro-industrial sector.

Ukraine's foreign policy is aimed at wide and long-term co-operation. Ukraine is acting on the assumption that this is the most effective way of solving not only economic but also political problems.

Task 10. Match the items in the two columns to form phrases. Make sentences using the completed phrases.

agro-industrial	granary
animal	policy
consumers'	resources
current	equipment
Europe's	progress
heavy	country
long-term	husbandry
monetary	co-operation
natural	wants
pig	raising
production	structure
scientific	industry

Task 11. Find the Ukrainian equivalents in the right-hand column for the following:

- | | |
|--|--|
| 1. rich in natural resources | a. з особливою увагою на випуск |
| 2. to satisfy needs | b. найпоширеніші галузі |
| 3. energy resources | c. велика різноманітність зернових культур |
| 4. a considerable part | d. внутрішня та зовнішня торгівля |
| 5. defense industry | e. широкомасштабне і довгострокове співробітництво |
| 6. with emphasis on the output | f. дворівнева банківська система |
| 7. consumer goods | g. досягла макроекономічної стабільності |
| 8. the world's process of economic technological and scientific progress | h. найпродуктивніший фермерський район |
| 9. in processing raw materials | i. застаріле та спрацьоване обладнання |
| 10. outdated and worn-out production | j. споживчі товари |

- | | |
|--|---|
| 11. the most productive farming region | к. оборонна промисловість |
| 12. crop production | л. енергетичні ресурси |
| 13. animal husbandry | м. багата на природні ресурси |
| 14. a large variety of grain cultures | н. значна частина |
| 15. the most widespread branches | о. в обробці сировини |
| 16. achieved macroeconomic stability | р. рослинництво |
| 17. domestic and foreign trade | q. тваринництво |
| 18. a twin-level banking system | г. задовольняти потреби |
| 19. wide and long-term cooperation | с. всесвітній процес економічного, технічного та наукового прогресу |

Task 12. Complete the following sentences:

1. The main minerals in Ukraine are 2. Ukraine has to import such minerals as 3. Defence industry is being 4. Today's industries are unable to satisfy the consumers' wants because 5. Ukraine is one of the world's most productive farming regions and is known as 6. The main branches of agricultural production in Ukraine are 7. The most widespread branches of animal husbandry are 8. Ukraine's foreign policy is aimed ...

Task 13. Say if it is right or false:

1. Ukraine is rich in iron ore, coal gas and oil.
2. Ukraine fully satisfies its needs in minerals.
3. The main industries are heavy industry, the iron and steel, machine building and coal industries.
4. The national industry has low standard in processing raw materials.
5. An austere monetary policy has been introduced.
6. Small-scale privatization has been completed in Ukraine.
7. Wide and long-term co-operation is the most effective way of solving not only economic but also political problems.

Task 14. Answer the following questions

1. What natural resources is Ukraine rich in?
2. Why does Ukraine have to import oil and gas?
3. What industries are highly developed in Ukraine?
4. Why are today's industries unable to satisfy the consumers' wants?
5. What are the two branches of agricultural production?
6. What crops are grown in Ukraine?
7. What are the branches of animal husbandry?
8. What characterizes Ukraine's economy today?
9. What reforms have been made in the banking system?
10. What can you say about privatization?
11. What is Ukraine's foreign policy aimed at?
12. What is the most effective way of solving both economic and political problems?

Task 15. Project work "Interesting Pages of Ukrainian History", "Economy of Ukraine"

Unit 5

THE UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND

(Geographical, demographic, political and economic data)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. When a man is tired of London, he is tired of life, for there is in London all that life can afford (Samuel Johnson).
2. I hope to see London before I die (William Shakespeare, «Henry IV»)
3. You cannot trust people who have such bad cuisine. It is the country with the worst food after Finland. (Jacques Chirac)

Task 2. Answer the following questions.

1. What is the whole name of the country, which we call for short “Create Britain”?
2. Where is it situated?
3. What is the capital of the country?
2. What is the population of the country?
4. Who is the head of the country?
5. How many parts does this country consist of?
6. What places of interest of this country do you know?

Topical Vocabulary	
Commonwealth	співдружність
densely populated areas	густонаселені райони
descendant	нащадок
sparsely populated areas	малонаселені райони
suburb	передмістя
to be rich in	бути багатим на
to invade	завойовувати
uneven	нерівний

Task 3. Read the text and check yourself. Compare your answers with the content of the text.

Great Britain. Geographical and Demographical Information.

The full name of Great Britain is the United Kingdom of Great Britain and Northern Ireland. It is not a big country. Its area is 244,000 square kilometres.

The British Isles consist of two large islands, Great Britain and Ireland. There are also more than 5,000 smaller islands around the coasts of the two main islands. The British Isles are separated from the European Continent by the

North Sea and the English Channel. The western coast of Great Britain is washed by the Atlantic Ocean and the Irish Sea. Great Britain consists of four parts: England, Scotland, Wales and Northern Ireland. There are no high mountains in Great Britain. In the north the Cheviots (the Cheviot Hills) separate England from Scotland. In the centre of England is a range of hills called the Pennines, known as the backbone of England. The Cambrian mountains occupy the greater part of Wales and the Highlands of Scotland are the tallest of the British mountains. Ben Nevis, the tallest peak is only 1,343 m. high and Snowdon is 1,085 m. high. The longest and the deepest rivers are the Severn, the Thames, the Tyne, the Trent and the Clyde. There are many lakes in Great Britain, especially in the mountains. The Lake District is the most beautiful corner of England. Loch Lomond, Loch Ness in Scotland are the largest ones. There are no great forests in the country. Historically, the most famous forest is Sherwood Forest in the east of England. It was the home of Robin Hood.

Great Britain is rich in coal, iron, copper, lead, zinc, salt, china-clay, granite. British coal is of high quality.

Its population is about 57 million. The population lives mostly in towns and cities and their suburbs. The distribution of the population is quite uneven. Over 46 million people live in England, over 3 million - in Wales, a little over 5 million - in Scotland and about 1.5 million - in Northern Ireland. The most densely populated areas are Greater London, the South and the South-West. Only London's population is over 7 million. Most of the mountainous parts of the United Kingdom, including much of Scotland, Wales and the Pennines Chain in Northern England are very sparsely populated. The United Kingdom is inhabited by the English, the Scots, the Welsh, and the Irish who constitute the British nation.

The British are the descendants of different peoples who settled in the British Isles at different times. The earliest known people of Britain were of Iberian origin. Then followed a long succession of invaders, including the Celts, the Romans, the Anglo-Saxons, the Danes and at last in 1066 the Normans. It was the last time Britain was invaded. Nowadays one can see people of many colours and races in the United Kingdom. They are mostly former inhabitants of the former British colonies.

The official language of the United Kingdom of Great Britain and Northern Ireland is English. Besides standard literary English there are several regional and social dialects.

Great Britain is a member of a voluntary association of 50 independent states called the Commonwealth. It is also a member of the European Community and North Atlantic Treaty Organization (NATO). It has diplomatic relations with 166 states.

Task 4. Complete the text with the words from the box.

Climate

like, thanks to, changeableness, grain, weather, surrounded, drier, pouring rain, throughout, talk, temperature, latitude, for.

The climate is for the English a stock subject for conversation, a traditional joke. It's only constant feature is its __1__. "We haven't a climate, we have only samples of __2__", runs an English saying. You leave home hatless and coatless in fine autumn sunshine, and arrive in the office in __3__. Two people who don't know each other can __4__ about the weather for hours. It's often said that the English manner is very cool, __5__ their weather, but it is not so when they talk about it.

The British Isles are __6__ by the ocean which __7__ the climate of the country. It is mild __8__ the warm water of Gulf Stream. Western districts have a high rainfall because of winds and the mountains and eastern parts of the country are much __9__. Strong frosts are rare. Due to the Gulf Stream the January __10__ is higher and the July temperature is lower than in any other country of the same __11__. The average temperature in winter is about 5 degrees above zero and 15-17 degrees in summer. The rivers are not frozen __12__ the year. The mild and damp climate of the British Isles is very good __13__ agriculture, especially for vegetables-farming, sheep and cattle-farming, but the lack of sunshine hinders the cultivation of __14__ crops.

Task 5. Compare the climate of Ukraine with the climate of the UK:

- what is common
- what is different.

Task 6. Ask the questions to have the following answers:

- The United Kingdom of Great Britain and Northern Ireland is situated on two large islands.
- No, it is not. It is divided into counties.
- It consists of four parts.
- The Cambrian Mountains occupy the greater part of Wales and the Highlands of Scotland.
- No, it is not. It is mild.

Task 7. Read the text and make up the scheme of the political system of the UK.

Political System of Great Britain

Topical Vocabulary	
according to	відповідно до
agreement	угода
bill	законопроект
election	вибори

in favour	на користь
majority	більшість
minority	меншість
on occasion	з нагоди
peer	лорд, пер
shadow	тінь, тіньовий
to be responsible for	відповідати за...
to depend on	залежати (від)
to sign	підписувати

The United Kingdom is a constitutional monarchy. The Queen is the head of state. However, according to the constitution, power in the country belongs to Parliament. Parliament in Great Britain has existed since 1265 and the eldest Parliament in the world. The monarch can only reign with the support of Parliament. The British Parliament consists of the House of Lords and the House of Commons. They meet only on symbolic occasions, such as the opening of Parliament. In reality, the House of Commons has true power. New bills are introduced and debated here. If the majority of the members are in favour of a bill it goes to the House of Lords to be debated and then to the Queen for signing.

Only then it becomes a law. The House of Commons is made up of 650 elected members (MPs). They are elected by the people at a general election. Parliamentary elections must be held every five years. The House of Lords consists of 1000 peers who are not elected by the people.

After the general election, the party, which wins the majority of seats, forms the Government. The Queen appoints the head of the government – the Prime Minister. As a rule, the Prime minister is the leader of the party that has won the election. The Prime Minister chooses about 20 MPs from his party and they form Cabinet of Ministers. The size of government is over 100. Each minister is responsible for a particular area of government. The largest minority party becomes the Opposition. The leader of the Opposition chooses MPs too. They are responsible for opposing the government. They form the "Shadow Cabinet".

There are three main political parties in Great Britain — the Conservative, the Labour and the Liberal Parties. The political parties choose candidates in elections. The Conservative and Liberal parties are the oldest. Since 19th century, they were the only parties elected to the House of Commons.

Parliament in London is responsible for deciding national policy, but many public services are provided by local governments. They are responsible for organizing such services as education, libraries, police and others.

There is no written constitution in Great Britain. The main principles of British Legislation are expressed in other documents, like "Magna Carta"/1215/, "the Petition of Right"/1628/, "Bill of Rights"/1689/, "The Act of Settlement" and "the Representation of the People Acts". Two key concepts around which the

unwritten constitutional norms have evolved are the rule of law and parliamentary sovereignty.

Task 8. Read the sentences below. Complete each blank space with the correct word or phrase.

1. The United Kingdom has never had a written (Конституція)
2. The (основний) constitutional documents are the Magna Carta and the Bill of Rights.
3. Two main constitutional principles the rule of (закон) and (парламентський) sovereignty.
4. The United Kingdom is a constitutional (монархія).
5. The (королева) reigns but doesn't rule.
6. British Parliament consists of the House of Lords and (Палата Громад).
7. Parliamentary (вибори) must be held every five years.
8. The Queen (призначає) the head of the government – the Prime Minister.
9. Each minister is (відповідальний) for a particular area of government.
10. The largest minority party becomes the (опозиція)

Task 9. Read the text and represent the information as a teacher of Geography. You should add the information learnt at the lessons of Economic Geography and found in the Internet. Prepare ten questions to the text.

Industry of the UK

Topical Vocabulary	
alloys	сплав
branch	галузь
cotton	бавовна
demand	попит
fabrics	тканини
goods and services	товари і послуги
gross domestic product	валовий внутрішній продукт
growth	зростання
highly-developed	високорозвинений
insurance	страхування
quantity	кількість
to meet the demands	задовольняти потреби
to satisfy the needs	задовольняти потреби
total output	загальний обсяг виробництва
vehicle	транспортний засіб
yarn	пряжа

Great Britain is known to be a highly-developed industrial country. The main branches of industry are ship-building, machine-building, metal industry, chemical and textile industry. The main industrial centres are London, Birmingham, Manchester, Leeds, Glasgow, etc. The leading centres of the textile region are Liverpool and Manchester. Manchester is the chief cotton manufacturing city. Every town produces certain kinds of yarn and fabrics.

Plants producing textile machinery not only satisfy the needs of British industry, but also "export great quantities of machinery to other countries. Great Britain exports motor-cars, agricultural tractors, railway and motor vehicles, cotton and woolen fabrics and other things. About 1/4 of its gross domestic product comes from the export of goods and services. The notable growth has been seen in electrical and instrument engineering, mechanical engineering, food, paper, printing and publishing. It is the world's tenth largest steel producer and a major producer of alloys used by the aerospace, electronic, petrochemical and other industries. Its chemical industry is the 3rd largest in Europe and the 5th largest in the western world. The British aerospace industry is the 3rd largest in the world. The clothing industry, one of the largest in Europe, meets about 2/3 of domestic demand, and the woollen industry is one of the world's largest.

Great Britain is the 5th largest trading nation in the world. Export of goods and services is equivalent to 1/4 of gross domestic product. Banking, finances, insurance, business services account for 14 percent of the British economy's total output.

Task 10. Answer the following questions:

1. What branches of industry are developed in Great Britain?
2. What is the leading branch of industry in the country?

Task 11. Read the text below. Complete each blank space with the correct word or phrase and be ready to discuss the information given in the text.

(devoted to, kind, agricultural, production, activities, rich, keep, impact, land, cost, provides, grow, require, sowing, farming, makes, trip, keep, grow, crops, feed, mixed, suited to, growing, yield, arable, dairy, keep, specialize, feed, introduced, areas, consumption, are grown)

Agriculture of Great Britain

Agriculture is one of the largest and most important _____ in Great Britain. Four fifths of the land is _____ it, and it _____ employment for over a million people.

If we make a _____ across Britain, we shall notice that as the scenery gradually changes, the _____ of farming changes, too.

A British farmer is a man, who _____ living from the land. Each chooses the kind of farming which is best _____ his own land. Many farmers with _____, flat land have _____ farms which _____ crops. Farmers whose land is suitable

often _____ milking cows on their _____ farms. Some farmers with hilly land _____ sheep, and others _____ in pigs or poultry. Some farmers _____ crops and _____ animals as well; their farms are called _____ farms. There is also an example of intensive _____, where only one or two special crops _____.

Cereals remain the cornerstone of the British _____ economy. Most cereals grown in this country are used for animal _____ rather than for human _____. So the conditions surrounding arable farming in the South and East have a direct _____ upon the fortune of livestock _____ in the North and West.

The two major _____ are wheat and barley. Oats remain important in the wetter and colder _____ of the North. In some areas maize has recently been _____ although it is mainly grown for cattle _____. Cereal crops _____ little attention during their _____ period and the key to profitability is the possession of suitable flat, well-drained _____. To maximize the _____ and minimize the _____ of production are the main farmer's actions necessary in _____ and harvesting.

Task 12. Divide the given words into the groups:

1. Vegetables.
2. Crops.
3. Fruit.
4. Berries.
5. Grains.
6. Feed crops.
7. Industrial crops.
8. Oil crops.
9. Animals and poultry.

Wheat, sugar, tomato, potato, nut, grape, oats, buckwheat, rice, melon, flax, sunflower, pepper, pig, sheep, goat, broiler, bee, fish, cattle, raspberry, apple, pear, beef, water melon, cherry, plum, apricot, garlic, cucumber, cabbage, onion, poppy, chicken, goose, turkey, carrot.

Task 13. Match the pairs:

- | | |
|---|--------------|
| 1. to spread out; to become larger | a). property |
| 2. rich, productive land | b). extend |
| 3. possessions | c). output |
| 4. cause to work | d). assure |
| 5. to stretch out; to make longer | e). plant |
| 6. to make certain | f). operate |
| 7. quantity produced | g). fertile |
| 8. to put (plants, trees) in the ground to grow | h). expand |

Task 14. Project work “Comparative Characteristic of the Political Systems of Ukraine and the UK”, “London is the capital of Great Britain”

Unit 6

BUSINESS TRIP ABROAD

(Ordering tickets. The customs office. Customs declaration. Currency Exchange. Passport control.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. The use of travelling is to regulate imagination by reality, and instead of thinking how things may be, to see them as they are. (Samuel John)
2. When you are abroad live according to the customs of the place.
3. Buy the Ticket, Take the Ride. (S. Thompson)
4. The true currency of life is time, not money, and we've all got a limited stock of that. (Robert Harris)

Task 2. Answer the following questions.

1. What are the reasons of business trips?
2. Would you like to have a job that includes business trips?
3. What personal belongings should one take for business trip?
4. What are advantages and disadvantages of business trips?

Task 3. Read the text and discuss the instructions needed when you go on a business trip.

Topical Vocabulary

alarm clock	будильник
casual situations	випадкові ситуації
departure	від'їзд
employee	службовець
essential items	необхідні речі
faux pas	промах, хибний крок
guidebook	путівник
ill-prepared	погано підготовлений
in order to	для того, щоб
luggage (baggage)	багаж
on time	вчасно
receipt	квитанція
to pack	пакувати
to reimburse	відшкодувати

Employees of different countries usually go on business trips. There are many reasons of going on business: to make a contract, to discuss different delivery terms , payment or shipment, to have tests, to do consultancy, to improve once professional skills, to work etc.

A business trip can be a long term or a short term one. Often an employee must give a financial report to the chief. As a rule businessman has a chance to go sightseeing or to visit theatres, or just have some rest after the working day. They also try to buy gifts or presents to relatives, friends and colleagues.

During the business trip you should follow some instructions. Things you'll need: carry-on bags, alarm clocks, personal organizers, telephone calling cards.

Pack all essential items in a carry-on bag to avoid being ill-prepared for business if the airline loses your luggage.

Dress professionally during the entire trip. Your clothes should reflect the fact that you are on a business trip.

Be prepared and be on time.

Use proper business language. Even though some business trips may include more casual situations, such as lunch, dinner or even golf, keep in mind that you are still representing your company, and like the old saying goes, "Loose lips sink ships."

Brush up on table manners and the basics of business etiquette before you go. This may help you avoid an embarrassing gaffe while on your trip.

Save all receipts from your trip so you can easily determine your expenses when you return.

Conduct yourself with grace and decorum at all times. If you are uncertain about these terms, consider buying a book on business etiquette for some light reading while on the plane.

Task 4. Match these nouns as they occur in the text:

- | | |
|-----------------|---------------|
| 1. business | a) manners |
| 2. delivery | b) situations |
| 3. professional | c) report |
| 4. essential | d) etiquette |
| 5. financial | e) terms |
| 6. business | f) skills |
| 7. table | g) trip |
| 8. casual | h) items |

Task 5. Choose the necessary word and put it in the sentence.

(etiquette, grace, ill-prepared, on time, expenses, items, manners, receipts, professionally, proper).

1. Pack all essential _____ in a carry-on bag to avoid being _____ for business if the airline loses your luggage.

2. Dress _____ during the entire trip.
3. Be prepared and be _____.
4. Use _____ business language.
5. Brush up on table _____ and the basics of business _____ before you go.
6. Save all _____ from your trip so you can easily determine your _____ when you return.
7. Conduct yourself with _____ and decorum at all times.

Task 6. Read the dialogue and answer the questions. Dramatize the dialogue.

Topical Vocabulary	
arrival	рибуття
at the latest	кінцевий термін, найпізніше
change	здача
delay	затримка
departure	відправлення
destination	місце призначення, кінцева зупинка
direct flight	прямий рейс
enquiry office	довідкове бюро
fare	оплата
find out	дізнатися, вияснити
flight	рейс, політ
get in	прибувати
return half	зворотній квиток
return ticket (roundtrip ticket) (US two-way)	квиток «туди і назад»
single ticket	квиток в один кінець (US one-way)
time-table (schedule)	розклад
to be available	бути в наявності
to be due to arrive	має прийти за розкладом
to book	замовляти
to book tickets in advance	замовити квитки заздалегідь
to change	пересаджуватися
to make reservations	забронювати квитки
to miss	спізнитися
to pay by credit card	платити кредитною картою

BOOKING TICKETS

Passenger: I want a ticket to Bern, second-class, please,

Clerk: Single or return?

Passenger: Return, please.

Clerk: Sixty-five pounds, please.

Passenger: Here you are.

Clerk: Five pounds change, thank you. The train is leaving from platform 3.

Passenger: Could you tell me what time the next train is?

Clerk: 8 o'clock,

Passenger: Thanks.

1. Where is a passenger going to?
2. What class does he prefer?
3. How much is the ticket?
4. Is the train leaving from platform 5?
5. What time is the next train?

Task 7. Chose the correct answers.

Clerk: Yes, sir?

Passenger: _____

Clerk: Day return?

Passenger: _____

Clerk: A weekend return is J 7.66, sir.

Passenger: _____

Clerk: Thank you, sir.

Passenger: _____

Clerk: Yes, platform 5.

Passenger: Thank you.

- Could you tell me which platform the 13.30 train leaves from?
- No. I'm going for the weekend.
- Thank you.
- First-class return to Glasgow.

Task 8. Imagine you are going to Glasgow, you have got an appointment with your business partner. What questions would you ask the clerk of the enquiry office?

You: (Затайте, коли відходить наступний потяг до Глазго.)

Clerk: At 8. 40.

You: (Затайте, чи це нічний (overnight) потяг.)

Clerk: Yes, the train has sleeping accommodation.

You: (Скажіть, що не курите і хотіли б взяти кращі місця.)

Clerk: I can give you the first class non-smoking compartment.

You: (Затайте, коли він прибуває до Глазго.)

Clerk: It is due to arrive in Glasgow at 6.30 a.m.

You: (Скажіть, що Ви сподіваєтесь, що він прибуде вчасно.)

Clerk: Yes, sir. It usually runs on time.

You: (Запитайте, з якої платформи.)

Clerk: Platform 5.

You: (Подякуйте за інформацію.)

Task 9. Make up a dialogue from the phrases.

- O.K. How much is it?
- Yes.
- Economy.
- It leaves at 8.55 a.m., but you must check in one hour prior to departure, sir.
- Good morning. What can I do for you?
- Fine.
- What is your name, sir?
- What class?
- As a rule, we sell Ukrainian citizens return tickets. You can buy an open return.
- It's one thousand, one hundred and fifty-five hryvnias, including airport taxes.
- Certainly, sir. Here you are. Flight PS501.
- Are you flying alone, sir?
- Victor Klymenko.
- What time is the flight due to depart?
- And what time does it arrive in London?
- May I pay in cash?
- 10.30 local time. There's two hours time difference, you know.
- Thank you very much.
- I want to fly to London. Are there any seats available on Wednesday, next week?
- Just a moment, sir yeah ... there are a left.

Task 10. Imagine that you are buying a ticket by airplane from London to Kiev. Formulate in English your answers to the questions of a ticket agent:

Travel agent. Good afternoon. Can I help you?

You. (Привітайтеся. Запитайте, чи можна купити один квиток економічного класу до Києва на вівторок, 7 жовтня).

Travel agent. Let me see... I am very sorry, sir. There are no seats left for Kyiv on Tuesday.

You. (Запитайте, чи залишилися квитки на той самий рейс на середу).

Travel agent. Just a minute, sir... Yes. There are some seats left for Wednesday.

You. (Скажіть, що середа Вас влаштовує. Запитайте, скільки коштує квиток і чи включає його вартість податкові збори аеропорту).

Travel agent. It's 198 pounds , sir... including airport taxes... Here you are.

You. (Дізнайтесь у агента номер рейсу, запитайте, коли літак відлітає до Лондону і коли прибуває до Києва. Подякуйте агенту.)

AT THE PASSPORT AND CUSTOM DESK

Topical Vocabulary	
allowance	дозвіл, те, що дозволено
custom form/ custom declaration	митна декларація
customs fee	грошовий збір
	митниця(митний податок)
customs officer	митник
customs, custom house, custom desk	митниця
declared value	заявлена цінність
entrance visa	віза
excess luggage	зайва вага
overweight	зайва вага
restriction	обмеження
to apply for the visa	звертатися за візою
to be liable to duty/duty free	підлягати оподаткуванню
	не підлягати оподаткуванню
to declare	декларувати
to forbid	забороняти
to go through customs	пройти митний контроль
to grant the visa	відкривати візу
to pay excess baggage charge	заплатити за зайву вагу
	вагу
to put a visa on a passport	проставити візу в паспорті
to weight	важити, мати вагу

Task 11. Read the text and the statement to it. Mark the statements “True” or “False”.

The rules for passengers who are traveling abroad are similar in most countries but there are, sometimes, slight differences.

Here are some things to remember: if, for instance, you need to go through Customs, try to fill in the customs declaration before you talk to the customs officer. He will ask every passenger the same, routine questions about whether he is carrying anything he wants to declare: like tobacco, alcohol, presents, and sums of money. At the check-in counter, your ticket is looked at, your things are weighed and labeled with their destination.

The next formality is filling in the immigration form and going through passport control. Remember to have a black or blue pen with you because the immigration form has to be filled in block letters. You write your name, nationality, permanent address and the purpose of your trip.

In most countries there is also a security check when your carry-on-luggage is inspected.

After fulfilling all these formalities, you go to the departure lounge where you can have a snack, read a paper or buy something in the duty-free shop and wait for the announcement to board the plane.

When you arrive at your destination, some of these same formalities will undoubtedly be repeated. Often while on board the plane you will be given a customs declaration and immigration form to fill in.

At the airport you may be met by a specially trained dog whose job it is to make sure that no passengers are carrying any illegal drugs.

In addition, the immigration officer might want to inspect your visa, your invitation and even your return ticket.

1. The rules for passengers who are travelling abroad are very different in different countries.

2. Fill in the customs declaration before you talk to the customs officer.

3. At the check-in counter, your ticket is weighed and labelled with its destination.

4. You should have a red pen with you because the immigration form has to be filled in block letters.

5. You write your name, nationality, permanent address and the purpose of your trip.

6. You can have a rest in the duty-free shop and wait for the announcement to board the plane.

7. At the airport you may be met by a specially trained cat whose job it is to make sure that no passengers are carrying any illegal drugs.

8. The immigration officer might want to inspect your return ticket.

Task 12. Read and dramatize the dialogue. Chose the correct answers according to the dialogue.

Customs Officer: Next. Uh, your passport please.

Woman: Okay.

Customs Officer: Uh, what is the purpose of your visit?

Woman: I'm here to attend an engineering convention for the first part of my trip, and then I plan on touring the capital for a few days.

Customs Officer: And where will you be staying?

Woman: I'll be staying in a room at a hotel downtown for the entire week.

Customs Officer: And uh, what do you have in your luggage?

Woman: Uh, well, just, just my personal belongings um, . . . clothes, a few books, and a CD player.

Customs Officer: Okay. Uh, please open your bag.

Woman: Sure.

Customs Officer: Okay . . . Everything's fine. [Great]. Uh, by the way, is this your first visit to the country?

Woman: Well, yes and no. Actually, I was born here when my parents were working in the capital many years ago, but this is my first trip back since then.

Customs Officer: Well, enjoy your trip.

Woman: Thanks.

1. What is the purpose of the woman's visit?

- A. business
- B. pleasure
- C. business and pleasure

2. Where will the woman stay during her trip?

- A. at a friend's home
- B. at a hotel
- C. at a university dormitory

3. About how long will the woman be in the country?

- A. one or two days
- B. three or four days
- C. more than four days

4. What things are in the woman's luggage?

- A. clothing, computer, and books
- B. CD player, clothing, and books
- C. books, gifts and computer

5. What other piece of information do we learn about the woman?

- A. Her parents are on the same trip.
- B. She enjoys traveling to different countries.
- C. She was born in that country.

Task 13. Translate from Ukrainian into English.

1. Як довго Ви плануєте перебувати в нашій країні?
2. Яка мета Вашого візиту?
3. Будь ласка, покладіть валізу на стіл і покажіть вашу декларацію.
4. Вибачте, але провозити продукти забороняється.
5. Залишаючи літак, не забувайте свої речі.

Task 14. Imagine you are going through customs. React to the customs official's questions.

Customs official. Your passport, please. What is the purpose of your visit? How long are you planning to stay in the country?

You. (Я у відрядженні і збираюся пробути тут три тижні. А чи зможу я продовжити в'їзну візу у разі необхідності?)

Customs official. Sure. Fill in the custom form, please.

You. (Вибачте, але я, здається, зіпсував бланк. Можна мені інший? Допоможіть мені його заповнити.)

Customs official. Can you put your bag on the table and open it, and your customs form, please.

You. (Яка вага моєї валізи?)

Customs official. 23 kilos. I am sorry, but you'll have to pay an excess luggage charge.

You. (Лише 3 кілограми! Скільки це буде коштувати?)

Customs official. Yes, sir... that's £ 10. Thank you. Have you anything to declare?

You. (Вибачте, не зрозумів?)

Customs official. Alcohol, cigarettes, fresh fruit, plants...?

You. (О, ні. А чи існують певні обмеження щодо валюти?)

Customs official. No limitation as to currency. Any gifts?

You. (Тільки одна пляшка вина.)

Customs official. All right. It's duty free. You may close your bag.

You. (Можна мені йти?)

Customs official. Yes, you may pass on.

Exercise 15. Translate the dialogue.

Custom officer. Дозвольте подивитися Ваш паспорт і митну декларацію, будь ласка?

You. Так, звичайно. Ось візьміть.

Custom officer. Ви декларуєте що-небудь?

You. Ні, нічого. Я маю тільки те, що дозволено.

Custom officer. Що у Вас у цій валізі?

You. Книжки, одяг, особисті речі і блок сигарет.

Custom officer. Крім цього ще маєте щось?

You. Ні.

Custom officer. Яку суму грошей Ви маєте?

You. У мене чотири тисячі доларів і 800 євро.

Custom officer. Так сер, ... Все гаразд. Поставте, будь ласка цю валізу на стіл і відкрий її. Що в цьому пакеті?

You. Їжа.

Custom officer. Вибачте, але продукти не дозволяється провозити.

You. Так, я їх залишу.

Custom officer. Дякую. Ось ваша декларація.

You. Дякую.

Custom officer. Нема за що. Наступний, будь-ласка.

Task 16.

HOW TO FILL IN A CUSTOM DECLARATION FORM

Read the instruction how to fill in a Customs Declaration Form. Look through the Declaration Form and fill it in.

It is not needed to fill out the custom declaration if you travel just with your personal items (clothes, notebook, camera, mobile phone, etc) and if you don't have with you big sum of money.

The most common situation for which you need to fill out the declaration are:

- big sum of money (several thousands of Dollars)
- goods, presents the total value of which exceed the sum of 200 euro or equiv

- more than 1 liter of spirits, 2 of wine and 5 of beer -cigarettes max 200 or 200 gram of tobacco
- antiques and works of arts, musical instruments
- flora and fauna objects, their parts and products obtained of them
- food for personal use which value is more than 50 euro
- lost or sent separately luggage (ex. when your bag didn't arrive with you)

This list provide only the most common situation, but exist also other limitations (ex. weapons, radioactive materials, etc). The values and the items described in the list can change with the time.

If you don't have anything to declare, then pass through the "Green Corridor" without filling out the declaration. If you have something to declare then follow the "Red Corridor" with your custom declaration.

ATTENTION!

Even if you pass through the "Green corridor" it is possible that the guards will ask you to open the bag. (this doesn't happen so often and at the opposite of what people may think the Ukrainian officers are quite polite)

CUSTOMS DECLARATION FOR GOODS FOR PERSONAL USE

* To be completed by each individual aged 16.
 * An X or a V to be marked in the appropriate box.
 * To be kept for the entire period of your temporary stay and to be submitted to the Customs Office on your way back. Not be reissued when lost.

entry exit transit

1. Information about individual

(Family Name)	(First Name)	(Second Name)
(Country of Residence)	(Citizenship / Nationality)	(Passport: series, number or information about other document)
Country of Origin		Country of Destination
I'm travelling with children under 16 <input type="checkbox"/> Yes <input type="checkbox"/> No		Number _____

2. Information about luggage:

2.1. Accompanied luggage, including carry-on luggage <input type="checkbox"/> Yes <input type="checkbox"/> No	2.2. Unaccompanied luggage <input type="checkbox"/> Yes <input type="checkbox"/> No
Number of items _____	Number of items _____

2.3. Cargo delivery or express- delivery	<input type="checkbox"/> Yes <input type="checkbox"/> No
Number of items _____	

3. Information about merchandise and currency

I'm bringing in my luggage, freight or express-delivery goods for personal use or currency, which are subject to declaration and transportation of which across the border should be permitted by the authorities:

3.1. Cash, currency valuables, articles made of precious metals or stones in any condition

Yes No

Currency, valuables or articles made of precious metals or stones	Price/Quantity	
	In figures	In words
3.2. Weapons, ammunition Explosives, explosive devices	<input type="checkbox"/> <input type="checkbox"/> Yes No	3.8. Animals, plants, their parts, secondary products <input type="checkbox"/> <input type="checkbox"/> Yes No
3.3. Drugs, psychotropic substances, or precursors	<input type="checkbox"/> <input type="checkbox"/> Yes No	3.9. Radio-electronic emissive devices, high-frequency devices <input type="checkbox"/> <input type="checkbox"/> Yes No
3.4. Cultural valuables	<input type="checkbox"/> <input type="checkbox"/> Yes No	3.10. Goods subject to customs duties and taxes <input type="checkbox"/> <input type="checkbox"/> Yes No
3.5. Printed and audiovisual materials, other information media	<input type="checkbox"/> <input type="checkbox"/> Yes No	3.11. Temporarily admitted (exported) goods <input type="checkbox"/> <input type="checkbox"/> Yes No
3.6. Poisonous substances, super potent drugs	<input type="checkbox"/> <input type="checkbox"/> Yes No	3.12. Vehicle <input type="checkbox"/> <input type="checkbox"/> Yes No
3.7. Radioactive materials	<input type="checkbox"/> <input type="checkbox"/> Yes No	3.13. Other goods subject to customs clearing <input type="checkbox"/> <input type="checkbox"/> Yes No

For the purposes of customs control, goods specified in subparagraphs 3.2 to 3.13 of paragraph 3 should be described in detail in paragraph 4 if any.

4. Information about the goods

4.1. Information about the goods specified in subparagraphs 3.2 to 3.13 of paragraph 3

No	Name and peculiar features of a good, number and date of issue of the license and issuing body	Number and / or weight		Price in national currency, Euro, or USD
		In figures	In words	
		Total value and weight		

4.2. Information about vehicle

Registration	(transit)	number
		Model
_____ Mfg year _____ Engine volume _____		
Chassis No, Body No or identification No _____		
Purpose of transportation: import.... <input type="checkbox"/> temporary admission <input type="checkbox"/>		
reexport .. <input type="checkbox"/> transit ... <input type="checkbox"/> export <input type="checkbox"/>		
temporary export..... <input type="checkbox"/> reimport... <input type="checkbox"/>		
Vehicle was taken off the register <input type="checkbox"/>		
Yes <input type="checkbox"/> No <input type="checkbox"/>		
Is given for customs control for the purpose of permanent placement _____ (specify the number of the vehicles in the current calendar year)		

I am aware of the fact that giving false information in the Customs Declaration shall entail liability pursuant to the regulations currently in force.

_____ Signature _____
(date)

For official use only:	
Seal	

Hotline: 8 (017) 218-92-92

Foreign Exchange

Topical Vocabulary	
Automated Teller Machine (ATM)	банкомат
buying rate (exchange rate/ exchange value)	обмінний курс
receipt	квитанція
to (ex)change some euro into US dollars	поміняти євро на долари

Task 17. Read the dialogue and dramatize it.

I'd like to change some euro into US dollars.

Cashier: Hi. May I help you?

Paul Ryefield: Yes. What's the buying rate for euro?

Cashier: 1.15 U.S. dollars to the euro.

Paul Ryefield: Okay. I'd like to change some euro into US dollars, please.

Cashier: Sure. How much would you like to change?

Paul Ryefield: Six hundred euro.

Cashier: Very good. May I see your passport?

Paul Ryefield: Here you are.

Cashier: How would you like your bills?

Paul Ryefield: In fifties please.

Task 18. Read the dialogue and chose the correct answers according to the dialogues.

Cashier: Hello.

Client:

Cashier: -Have you got your passport?

Client:

Cashier: The exchange value of euro is 40 rubles.

Client:

Cashier: How much would you like to exchange?

Client:

Cashier: The total sum is 7 500 rubles. Sign here please. Your money and receipt please. Thank you.

Client:

Cashier: Good bye.

- 300 euros.
- I would like to exchange euros for rubles.
- Thank you very much. Good bye.
- Hello.
- Yes, here it is.
- It's good.

Task 19. Imagine that you are going abroad. Fill in a passenger custom declaration.

Unit 7

TRAVELLING AND TRANSPORT

(The best way to traveling. A trip around the city. Public transport. The trip across the country by car. At the gas station. At the service station. At the railway station. At the airport. Traffic signals.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. The world is a book and those who do not travel read only one page. (Augustine of Hippo)
2. The journey of a thousand miles begins with a single step. (Lao Tzu)
3. Travel broadens the mind. (Italian proverb)
4. He who would travel through the land, must go with open purse in hand. (Dutch Proverb)
5. "You can't understand a city without using its public transportation system." (Errol Ozan)
6. Patience is something you admire in the driver behind you and scorn in the one ahead. (Mac McCleary)

Task 2. Answer the following questions.

1. Why do people like to travel?
2. What means of travelling are there?
3. What means of transport are there in your town?
4. What kind of travelling do you prefer for long distances?
5. Do you like to come back home after a long trip?

Task 3. Read, the text and finish the sentences after the text.

Topical Vocabulary	
advantage	перевага
beforehand	заздалегідь
berth	полиця у вагоні
carriage	вагон
disadvantage	недолік
downtown	центр міста
on the eve of your departure	напередодні від'їзду
seasick	морська хвороба
there is no doubt	без сумніву
to be in a hurry	поспішати
to become home-sick	сумувати за домівкою
to pack your suitcases	пакувати валізи
to take advantage	скористатися перевагою

Modern life is impossible without travelling. People travel to see other countries and continents, modern cities and the ruins of ancient towns, they

travel to enjoy picturesque places or just for a change of scene. It's always interesting to discover new things and different ways of life, to meet different people, to try different food, to listen to different music. Most travelers and holiday-makers take a camera with them and take pictures of everything that interest them - the sights of a city, old churches and castles, views of mountains, lakes, valleys, plains, waterfalls, forests, different kinds of trees, flowers and plants, animals and birds. they had.

People travel by train, by plane, by ship or boat, by car or on foot. All means of travel have their advantages and disadvantages. The fastest way of travelling - is travelling by plane, but in my opinion the most comfortable is travelling by ship and the cheapest is travelling on foot.

If you want to save your time and don't want to stand long hours in the line, you'd better book tickets in advance. Nowadays we can do it using the Internet. And, of course, on the eve of your departure you have to make your preparations: to pack your suitcases, take toilet articles, necessary clothes, some food to be eaten during your travelling.

If you are afraid to miss your train or plane, you should arrive at the railway station or at the airport beforehand. For some time you stay in the waiting-room. In some time, the loud speaker announces that the train or the plane is in and the passengers are invited to take their seats. If you travel by train, you find your carriage, enter the corridor and find your berth. It may be a lower berth, which is more convenient or an upper one. You put your suitcase into a special box under the lower seat. Then you arrange your smaller packages on the racks. Travelling by train is slower than by plane, but it has its advantages. You can see the country you are travelling through and enjoy the beautiful nature. It may be an express train or a passenger one. There is no doubt it's much more convenient to travel by an express train, because it does not stop at small stations and it takes you less time to get to your destination.

However, if you are in a hurry and want to save your time you'd better travel by plane, because it is the fastest way of travelling. After the procedure of registration, you board the plane at last. You sit down in comfortable armchair and in a few minutes you are already above the clouds. The land can be seen below between the clouds and it looks like a geographical map. After the plane gained its regular height, the stewardess brings something to drink. You can sit and read a book or a magazine, look through the window to watch the passing clouds change their color from white to black.

Some people prefer to travel by ship when possible and they haven't a seasick. A sea voyage is very enjoyable, indeed. It's so pleasant to stand on board of the white liner observing the beauty of the endless sea, feed the

seagulls following your ship. Modern ships have all conveniences for perfect rest; restaurants, dancing halls, shops, swimming-pools.

But to my mind the best way of travelling is by car. The advantages of this way of spending your holiday are that you don't have to buy a ticket, you can stop wherever you wish, where there is something interesting to see. And for this reason travelling by car is popular for pleasure trips. But the trouble with a car is that petrol is too expensive now and your car pollutes the air.

When you get tired of relaxation, you become home-sick and feel like returning home. You realize that "East or West – home is best", as the saying goes.

- People travel to see other countries and continents,
- Most travelers and holiday-makers take a camera with them and
- People travel by train,
- All means of travel have their advantages and
- If you want to save your time.....
- If you travel by train you find your carriage,.....
- You put your suitcase into.....
- Travelling by train you can see the country.....
- But if you are in a hurry and want to save your time.....
- You can sit and read a book...
- Some people prefer to travel by ship when possible and.....
- Modern ships have all conveniences for perfect rest;.....
- When you get tired of relaxation.....

Task 4. Rearrange the letters to make words.

- Where is your? (LEGUGGA)
- My brother loves to travel by train. (SAFT)
- It took him 5 minutes to get to Heathrow (PARITOR)
- I spent last summer at the last summer. (DESISEA)
- How long does it take you to get to the? (IWAARYL ANTISOT)
- Have you bought a on a 6 o'clock? (CIKTET, RATIN)

Task 5. Speak about the advantages and disadvantages of each type of travelling. Use the following linking word:

First of all,

Firstly

Secondly

Thirdly

Also,

For example,

For one thing,

What is more,

In addition

Task 6. Complete each sentences using a form of the word in brackets.

1. My family runs a hotel, so I am thinking of studying _____ at collage. (TOUR)
2. I find travelling backwards on train really _____ , so I always sit facing forward. (COMFORT)
3. We regret to announce that the _____ of flight SA 123 has been delayed. (ARRIVE)
4. Teenager seems to prefer places like Australia to _____ countries when they go on holidays. (EUROPA)
5. They made an _____ at the airport saying that our flight had been delayed. (ANNOUNCE)
6. In these days of mass travel, the _____ between Europe and America seems to be much shorter. (DISTANT)
7. There are a number of reasons for the _____ in the popularity of Iceland as a holiday destination. (GROW)
8. I've always believed that travel _____ the mind (BROAD)
9. It's interesting to see what _____ differences exist in different parts of the world. (CULTURE)
10. The _____ of many Pacific islands reline on the money that visitors spend. (INHABIT)

Task 7. Complete the text with the words from the box. Answer the questions to the text.

Public Transport

underground, on foot, cover, traffic jams, disadvantages, convenient, fare, wandering, reliable

To my mind the best way to travel along the city is to walk. When you go __1__, you do not depend on any kind of transport. You can observe the beauty of the buildings and landscapes __2__ along the streets; you can go anywhere you like. These are the advantages. But, of course, the __3__ of foot walks are the time you spent while walking.

If you are short of time and you are in a hurry, it is better to take advantage of any means of public transport. If you live not far from the __4__, I advise you to use this mean of transport. First of all it's the fastest. Underground trains run every 3 to 5 minutes. It is also the most __5__ type of transport.

As for the __6__, its a little more expensive than trams and trolley-buses but cheaper than most buses and shuttle minibuses (route taxis). The only problem with the underground that it does not __7__ the whole city. But every metro station has good trolley-bus, bus and shuttle minibus connections.

You can also travel along the city by car if you have one. But the traffic in the city is very heavy, especially during the day time. There are a lot of ___8___ on the roads, so maybe it is more ___9___ to go by underground.

If you want to reach the place of destination without any problems and in a short period of time you can ___10___ a taxi by telephone. But bear in mind that it can be rather expensive. I wish you to have a good time and nice impressions of the city.

1. What is the best way to travel along the city? Why?
2. What are the disadvantages of foot walks?
3. How should you travel if you are short of time and you are in a hurry?
4. What means of transport do you like best of all? Why?
5. What are the advantages of travelling by underground?
6. How should you go if you want to reach the place of destination in a short period of time

Task 8. Chose the correct answers. Act the dialogue.

Riding the Bus

A: Pardon me, do the buses stop here?

B:

A: I want to go to Three Bridges railway station. Can I take any bus that stops here?

B:

A: How often do the buses run?

B:

A: What are the usual intervals between the bus arrivals?

B:

A: How much is the fare?

Driver:

A: Oh, I have only pounds. Can you give me change?

D:

A: Let me check my pocket. Oh, luckily I have the exact fare.

Driver:

A: I'm afraid of missing the railway station.

Driver:

A: Thank you.

- No. I am sorry, but I accept exact change only.
- About every fifteen minutes. You won't have to wait any longer. A bus is coming. It's number 5. You can take it.
- Yes, most downtown buses stop at this corner.
- Please, Stand back from the door. Move to the rear. Let the passengers off.
- You can take any bus except number 12. The number 12 turns off at Richmond Street.
- Okay. I'll tell you when you to get off. (Several minutes later)

Get off at the next stop. Cross the street. There are many people hurrying to the station.

- 55 p. Put it into the fare box, please.

- They must run according to the schedule that you can see over there. In fact, the buses don't always run on schedule.

Task 9. Use new words and questions and make up a dialogue.

- to catch a bus
- to drive a car
- to ride a bike/motorbike
- to get taxi
- to get on a bus/bicycle/motorbike
- to get off a bus/bicycle/motorbike
- to wait for the bus/ taxi
- to get in the car/taxi
- to get out of the car/taxi

Where is the nearest bus stop?

Where can I find the subway / underground?

How can I get to ... Street?

Which bus goes to ...?

Where does this bus go?

Does this bus go to...?

Can you tell me when we get to my stop?

Please tell me where to get off the bus.

Task 10. Read the dialogue, learn new words and dramatize it. Work in pairs.

At the gas station

Topical Vocabulary	
belt	ремінь
body	корпус
brake	гальмо
engine	двигун
fender	крило
flat tire	спущена шина
front seat	переднє сидіння
headlight	фара
honk	гудок
hood	капот
hose	шланг
muffler	глушник
pump	насос
shock absorber	амортизатор
steering wheel	кермо
tank	бак
to fill a car up	заправити машину
to fill the tires with air	накачати шини
traffic lights	світлофор
traffic sign	дорожній знак

trunk	багажник
tune-up	регулювання, налагодження
(windshield)wiper	(лобове скло) склоочисник
wheel	колесо

At the gas station

Attendant: What can I do for you?

Client: Fill it up, please.

(the attendant finishes pumping the gas)

Client: How much gas did it take?

Attendant: Eight gallons.

Client: Would you check the oil, please.

(the attendant checks the oil)

Attendant: It's below the full mark.

Client: Please fill it up.

Client: Will you wash the windshield for me?

Attendant: Okay. Should I check the tires too?

Client: Please, do.

(the attendant fills the tires with air)

Client: How much do I owe you?

Attendant: 11 dollars even.

(the client pays for service)

Client: Thank you. Next week I'll come again for a tune-up. I need a major one.

Attendant: If possible, try to make an appointment with our mechanic.

Car Service Center

Task 11. Read the following dialogue and translate the words in brackets.

Client: Good morning, sir. I have come for a 15 thousand kilometers servicing. I have an (домовленість) for 10 a.m.

Mechanic: OK. Please, drive your car into the (гараж)... Let me check the car and (визначити) all possible problems... Right. I will have to replace the (шини) change the (гальма) and check the (рівень мастила)

Client: Fine. Please check why my (склоочисники) get stuck in the middle of the windshield.

Mechanic: I can see you have some minor problem with the radiator.

Client: Can I get it repaired today too?

Mechanic: I'm afraid it will take a couple of days to fix it. You can leave the car some other day. I'm sorry for the inconvenience.

Client: Ok then. Another problem is that my car won't start in the mornings. I usually call my neighbour to jump-start it.

Mechanic: Let me open the (капот) and check all the (шланги і ремені) So... I'm glad to say they are all in working order. Did you check the battery? If you need to jump-start your car, you probably have to change the weak battery. When did you buy the last one?

Client: Oh, I guess it was ages ago. You're right. I have to replace it.
(some days later)

Mechanic: Right. There it is. Everything is in order in your car. The oil level was below the full mark, so I've filled it up.

Client: Great! How much is it?

Mechanic: It's 300 \$ in total.

Client: Here you are. Thanks for your help. See you for a 30 thousand servicing.

Task 12. Translate the following words and make up a dialogue with them.

At the service station

I have a problem with my car.

I want to phone a garage.

I have trouble with my car. Can you help me?

The engine died.

The brakes aren't working.

I have a flat tire.

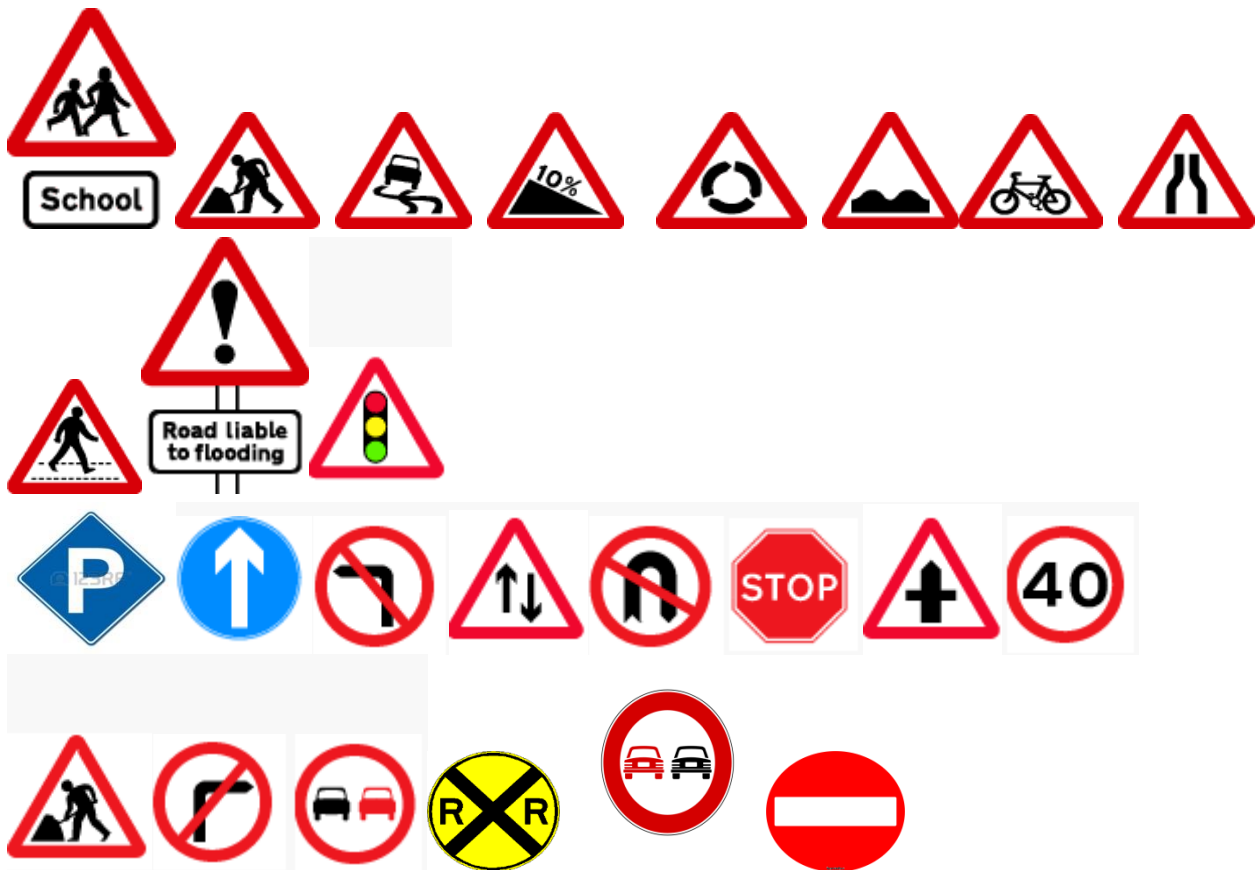
The wheels are making a grinding noise.

The engine won't start.

I ran out of gas.

How much does it cost to rent a car?

Task 13. Road signs and traffic regulations help everyone on the road from pedestrians to car drivers to maintain road safety. Match the signs with their meanings.



No overtaking

Stop

Crossroad

Roadwork

Ahead only

Two ways traffic ahead

No U-turns

Maximum speed limit

No right turn

Traffic signals

Give way

No left turn

Cycle route ahead

Slippery road

Pedestrian crossing ahead

Uneven road

Road narrows on both sides

Railroad crossing

Roundabout ahead

Steep down hill

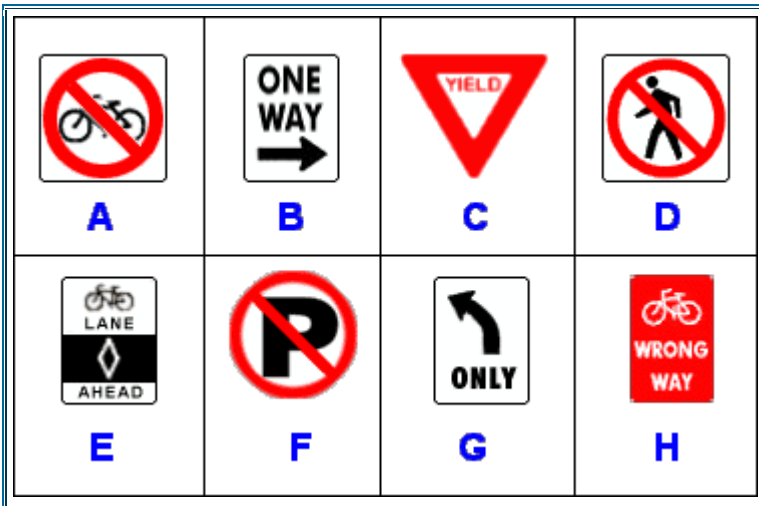
Children going to or from school

Danger - words describe the danger

Do not enter this road

No passing

Task 14. Study these signs to learn what each sign is used for.



Sign A is a "No Bicycles Allowed" sign. For example, no bicycles are allowed on the freeway, so you might see this sign.

Sign B is a "One Way Only" sign.

Drivers may only travel in one direction on a road with this sign.

Sign C is a "Yield" sign.

Drivers must allow other drivers to go first.

Sign D is a "No Pedestrians" sign.

If you see this sign, you must not walk in this area.

Sign E is a "Bicycle Lane" sign. This sign means that bicycle riders may ride in this area.

Sign F is a "No Parking" sign.

Drivers may not park their cars in the area near a No Parking sign.

Sign G is a "Left Turn Only" sign.

Drivers in this lane must turn left.

Sign H is a "Bicycle Wrong Way" sign.

Bicycle riders must not travel in this direction.

Task 15. Use the traffic signs to answer the questions below:

Choose the correct sign for each question.

1. Which sign means no parking?
2. Which sign means bicycles can ride here?
3. Which sign means left turn only?
4. Which sign means no pedestrians?
5. Which sign means bicycles must not go in this direction?
6. Which sign means drivers must give the right of way?
7. Which sign means drivers may drive in one direction only?
8. Which sign means no bicycles allowed?
9. Which sign warns people against walking here?
10. Which sign warns people against parking here?

Task 16. Invent your own road sign.

Unit 8 AT THE HOTEL

(Reservation, registration and departure from the hotel. Hotel Policies. Service life, orders for washing, cleaning clothes.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. An old small hotel is much more valuable than a seven-star hotel because the former has a spirit and a literary posture!" (Mehmet Murat Ildan)
2. Don't judge a hotel by its entrance, judge it by its egress. (English proverb)
3. Boss` away, staff play. (English proverb)
4. I stayed in a really old hotel last night. They sent me a wake-up letter (Steven Wright)

Task 2. Answer the following questions.

1. Where do people stay when they arrive at a town in which they don't live?
2. Have you ever put up at a hotel?
3. What hotel of your own town would you recommend to your friend?
4. Why is it good to reserve rooms in advance?
5. What services does a guest get at a modern hotel?

Task 3. Read the text and say what advantages and disadvantages hotels have.

Topical Vocabulary	
accommodation	помешкання, приміщення
All Inclusive	харчування за програмою «все включено»
amenity	послуги
B&B — bed and breakfast	сніданок
brochures ['brəʊʃəz]	брошури з інформацією про готель та місця екскурсій
<u>Classification based on the food provided:</u>	
desk clerk	черговий адміністратор
double room	двомісний номер з одним вспальним ліжком
FB — full board	триразове харчування
for three nights	на три доби
HB — half board	напівпансіон
	(як правило, сніданок і вечеря)
<u>Hotel orientation</u>	
housekeeper	покоївка
ID(an identity document also called a piece of identification)	
junior suite room	номер «напівлюкс»
laundry	пральня
lobby	вестибюль
news stand	газетний кіоск

reception desk	стійка адміністратора
receptionist	адміністратор
registration form	бланк реєстрації
<u>Room categories:</u>	
room key/key card	ключ/електронний ключ від номера
room service	обслуговування номерів
<u>Room types:</u>	
round the clock	цілодобово
single room	одномісний номер
snack bar	буфет
standard room	стандартний номер
suite room	номер «люкс»
superior room	номер підвищеного комфорту
to be full up	бути переповненим
to bill	замовляти
to book	замовляти
to check in	зареєструвався
to check out	виселятися з готелю
to fill in	заповнювати
to spell	написати(вимовити) по буквам
to suit	влаштовувати
twin room	двомісний номер з двома ліжками
weight room/gym	тренажерний зал

It's a well known fact that hotels nowadays play a big role. Sometimes it is even difficult to decide which to choose while travelling. There are luxury hotels, which seem to be expensive, b & b hotels, where you will get only breakfasts and a place to sleep, youth hostels, where you serve everything yourself and many other places to stay in, for example, an apartment, a tent, a caravan and 3, 4 or 5 star hotel. Staying at a hotel has a lot of advantages. To begin with, it's convenient. You have a chance to make a telephone call and reserve any room you want in a good time, to be confident by your arrival. Besides, you don't need to serve yourself, everything will be done by the hotel staff. More than that, in the hotel you can be offered some interesting excursions and you can be sure that they are safe because the hotel is responsible for every offer. But on the other hand there are still some disadvantages in staying in a hotel. Firstly, the service can be poor and slowly, for this reason you can be late for a business conference or a friend's party. Secondly, the food can be too salty, overcooked and spoiled. It can be a serious problem for people with weak stomach. Thirdly, the view from the window can be not so romantic as the advertisement said but more modest, it can also disappoint some people, who care about the beauty around them. But many people prefer to stay in a hotel in spite of all disadvantages. So before booking a hotel, you'd better learn some facts about it in the net or from your friends for sure.

Task 4. Finding a hotel in London.

Read the details of these fictional hotels and then answer the questions.

The Dove Hotel, Paddington W2

Today's traveller quite rightly expects the highest standards of quality, comfort and value. At the Dove you are unlikely to be disappointed. Our hotel is located a few minutes walk from 5 underground lines as well as from local bus stops. The Heathrow Express provides direct access to Heathrow in 15 minutes from Paddington Station.

Sunset Hotel, Bayswater W2

Located in a very popular location for shopping and entertainment. The hotel is open 24 hours a day and all rooms have en suite facilities together with colour TV and direct dial telephone. The hotel is opposite Whitley's indoor shopping centre in Queensway, and only a few minutes walk from Kensington gardens – the former home of Princess Diana.

The Park Hotel, Bayswater W2

The Park Hotel is the perfect location for groups and individuals travelling to London on a budget, and is so sensibly priced you'll want to tell everyone about it!

Queen's Hotel, Earls Court, SW5

Queen's Hotel is a small friendly hotel in the Kensington area. The hotel is located close to the Earl's Court Exhibition Halls 1 and 2 and the Olympia Exhibition Halls with their many shows ranging from business to boats! We are easy to reach from Heathrow Airport and only a few stops on the underground to central London attractions.

The George Hotel, Kings Cross, N1

The George Hotel has 35 rooms all with central heating, colour TV, and tea and coffee making facilities. En suite or sharing facilities are available. The family run hotel has a 'home from home' atmosphere, clean comfortable rooms and many satisfied customers. The enormous English breakfast will keep you going until dinnertime!

Townhouse Hotel, Marylebone, W1

A small friendly Bed and Breakfast Hotel situated in the heart of London. Close to Baker Street, Madame Tussaud's, Regents Park and other attractions. A high standard of personalized service is maintained to ensure that the atmosphere is cheerful and friendly. There's a choice between rooms with private bathroom and basic rooms with shared bathroom.

1. Which hotel serves large portions of food?

- a. The George Hotel
- b. The Townhouse Hotel
- c. The Park Hotel

2. Which hotel says it's in the centre of London?

- a. The George Hotel
- b. The Queen's Hotel

c. The Townhouse Hotel

3. Which hotel is good for shopping on a rainy day?

- a. The Park Hotel
- b. The Dove Hotel
- c. The Sunset Hotel

4. Which hotel is well located for someone attending an exhibition?

- a. The Queen's Hotel
- b. The Townhouse Hotel
- c. The Park Hotel

5. Which hotel says it's good value?

- a. The Dove Hotel
- b. The Sunset Hotel
- c. The Park Hotel

6. Which hotel is in a good position if you are a fan of the British Royal family?

- a. The George Hotel
- b. The Sunset Hotel
- c. The Townhouse Hotel

Task 5. Listen, read and dramatise the dialogues.

Calling to Get a Reservation

Client: Hello, I'd like to reserve a hotel room.

Receptionist: That should be no problem. May I have your full name, please?

Client : My name is Brian Mitchell.

Receptionist: Would you spell your name, please?

Client: M as in «Marry», I as in «Isaac», T as in «Tommy», C as in «Charley», H as in «Harry», E as in «Edward», double L as in «Lucy».

Receptionist: Thank you, Mr. Mitchell. My name is John. What days do you need that reservation, sir?

Client: I'm planning to visit New York from Friday, April 14 until Monday, April 17.

Receptionist: Our room rates recently went up. Is that okay with you, Mr. Sandals?

Client: How much per night are we talking about?

Receptionist: Each night will be \$308.

Client: That price is perfectly acceptable.

Receptionist: Wonderful! Do you prefer a smoking or nonsmoking room?

Client: Nonsmoking, please.

Receptionist: Next question: Is a queen-size bed okay?

Client: That sounds fine.

Receptionist: Okay, Mr. Mitchell. Your reservation is in our computer. All we need now is a phone number.

Client: Certainly. My phone number is 626-555-1739.

Receptionist: Thank you, Mr. Mitchell. We look forward to seeing you in New York!

Task 6. Complete the dialogue.

At the Hotel Reception

Client: Good evening. Can I have a single room for one night, please?

Clerk: _____

Client: A shower would do.

Clerk: _____

Client: Do you have compulsory breakfast in the price?

Clerk: _____

Client: All right, I'll take the room with no breakfast, please.

Clerk: _____

Client: Here you are. Is there room service in your hotel?

Clerk: _____

Client: When do I have to check out?

Clerk: _____

Client: O.K. Is this my key?

Clerk: _____

- Not later than eleven, please.
- We can cut off two pounds if you don't have breakfast.
- Yes, sir. Good night, sir.
- Will the top floor be all right? 29 pounds for a night.
- With a bath or without?
- Will you register, please? Here's the form. Room 521.
- Of course, there is. Just pick up the phone and dial 01

Task 7. Registration at a hotel.

Registering at the hotel the receptionist will ask you to fill in a registration form like this. Try to do it.

Please complete in BLOCK LETTERS
Surname
First name(s).....
Nationality.....
Occupation.....
Company.....
Signature.....

Task 8. Translate the dialogue.

- Доброго вечора, сер. Чим можу допомогти?

- Доброго вечора. На моє ім'я у вашому готелі замовлений номер.
- Назвіть, будь-ласка, своє прізвище.
- Клименко.
- Хвилинку, я перевірю. Так. Одномісний номер з ванною та англійським сніданком на три доби. Чи все вірно?
- Так, все вірно.
- Розпишіться у журналі, будь-ласка. Дякую Вам. Ось Ваш ключ. Номер 307 на четвертому поверсі. Ліфт знаходиться он там. Ваші речі віднесуть до Вас у номер.
- Дякую Вам. О котрій годині подається сніданок?
- У будь-який час між 7 і 9:30. Ви будете снідати у ресторані, чи принести сніданок до Вашого номеру?
- Я б хотів поснідати в номері.
- О котрій?
- О восьмій.
- Добре. Ще що-небудь, сер?
- Я б хотів сьогодні повечеряти в ресторані. Коли зачиняється ресторан?
- О 9:30. У Вас є ще дві години для того, щоб повечеряти.
- Добре. Дякую Вам.

Task 9. Read two conversations and then answer the questions.

John meets his room mate.

John: Hi! My name's John.

Peter: Hi, I'm Peter.

John: Have you been in London long?

Peter: I got here last week. I guess I've been in the hotel for a week now.

John: I just arrived. What's the hotel like?

Peter: It's OK. Not perfect, but for this price, not bad.

John: Why? What's the matter with it?

Peter: Well the heating doesn't always work, it was freezing in here yesterday, and the breakfast is very early in the morning, today I overslept and missed it completely!

John: You overslept? Why was that?

Peter: You'll see, there's another boy in this room and he snores really badly! I didn't get a wink of sleep!

John: Oh no! Well, I don't know what we can do about the breakfast, or the roommate, but why don't we ask the hotel to fix the heating?

Peter: Hmmm, yes, what a good idea! Why didn't I think of that?

John calls reception to makes a request.

Reception: Hello Reception.

John: Hello, I wonder if you can help me, the heating in our room doesn't seem to be working, could you send someone to fix it?

Reception: What seems to be the problem with it?

John: I don't know, sometimes it doesn't work.

Reception: (sigh), I'll send someone along tomorrow.

John: Do you think you could send someone today? It's really quite cold.

Reception: OK, I'll see if the engineer is here today.

John: Thanks very much.

1. Peter thinks the hotel is...

- a. great
- b. OK, but he has some complaints.
- c. terrible, and wants to leave immediately.

2. Peter thinks the breakfast...

- a. is too early
- b. is too small
- c. tastes horrible

3. What's the problem with the roommate?

- a. He's noisy when he's asleep
- b. He's noisy when he comes in the room at night.
- c. He invites his friends round for parties every night.

4. The problem with the heating is...

- a. the room is too hot
- b. the room is too cold
- c. sometimes it's too hot and sometimes it's too cold

5. John suggests they should...

- a. call an engineer
- b. repair the heating themselves
- c. call reception

6. How many times does John make a request?

- a. Once
- b. Twice
- c. Three times

Task 10. Communication with the front desk clerk (On the phone from the room or in person.). Using the following phrases make the dialogues.

Hello! This is Room 814.

There is no hot water in my room. Could you send someone up to fix it?

There are no towels / soap / shampoo / toilet paper in the bathroom. Can you send them up, please?

The bathroom light / the TV / the heating / the air conditioner in my room doesn't work.

There is no stationery / TV program / Room Service menu in my room.

Can you give me a wake-up call at 7:00 a.m., please?

How do I get to the airport / to the centre / to the photo exhibition from the hotel?

Could you call a taxi for me, please?

Could you recommend good toy stores and gift shops not far from here?

Could you reserve a table for dinner for me, please? I'd like a table for four people for 7:00 p.m.

Is there a Laundromat near the hotel?

I feel sick. Is there a doctor in the hotel? Could you find a doctor for me, please?

Room 506. The key, please.

Are there any messages for me, please?

Could you send breakfast to Room 465, please? I'd like orange juice, hot rolls with butter and honey, and black coffee.

I'd like to order a bowl of hot tomato soup, a cheese sandwich, and green tea with lemon, please.

Talking to the chambermaid (Розмова з покоївкою)

- Hello! I'd like to press these trousers. Where can I find an iron?
- You can use an iron in the valet service room. It's next to the freight elevator.
- I'd like to have these shirts washed and pressed and this suit cleaned as soon as possible.
- Fill out laundry and dry cleaning slips, and I'll take the shirts and the suit to the laundry and dry cleaning service. They will be ready today in the evening.
- Thank you very much.

Task 11. Checking out.

Arrange the phrases in the dialogue in the correct order.

Checking out

- I'd like to check out.
- Igor Smirnov.
- Room 101.
- How was your stay?
- Was everything all right?
- Your name, sir?
- Yes, it was great.
- Here's your bill.
- That's for the phone calls.
- Oh, it was very nice. We really enjoyed our stay.
- Our flight is at night. Can we leave our bags here?
- Oh yes, I forgot about this...
- Igor Smirnov.
- Could you sign here?
- How can I help you?
- Sure.
- How would you like to pay?
- Certainly. We'll put them in the storage room.
- By cash.
- What's your room number?
- OK. Here are your receipt and your change, sir.
- Thank you very much.
- What's the 20 dollars for?

Task 12. Project work "The Hotel of My Dream"

Unit 9

HEALTH SERVICE

(Symptoms of Diseases. At the Doctor's. Health care in Ukraine and abroad.
Harmful use of alcohol. Medical Insurance.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. "The greatest wealth is health." (Virgil)
2. Wealth is nothing without health. (English proverb)
3. A good laugh and a long sleep are the best cures in the doctor's book. (Irish proverb)
4. Fresh air impoverishes the doctor. (Danish proverb)
5. Eat right, exercise regularly, die anyway. (English proverb)
6. "Let food be thy medicine and medicine be thy food." (Hippocrates)

Task 2. Answer the following questions.

1. Were you ill last year?
2. Did you turn to a clinic?
3. When did you make your blood-count last time?
4. Were you operated on for appendicitis?
5. Have you ever a flu?
6. What symptoms of a flu did you have?
7. What folk remedy could you recommend to treat a flue?
8. Are you afraid of injections?
9. What treatment do you prefer – injection or pills?
10. Did you break your arms or legs?
11. Have you ever been X-rayed?
12. Have you ever been sent to hospital?
13. Are you afraid of going to the dentist's?
14. What can help keep you healthy?

Topical Vocabulary

at the chemist's	в аптеці
drops	краплі
I must have my tooth treated	мені треба полікувати зуб
nurse	медсестра
patient	пацієнт
pills	пігулки
powder	порошок
surgeon	хірург
to be ill/sick	бути хворим
to be operated on	прооперувати
to consult the doctor	звернутися до лікаря

to cure	лікувати
to dress/bandage a wound	перев'язати рану
to examine	оглядати
to fall ill	захворіти
to feel one's pulse	щупати пульс
to give first aid	надати першу допомогу
to prescribe some medicine	виписати ліки
to recover	одужати
to stay in bed	залишитися в ліжку
to take a course of treatment	пройти курс лікування
to take a table-spoonful of	прийняти столову ложку
to take one's temperature	міряти температуру
to take treatment for	лікуватися від
to write out a prescription	виписати рецепт
What's wrong with you?	Що сталося з вами?
You must have your tooth cut/pulled out	вам треба вирвати зуб
You must have your tooth stopped/filled	ви повинні запломбувати зуб

Symptoms of Diseases

absence of appetite	відсутність апетиту
bitter taste in the mouth	гіркий смак в роті
bleeding	кровотеча
bruise	синяк
burning	жар
dizziness	запаморочення
earache	болить вухо
faint	непритомність
fever	лихоманка
headache	головний біль
high blood pressure	високий тиск
injury	ушкодження, травма
it is hard to swallow	важко ковтати
low blood pressure	низький тиск
nausea	нудота
pain in a back	біль в спині
pain in a chest	біль в грудях
pain in a side	біль у боці
pus	гній
queasiness	нездужання
rash	висип
runny nose	нежить
sleeplessness	безсоння
sore throat	хворе горло
stomach ache	біль у шлунку
to be hoarse	захрипнути
to be short-sighted/far-sighted	бути короткозорим/далекозорим
to be well/unwell	почуватися добре/погано

to have a cold	застудитися
to have a cough	кашляти
to sneeze	чхати
toothache	зубний біль
weakness	слабкість
Illnesses	
abscess	нарив
aids	снід
allergy	алергія
break	перелом
bronchitis	бронхіт
burn	опік
cancer	рак
cold (to catch a cold)	застуда (застудитися)
flue	грип
food poisoning	харчове отруєння
heart attack	серцевий напад
inflammation	запалення
mental disease	психічні захворювання
pneumonia	запалення легенів
stroke	інсульт
tonsillitis	ангіна
ulcer	язва

A Visit to the Doctor

Task 3 Read the following phrases, which are used during visits to the doctor and make your own dialogues. Dramatise them.

General

- I think you should see a doctor.
- You look very pale. Shall I call the ambulance?
- I'm ill. I don't feel well. I need a doctor. I must see a doctor.
- Doctor Bulb's surgery hours are from 9 to 12 every morning.
- Where do I find the GP's office? (general practitioner – a doctor who is trained in general medicine working in the local community)
- What are the consulting hours of the ENT (ear, nose and throat) specialist?
- Do I have to make an appointment?

Doctor

- What's the matter? Where's the pain? What do you complain of?
- Have you taken your temperature?
- For how long have you been feeling ill?
- Take your clothes off. I'll examine you. Let me take your pulse, please.
- I'll measure your blood pressure.
- Your blood pressure is rather high. Your blood pressure is too low.
- Let me sound your back. Take a deep breath. I'll check your lungs.
- Can I have a look? Where does it hurt?

- Does it hurt here? Breath out slowly.
- Show me your tongue.
- Have you got any other symptoms?
- What infectious diseases have you had?
- What have you eaten/drunk?
- Have you been injured?
- Don't worry. There's no serious problem.
- You must stay in bed and take this medicine three times a day, after meals.
- I'll dress the wound and put a plaster on your arm.
- You must follow a diet, you need to rest and you shouldn't worry.
- Your test results have come in. The blood test came back negative.
- You should consult a specialist.
- It would be better if you went to hospital.
- I think you'll have to stay in hospital for a week.
- Hopefully there won't be any complications.
- I'll give you a prescription. Take this medicine three times a day / after meals / an hour before lunch.
- You'll soon be well again.
- Come back next week if you don't feel better.

Patient

- I've got a high temperature.
- Could you check my blood pressure? I've got high blood pressure.
- There's a sharp pain here. I've got a pain in my leg.
- I feel dizzy. I've lost weight.
- . I've got a stomach ache.
- I've got a splitting headache.
- I've lost my appetite.
- I've sprained my wrist/ankle. My hand/foot is badly swollen.
- I think I've pulled a muscle in my leg/arm.
- I've had scarlet fever / mumps / the measles.
- Is it something serious?
- When will the tests results come in?
- Do I have to be operated on? Will I need surgery?
- How long do I have to stay in hospital?
- I hope there won't be any complications.
- Could you prescribe some medicine for me?
- How often should I take this medicine?
- Shall I come back next week if I don't get better?

At the dentist's

- I've got a pain in my back teeth and my gum is bleeding.
- I've lost a filling. My denture's broken.

- Does the tooth have to be extracted or can you replace the filling?

Task 4. Match the sentence beginnings 1-6 with the endings a-f.

1. You can avoid developing tooth diseases...
 2. Fluoride in your toothpaste...
 3. You should change your toothbrush...
 4. If you eat or drink a lot of sweet things...
 5. Tooth decay is...
 6. It's a good idea...
- a. every two or three months.
 - b. this might damage your teeth.
 - c. often caused by sugar.
 - d. if you brush your teeth at least twice daily.
 - e. to visit your dentist regularly for check-ups.
 - f. makes your teeth stronger.

Task 5. Read the text and the statements to it. Mark the statements “true” or “false”.

Public Health Service in Ukraine

Health care is the prevention and treatment of illnesses and the preservation of mental and physical health through the medical services. According to world health organization (WHO), health care embraces all the goods and services designed to promote health including preventive, curative measures. The organized provision of such services constitutes health care system.

In Ukraine it is a special governmental organization, Public Health Service that includes maternity and child health care, immunization against the major infectious diseases, prevention and control of local epidemic diseases, appropriate treatment of common diseases and injuries. Health care in our country is based on different medical institutions: hospitals, outpatient clinics, dispensaries, women's consultation centres and maternity homes, children's hospitals, sanatoria, etc.

The Public Health Service in Ukraine embraces the entire population and is financed by the state budget. The state, in theory, provides free healthcare for its citizens however this is a serious problem for many parts of the country. Doctors' wages are extremely low. This makes healthcare difficult.

The private medical services are steadily expanding and constitute a certain part in medicine. Unfortunately, because of economic problems medical services don't constitute a major item in the state budget. Many polyclinics, hospitals and dispensaries are not in funds to modernize the equipment and develop the medical science. Nevertheless medicine is advancing further and is successfully combating the most virulent diseases.

In our country there are large centres of cardiology, surgery, oncology, ophthalmology where many people are examined and treated. We have different sanatoria and health resorts where a lot of our people rest and take the course of treatment. Much attention is paid to the health protection of mother and child.

As for medical personnel much attention is paid to the training of doctors, nurses, pharmacist's and other specialists, as they must take care about the health of our people.

1. Health care includes preventive and curative measures.
2. In Ukraine there is no special governmental health organization.
3. Health care in our country is based on different medical institutions: hospitals, outpatient clinics, dispensaries, etc.
4. The Public Health Service in Ukraine is financed by the state budget.
5. Doctors' wages are extremely high.
6. The private medical services are not expanding in Ukraine.
7. Many polyclinics, hospitals and dispensaries have enough funds to modernize the equipment and develop the medical science.

Task 6. Answer the following questions.

What is health care?

What does health care embrace according to WHO?

What does Public Health Service include?

What is health care in our country based on?

What do public health campaigns teach people?

Task 7. Read the text, chose and circle the correct item. Answer the questions to the text.

Health Service in Britain and the USA

The level of medical *service/health* both in Britain and the USA is very high. Every employed citizen is obliged *to buy/to pay* weekly a certain amount of money to the National Health Service. The sum *available/necessary* to run medical services is very big and a large part of it comes not from weekly forms payment but from *taxes/salary*.

Health Care is very *cheap/expensive* in the USA. Everything is paid. For example, in the USA if you turn *to/out* a city hospital, you should pay *at last/at least* \$50. Separately you will pay for a consultation, *maximum/minimum* \$50-60 for a visit. Medicine will cost you a minimum of \$15-20. You should take a *prescription/recipe* for purchase of many drugs in American *shops/drugstores*.

If you are a foreigner, you can take medical service *free of charge/commercial* in medical institutions attached to different charity and religious organizations. Thus, the National Health Service (NHS), UK, provides free medical *examination/treatment* for visitors from EU and Commonwealth

countries and to visitors from other countries with reciprocal health arrangements. An NHS prescription *costs/sells* £5.25 at present.

Answer the questions:

- 1) What is very employed citizen obliged to pay?
- 2) Where does the sum necessary to run medical services come from?
- 3) How much is to turn to a city hospital?
- 4) How much is consultation?
- 5) Can people buy drugs in American drugstores without a prescription?
- 6) Are there any medical institutions with medical service free or charge?
- 7) What such organizations do you know?

Task 8. Find these words and phrases in the text and underline them. Can you work out what they mean from the context? If no, then consult a dictionary.

Health Insurance

insurance coverage, surgical expenses, an insure, to reimburse, an insured, a benefit package, employment perk.

Health insurance is a type of insurance coverage that covers the cost of an insured individual's medical and surgical expenses. Depending on the type of health insurance coverage, either the insured pays costs out-of-pocket and is then d, or the insurer makes payments directly to the provider.

In health insurance terminology, the "provider" is a clinic, hospital, doctor, laboratory, health care practitioner, or pharmacy. The "insured" is the owner of the health insurance policy; the person with the health insurance coverage.

In countries without universal health care coverage, such as the USA, health insurance is commonly included in employer benefit packages and seen as an employment perk .

Task 9. Read the text and complete each blank space with the correct word or phrase and be ready to discuss the information given in the text.

illnesses, is caused by, should, under, uncontrollable, to avoid, for, value, per day, are used, damages, addicted to, stomach, dependent on, increases, alcohol.

Harmful Use of Alcohol

Health is the main __1__ in every person's life. It is important to take good care of it and __2__ bad habits, such as alcohol misuse, drug abuse, smoking, etc. One of the most harmful effects on our body __3__ drinking alcohol. Some people think that it is just a pleasant pastime. The truth is that __4__ influences most important parts of our organism including the heart, liver, __5__ and other vital organs. Another problem, which is brought by alcohol, is the loss of common sense. Lots of crimes are committed __6__ the influence of alcohol. It's not so

dangerous when taken in moderate amounts but drinking lots of alcohol __7__ the brain. As a result, people stop thinking clearly and start doing __8__ things. It includes suicides, homicides, recreational accidents, car crashes. They say that moderate alcohol use __9__ most adults is not harmful. Sometimes having one or two glasses of red wine __10__ can be even useful and healing. Moreover, vodka and spirit __11__ in medical purposes. However, when people start drinking more alcohol than their body needs, they become gradually __12__ it. As a result, they turn into alcoholics. A large number of people in our country and in the world are seriously __13__ alcohol. This dependence leads to many unwanted effects and serious __14__. Heavy drinking __15__ the risk of certain types of cancers, liver cirrhosis, immune system problems. I really think that people __16__ lead healthier lifestyles.

Task 10. Find and circle the odd word out.

- 1). Lungs, heart, throat, sneeze, tongue.
- 2). Symptom, surgeon, nurse, doctor, dentist.
- 3). Medicine, treatment, pills, tablets, accident.
- 4). Unhealthy, sick, recover, ill, unwell.

Task 11. Project work. "Building a Healthy Life". Work in groups. Discuss the topic, think of your personal experience, and write what you do to stay healthy.

Unit 10

EATING OUT AND NATIONAL CUISINE

(Cafes, restaurants in Great Britain. Table manners. Ukrainian national cuisine. British national cuisine.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. One should eat to live not live to eat (J.B. Milier).
2. Appetite comes with eating. (English proverb)
3. You are what you eat. (English proverb)
4. Life is too short to drink bad wine. (French proverb)
5. If you can't feed a hundred people, then just feed one.(Mother Theresa)
6. There is no sincerer love than the love of food.(Bernard Shaw)
7. When I am eating I am deaf and dumb. (Russian proverb)

Task 2. Answer the following questions.

1. Where do you prefer to eat: at home or out?
2. What restaurants do you go to?
3. Which cuisine would you prefer?
4. What traditional Ukrainian dishes do you know and like?
5. Can you cook any of them?
6. What food is Great Britain famous for?
7. What is "junk food"? Do you like it?
8. Which fast foods do you like best? hamburgers? pizza? fried chicken?
9. What food is called "healthy food"?

Topical Vocabulary

customer	клієнт
doggy bag	пакет із залишками їжі, який видається клієнтам
instead	замість
luxurious	розкішний
on special occasions	в особливих випадках
to order in	замовити їжу додому
takeaway food	їжа на винос
to turn down	відмовитися
wedding	весілля

Task 3. Read the text and answer the questions to the text.

Eating out in Great Britain

In today's rapid society, people can afford to spend less time for eating, let alone cooking. That is why eating out has become popular. People are too busy to cook and eat proper meals. As a result, they turn down traditional food and go

for eating out instead. While eating out we can choose from a wide range of eating places. The busiest tend to be fast food restaurants which are popular with young people and families. Many people eat out in Italian restaurants, takeaway food from Chinese and Indian restaurants is also popular. We often order in (or have a meal delivered to our home by a restaurant). In different countries people have their own traditions while eating out.

The British have taken good ideas from all over the world. You can eat Chinese, Indian, Italian and Greek food in any big city. There is a fantastic variety of restaurants.

The restaurants' best customers are business people, who meet in them to talk business in a relaxed atmosphere. They can eat what they like because the company pays the bill.

When a man and woman want to get to know each other better, they often go out to a restaurant together. After all it's easier to talk in a quiet atmosphere with soft music, wine and good food. Most British families only go to restaurants on special occasions, like birthdays or wedding anniversaries.

For visitors to London, eating out can be fun. But if you want that special feeling of London, go to the Ritz in Piccadilly for tea any afternoon at about half past four. And you'll see that the prices are very high.

Then you can try England's favourite food - fish and chips. The fish is covered in batter (made from eggs, milk and flour) then fried in hot oil. When cooked, the batter is crispy and the piece of fresh fish inside is soft. This is served with chips, pieces of deep-fried potato, which are then sprinkled with salt and vinegar. It can be served both in luxurious restaurants and pubs.

You can take it away and eat where you like - in the park, on the bus or while you walk down the street. British restaurants have not always been famous for their good food.

Too often, they offered only fried food and chips with everything. But now healthy food is in fashion.

What is “American” food?

The answer is that it is part Italian, part British, part German, part Mexican, part Chinese. When people from other countries came to live in the US, they brought different cooking traditions. Some of them opened restaurants. Today Americans enjoy food from all over the world.

Maybe the US is most famous for “fast foods”. The first fast food restaurants served hamburgers, but now they serve other kinds of food too. Inside there is often a “salad bar”, where you can help yourself to as much salad as you want.

Americans eat a lot, and when they go to a restaurant, they don't expect to be hungry afterwards. Most restaurants will put a lot of food on your plate —

sometimes it can be too much. But if you can't finish it all, don't worry: they will give you a "doggy bag" and you can take it home.

Most Americans now have a light breakfast instead of the traditional eggs, bacon, toast, orange juice and coffee. But on weekends there is more time, and a large late breakfast or early lunch is often eaten with family or friends.

1. Why do people prefer to eat out nowadays?
2. The restaurants' best customers are business people, aren't they?
3. Where are you able to eat Chinese, Indian and Italian food?
4. What can you tell about Ritz?
5. Is healthy food in fashion now?
6. When do British families go to a restaurant?
7. What is American food?
8. What are the most famous eating out places in the USA?

Task 4. Read the text and the statements to it. Mark the statements "true" or "false".

Table Manners

There are some rules how to behave yourself at the table:

Do not attract undue attention to yourself in public.

When eating take as much as you want, but eat as much as you take. Never stretch over the table for something you want, ask your neighbour to pass it. Take a slice of bread from the bread-plate by hand, don't harpoon your bread with a fork. Never read while eating (at least in company).

When a dish is placed before you do not eye it suspiciously as though it were the first time you had seen it, and do not give the impression that you are about to sniff it.

Chicken requires special handling. First cut as much as you can, and when you can't use knife or fork any longer, use your fingers.

The customary way to refuse a dish is by saying, "No, thank you" (or to accept, "Yes, please"). Don't say "I don't eat that stuff, don't make faces or noises to show that you don't like it.

In between courses don't make bread-balls to while the time away and do not play with the silver.

Do not leave spoon in your cup when drinking tea or coffee. Do not empty your glass too quickly - it will be promptly refilled. Don't put liquid into your mouth if it is already full.

Don't eat off the knife.

Vegetables, potatoes, macaroni are placed on your fork with the help of your knife.

If your food is too hot don't blow on it.

Try to make as little noise as possible when eating.

And, finally, don't forget to say "thank you" for every favour or kindness.
When invited to an American home...

Here are a few tips to help you know how to behave at an American dinner. First of all, you should always arrive on time. Even 15 minutes late is impolite! If you are going to be late, call your host or hostess ahead of time. It is always nice to bring your host or hostess something such as flowers, but it is not necessary.

When in the dining room, don't take a seat until host or hostess shows you where to seat. Unfold the napkin that is beside your plate, and put it on your lap. Bowls of food are usually passed from person to person around the table. People serve themselves.

Before eating, someone may say grace, or prayers. During grace you should bow your head and remain silent. You can start eating when the host or hostess does. In America it is considered rude to begin eating before everyone has been served.

Take part in conversation, but don't talk with your mouth full. If someone asks you a question while your mouth is full, finish chewing before you answer the question.

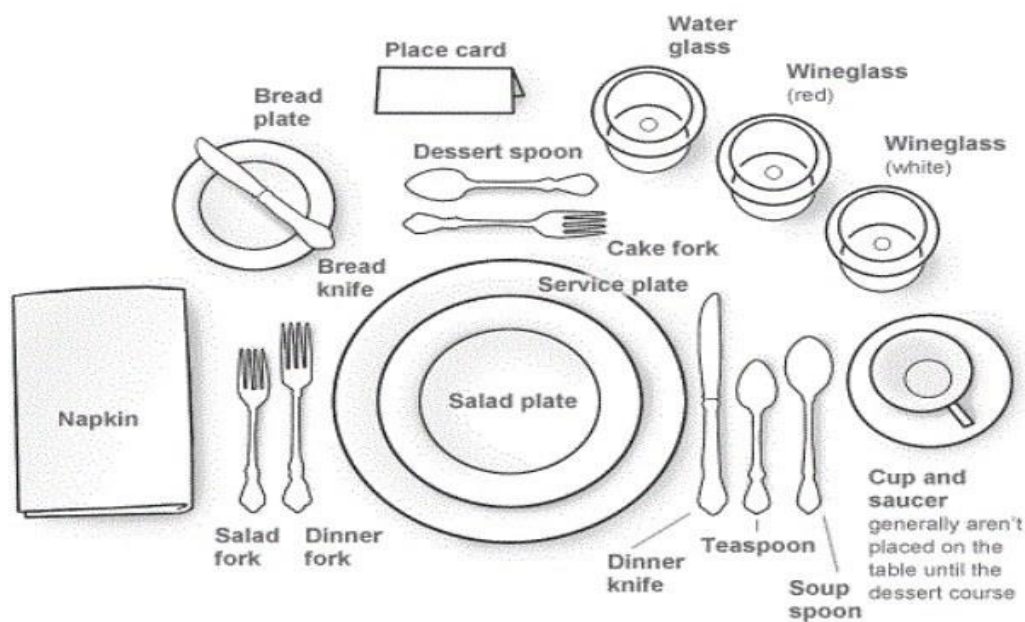
Always compliment the cook by saying, "The meal is delicious/ wonderful!" When dinner is over, help clear the dishes off the table. When you are leaving, thank your host or hostess by saying, "Thank you for a nice evening. I enjoyed it very much."

1. Punctuality is not important in the United States.
2. You can sit anywhere you'd like at the dinner table.
3. You can start eating when your host or hostess does.
4. You should be quiet during grace.
5. You should help clear the dishes off the table.
6. You should unfold your napkin and put it in your lap.
7. It's nice to compliment the cook.
8. It's okay to talk with your mouth full.
9. When you are leaving, you should thank the host and hostess.

Task 5. Read the advice and use the questions below to discuss it in groups.

HAVING MEALS AT A RESTAURANT

Choosing a meal can be a problem sometimes because dishes are called unknown foreign names. Do not guess — ask the waiter to help you. Don't let the number of knives, forks and spoons confuse you. It is simple enough — use them in the order in which they are laid; the 'place settings' picture (diagram) on the right will help you.



Task 6. Read the text, learn the vocabulary and complete each blank space with the correct word or phrase. Answer the questions after the text. Be ready to discuss the information given in the text.

Cuisine, diversity, prepared, popular, another, folk, dairy, filled, without, own

Topical Vocabulary	
blue-berry	чорниці
cheese pancakes	сирники
chowder	юшка зі
	свинини, овочів тощо
diversit	різноманітність
dumpling	галушки
flavour	присмак
fritter	оладки
millet	просо пшоно
prune	чорнослив
recipe	рецепт
sauerkraut	кисла капуста
dish	страва

Ukrainian Cuisine

Ukrainian __1__ is closely linked to the customs, culture, and way of life of the Ukrainian people. It is famous for its __2__ and flavour. The most popular Ukrainian dish is borsch. This thick and delicious soup is __3__ with a variety of ingredients including meat, mushrooms, beans, and even prunes. Mushroom soups, bean and pea soups, soups with dumplings and thick millet chowders are also __4__. "Holubtsi", or stuffed cabbage, is __5__ favourite dish, as are "varenyky" __6__ with potatoes, meat, cheese, sauerkraut or berries such as blue-berries or cherries. "Varenyky" are often mentioned in __7__ songs. Ukrainians like __8__ products. Some samples: cheese pancakes and

"riazhanka" (fermented baked milk). There are no holidays __9__ pies, "pampushky" (type of fritters), "baba" (a tall cylindrical cake) and honey cakes. Ukrainian sausage is delicious. It is preserved in a special way — in porcelain vessels filled by melted fat. Of course, every region of Ukraine has its __10__ recipes and traditions.

Task 7. Read the text and do the tasks after it.

Meals and Cooking England VS Ukraine

Keeping Ukrainian diet for an Englishman is fatal. The Ukrainians have meals four times a day. Every person starts his or her day with breakfast. Poor Englishmen are sentenced to either a continental or an English breakfast. From the Ukrainian point of view, when one has it continental it actually means that one has no breakfast at all, because it means drinking a cup of coffee and eating a bun. A month of continental breakfasts for some Ukrainians would mean starving. The English breakfast is a bit better, as it consists of one or two fried eggs, grilled sausages, bacon, tomatoes and mushrooms. The English have tea with milk and toast with butter and marmalade. As a choice one may have corn flakes with milk and sugar or porridge. In Ukraine people may have anything for breakfast. Some good-humoured individuals even prefer soup but, of course, sandwiches and coffee are very popular.

One can easily understand that in Great Britain by one o'clock people are very much ready for lunch. Lunch is the biggest meal of the day. That would be music for a Ukrainian's ears until he or she learns what lunch really consists of. It may be a meat or fish course with soft drinks followed by a sweet course. The heart of a Ukrainian person fills with joy when the hands of the clock approach three o'clock. His or her dinner includes three courses. A Ukrainian will have a starter (salad, herring, cheese, etc.), soup, steaks, chops, or fish fillets with garnish, a lot of bread, of course, and something to drink. The more the better.

At four or five the Ukrainians may have a bite: waffles, cakes with juice, tea, cocoa, or something of the kind. Speaking about British eating tradition one can't but mention about the so-called «five-o'clock tea». It is quite a substantial meal. The British have it between five and six p.m. Traditional «five-o'clock» tea usually consists of ham, sausages or tongue, tinned salmon, bread, butter, cheese, caviar (it depends upon the budget, of course), buns, cakes, pies, different kinds of pastries with cream or custard, stewed and tinned fruit: apples, apricots, pears, pineapples and so on. Everything is served with terribly strong tea! You should also know that there are two names of tea in Great Britain — English tea (they traditionally drink it with milk) and Russian tea with lemon.

In Great Britain they have dinner at five or six. Soup may be served then. British soup is just thin paste and a portion is three times smaller than in Ukraine.

“Fish and Chips” shops are very popular with their take-away food. The more sophisticated public goes to Chinese, Italian, seafood or other restaurants and experiments with shrimp, inedible vegetables and hot drinks.

Supper in Ukraine means one more big meal at seven. The table groans with food again. In England it is just a small snack - a glass of milk with biscuits at ten. Most Ukrainians have never counted calories and they are deeply convinced that their food is healthy. Some housewives may admit that it takes some time to prepare all the stuff, including pickles, home-made preserves and traditional Ukrainian pies and pancakes. But they don't seem to mind too much and boil, fry, roast, grill, broil, bake and make. Paraphrasing a famous proverb one can say: ‘What is a Ukrainian man's meat is a British man's poison’.

Answer the questions

1. What is the main difference between the English and Ukrainian diets?
2. Why are Englishmen “sentenced” to their breakfast?
3. What is a continental breakfast and what is an English breakfast?
4. Why is tea so popular in the English diet?
5. What are the most common ways of drinking tea in Great Britain and in Ukraine?
6. What can Ukrainians have in addition to tea?
7. When do Englishmen and Ukrainians usually have lunch? What do their lunches usually consist of?
8. What can you say about Ukrainian and British dinners?
9. What is the difference between the Ukrainian and British soup?
10. What are fish and chips shops? What do they sell?
11. Do Ukrainian and British suppers differ a lot?
12. When do the English drink tea?
13. What are Ukrainian housewives often engaged in?
14. Can you illustrate the meaning of the proverb “What is one man's meat is another man's poison”?
15. Do you agree that sticking to a Ukrainian diet may be fatal for some Englishmen?
16. It is stated in the text that “most Ukrainians never count calories and they are sure that their food is healthy”? How true is this statement? Do you think it is the right approach towards one's diet? Give your reasons.

Find in the text the English for:

1. дотримуватись чогось;
2. смертельний, згубний;
3. їсти / харчуватись
- чотири рази на день;
4. булочка;
5. вмирати з голоду;
6. яєчня;
7. каша;
8. повидло, джем;
9. спочатку;
10. радитись;
11. кілька крапель;
12. булькаюча вода позбавлена смаку;
13. східний / азійський напій;
14. зберігати гучну назву;
15. яєчня-бовтанка;
16. млинці, оладки;
17. макаронні вироби;
18. бути цілком готовим до (ленчу) другого сніданку;
19. складатись із трьох страв;
20. перша страва;
21. на перше, на друге;
22. картопляне пюре;
- 23.

оселедець; 24. вафлі; 25. рідка маса; 26. тріска; 27. осетрина; 28. лосось; 29. неїстівні овочі та гострі напої; 30. відчувати відразу до чогось, ненавидіти; 31. вгинатись від їжі; 32. легка закуска; 33. трав'яний чай; 34. поглинати ... порції; 35. кулінарна пустка; 36. готувати себе до чогось; 37. надзвичайно несмачний / огидний; 38. виходити з (літака); 39. відмовитись від добавки; 40. сприймати як особисту образу; 41. бути приголомшеним; 42. ячмінні (пшеничні) коржики; 43. виховуватись на чомусь; 44. кухня (страви); 45. запропонувати; 46. за таких умов; 47. середній; 48. загальновідомо.

Task 8. Work in pairs. Complete the dialogue with the sentences below (a-f) and dramatise it.

Ron: Do you want an appetiser?

Linda: Hmm. I think I'll have a shrimp cocktail. I'm crazy about shrimp. What about you?

Ron: I'm not sure. I can't decide.

Linda: Oh, if I were you, I'd have smoked salmon. You always say you like smoked salmon, and you haven't had any for a long time.

Waiter: _____

Ron: Yes, one shrimp cocktail and one smoked salmon, please.

Waiter: _____

Ron: Well, we can't decide between veal and chicken. What do you recommend?

Waiter: _____

Linda: Yes. Some zucchini, some carrots, and some boiled potatoes.

Waiter: _____

Linda: Bring me a mixed salad with the entree, please.

Waiter: _____

Linda: Can we order that later?

Waiter: _____

A. Both are good, but if I were you I'd have the veal. It's the speciality of the house. What would you like with the veal? Maybe some vegetables?

B. Of course.

C. Are you ready to order now?

D. Fine. And the entree?

E. All right. Do you want a dessert?

F. And a salad?

Task 9. Project work.

1. Do a research and describe one or more eating or cooking rituals from another culture that you find interesting. Make a project presentation.

2. Prepare a traditional menu with English translations for a restaurant in your town or area.

Unit 11

BANK

(Types of banks. Credits. Currency exchange. Money units. Opening an account. Money. Money of Great Britain and the USA. Stock Market.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. A bank is a place where they lend you an umbrella in fair weather and ask for it back when it begins to rain. (Robert Frost)
2. Money is like seawater. The more you drink, the thirstier you become. (Roman proverb)
3. A fool may earn money, but it takes a wise man to keep it. (English proverb)
4. Money is the root of all evil. (English proverb)

Task 2. Answer the following questions.

1. Where do you prefer to save your money: at home or in the bank?
2. Do you usually pay in cash or by a credit card?
1. Do you have a saving account?
2. What bank services do you use?
3. How often and where do you change money?
4. What is a monetary unit of Great Britain and the USA?
5. Have you ever taken out insurance?
6. Do you know what stock exchange is?

Topical Vocabulary

(bank)teller	банківський працівник
automatic teller machines(ATM)	банкомат
balance requirements	вимога підтримувати мінімальний залишок на рахунку
banking fees	комісійний збір за здійснення
checking (current)account	поточний рахунок
circulation of money	грошовий обіг
confirm your solvency	підтвердити платоспроможність
debtor	позичальник
expenses	витрати
insurance policy	страховка, страховий поліс
interest on the loan	відсоток по кредиту
interest rates	відсоткова ставка
interest	процент, відсоток
joint-stock company	акціонерне товариство
saving account	ощадний рахунок

statement	виписка по рахунку
stake	частка
stocks and bonds	акції і облігації
to apply for a credit card	отримати кредитну картку
to be responsible for	бути відповідальним за
to borrow	позичати
to deal	займатися, мати справу
to deny access	відмовити в доступі
to get a loan (to take out a loan)	взяти кредит
to make a deposit	відкрити депозит, покласти гроші в банк
to make a profit	отримати прибуток
to open an account	відкрити поточний рахунок
to pay bill	оплатити рахунок
to pay in cash	платити готівкою
to pay interest for an account	нарахувати відсоток на рахунок
to raise money	отримувати гроші
to start savings (deposit) account	відкрити рахунок
share	акція
to withdraw	зняти кошти
transaction	банківська операція

Task 3. Read the information about banking system and fill in the table:

Type of the bank	Activities

A bank is a company that works with the money that people give it. If you give your money to a bank, it not only protects it but pays you interest so that it can work with the money. This is one of the reasons why people save their money in a bank. Money may also be safer there than at home. The oldest bank still in existence is Monte dei Paschi di Siena, Italy, which has been operating continuously since 1472.

Banks also lend money to other businesses and customers. They collect extra money called banking fees with which they pay interest to savers as well as salaries for their workers. Banks make a profit because they collect more interest than they pay to savers.

Without banks, the world's economy would not be able to grow. Investors would not find the money they need for new projects. Industries could not buy new machines and modern technology.

Banks provide their customers with a number of services. With a checking account you can pay your bills. A check is a slip of paper that tells the bank how much money it should withdraw from your account and pay to someone else. Today, more and more people use the Internet to pay their bills. Banks also give their customers plastic cards with which they can get money from their account

everywhere and whenever they want. They can also use them to pay without cash at shops, gas stations and other stores. Checking accounts are a comfortable way for customers to handle their money.

DATE	DESCRIPTION	WITHDRAWALS	DEPOSITS	BALANCE
03-10-16	ATMW	**21.25		**474.11
03-10-16	ATMF	**1.50		**472.61
03-10-20	DEBP	**2.99		**469.62
03-10-21	WEBP	**300.00		**169.62
03-10-22	ATMW	**100.00		**69.62
03-10-23	DEBP	**29.08		**40.54
03-10-24	DEBR		**2.99	**43.53
03-10-27	TELP	**5.77		**36.76
03-10-28	PYRL		**694.81	**731.57
03-10-30	WEBT		**50.00	**781.57

Please refer to the back cover for the list of common transaction codes.

Please verify your account activity regularly. If there is an error, notify the bank within 45 days.

Savings books that shows how much money you have paid into and withdrawn from your account

For people who want to save money banks start savings accounts. Banks pay interest for savings accounts. They hope that the customers will leave their money in the bank for a long time, which is why the bank can work with this money and offer it as loans. Banks, however, cannot give all of their money as loans. In most countries the government limits the amount of money that banks can use as loans. They must always keep back a certain percentage in the form of cash.

People who need money for certain things like buying a house or a car need a lot of money quickly. The money they borrow from a bank is called a loan. In most cases they do not pay back all of the money at once but a small part of it, with interest, every month. If someone cannot pay back a loan the bank usually can take away valuable objects like cars or houses.

Modern banks offer their customers many other services as well. They tell them how they can make money with investments in stocks and bonds. Credit cards are given to customers as a cash-free way of buying things. Almost all banks have automatic teller machines (ATM) at which customers receive money from their account. Some banks even deal with insurance.

Types of banks

Universal banks (commonly found in Switzerland, West Germany and the Netherlands) are allowed to do almost anything financial, from lending other people's money to underwriting, advising on investments, stockbrocking, etc. .

Investment banks do not take or keep the money of individuals. They help organizations and large companies raise money on the international financial markets.

Central banks manage the banking system in a country. The Federal Reserve in the United States and Bank of England are two prominent banks that take over these tasks. The European Central Bank is responsible for the circulation of money in the Euro zone.

Online banks can often give their customers more interest because they do not have the expenses that physical banks do. They can be accessed over the internet and are becoming more and more popular.

Savings and loans are banks that specialize in financing houses. Although interest rates are higher such banks offer up to 30-year mortgages. Customers pay back their loan through a monthly payment that they can afford.

Consortium banks. are banks owned by a group of other banks from a number of different countries, no one of which owns a majority share.

Development banks are financial organizations that help Third World Countries. They not only provide money for nations in Africa, Asia and South America, but also send aid workers and offer technical help.

Task 4. Match the words with their definitions

- | | |
|------------------------|---|
| 1. to accept | a. to give smth to someone for a short period of time, expecting it to be given back |
| 2. deposit, | b. an amount of money that you borrow from a bank etc |
| 3. to deposit | c. to take something that someone offers you |
| 4. investment | d. the use of money to get a profit or to make a business activity successful, or the money that is used |
| 5. loan | e. control over something, especially by rules |
| 6. stake | f. the extra money that you must pay back when you borrow money |
| 7. regulation | g. an amount of money that is paid into a bank account |
| 8. joint-stock company | h. the amount of money you owe to a bank when you have spent more money than you had in your account |
| 9. to draw a cheque | i. to write a cheque for taking money out of a particular bank account |
| 10. overdraft | j. something such as property that you promise to give someone if you cannot pay back money you have borrowed from them |
| 11. interest | k. all the people who live together in one house |
| 12. security | l. a share or a financial involvement in something such as a business |

- | | |
|--------------|---|
| 13.household | m. a company that is owned by all the people with shares in it |
| 14.to lend | n. to put money or something valuable in a bank or other place where it will be safe |
| 15.to borrow | o. to receive smth from someone with the intention of giving it back after a period of time |

Task 5. Answer the following questions:

1. Why do people keep their money in a bank?
2. When and where was the first bank founded?
3. Does the government regulate banking activities in any way?
4. What services do banks offer to individuals/corporations?
5. What kinds of banks exist? Describe their activities.
6. What is an automatic teller machines

Task 6. Read the text and write out all banking terms. If you don't understand their meaning, consult the dictionary. Discuss the information in the group.

Credit

Credit is a term used to denote transactions involving the transfer of money or other property on promise of repayment, usually at a fixed future date. The transferor becomes a creditor, and the transferee becomes a debtor. Hence, credit and debt are simply terms describing the same operation viewed from opposite sides.

The principal classes of credit are the following

— commercial credit, which merchants extend to one another to finance production and distribution of goods.

— investment credit, used by business firms to finance the acquisition of plant and equipment and represented by corporate bonds, long-term notes, and other proofs of indebtedness.

— bank credit, consisting of the deposits, loans, and discounts of depository institutions.

— consumer or personal credit, which comprises advances made to individuals to enable them to meet expenses or to purchase, on a deferred - payment basis, goods or service for personal consumption.

— real-estate credit, composed of loans secured by land and buildings.

— public or government credit, represented by the bond issues of national governments.

— international credit, which is extended to particular governments by other governments, by the nationals of foreign countries, or by international banking institutions, such as the International Bank for Reconstruction and Development.

Task 7. Read the dialogue and dramatize it.

Opening a checking account.

Sarah: Good morning! I am from Sweden and I'm going to stay in Great Britain for ten months. I have to open an account here. What papers do I need?

Clerk: Good morning. It is not a problem to open an account at our bank. You have to show your passport and to bring a letter from your present employer. If you are a student, we need a letter from your place of study.

Sarah: Is that all?

Clerk: Yes, that's all.

Sarah: Thank you!

Clerk: You are welcome.

Task 6. Complete the dialogue.

CLERK: How can I help you today?

MARIO:

CLERK: Well, there are two options. First, our standard checking account has no minimum balance requirement, but there's a monthly service fee of \$10.00.

LAURA:

CLERK: Our golden checking account has a minimum balance requirement of \$1,000.00, but there's no monthly service fee. Money orders and traveler's checks are free as well.

MARIO:

LAURA: A \$10.00 service fee is a lot of money, but I think we should take the standard checking account anyway.

MARIO:

CLERK: Do you want this to be a joint account?

LAURA:

CLERK: Please fill out these forms. Also, I need two forms of identification.

MARIO:

CLERK: Both of your names.

LAURA:

CLERK: Certainly.

Can we get two ATM cards with this account?

What about the other option?

Yes, please.

Which choice would you prefer?

I agree.

We need to open a checking account.

Whose name will appear on the checks?

Task 8. Read the dialogue and translate the words in the brackets. Act the dialogue.

- Good afternoon, madam.
- Good afternoon, sir. How can I help you?
- Yes. (Я б хотіла зняти 500 доларів.)
- But you could have used our (банкомат) for that purpose. (Це дуже легко і швидко)
- Well. I have just tried (отримати доступ) my account several times there. But I guess (щось сталося з банкоматом)
- OK. Are you sure (що ви ввели вірний пін-код)?
- Absolutely. I've been your customer for about 10 years already and (мій доступ ніколи не був відхилений)
- OK, sir. Please, don't worry. Let's have a look at your account from my computer. (У Вас депозитний чи поточний рахунок)?
- It's a checking account. Here is my ID, madam.
- Thank you, Mr. Barney. Can I have your account number, please?
- Sure. It's 4558 6742.
- OK. ... Well. There is nothing wrong with your account, sir. So, (Яку банківську операцію Ви збираєтесь зараз здійснити?)
- I want (зняти) \$ 500, please.
- How would you like your cash?
- In 50's, please.
- Just a minute. Here is your cash, sir. Please, (переконайтесь) that you've got the (точну) amount of money.
- Yes. Everything is right. And could I have my (виписка по рахунку) printed out, please?
- Certainly, sir. Here you are.
- Thank you for your help.
- Have a nice day!

Task 9. Translate the dialogue.

Bank officer: Добрий день. Чим я можу вам допомогти?

Customer: Добрий день. Я хотів би відкрити у вас рахунок. Які відсотки ви пропонуєте?

Bank officer: У нас різні пропозиції. Багато що залежить від тривалості та суми депозиту, який ви хочете відкрити в нашому банку.

Customer: А у вас є список цих пропозицій? Якщо так, то чи можна мені його переглянути?

Bank officer: Так, звичайно, сер. Ось він.

Customer: Дякую. Я вибираю ось цей: депозит на рік.

Bank officer: Добре. Мені знадобиться ваш паспорт, сер.

Customer: Ось він.

Bank officer: Будь ласка, прочитайте договір і підпишіть його. Чи можу я вам ще чимось допомогти?

Task 10. Arrange the phrases in the dialogue in the correct order.

Getting a loan

- Hello. Can I help you?
- What are the preconditions for getting a credit card?
- (524) 905-2861.
- Could you explain your policy to me?
- I want to get a loan at your bank. What is your interest on the loan?
- 1200 dollars.
- You must provide a list of necessary documents and confirm your solvency.
- I want to apply for getting a loan.
- Here you are.
- Interest corresponds to the credit term. You can see them on the notice board.
- You must sign a contract and open the loan facility account with our bank.
- Right. What amount?
- What's credit term?
- Two years.
- Your passport, please?
- And your telephone number?
- Right. Your application will be reviewed in the near term.

Task 11. Read the dialogue and make up your own ones.

Foreign Exchange

- A: Hi. May I help you?
B: Yes. What's the buying rate for euro?
A: 1.15 U.S. dollars to the euro.
B: Okay. I'd like to change some euro into US dollars, please.
A: Sure. How much would you like to change?
B: Six hundred euro.
A: Very good. May I see your passport?
B: Here you are.
A: How would you like your bills?
B: In fifties please.

Task 12. Read the text and say in what situations people buy an insurance policy.

Why do we need insurance?

Insurance is a way of managing risks. When you buy an insurance policy, you transfer the cost of a potential loss to the insurance company in exchange for a fee, known as the premium. Insurance companies invest the funds securely, so it can grow, and pay out when there's a claim.

Insurance helps you:

- **Own a home**, because mortgage lenders need to know your home is protected
- **Drive vehicles**, because few people could afford the repairs, health care costs and legal expenses associated with collisions and injuries without coverage
- **Maintain your current standard of living** if you become disabled or have a critical illness
- **Cover health care costs** like prescription drugs, dental care, vision care and other health-related items
- **Provide for your family** in the event of a death
- **Run a small business or family farm** by managing the risks of ownership
- **Take vacations** without worrying about flight cancellations or other potential issues

Task 13. Read the text and find the definition of the underlined words

If you buy insurance, you are making a personal decision about how you want to manage your risk if things go wrong.

There are a large number of insurers available to consumers and businesses in Australia, which means you have a wide choice of providers and products.

When purchasing insurance, make sure you come prepared with the information you need to get an accurate quote.

You should have a good understanding of the risks you face, the value and details of what you want to insure, and the amount of excess you'll accept.

Find out about the cooling off-period so that if you change your mind about an insurance purchase, you can cancel the policy. Under law, most general insurance products have a minimum 14-day cooling-off period. Cancellation may still be available after the cooling-off period ends, but you may be charged a cancellation fee.

a). Allows you to cancel your policy if you change your mind about your purchase and have any money you have paid refunded. You have a minimum 14-day for most general insurance products.

b). It (also called deductible) is the amount of any loss or damage that you must pay before your insurance policy starts to kick in.

c). It helps you to manage a risk if something happens to you or your property and helps you recover from the difficulties and financial hardship caused by unexpected events that cause injury and/or a financial loss.

d). Disclosure Statement and the policy schedule, and make sure it covers the risks you want to cover.

e). It includes insurance policies that protect your property and your financial risk, including motor vehicle, home building and contents and travel insurance. It excludes life insurance and health insurance products.

f). The likelihood of something happening that might cause injury or financial loss.

Task 14. Read and remember what you should do before you buy an insurance policy:

- Consider what things you might wish to insure, and the risks you may face
- Familiarize yourself with the range of products and providers available
- Determine if you are already covered
- Ask questions. When comparing policies, ask insurers about the features you need, and any exclusions or applicable excesses
- Understand the value of the item you are insuring and the financial impact of paying for the loss you are insuring against
- Consider any additional cover you may need
- Check cover limits

Task 15. Read the dialogue and act it.

A: When you insured your car, what kind did you buy?

B: I decided to buy from GEICO (Government Employees Insurance Company).

A: What influenced your choice of companies?

B: I looked at the customer satisfaction rating of the company.

A: How did you figure out what services to buy?

B: Every individual has different considerations. Your agent can help you understand what you need to think about.

A: What did you place an emphasis on when you bought your insurance?

B: I carry a lot of liability insurance because I own a house and need to protect it from a lawsuit.

A: Did you ever get into an accident and need your insurance?

B: I was in an accident and was happy that I had good insurance to cover it.

Task 16. Read the three texts and be ready to speak on similarities (if any) and differences in the origin of different types of currency.

The History of Ukrainian Money

A thousand years ago Kyiv Rus Prince Volodymyr, son of Sviatoslav, was the first to issue silver and gold coins.

At the beginning of the 14th century the Ukrainian lands saw thalers, the ancestors of silver dollars. These coins, called the coins from Joachim's Valley after a Czech town, began to capture the markets of Europe, especially after a great quantity of silver began to arrive from America.

In the 16th and 17th centuries Ukraine used the coins of numerous German States, Dutch provinces, Switzerland and much more rarely, of Lithuanian and Poland.

The monetary reform of Russia became one of the successes of the energetic reformer Tsar Peter the Great: In addition to the silver ruble, he also put into circulation silver poltyny (50 kopecks), half-poltyny, grivny (10 kopecks), altyns (5), as well as gold chervontsy (10 rubles).

Money circulation in the 19th century on the territory of modern Ukraine was completely subordinated to the financial policies of the Romanovs and Habsburgs (in the Eastern Galicia).

In 1991 Ukraine proclaimed its independence as one of the most stable of the states created from the former Soviet Union. On September 2, 1996 hryvnia, a new currency was introduced to replace the karbovanets. Coins in denominations of 1, 2, 5 are silver in colour, the 10, 25 and 50 are golden colour.

What Is the Origin of the Dollar Sign?

The dollar, the standard unit of money in the United States, Canada, Mexico and several other countries, has an interesting history, and so has the \$ generally used to represent it.

The word dollar comes from the Low German for Thaler, which is an abbreviation of Joachimsthal (Joachim's dale) is a little town in Bohemia near which, in the beginning of the sixteenth century, a rich silver mine was discovered. Coins made there were called Joachimsthalers, or simply Thalers.

Coins of similar value were issued in Spain. They were called "pieces of eight", because their value was divided into eight smaller coins. All these coins circulated freely in the colonies in both North and South America. In North America they were called "dollars".

When the United States had been formed, the word "dollars" was adopted for its unit of coinage, but the sign for a new coin was that of the old Spanish pieces of eight. This sign showed a scroll, with the words Plus Ultra, waving between the Pillars of Hercules, the gateway between the Mediterranean and Atlantic. Thus the dollar sign has nothing to do with the letter S, nor was it as some people believe, originally formed by placing a narrow U over an S to form the monogram of the United States. American money can be quite confusing. The bills are all the same colour and size. One has to look carefully to be sure one is giving out a \$1 bill not a \$10 bill. Some coins have two names, their size do not indicate the value. All coins are silver coloured except for the penny (one cent), which is copper-coloured.

Money of Great Britain

Pound sterling is the basic money unit of Great Britain. The term is derived from the fact that, about 775 silver coins known as "sterling" were issued in the Saxon kingdom, 240 of them were minted from a pound of silver, the weight was

probably equal to the later troy pound. Hence large payments were reckoned in “pounds of sterling”, a phrase later shortened to “pounds sterling”. After the Norman Conquest the pound was divided for accounting purposes into 20 shillings and into 240 pennies, or pence. In medieval Latin documents the words *libra*, *solidus*, and *denarius* were used to denote the pound, shilling and penny, which gave rise to the use of symbols *l*, *s*, and *d*. On February 15, 1971, the pound sterling was officially decimalized into 100 new pence. The symbol *£* was retained for the pound sterling, the letter *p*. was chosen for the new penny.

There are coins and notes. Coins are made of different metals. Banknotes are printed on paper. 12 pence make a shilling, and 20 shillings are a pound.

British coins are made at the Royal Mint, established in the Tower of London by William the Conqueror in the eleventh century.

Task 17. You’ve seen them on TV news – those crowded rooms in Tokyo, New York or Hong Kong where hundreds of people are shouting and waving their arms while a newsreader calmly says, “and on Wall Street today, the Down-Jones Index rose by 6.5 points”.

But what actually happens in stock markets? How do they work? Why do we need them? And – last but not least – what on earth is the Down-Jones Index? If you’ve ever wondered, here is your chance to find out.

How Stock Markets Work

In the beginning

During the 17th and 18th centuries, European trade grew rapidly. Ships sailed all over the world buying and selling goods like tea, silk, tobacco, spices. It became common for groups of rich merchants in European cities to pay for voyages like these. Then, after the ships returned, each merchant received a percentage or share of any profits, which had been made. Sometimes, though, the voyages took long time – two, three, even four years. As a result, merchants often needed to get their money back before the ships returned. This how the idea of buying and selling shares began. If, for example, a merchant in London wanted to sell his share of a ship, he went to one of the city coffee houses. There, he could talk to other merchants and perhaps find a buyer. Slowly, coffee house deals like this became more and more common. Not just for people who invested in ships. They became common for other kinds of businessmen, too – people who invested in factories, mines and canals, for example. Finally, buying and selling shares became so popular that in 1773 London’s merchants moved to a large building or Stock Exchange where they could trade more easily.

Today

These days...

- a) there are stock markets in cities all over the world.
- b) millions of shares are traded every minute of the day.
- c) the majority of trading is done by computer and telephone.

Despite modern technology, though, the basic idea behind stock market

business hasn't changed since the eighteenth century. Here is how it works...

Companies need money to grow, make more goods and create more jobs. To do this they go public, which means that they print and sell shares (e.g. governments/ other companies/ ordinary men and women) now collectively own the company. But why do people invest in companies? Well, the answer is very simple. To make money. Shareholders hope that the company they are invested in will be successful and earn large profits. If that happens, it's good news for two reasons. First, because shareholders receive a dividend each year (sometimes twice a year). This is a share of the company's profit. Secondly, because when companies do well, their share price rises. In other words, if you bought 100 shares for \$ 2 each and suddenly the price is \$ 2.50, you can sell them for \$ 250 and make \$ 50 (or 25 per cent profit).

Unfortunately, though, companies don't always do well. Sometimes they lose money and their share price drops, which means, of course, that their shareholders lose money too. But then that's what the stock markets are all around – risk. If you are lucky (and have a clever stock broker) you can make millions. If, however, you're unlucky, you can lose everything.

Which brings us to another important question. What kind of factors make share prices go up and down? Here are some examples:

UP: - good national/international news about politics or economics (e.g. a peace agreement or lower interest rates);

- good company results;
- news of major new contract.

DOWN: - bad national/international news about politics or economics (e.g. a war or a higher interest rates);

- bad company results;
- news that a major contract has been lost;
- a scandal.

And finally – indices (the plural of index). Earlier, we mentioned New York's Dow-Jones, but that's not the only one. London has the FT 100, Tokyo has the Nikkei and Hong Kong has the Hang Sang. What are they? Well, stock market indices are figures based on the daily ups and downs of several different companies' shares all added together. The Dow-Jones, for example, indicates whether in general New York's prices are rising or falling. And why is that important? Because major stock markets don't just affect the financial life of their own countries. They also play a vital role in the total world economy.

Task 18. Fill in the gaps in each headline with the given words. Use the definitions provided to help you.

Earnings merger tumble quits

Triple news acquisition jump

Positive trading lifting

- A. Shares _____ (*to go down suddenly*) on Profit News.
- B. Shares Plunge Despite _____ (*healthy*) _____ (*money gained from sales*)
- C. Shares _____ (*to increase suddenly*) on Report of _____ (*the joining of two companies*) Talk
- D. CEO _____, (*resigns*) _____ (*raising*) Shares
- E. Shares More Than _____ (*increase threefold*) in First Days of _____ (*buying and selling*)
- F. Shares of Climb on _____ (*reports*) of _____ (*purchase*)

Task 19. A foreign partner wants to know about banking system in Ukraine. Using information from the texts and new vocabulary tell him about banks in Ukraine and services they offer. Make a presentation.

Unit 12

BUSINESS MEETING

(Making an appointment. Business conversation over the phone. Telephone etiquette. Business documents.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. "There is never a lost opportunity in business; look sharp to turn another into the one you just lost." (Sanjeet Veen)
2. "Time is the one resource we cannot manufacture or recapture." (T. Buckman)
3. "Finally, the best way to stay motivated in the business world is simply achieving success." (Kevin J. Donaldson)
4. "A successful business requires one simple thing: PASSION." (Teresa Collins)
5. If you have a telephone in your house, you will admit that it tends to ring when you least want to ring. (W. Plomer)
6. Gossip is nature's telephone. (Sholom Aleichem)
7. "The telephone is the greatest nuisance among conveniences, the greatest convenience among nuisances." (Robert Staughton Lynd)

Task 2. Answer the following questions.

1. Have you ever been to a business meeting?
2. What was the aim of it?
3. Do you know what business etiquette is?
4. Have you got a visit card? If no, can you make it?
5. What phrases should you use making appointment?
6. How often do you have to speak on the phone in English?
7. Do you find it difficult? If so, why?
8. Will telephone conversations in English be part of your job in the future?
9. Are work calls in English easier or more difficult than other calls in English?

Topical Vocabulary

sample	зразок, модель
terms	1. договір, умови угоди, 2. умови оплати
to agree to	погоджуватися з ...
to be on bad terms	бути в поганих стосунках
to be on good terms	бути в гарних стосунках
to come to terms (with smb)	дійти згоди
to consider	обговорювати,

	обдумувати, вважати, враховувати
to discuss the terms	обговорити умови
to fix the date	призначати дату
to look forward to	з нетерпінням чекати
to make an appointment	призначати зустріч
to reject	відмовлятися від...
to satisfy	задовольняти
to suit	задовольняти вимоги

Task 3. Making an appointment can be complicated if two people are very busy. How do you find a time that is convenient for both of you? Once again, imagine you are making a telephone call. Read, translate and learn the phrases you should use or you might hear.

Can I speak to...please?

I'd like to make an appointment with ...

I am afraid he is in a meeting.

I'll just look in a diary.

I'd like to fix the date and the time.

What time would be convenient for you / him?

Would next Wednesday be Okay?

He is free in the afternoon after about three.

I could make it after four.

So shall we say 4.15 next Wednesday

I'd like you discuss the terms of the contract.

We agree to your proposal (offer).

Could you send us some samples?

We'd like to place an order with your firm.

We'll looking forward to continuing our cooperation.

Task 4. Find these phrases in the dialogue. Act it.

Michelle: Mr Hibberd's office!

Peter: Hello, can I speak to Brian Hibberd, please?

Michelle: I'm afraid he's in a meeting until lunchtime. Can I take a message?

Peter: Well, I'd like to make an appointment to see him, please. It's Peter Jefferson here.

Michelle: Could you hold on for a minute, Mr Jefferson. I'll just look in the diary. So when's convenient for you?

Peter: Some time next week if possible. I gather he's away the following week.

Michelle: Yes, that's right, he's on holiday for a fortnight.

Peter: Well, I need to see him before he goes away. So would next Wednesday be okay?

Michelle: Wednesday ...let me see ... he's out of the office all morning. But he's free in the afternoon, after about three.

Peter: Three o'clock is difficult. But I could make it after four.

Michelle: So shall we say 4.15 next Wednesday, in Mr Hibberd's office?

Peter: Yes, that sounds fine. Thanks very much.

Michelle: Okay, then. Bye.

Task 5. Finish the sentence with the correct words.

1. I'd like to _____ an appointment.
A make
B have
C do
D save
2. I could _____ it after four.
A take
B fake
C get
D make
3. Let's meet next Wednesday... shall we _____ 4.15?
A arrange
B say
C suggest
D see
4. Would next _____ be OK?
A day
B morning
C week
D afternoon

Task 6. Complete the dialogue with the words from the table. Act the dialogue.

appointment, speak, diary, welcome, available, suits, back, convenient, prefer, message, perfect, urgent, forward

- Good afternoon. May I __1__ to Miss Anna Craig, please?
- It's Anna Craig speaking.
- Hello, Miss Craig. This is Laura Nelson, a lawyer from "Nelson Company". Yesterday you left a __2__ for me to call you back.
- Oh, hello, Ms. Nelson. I'm glad you called me __3__. Thank you.
- You are __4__. How can I help you?
- I was calling to make an __5__. I would like to know if I can come and see you in your office this week. It's quite an __6__ matter.
- Just a minute, Miss Craig. I have to check my __7__... Well, Thursday or Friday will be all right. Which day do you __8__ ?
- How about Friday?
- Yes. I am a little busy in the morning but I will be __9__ after noon.
- That would be fine. It __10__ me too.
- Would 2 p.m. be __11__ for you?

- Yes. But is it possible to meet at 3, instead?
- O.K. It sounds __12__ to me too. So I'll see you in my office on Friday at 3.
- Thank you, Ms. Nelson. I'll look __13__ to seeing you.
- Likewise. Goodbye then.

Task 7. Work in pairs. Imagine you are going to visit some office. Make an appointment with the head of it. Make up a dialogue.

TELEPHONE CONVERSATION

Topical Vocabulary	
a phone box (booth) or pay phone	телефон-автомат
a short beeping signal	короткий гудок
an emergency telephone call	терміновий дзвінок
directory	телефонний довідник
I can't get through	Я не можу додзвонитися.
means of communication	засоби зв'язку
to be engaged	зайнято
to call back	передзвонити
to connect	з'єднати
to dial a phone number	набрати номер
to hang up (to hold on)	зачекати, побути на зв'язку
to hear a constant (dial tone)	чути довгий гудок
to pick up the receiver	підняти слухавку
to telephone (to call, to ring, to give a ring)	телефонувати
toll-free calls	безкоштовні дзвінки

Task 8. Read the text. Find new words in it. Translate the text. Write T if the sentence is true and write F if the sentence is false, say the right variant.

The telephone is a necessary means of communication in every day life and in business. If for instance, you want to telephone your friend, you dial his phone number which can be found in the directory. If it is a long-distance call, you may have to ask the operator to connect you or dial a code.

The phone will ring, and if your friend is at home, he will answer by picking up the receiver. If he is busy, he may ask you to call back later. If he doesn't want to speak to you, he may hang up. If he is already on the phone when you call him, his num-engaged (busy — A.E.) and you can't get through.

In the USA numerous telephone numbers — mostly related to businesses or governmental offices — are prefixed by 800 numbers. These numbers provide free customer service because many companies are interested in getting new customers. If you dial an 800 number, your party will pay the bill. Such calls are toll-free calls. To place an emergency telephone call (ambulance, police, fire), dial 911 or 0. These are also toll-free calls.

Pay phones have numbers in the United States. If you want, anyone can call you at a phone booth, in the USA an office worker, or a clerk, at a bank, hotel or any

other institution after picking up a receiver first identifies the institution and then starts talking with a customer.

1. You can find a telephone number in a reference book.
2. In the USA telephone numbers related to businesses or governmental offices — are prefixed by 900 numbers.
3. Such calls are toll-free calls.
4. To place an emergency telephone call dial 911 or 0. (+)
5. In the USA an office worker or any other institution after picking up a receiver first starts talking with a customer.

Task 9. Pronounce in English the following telephone numbers:

547-78-44

265-77-94

893-00-66

441-10-07

551-96-86

640-22-87

Task 10. Imagine you are calling a company and want to speak to someone who works there. Can you think of any phrases you might use, or that you might hear?

Introducing yourself

Hello? (informal)

Thank you for calling

Jody speaking. How can I help you?

This is Ken.

Ken speaking

Asking who is on the telephone

Excuse me, who is this?

Who is calling, please?

Asking for Someone

I need to speak to

Could I speak to N?

I'd like to speak to ...

Connecting Someone

I'll put you through.

Hang on a moment.

Can you hold the line?

Ало!

Дякуємо, що ви зателефонували

З Вами говорить Джоді. Чим можу допомогти?

Це Кен.

Кен слухає.

Вибачте, хто говорить?

Хто телефонує?

Мені потрібно поговорити з...

Можу я поговорити з?

Мені б хотілось переговорити з

Я з'єдную Вас

Залишайтеся на зв'язку.

Ви можете побути на лінії?

Can you hold on a moment?	Ви можете трохи зачекати?
How to reply when someone is not available	
I'm afraid ..N is not available at the moment	Боюсь, але N зараз не має.
The line is busy...	Лінія зайнята.
Mr. Jackson isn't in...(Mr. Jackson is out at the moment...)	Містера Джексона не має.

Taking a Message

Could I take a message?	Щось передати?
Could I tell him who is calling?	Мені передати, хто телефонував?
Would you like to leave a message?	Ви хочете щось передати?
Regarding what?	Стосовно чого? (По якому питанню?)
I am calling about ...	Я телефоную з приводу...

Getting People to Slow Down and Asking for repetition

Sorry, could you speak a bit slower, please?	Не могли б ви говорити трохи повільніше, будь ласка?
I'm sorry, I didn't catch your name.	Вибачте, я не зрозумів, як Вас звати.
Sorry, could you repeat your number?	Вибачте, не могли б Ви повторити ваш номер?
I see, thank you.	Зрозуміло, дякую
Would you mind spelling that for me?	Ви не проти, щоб прочитати мені по буквам?

Task 11. Read the dialogue and answer the questions.

Operator: Hello, Frank and Brothers, How can I help you?

Peter: This is Peter Jackson. Can I have extension 3421?

Operator: Certainly, hold on a minute, I'll put you through...

Frank: Bob Peterson's office, Frank speaking.

Peter: This is Peter Jackson calling, is Bob in?

Frank: I'm afraid he's out at the moment. Can I take a message?

Peter: Yes, Could you ask him to call me at. I need to talk to him about the Nuovo line, it's urgent.

Frank: Could you repeat the number please?

Peter: Yes, that's, and this is Peter Jackson.

Frank: Thank you Mr Jackson, I'll make sure Bob gets this message.

Peter: Thanks, bye.

Frank: Bye.

1. Whose phone is ringing?
2. Who is calling?
3. Who does Peter want to talk?
4. Is Bob in?
5. Who answers the phone?

6. Would Peter like to leave a message?
7. Regarding what does Peter want to talk to Bob?

Task 12. Chose the correct answers.

A: Good morning, John Sharp speaking.

B: _____

A: A problem, did you say?

B: _____

A: So how many were you short?

B: _____

A: When do you need the remainder?

B: _____

A: Immediately after the weekend, you say?

B: _____

A: Okay, leave it with me. I'll get on to dispatch and make sure you get another 200 by Tuesday at the latest.

B: _____

- By Monday; we must have them by Monday.

- Yes, well the order was incomplete. We ordered 600 but when we checked the consignment, it was obvious that we hadn't got them all.

- John, hello. Tony Mills from Mega deals here. I've got a problem with that last order...

- Well, we could just stretch to Tuesday but no later because...

- Well, they came in boxes of 50 and we only had 8 boxes so we're missing 200.

- Thank you, I'll call you back if there's a further problem.

Task 13. Add the missing phrases to the following phone conversations.

Phone Conversation 1

A: Good morning. Denver Trade Company, how can I help you?

B: Hello, my name is Ted Treaster. I recently wrote to you about an interview date, but _____

A: I'm sorry _____?

B: Yes. Ted Treaster. T...R...E...A...S...T...E...R.

A: All right, Mr. Treaster. _____?

B: I wrote to the Human Resources Department.

A: I see. And did you suggest the interview date?

B: _____ because I've got exams after May 15th.

A: So you could come any time between 10th and 15th.

B: _____, if that's OK with you.

A: Hold on _____ . Does Friday May 14th suit you?

B: _____ ?

A: 11 a.m. How about that?

B: _____

A: Then we'll see you on Friday. Mr. Treaster.

B: _____

Phone Conversation 2

A: Hello, Mr. Green? _____ ?

B: Very well, thank you. What can I do for you?

A: _____ ?

B: Yes, Mr. Butler. We received your order yesterday.

A: The problem is that we have to change the number of sweaters from 25 to 40.

B: _____ ?

A: No. the colour doesn't matter. Please leave the same size.

B: _____ ?

A: All right, I'll send a fax right away. Thank you, Mr. Green.

B: _____ ?

A: We're going to place our orders for other items as well.

B: Feel free to contact us any time.

Task 14. There are three mixed up telephone calls. Sort them out and rewrite them:

X This is Sara speaking.

X I'm sorry, but you have the wrong number.

X No. She went out for lunch. Can I take a message?

X Not it's 736-3224.

X Hello. Is Jenny there please?

X Hello. Is Sara there please?

X Hi is Kevin there please.

X Hi. Sara. My name is John I'm calling about the ad in the newspaper.

X She just stepped out.

X Is this 736-2334?

X Yes, tell her to call Dave please.

X Will she be back soon?

Task 15. Making an Appointment

Chose the correct phrase.

Receptionist: Thank you for phoning Maple Dental Clinic. Sylvia (speaks, speaking, calls). How can I help you?

Thelma: Hi, Sylvia. (This be, It's, I'm) Thelma Woods calling. How are you today?

Receptionist: I'm fine Mrs. Woods. How are you?

Thelma: Well, actually, I have a bit of a sore tooth. I was hoping Dr. Morris would have some time to see me this week.

Receptionist: I'm (afraid, scared, worried) he's booked this week. I can put you in for 2pm next Tuesday. How does that sound?

Thelma: That would be great.

Receptionist: I'll have to give you the address of our new office.

Thelma: Oh, that's right, you have moved.

Receptionist: Yes, we've moved downtown. Do you have a (pen-hand, the handy pen, the available pen)?

Thelma: Could you hold on a (buzz, moment, time) please. ...Okay, go ahead Sylvia.

Receptionist: Okay, we are at 723 Baltic Avenue. Suite 004.

Thelma: (If you could, Please can you, Would you mind) spelling that for me?

Receptionist: Sure. That's seven-twenty-three Baltic--B (for Bear, as if Brave, as in Bravo), A as in Alpha, L as in Lima, T as in tango, I as in India, and C as in **Charlie**. And it's suite zero zero four.

Thelma: Okay great. I'll see you on Tuesday then.

Receptionist: Okay. (Great for, Pleased to, Thanks for)calling. See you then.

Thelma: Thanks. Bye.

Task 16. Telephone Quiz

1. When you pick up the phone to call someone you hear

- a) a ring.
- b) a dial tone
- c) a receive

2. If I'm not home leave a message on my

- a) directory machine.
- b) answering
- c) dial

3. Sally must be talking to her mom because I have been getting

- a) an answer for two hours.
- b) chat
- c) busy signal

4. I never answer my

- a) cordless while I'm driving.
- b) sell phone
- c) payphone

5. Mark always turns his
- a) ringer off when he is studying.
 - b) other line
 - c) call display
6. I'm busy right now. Can you
- a) hang up later.
 - b) call back
 - c) telephone book
7. You have to
- a) answer "0" for the operator.
 - b) hang up
 - c) dial
8. I have a
- a) receiver so I can do the dishes and chat at the same time.
 - b) busy signal
 - c) cordless
9. You will need a quarter or a phone card if you want to use the
- a) cell phone
 - b) pay phone
 - c) pager
10. I know it was my boyfriend who called because I have
- a) dial tone.
 - b) cod display
 - c) directory

Task 17. When you telephone a company the person answering the phone may ask you a question. Which is the correct question?

1. A Who's calling please?
B Who calls?
C Who it is?
D Who called?
2. Which phrase means the same as 'hang on a moment'?
- A Just a second
 - B I'll put you on
 - C Go ahead
 - D I'm ready
3. Choose the correct word: "Please and I'll put you through."
- A stop
 - B stay
 - C talk

D hold

4. What is the expression used to connect two people on the telephone?

A I'm sending you through

B I'm putting you through

C I'm calling you through

D I'm talking you through

Task 18. Translate this dialogue into English.

- Continental Equipment. Чим можу допомогти?

- Я б хотів поговорити з містером Вайтом.

- Пробачте, з ким я розмовляю?

- Це Віктор Петренко з компанії ТСТ Системз.

- Зачекайте, будь ласка/ Я дізнаюся, чи він на місці.

- (Містер Вайт) У чому справа?

- З Вами хоче поговорити містер. Петренко

- Зараз я зайнятий. Вибачтесь і скажіть, що я зателефоную йому сам.

- Вибачте, але містер Вайт зараз зайнятий. Чи не могли б Ви сказати мені свій телефонний номер? Містер Вайт передзвонить Вам пізніше.

- Звичайно. 778-54-98

Task 19. Collaborative Writing: each student (or pair of students) writes one line of a telephone conversation, then passes their paper clockwise to the next student, who writes the next line, and so on until the conversations are complete. Afterwards, pairs of students perform the conversations for the class.

Unit 13

CONTRACTS AND COOPERATION

(Types of contracts. Contract articles. Delivery terms according "Incoterms". International trade. Company's structure. Small business in Ukraine and the USA. Consumer protection. In the office.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. "The value of a thing is what that thing will bring. -Legal Maxim" (Larry Niven)
2. "It is the consumers who make poor people rich and rich people poor." (Ludwig von Mises)
3. "The profit of the one is the profit of the other." (Frédéric Bastiat)
4. "World can run without money and currencies but not without business and trade."(Amit Kalantri)
5. Trade knows neither friends or kindred. (French Proverb)
6. Advertising is the mother of trade. (Japanese Proverb)

Task 2. Answer the following questions.

1. Do you know what a contract is?
2. Have you ever signed a contract? What was its subject?
3. Do you or your relatives have your (their) own business? What kind?
4. We all are consumers. What consumers rights do you know?

Topical Vocabulary

clear customs	пройти митний контроль
delay in delivery	затримка поставки
FOB	базисні умови поставки
Franchise	франшиза, привілей, право голосу
joint venture	спільне підприємство
loading	завантаження
retailer	роздрібний торговець
sellers premises	приміщення продавця
time of delivery	строк поставки
to avoid problem	уникати прблеми
to be legally binding	мати юридичну силу
to be valid	бути дійсним
to ship	перевозити товар
value	цінність, вартість, ціна
vessel	судно
waybill	транспортна накладна
wholesaler	оптовик
obligation	обов'язок
purchaser	покупець
commitment	зобов'язання

Task 3. Read the text and answer the questions:

1. What is a contract?
2. When do we usually make a contract?
3. What types of contracts are there?
4. What four essential parts are there in the contract?

Business Contracts

A business contract is a legally binding agreement between two or more people.

Dealing with contracts is part of running a small business. You will have a number of business relationships involving some type of contractual commitment or obligation.

You may be:

- a purchaser of goods and services - as a borrower of money, in rental agreements and franchise agreements
- a supplier of goods and services – retailer, wholesaler, independent contractor
- have a partnering agreement with other businesses – partnerships, joint ventures, consortium.

Managing your contracts and business relationships is very important.

Verbal and written contracts

Contracts can be verbal (spoken), written or a combination of both. Some types of contract such as those for buying or selling real estate or finance agreements must be in writing.

Written contracts may consist of a standard form agreement or a letter confirming the agreement.

Verbal agreements rely on the good faith of all parties and can be difficult to prove.

It is advisable (where possible) to make sure your business arrangements are in writing, to avoid problems when trying to prove a contract existed.

Regardless of whether the contract is verbal or written, it must contain four essential elements to be legally binding.

Essential elements of a contract

A contract must contain four essential elements:

- an offer
- an acceptance
- an intention to create a legal relationship
- a consideration (usually money).

Task 4. Read and translate the information of INCOTERMS rules.

The **INCOTERMS** rules or International Commercial Terms are internationally recognised standard trade terms used in sales contracts. They're used to make sure buyer and seller know:

- who is responsible for the cost of transporting the goods, including insurance, taxes and duties
- where the goods should be picked up from and transported to
- who is responsible for the goods at each step during transportation

EXW – Ex Works (named place of delivery)

The seller, or exporter, makes the goods available to the buyer, or importer at the seller's premises. The buyer is responsible for all transportation costs, duties, and insurance, and accepts risk of loss of goods immediately after the goods are purchased and placed outside the factory door. The Ex-Works price does not include loading goods onto a truck or vessel, and no allowance is made for clearing customs. Under EXW, sellers minimize their risk by making the goods available at their factory or place of business

FAS: FREE ALONGSIDE SHIP

Sellers transport the goods from their place of business, and place them alongside the vessel at the port of export, where the risk of loss shifts to the buyer. The buyer is responsible for loading the goods onto the vessel, unless specified otherwise, and for paying all costs involved in shipping goods to the final destination.

FCA: FREE CARRIER

The seller, or exporter delivers goods to the carrier and place specified by the buyer. If the place chosen is the seller's place of business, the seller must load the goods onto the transport vehicle; otherwise, the buyer is responsible for loading the goods. The buyer assumes risk of loss from that point forward and must pay for all costs associated with transporting the goods to the final destination.

FOB: FREE ON BOARD

The seller, or exporter, is responsible for delivering the goods from its place of business and loading them onto the vessel at the port of export, as well as clearing customs in the country of export.

As soon as the goods cross the "ships-rails" (the ship's threshold) the risk of loss transfers to the buyer, or importer. The buyer must pay for all transportation and insurance costs from that point, and must clear customs in the country of import.

CFR: COST AND FREIGHT

The seller, or exporter, is responsible for clearing the goods for export, delivering the goods past the ships rail at the port of shipment, and paying international freight charges. The buyer assumes risk of loss once the goods cross the ship's

rail, and must purchase insurance, unload the goods, clear customs, and pay for transport to deliver the goods to their final destination.

CIF: COST, INSURANCE AND FREIGHT

The seller, or exporter, is responsible for delivering the goods onto the vessel of transport and clearing customs in the country of export. The exporter also is responsible for purchasing insurance, with the buyer (importer) named as the beneficiary. Risk of loss transfers to buyer as the goods cross the ship's rail. If these goods are damaged or stolen during international transport, the buyer owns the goods and must file a claim based on insurance procured by the seller. The buyer must clear customs in the country of import and pay for all other transport and insurance in the country of import. CIF can be used as an Incoterm only when the international transport of goods is at least partially by water.

CPT: CARRIAGE PAID TO

The seller, or exporter, clears the goods for export, delivers them to the carrier, and is responsible for carriage costs to the named place of destination. Risk of loss transfers to the buyer once the goods are transferred to the carrier and the buyer must insure the goods from that time on.

CIP: CARRIAGE AND INSURANCE PAID TO

The seller transports the goods to the port of export, clears customs, and delivers them to the carrier. From that point, risk of loss shifts to the buyer. The seller is responsible for carriage and insurance costs to the named place of destination. The buyer is responsible for all costs, and bears risk of loss from that point forward.

DAF: DELIVERED AT FRONTIER

The seller, or exporter, is responsible for all costs involved in delivering the goods to the named point and place at the frontier (the border between the two countries). Risk of loss transfers at the frontier. The buyer must pay the costs and bear the risk of unloading the goods, clearing customs, and transporting the goods to the final destination.

DES: DELIVERED EX-SHIP

The seller, or exporter, is responsible for all costs involved in delivering the goods to a named port of destination. Upon arrival, the goods are made available to the buyer, or importer, on board the vessel. The seller is responsible for all costs and risk of loss prior to unloading at the port of destination. The buyer, or importer, must have the goods unloaded, pay duties, clear customs and provide inland transportation and insurance to the final destination.

DEQ: DELIVERED EX-QUAY

The seller, or exporter, is responsible for all costs involved in transporting the goods to the wharf (quay) at the port of destination. The buyer must pay duties, clear customs, and pay the cost and bear the risk of loss from that point forward.

DDU: DELIVERED DUTY UNPAID

The seller, or exporter, is responsible for all costs involved in delivering the goods to a named place of destination where the goods are placed at the disposal of the buyer. The buyer, or importer, assumes risk of loss at that point and must clear customs, pay duties, and provide inland transportation and insurance to the final destination.

DDP: DELIVERED DUTY PAID

The seller, or exporter, is responsible for all costs involved in delivering the goods to a named place of destination and for clearing customs in the country of import. Under a DDP Incoterm, the seller provides literally door-to-door delivery, including customs clearance in the port of export and the port of destination. Thus the seller bears the entire risk of loss until goods are delivered to the buyer's premises. A DDP transaction will read "DDP named place of destination." For example, assuming goods imported through Baltimore are delivered to Silver Spring, the Incoterm would read "DDP, Silver Spring."

Task 5. Look through the sample of the contract. Find essential elements of each contract.

Sample Contract

ДОГОВІР №

CONTRACT No.

Львів, Україна _____ 2016 р.

L'viv, Ukraine _____ 2016

1. СТОРОНИ ДОГОВОРУ

_____, надалі _____, що діє на підставі _____ в особі _____, з однієї сторони, та _____, надалі "Замовник", в особі директора _____, що діє на підставі, Статуту, з іншої сторони, уклали цей Договір про наступне:

1. CONTRACTING PARTIES

_____, hereinafter referred to as _____, in the person of _____, Director General, on the one hand, and _____, hereinafter referred to as "Customer", in the person of _____, Director, on the other hand, have concluded the present Contract on the following:

2. ПРЕДМЕТ ДОГОВОРУ

2.1. Замовник замовляє, а _____ постачає борошно _____ (далі - "Товар").

2.2. Назва товару, кількість і ціна товару зазначається у специфікаціях на кожен партію товару, які є невід'ємною частиною договору та рахунках-фактурах.

2.3. Якість товару, який доставляється, обов'язково підтверджується відповідними сертифікатами.

2.4. Кожна партія товару супроводжується наступними товаросупровідними документами: специфікація на партію товару, рахунок-фактура, упаковочний лист, CMR, сертифікат походження або інший документ по країні походження товару, сертифікат якості, фітосанітарний сертифікат країни-експортера.

2. SUBJECT OF THE CONTRACT

2.1. Customer shall order and _____ shall deliver flour _____ (hereinafter referred to as "Goods").

2.2. Product name, quantity and price of the goods specified in the specifications for each consignment, which are an integral part of the contract and invoices.

2.3. Quality product that is delivered, must confirmed by corresponding certificates.

2.4. Each shipment is accompanied by the following accompanying documents: specification of consignment, invoice, packing lists, CMR, certificate of origin or other document in the country of origin, quality certificate, phytosanitary certificate of the exporting country.

3. ВАРТІСТЬ ТОВАР ТА ПОРЯДОК РОЗРАХУНКІВ

3.1. Загальна вартість всіх партій Товару становить _____ (_____) євро.

3.2. Кожна партія товару оплачується окремо.

3.3. Оплата здійснюється у формі попереднього платежу.

3. PRICES AND PAYMENT

3.1. The total price of Goods is _____ (_____) euro.

3.2. Each consignment is charged separately.

3.3. Payment in the form of pre-payment.

3.4. The price of goods includes the cost of packaging.

3.4. В ціну товару включена вартість тари та упаковки.

4. ПОСТАВКА

4.1. Поставка товару буде здійснюватись партіями, які узгоджуються з Замовником на умовах EXW _____ (Incoterms 2010) відповідно до рахунків – фактур та специфікацій, які є невід'ємною частиною Договору.

4.2. Термін поставки 1 (один) тиждень з моменту оплати.

4.3. Датою поставки вважається дата підписання Акту здачі-приймки Товару.

5. ФОРС-МАЖОР

5.1. В разі виникнення форс-мажору, а саме стихійних лих, пожеж, війн, страйків, військових дій, громадських заворушень, змін законодавства, ембарго, але не обмежуючись ними, Сторона, яка неспроможна виконати будь-які умови цього Договору, повідомляє про це іншу Сторону і звільняється від відповідальності за таке невиконання. Якщо форс-мажор триває більше одного місяця Сторони домовляються про продовження дії цього Договору.

6. ГАРАНТІЇ

6.1. _____ дає гарантію, що Товар не має дефектів матеріалів та робіт, а також дефектів, пов'язаних з процесом його виробництва, на період _____ (____) місяців від дати його поставки.

6.2. Термін придатності Товару вказується на упаковці.

6.3. У разі, якщо доставка Товару виявиться не можливою – Продавець здійснює Замовникові компенсацію витрат Замовника пов'язаних із підготовкою до прийняття Товару (в т.ч. проїзд транспорту, зарплата водія та представника Замовника та ін.), в розмірі обрахованому Замовником. Додатково Продавець не пізніше наступного робочого дня після дня коли поставка товару не відбулася, здійснює повернення Замовникові отриманих коштів за не поставлений Товар.

7. ЗАГАЛЬНІ УМОВИ

7.1. Всі відносини між Сторонами цього Договору є предметом регулювання законів України.

7.2. Зміни та доповнення до цього Договору вносяться тільки в письмовій формі.

7.3. Цей Договір складений українською та англійською мовами. Обидва тексти мають однакову силу.

8. ВІДПОВІДНІСТЬ СТОРІН ТА ВИРІШЕННЯ СПОРІВ

8.1. Усі спори, які можуть виникнути за цим Договором або у зв'язку з ним, Сторони будуть вирішувати шляхом переговорів.

8.2. Якщо Сторони не зможуть вирішити такі спори шляхом переговорів, то вони підлягають розгляду в арбітражному суді України відповідно до чинного законодавства України.

4. DELIVERY

4.1. Delivery of goods will be carried out by parties that are consistent with the customer on terms EXW _____ (Incoterms 2010) under invoicing or specifications that are an integral part of the Contract.

4.2. Delivery is 1 (one) weeks.

4.3. The date of signing of the Delivery-Acceptance Protocol is considered as the delivery date.

5. FORCE MAJOR

5.1. In case of force major, i.e. war, natural disasters, strikes, civil unrest, governmental interference, embargoes, etc. in accordance with international practice, the Party which can not perform the obligations under this Contract shall inform another Party about that. No liability shall result from the non-performance of any obligation under this Contract caused by force major obstacles. If a force major continues for more than one month, either Party may terminate this Contract as to the works not yet fulfilled.

6. WARRANTY

6.1. The _____ warrants that the Goods shall be free of defects in materials and workmanship and defects arising from the manufacture process, for a period of _____ (____) months from the date of delivery.

6.2. Shelf life indicated on the product packaging.

6.3. If delivery of the Goods be not possible – Seller provides to the Customer for reimbursing the Customer related to the preparation for acceptance of the Goods (including travel transport, driver wages and customer representatives, etc.), At a rate calculated by the Customer. Additional Seller no later than the next business day after the day when the supply of goods does not take place, the Customer shall reimburse funds received for non-delivered Goods.

7. GENERAL PROVISION

7.1. All the relations between the Parties of the present Contract are subject to norms of the material law of Ukraine.

7.2. All notices with legal or contractual effect shall be written in English and Ukrainian language.

7.3. In present Contract both texts in English and Ukrainian are of the same value.

8. ARBITRATION

8.1. All disputes which may arise in connection with this Contract shall be settled by means of negotiations between the Parties.

8.2. If the Parties can not settle any dispute by means of negotiations, then such dispute shall be settled in Arbitrage Court of Ukraine.

9.ТЕРМІНИ ДІЇ ДОГОВОРУ

9.1. Договір починає діяти з моменту його підписання, та закінчує свою дію _____.

РЕКВІЗИТИ СТОРІН
ЗАМОВНИК

9 THE TERMS OF THE CONTRACTS

9.1. Agreement shall be effective upon its signing and completing the action _____.

9.2.

LEGAL ADDRESSES OF THE PARTIES
CUSTOMER

Task 6. Read the text and the statements to it. Mark the statements “true” or “false”. If it is false, correct the sentence.

What Is International Trade?

When Honduras exports bananas to Switzerland, they can use the money they earn to import Swiss chocolate – or to pay for Kuwaiti oil or a vacation in Hawaii. The basic idea of international trade is simple – each country produces goods or services that can be either consumed at home or exported to other countries.

The main difference between domestic and international trade is the use of foreign currencies to pay for the goods and services crossing international borders. Although global trade is often added up in U. S. dollars, the trading itself involves various currencies. Japanese videocassette recorder is paid for in German marks in Berlin and German cars are paid for in U. S. dollars in Boston. Indian tea, Brazilian coffee and American films are sold around the world in currencies as diverse as Turkish liras and Mexican pesos.

Whenever a country imports or exports goods and services, there is a resulting flow of funds: money returns to the exporting nation and money flows out of the importing nation. Trade and investment is a two-way street and with a minimum of trade barriers, international trade and investment usually makes everyone better off.

In an interlinked global economy, consumers are given the opportunity to buy the best products at the best prices. By opening up markets, a government allows its citizens to produce and export those things they are best at and to import the rest, choosing from whatever the world has to offer.

Some trade barriers will always exist as long as any two countries have different sets of laws. However when a country decides to protect its economy by erecting artificial trade barriers, the result is often damaging to everyone, including those people whose barriers were meant to protect.

The Great Depression of the 1930s, for example, spread around the world when the United States decided to erect trade barriers to protect local produces. As other countries retaliated, trade plumpered, jobs were lost and the world entered into a long period of economic decline.

1. Each country produces goods or services that can be either consumed at home or exported to other countries.

2. The main difference between domestic and international trade is the use of domestic currencies to pay for the goods and services.
3. The trading itself involves various currencies.
4. Money returns to the importing nation and money flows out of the exporting nation.

Task 7. Questions on the text:

1. What is the basic idea of international trade?
2. What is the difference between domestic and international trade? What can you add to the text information?
3. What useful things does international trade bring to a country?
4. What are the difficulties in developing international trade? Who makes these difficulties?

Task 8 . Not everybody can organize big business companies. That's why small business corporations became very popular. Read the text about small business in the USA and be ready to explain why it's profitable both for a businessman and the country.

Small Business in the USA

Many visitors from abroad are surprised to learn that even today, the U.S. economy is by no means dominated by giant corporations. Fully 99 percent of all independent enterprises in the country employ fewer than 500 people. These small enterprises account for 52 percent of all U.S. workers. Some 19.6 million Americans work for companies employing fewer than 20 workers, 18.4 million work for firms employing between 20 and 99 workers, and 14.6 million work for firms with 100 to 499 workers. By contrast, 47.7 million Americans work for firms with 500 or more employees.

Small businesses are a continuing source of dynamism for the American economy. They produced three-fourths of the economy's new jobs between 1990 and 1995.

They also represent an entry point into the economy for new groups. Women, for instance, participate heavily in small businesses. The number of female-owned businesses climbed by 89 percent, and women-owned sole proprietorships reached 35 percent of all such ventures by the year 2000. Small firms also tend to hire a greater number of older workers and people who prefer to work part-time.

A particular strength of small businesses is their ability to respond quickly to changing economic conditions. They often know their customers personally and are especially suited to meet local needs. Small businesses -- computer-related ventures in California's "Silicon Valley" and other high-tech enclaves, for instance -- are a source of technical innovation.

Many computer-industry innovators began as "tinkerers," working on hand-assembled machines in their garages, and quickly grew into large, powerful corporations. Small companies that rapidly became major players in the national and international economies include the computer software company Microsoft; sports clothing manufacturer Nike; the computer networking firm America Online; and ice cream maker Ben & Jerry's.

Of course, many small businesses fail. But in the United States, a business failure does not carry the social stigma it does in some countries. Often, failure is seen as a valuable learning experience for the entrepreneur, who may succeed on a later try. The U.S. Congress and state legislatures pay great attention to small business. Small companies have won exemptions from many federal regulations, such as health and safety rules. Congress also created the Small Business Administration in 1953 to provide professional expertise and financial assistance to persons wishing to form or run small businesses. The SBA guarantees loans to small businesses, usually for working capital or the purchase of buildings, machinery, and equipment.

The SBA supports programs for minorities, especially African, Asian, and Hispanic Americans. It runs an aggressive program to identify markets and joint-venture opportunities for small businesses that have export potential.

In addition, the SBA has made over \$26,000 million in low-interest loans to homeowners, renters, and businesses of all sizes suffering losses from floods, hurricanes, tornadoes, and other disasters.

Task 9. Read the text about small business in Ukraine. Find additional information in the Internet and prepare the report on the topic.

Small Business in Ukraine

In Ukraine small and medium-sized enterprises make up only at 15 percent of the gross domestic product. It's no secret that countries that have a strong small- and medium-sized business sector generally have healthier economies -- less wealth is concentrated in the hands of the greedy few, and the average citizen has a bigger stake in the country's development. But today in Ukraine, a huge chunk of the country's wealth is concentrated in the hands of no more than a couple of dozen people. According to Ukraine's Focus Magazine, the country's top 100 richest own a third of the nation's dwindling economy, and the top 10 alone own more than 16 percent. Ukrainian SMEs (small and medium enterprises) should make up a greater percentage of the nation's gross domestic product.

SME businesspeople are thirsty for practical knowledge. They are hungry for sustainable growth and Western standards. These are people who still have hope, who want to make their country sustainably competitive, respected abroad,

and, most of all, who want their country to be a great place to live. These are the people who will change their country, not the tired old oligarchs.

To develop small business the country should have a progressive taxation system for the rich, and a broad, flat-rate tax for the middle class. This should be applied over the short term, until the country's SMEs grow and gain more weight in the business community. At the moment, the cards are simply stacked against small business, and heavily in favour of the kleptocrats who enriched themselves in the 1990s after the fall of the Soviet Union.

There are many other things that the government and parliament can do it in order to make lives easier for SMEs.

Task 9. Discuss the following questions with your groupmates:

1. Is it difficult to organize one's own business in Ukraine? Why do you think so?
2. What business is more organized in Ukraine, small or big? Why?
3. What are the advantages of small business in Ukraine?

Task 10. Complete the text with the words from the box. Answer the questions to the text.

pay attention, best card, assistant, , duty, more, buying, to earn, a favour, service, depends on, to persuade, to be treated, impolite

The Customer Is Always Right

Shopping is a big and important part of modern person's everyday life. People have a lot of ways of __1__ things: to go to supermarkets or small shops, to order things by the Internet or by phone. People spend much money and time on shopping, and they want __2__ by shop-assistants well. H. Gordon Selfridge said "The customer is always right". I think this statement should be always followed by each __3__. There are several reasons for this.

First of all it's assistant work to help and __4__ customers. Assistants should __5__ to each shopper and be polite with them. There are several types of customers: silent, talkative, decisive, indecisive, impulsive and shy. Shop assistants should find a way of communication with people of each type of character, because it's their __6__.

The customers make shop business. More money people leave in the shops, __7__ money assistants get. That is if a customer likes the assistant, if he is pleased or satisfied with the seller, he can spend more money. It is the second reason.

There are several rules for assistants, if they want __8__ more money. A customer is the most important person of their business, so an assistant should respect a shopper. Assistants should understand they are not doing a customer __9__ by serving him. They just do their work. A customer always wants well-mannered, polite, pleasant and attentive treatment. Salespeople should remember their salary __10__ the customers.

Sometimes salespeople have to make suggestions and recommendations, explain everything about goods, and they have to be able __11__ shoppers to buy.

But in reality the statement “The customer is always right” is not followed often. Frequently we meet rude, __12__, inattentive shop assistants, who can insult customers. A lot of assistants default on, they don’t help shoppers, don’t explain anything about goods or explain incorrectly.

Summing up there are two kinds of people in shopping: the customers and the assistants. The customers are always right and assistants should follow this statement. It is the law for salespeople, they should not forget about it. It is the __13__ .

Task 11. Each company has its structure. There are some certain departments and positions in each company. Read the information, study an organisation chart and answer the questions.

Structure of the Company

Topical Vocabulary	
a market segment	сегмент ринку
an inherent problem	нагальна проблема
assistant	заступник
authority	влада, повноваження, авторитет
functional structure	функціональна структура
hierarchical (structure)	ієрархічна структура
immediate subordinate	безпосередньо підлеглий
liability	відповідальність
matrix management	матричний менеджмент
position	посада
separate division	самостійний підрозділ
successive level	наступний рівень
to appoint	призначати
to assist	допомагати, сприяти
to be in charge	бути відповідальним
to deal with	мати справу
to head	очолювати
to hold the position	займати посаду
to keep authority	користуватися авторитетом
to pass on responsibility	перекладати відповідальність
to provide	забезпечувати
to take a decision	приймати рішення

Names of the Departments:

1. Accounts (Finance)Dept. - department responsible for administering a company's financial affairs.
2. Marketing Dept. - department that puts goods on market, inc. packaging, advertising etc

3. Personnel Dept. - department responsible for recruitment and welfare of staff or employees.

4. Production Dept. - department responsible for physical creation of product.

5. Purchasing Dept. - department responsible for finding and buying everything for a company.

6. R & D Dept. - department responsible for Research and Development of (new) products.

7. Sales Dept. - department responsible for finding customers and making sales.

shareholder - person who holds or owns shares in or a part of a company or corporation

board of directors - group of people chosen to establish policy for and control a company

director - a member of the board of directors

A.G.M.^{UK} - abbr. Annual General Meeting of a company's shareholders

headquarters - a company's principal or main office or centre of control

organisation chart - a table or plan showing a company's structure graphically

reception - the place where visitors and clients report on arrival at a company

chairman ^(UK)- person who heads a Board of Directors; head of a company; chairperson.

president^(US)- the highest executive officer of a company; head of a company

managing director^(UK)- senior director after the chairman responsible for day-to-day direction

executive officer^(US)- person managing the affairs of a corporation - chief executive officer

vice president^(US)- any of several executive officers, each responsible for a separate division

manager - person responsible for day-to-day running of a dept.; executive officer^(US)

Structure of the Company

In business, organization structure means the relationship between position and people who hold the position. Organization structure is very important because it provides an efficient work system as well as a system of communication.

Most organizations have a hierarchical or (line) pyramidal structure, with one person or a group of people at the top, and an increasing number of commands running down the pyramid. All the people in the organization know what decisions they are able to make, who their superior (or boss) is (to whom they report) and who their immediate subordinates are (to whom they can give instructions).

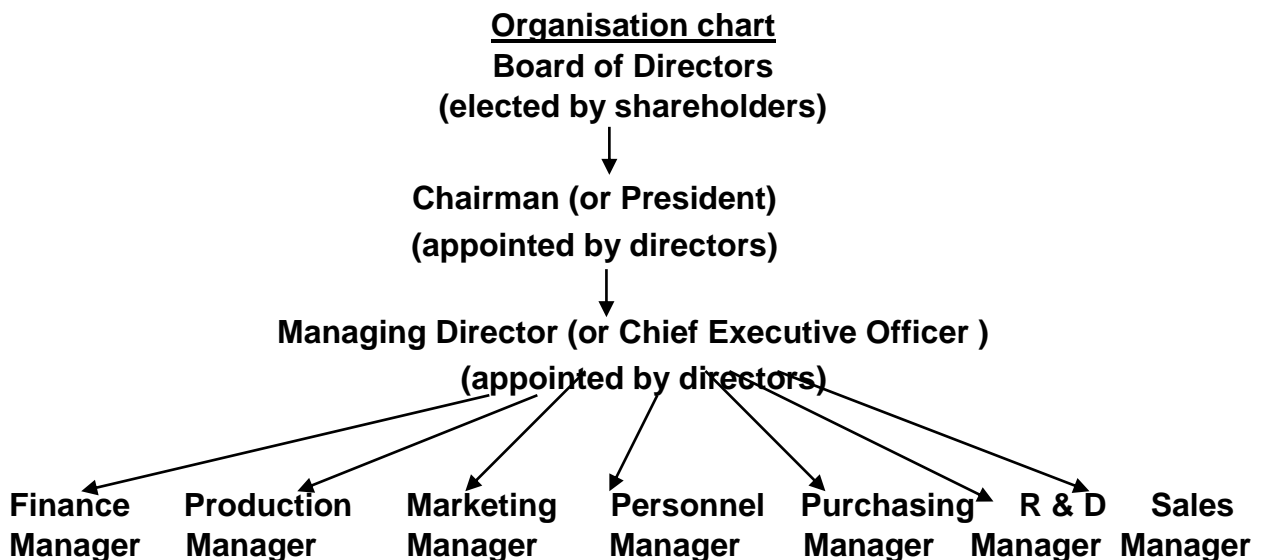
Today, most large manufacturing organizations have a functional structure, including (among others) production, finance, marketing, sales and personnel or staff departments. This means, for example, that the production and marketing departments cannot take financial decisions without consulting the finance department. Most large companies are decentralized, following the model of Alfred Sloan, who divided General Motors into separate operating divisions in 1920. Each division had its own engineering, production and sales departments, made a different category of car and was expected to make a profit.

An inherent problem of hierarchies is that people at lower levels are unable to make important decisions but have to pass on responsibility to their boss. One solution to this is matrix management, in which people report to more than one superior. For example, a product manager with an idea might be able to deal directly with management responsible for a certain market segment and for a geographical region, as well as managers responsible for the traditional functions of finance sales and production. Another way of keeping authority at lower levels is the organization of wholly autonomous, temporary groups or teams that are responsible for an entire project. Microsoft is a good example of a company that is structured along product lines.

Modern company's management has variety of structures and positions. As a rule a private company has only one director. A public company must have at least two directors.

A limited liability company or a corporation is headed by the Board of directors elected by shareholders. The directors appoint one of their numbers to the position of managing director to be in charge of the day -to- day running of the company. In large organizations the managing director is often assisted by a general manager. Some companies also have assistant managers. Many directors have deputies who are deputy directors. Directors need not to be shareholders. They are responsible for the management of a company's affair.

Big companies have many managers heading departments. They are responsible to the managing director. Most companies have Accounts (Finance), Marketing, Personnel, Production, Purchasing, Research and Development and Sales Departments. These are the most common departments, but some companies have others as well.



1. Four main kinds of organizational structure are described in the article. What are they?
2. How can you characterize the line structure?
3. What did Alfred Sloan do with General Motors Company in 1920?
4. What is an inherent problem of hierarchies? What is its solution?
5. How is Microsoft Company structured?
6. Who is limited liability company headed by?
7. What are the main company's departments?

Task 12. Fill in the words from the list and then make sentences using the completed phrases.

Like, successive, separate, unmediated, matrix, take, pass, keep, market, appoint deputy

1. a division
2. to on responsibility
3. a management
4. a structure
5. a segment
6. to authority
7. an subordinate
8. to a decision
9. to to the position
10. a director

Task 13. Translate from Russian into English.

1. Більшість організацій мають лінійну структуру.
2. Всі співробітники організації знають які рішення вони можуть приймати, хто є їхнім керівником і перед ким вони безпосередньо підлеглі.

3. Відділ маркетингу не може приймати фінансові рішення без консультацій з фінансовим відділом.
4. Сучасна компанія має велику кількість посад.
5. Корпорацію очолює Рада Директорів, яку обирають акціонери.

Task 14. Match the positions according to the suitable activities.

a)	clerk
b)	typist
c)	computer operator
d)	receptionist
e)	accountant
f)	secretary
g)	supervisor
h)	foreman
i)	manager
J)	managing director
k)	dealer
1)	distributor
m)	broker manager
n)	analyst

1. prepare invoices, write reports
2. write computer programs operate the computer
3. control, organize and direct part or all of a business
4. write reports, type letters
5. answer inquiries, welcome visitors
6. monitor cash flow, prepare regular financial statements
7. is responsible for the day to day running of the company
8. operate the computer, write telexes, faxes, letter; welcome visitors, answer phi
9. make a close examination of something
10. watch others work to make sure a job is done properly
11. supervise and direct other workers
12. control at a local office, that is the part of a larger organization
13. buy and sell goods or services to make a profit
14. supply goods for a producer or manufacturer to shops

Task 15. Have you ever been to any company office? You might have seen a lot of office stationery and office equipment. Can you name them?

Topical Vocabulary	
a diary	щоденник
affair	справа
compile	упорядковувати, складати
drawer	шухляда
drawing pin	шпилька, прищіпка
envelope	конверт

equipment	обладнання
invoice	накладна, рахунок
memorandum (memo)	замітка, оголошення
notice board	дошка оголошень
office stationery	канцелярське приладдя
pencil sharpener	підстругачка
petty cash	дрібні суми грошей
post book	книга, для реєстрації пошти
proof reader	коректор (професія)
reference book	довідник
shorthand	стенографія
to fill reports	складати звіти
to note	записувати, занотовувати
to screen the callers	просіювати“ відвідувачів
to take minutes	вести протокол
to throw out	викидати
to type	друкувати
trash	сміття
wastepaper basket	корзина для сміття

Task 16. Read the following texts and try to guess the meaning of underlined words. Make your own vocabulary of office stationery and add it to the vocabulary above.

At the Company Office

Where you store things.

Perhaps you have a tall metal cupboard in your office with three or four drawers to put files and correspondence. This is a filing cabinet. Other people have drawers in their desk or portable drawers (drawers on wheels) in their offices.

In your filing cabinets you usually have hanging files, where you can put loose correspondence. If you want to put correspondence together, you can use folders or plastic wallets. You can also put papers in a folder and put the folder on a bookshelf.

The in tray is where you stack all the papers of the work you still have to do.

You can also store small things on your desk. For example, perhaps you put pens in a pen holder or in a container. When you make a mistake with a pen you need to use correction fluid or white out to cover the mistake. It is a liquid that you can put on paper to cover a mistake and then you can write over it again. However if you are writing with a pencil you can use a rubber or an eraser to make the mistake go away.

A desk tidy or organizer is a box or container without a lid that has several different compartments for different items. This allows you to keep your pens, rubber bands, paper clips and other objects separate.

For official documents a rubber stamp is used to leave a mark on paper to prove that you give it your approval. A stamp pad is the device that has ink for the rubber stamp.

How you attach things.

To stick things together, you can use one-sided sticky tape, known in England as 'sellotape' but not as 'Scotch', which is a type of whisky! You can use a stronger type of sellotape for cardboard boxes and this is called masking tape. Or you could use glue – a sticky liquid that comes out of a bottle to stick things together. A glue stick is when the glue is not in liquid form but is a soft solid. It is easier to spread a glue stick than normal glue, and normally less messy.

You can attach paper with a paperclip, which is made of metal or plastic. A paperclip is the icon you can see in your email program when you want to send an attachment.

If you want to attach paper more permanently, you can use a stapler (which contains staples) to staple the pieces together. A staple is a small, sharp metal bar which has two ends that curl through the bottom sheet of paper to hold all the pieces together. In fact, a stapler works so well that to disconnect the papers you need another special tool called a stapler remover.

How you cut things.

You can use a pair of scissors to cut paper. If you want to make two holes in the left hand margin of paper so that you can put the paper in a file, you can use a hole-punch. Line up the hole-punch on the paper, push down and you will get two circular holes in the paper so that the papers can be organized inside of a binder.

If you want to cut something thicker than paper, you will probably need a knife. If you want to cut many pieces of paper together, you can also use a guillotine. This is a flat piece of metal with a sharp blade along one side. You lift the blade then bring it down onto the paper. (It's named after the implement used in the French Revolution.)

Office equipment.

A fax machine takes a piece of paper, copies it and then sends the image over a phone line to another fax machine in a different office. At the other end the image is copied onto another piece of paper for them to be read.

Unlike a fax machine a photocopier (which needs toner), takes the image from the pieces of paper and copies it, but doesn't send it to another place. Photocopiers are used to make many copies of the same paper. Making photocopies is normally a job given to the newest person at work.

A printer (which needs ink cartridges) allows for information from the computer to be printed onto a piece of paper.

An overhead projector, also known as an OHP is useful if you want to present information and project text or images onto a screen at the front of a room.

There is usually a whiteboard or a flipchart in an office where you can write notes or messages for all to see. A flipchart is a stand with very large pieces of paper which you can write on, then flip over, to get the next piece of blank paper. It is sometimes used to give presentations. The pens that you use for a whiteboard are called dry erase markers or marker pens or whiteboard markers and you can erase the information you wrote with them once you have finished.

You might have a place in the office where you can leave messages and notices for other people. This is called a notice board and you need to use drawing pins to attach your notice to the board.

A calculator is a small electronic device that helps you to solve math problems.

Business cards are small pieces of card with your name and contact information written on them. You carry the cards around so that you can give them to different people, especially at meetings.

A calendar has all the days of the month in it so that you know what day it is today. Many people keep desk calendars on the top of their desk so that they can always see their schedule and so that they won't forget different meetings and events. An organizer is a small book that you keep that allows you to keep track of everything. Inside of it there is normally a calendar filled with your schedule, as well as other important information that you need, including contact numbers for other people. It is also called an appointment book or personal planner.

Many people have small pieces of yellow paper covering the wall of their office with small bit of information written on them. These piece of paper are called post it notes and have a sticky part at one end of the paper.

Task 17. Read, the text. Choose the correct answers based on the reading.

I'd like to tell you about one day of my work in the office.

I work for the company, which produces cell phones. I work in the head office of the company, which is situated in the city. The factory is behind the town border.

I work in my own room. Like most offices, my office is a place where I can concentrate on my work and feel comfortable at the same time. There is a lot of equipment in the office. I have a desk, of course, and a computer on it. There is a modern lamp near the computer. I need a diary to note my meetings and other affairs. There is also a phone on my desk. At the wall there is a notice board, there I can hang a calendar and some notes. There are also shelves on the wall,

where some files stand. Near the desk there is drawers, where I keep my papers. And I have a wastepaper basket to throw out trash.

I work at the computer most of the time. My duties are to type letters, reports and some other documents; also I send a lot of e-mails. I make invoices, papers that show products sold and the money to pay, and send them to the customers. I do a lot of paperwork, for example, I do filing reports and compile filing cabinet.

My work involves making appointments and arranging meetings for my boss and some other managers and typing agenda for the meetings. Sometimes I attend those meetings and take minutes.

Like most people, who work in office, I have some problems. Sometimes I cannot print or make copies, because the printer or copier is broken. Sometimes we have run out of paper or the computer is down, it disturbs all the work in the office. One of my colleagues is off, he is ill, and we have got loads of work to do.

1. What do I need to do in my office?

- a) to relax b) to concentrate c) to study d) to read magazines

2. Which piece of equipment do I not have on my desk?

- a) a fax b) a computer c) a lamp d) a diary

3. What isn't there on the wall?

- a) a calendar b) a notice board c) shelves d) files

4. What do I keep in my drawers?

- a) pencils b) discs c) paper d) glue

5. My work involves ...

- a) sending a lot of e-mails b) making appointments
c) cleaning the office d) making invoices

6. What is sometimes broken in the office?

- a) a computer b) a copier c) a printer d) filing cabinet

Task 18. Read the following information about Continental Equipment Company. Answer the questions. Prepare the report about the company.

Let me tell you about our company. We produce processing equipment. Our firm consists of 6 departments: Production, Sales, Export, Financial, Personnel and Research & Development. The last one is the newest at the company. It was created five years ago. We are managed by the Meeting of Shareholders and the Board of Directors. Earlier the Chairman of the Company was one of the senior partners, but now it is Mr. Rogers. Currently we employ about 1,600 people. Our turnover is more than £ 300 million.

We export our equipment to 5 countries. We also have two subsidiary companies in Holland and Germany with headquarters in those countries. Each

company trades under its own name. We are looking for new partners in Eastern Europe as well, as we would like to expand our activities.

1. What does the company produce?
2. How many departments are there in the company?
3. What are they?
4. What is the newest department?
5. How many years ago was it created?
6. How is the company managed?
7. How many people work for the company?
8. What is the company's turnover?
9. How many countries do they export their equipment to?
10. Where are their subsidiaries?

Task 19. Mr. Brown wrote in his diary what he had to do. In the evening he looked through his notes and marked what he had done. Say, what Mr. Brown has done.

November 11

Ask Mary to book flight and collect tickets

Tell Mary to book hotel room

*Collect currency

Hire car

*Meet Mr. Erickson (2 p.m.)

*Arrange an appointment with Mr. Forster {tomorrow 10 a.m.}

*Call Mr. Collins and make an appointment with him {Friday 3 p.m.}

*Ask the embassy for a visa application form.

Ask Mr. Brown what he has done.

e.g. Have you met Mr. Erickson? What did he tell you?

Task 20. Read the dialogue and act it.

Office Routine

Joy and Rose are in their office. They're talking about Joy's daily routine.

R.: How do you travel to work, Joy?

J.: By tube and train. I catch the 8.28 train every day and I start work at 9.30.

R.: And how do you spend the day?

J.: Well, in the morning I take shorthand and type letters.

R.: What time's coffee break?

J.: Oh, I make coffee at about 11 o'clock.

R.: And what about lunch?

J.: I have an hour for lunch. I usually leave between 1.15 and 1.30. In the afternoon

I usually make telephone calls, send faxes and telexes and do the copying.

R.: And what time do you go home?

J.: 5.30 on the dot.

Task 21. Underline the correct form of the verbs in brackets:

Joy is a very bad-tempered today. Usually she **(works / is working)** in a large office, but today she **(works / is working)** in a small office. The decorators **(redecorate / are redecorating)** room 102. Joy doesn't like anything in the small office. **She (works / is working)** on a very old computer, but usually she **(has / is having)** the latest one. Her filing cabinet is in room 102, so she **(goes / is going)** through to the big office every hour to do the filing. The decorators are not very happy either. Usually they only **(paint / are painting)** the walls and ceilings, but there they **(paint / are painting)** all the doors and window frames too. Luckily the room is nearly finished.

Task 22. Project work. Find in the Internet or draw yourself a picture describing a working day at any office. Tell the group what the people are doing and what stationary and equipment are using.

Unit 14 ADVERTISEMENT

(Trade fair. Technical Exhibition. Specialised Exhibition. Presentations.
Advertising campaign.

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. I know what I have given you...
I do not know what you have received. (Antonio Porchia)
2. Advertising is the life of trade. (Calvin Coolidge)
3. Many a small thing has been made large by the right kind of advertising. (Mark Twain)
4. Advertising is the art of convincing people to spend money they don't have for something they don't need. (Will Rogers)
5. Advertising is legalized lying. (H.G. Wells)
6. Many a small thing has been made large by the right kind of advertising. (Samuel Johnson)

Task 2. Answer the following questions.

1. Have you ever visited any trade fair?
2. What goods were sold at this fair?
3. Do you believe the advertisement?
4. Have you ever bought anything following the ad?
5. Can you organize a presentation? Is it difficult?

Topical Vocabulary	
achievement	досягнення
exhibit	експонат
exhibition	виставка
motto	девіз
to enquiry	робити запит
to launch new products in the market	запустити продукцію на ринок
to negotiate	погоджувати, домовлятися
to promote goods	сприяти продажу товарів
trade fair (show)	торговий ярмарок

Task 3 Read the text and match the Ukrainian equivalents to the English words and phrases:

to take part in exhibitions and fairs, the scale of anything; the latest achievements in various industries; party; to arrange (to negotiate); advertising products; pave the way for anything; trade fair; to exhibit products; to promote goods; to develop a market; to do business; to make contacts; to conclude transactions; to place an

order; to establish new markets; to sent out enquires; to make an offer; to hold exhibitions; to launch new products

Trade Fairs

Every year a lot of international, national and specialized exhibitions and trade fairs are held in different countries of the world. The number of countries and companies which take part in them is growing from year to year and the number of fairs and exhibitions is becoming larger. The display during these exhibitions includes a wide range of exhibits which show the latest achievements in different field of industry, science and agriculture of many countries. Trade fairs and exhibitions usually attract thousands of visitors and many potential buyers among them. So foreign trade associations never lose a chance to exhibit their products at international fairs and exhibitions both abroad and at home. They help promote their goods to new markets and launch new products in the markets already developed.

At international and national exhibitions commercial centres are established where participants can negotiate the sale and the purchase of different goods. A great deal of profitable business is done there: new contacts are made, new transactions are concluded, new orders are placed and new markets are established.

This work goes on after the exhibitions as well: enquiries are sent out for the goods our national economy requires and offers are made for the products our new contacts are interested in.

Every exhibition helps visitors to see the achievements of different countries. It is also a method to advertise and promote goods.

Fairs and exhibitions are usually held under various mottoes: people and progress, peace and progress through economic cooperation and so on. International fairs and exhibitions pave the way for the consolidation of friendship among countries and nations.

Task 4. Answer the questions.

- 1.What is an exhibition?
- 2.What does the display of the exhibition include?
- 3.What are fairs and exhibitions usually crowded with?
- 4.What are usually established for different goods selling and purchasing?
5. What business is done at commercial centers at the exhibitions?
6. What work is done after the exhibitions?
- 7.What is one of the purpose of the international fairs and exhibitions?

Task 5. Translate the dialogue and act it.

Last month, Mr. Boichuk, an engineer from Agrofirma had instructions to visit an exhibition of agrarian equipment which was held in Warsaw. Ukrimport was interested in purchasing milking machines of the latest model. The model Stella

AID-2/1 attracted Boichuk's attention. After he had seen it in operation he got in touch with Mr. Adams, the Sales Manager of the company, to start talks for the purchase of computers.

B: Добрий день, містер Адамс. Ось моя картка.

A: Добрий день. Я радий зустрітися з вами. Як вам наш стенд?

B: О, дійсно цікаво. Ми мали щасливу можливість побачити ваші останні досягнення в молочній промисловості. Я повинен сказати, що ви домоглися великих успіхів в цій області.

A: Радий чути це.

B: містер Адамс, Ваш стендист тільки що показав мені модель доїльного апарату Стела АІД-2/1 в роботі. Чи ця модель для продажу?

A: Звичайно. Це сучасна модель. Вона була введена на світовий ринок шість місяців тому і з тих користується великим успіхом. Так що я не здивований, що ви зацікавилися нею.

B: Так, я був вражений її ефективною роботою, а також мені сподобався її зовнішній вигляд.

A: Цей доїльний апарат відповідає найвищим світовим стандартам.

B: Але як ви знаєте, містер Адамс, купити апарат - це тільки половина справи. У нас повинні бути свої оператори для роботи на цьому обладнанні. Я хотів би знати, чи зможемо ми відправити своїх спеціалістів, щоб вони могли отримати хорошу підготовку на ваших заводах.

A: Немає проблем.

B: Дуже добре. Як тільки-но я повернуся до Києва, я відразу ж відправлю Вам наш запит.

Task 6. Fill in the gaps with necessary prepositions.

1. Many different exhibitions are held ... our country every year.
2. Ukraine will take part ... this fair next year.
3. The scope ... fairs and exhibitions is becoming larger.
4. Our country is interested ... this equipment.
5. We want to buy the computers ... the latest model.
6. Mr. Boichuk wanted to get ... touch ... Mr. Adams.
7. Exhibitions and fairs are held ... different mottoes.
8. Exhibitions and fairs pave the way ... peace and co-operations ... peoples .
9. This country has a great success ... the field of heavy industry.
10. To buy the computer is only half ... the business.

Task 7. Translate into Ukrainian.

1. Багато різних виставок і ярмарків проводиться в світі щорічно.
2. Багато фірм і компаній беруть участь у виставках.
3. Будь-яка виставка - це спосіб рекламувати продукцію фірми.

4. Україна взяла участь у виставці електронного обладнання в Лондоні в минулому році.

5. Скільки спеціалізованих виставок буде проведено в Києві в цьому році?

6. Фірма зацікавлена в покупці комп'ютерів цієї моделі.

Task 8. Presentation and Advertising are two main forms of marketing communication used to promote or sell something, usually a business's product or service. Read the text and refer its paragraphs (1-3) to the headings (A-C).

Presentation and Advertising

1. Cost

2. Difference Between PR and Advertising

3. The Effect on the Public

A. Presentation (PR) and advertising often go hand in hand but they are two completely different things with a completely different goal and overall effect. While advertising is exclusively focused on promotion of products or services with an aim to encourage target audience to buy, PR is specialised in communication with the public and media. Like advertising, PR often helps increase the sales as well and may include elements of marketing. However, it is mainly focused in creating positive publicity about a particular company, organisation or individual and maintains a good reputation in the public. By doing so, PR helps create a relationship between a commercial company and its customers who are more likely to choose the products from a company they have a good opinion over those from a firm they have never heard off before or heard something negative about it.

B. The public reacts very differently to an add than to a newspapers article or a TV report. They know very well when they are reading/looking an add and the information they are communicated is perceived with a certain degree of skepticism. They know that the add wants to persuade them to buy a particular product or service and will either believe or disbelieve the information they are communicated. But when they are communicated news about a new product or service through a third party, for example a newspapers or online article they perceive it as informative and worthy of their attention. A press release for instance does not directly encourage them to buy but it often achieves just that by creating a positive image about the product/service or its manufacturer, or both.

C. Neither a professionally led marketing or PR campaign is inexpensive. The cost depends greatly on who you hire but generally, PR is a lot less expensive than advertising. But it is also true that PR has a lot less control over the way their clients are presented by the media in comparison to paid adds that oblige the media to publish them unchanged. At the same time, a press release

is published only once by a single media, while the adds can be published over and over again.

But given that press releases and other PR tools to attract publicity usually achieve a greater impact on the target audience, there is no need for repetition of the same stories over and over again to attract attention of the public like this is usually the case with adds. In addition, an article or TV cover of purely informative nature is more likely to led the target audience believe the content of the adds. As a result, PR campaigns often precede or/and accompany marketing campaigns or are an integral part of advertising strategy.

Topical Vocabulary	
audience	аудиторія, слухачі, глядачі
background information	відомості довідкового характеру історія питання
introduction	вступ
outline	обрис, контур, ескіз; обмалювати
quiz	в загальних рисах опитування, вікторина
repetition	повторення
to lose the thread	втратити послідовність розповіді
to remind	нагадувати
to summarize	підвести підсумки
valuable	корисний, цінний

Task 9. Read and discuss how to make a successful product presentation.

Giving a Successful Presentation

Product presentations are an important part of selling your product to prospective customers. In many cases, this will be the customer's first introduction to your company and potentially your product. First impressions are critical. Proper preparation is vital to presenting your product in the best light possible.

Your presentation should include the following parts:

Most presentations are divided into 3 main parts (+ questions):

1	INTRODUCTION	(Questions)
2	BODY	
3	CONCLUSION	
	Questions	

1. **Introduction.** This is normally just a title slide where the speaker introduces themselves, and the subject of the product presentation. This is where you want to hook your audience and tell them what is in it for them. (1-2 slides)
2. **Agenda.** An agenda is optional and provides you with an opportunity to tell your audience what you are going to cover in your presentation. (1 slide)
3. **Company Information.** This is a way to establish credibility and to make the audience feel comfortable with your company. Ways to do this include customer lists, high-profile executives or advisors, information on funding (if a private company), awards and major milestones. (1-2 slides)
4. **Product description.** Clearly describe your product in terms that your audience will understand. It may be helpful to have a chart with the product components. You want to give the audience a frame of reference for the features and benefits that they are going to see. You also want them to know how your product fits into their existing environment. Show how the product interfaces with other products or systems they may be using. (1-2 slides)
5. **Examples/successes.** At this point in the presentation your audience should be familiar with your product and why it is different and better. In order to drive this point home use examples of how your product is being used and how customers have benefited from the product. (1-3 slides)
6. **Closing argument.** This is your opportunity for a 'call to action'. You want summarize your product presentation, reiterate the point of the presentation, and ask your audience to do something, if that is the point of your presentation. (1-2 slides)

You will note that the maximum number of slides is twenty.

The following table shows examples of language for your presentation.

Function	Possible language
Welcoming your audience	<ul style="list-style-type: none"> • Good morning, ladies and gentlemen • Good morning, gentlemen • Good afternoon, ladies and gentleman • Good afternoon, everybody
Introducing your subject	<ul style="list-style-type: none"> • I am going to talk today about... • The purpose of my presentation is to introduce our new range of...
Agenda	<ul style="list-style-type: none"> • To start with I'll describe • Then I'll mention some of the problems we've encountered and how we overcame them. • After that I'll consider the possibilities for further growth next year. • Finally, I'll summarize my presentation (before concluding with some recommendations).

Giving instructions about questions	<ul style="list-style-type: none"> • Do feel free to interrupt me if you have any questions. • I'll try to answer all of your questions after the presentation. • I plan to keep some time for questions after the presentation.
Pictures and graphics	<ul style="list-style-type: none"> • The graphic shows that ... • As you can see (in the picture) ... • The next picture shows how ... • Now, here you can see ...
Summing up	<ul style="list-style-type: none"> • To conclude,... • In conclusion,... • Now, to sum up... • So let me summaries what I've said. • Finally, may I remind you of some of the main points we've considered.
Giving recommendations	<ul style="list-style-type: none"> • In conclusion, my recommendations are... • I therefore suggest/propose/recommend the following strategy.
Thanking your audience	<ul style="list-style-type: none"> • Many thanks for your attention. • May I thank you all for being such an attentive audience.
Inviting questions	<ul style="list-style-type: none"> • Now I'll try to answer any questions you may have. • Can I answer any questions? • Are there any questions? • Do you have any questions? • Are there any final questions?

Other Important Points

Keep slides as simple as possible. Lots of text on a slide makes it difficult to read and it loses its impact. Make sure the slides will be readable from the back of the room. Practice your presentation. No one ever has the time to do it, but even if you are used to winging presentations, the following are the benefits of practice:

- your pitch will be more powerful, polished, and professional
- you are more likely to accomplish your objective
- you look better

Use gestures to make things visual and clear.

Use an expressive voice to emphasize points and show your enthusiasm for your product.

Always stand, even when you are talking to a small audience. Standing projects more energy.

Use highlights or colours on charts to emphasize an important point. Use controversy - It is sometimes useful to start your presentation with a controversial statement to grab your audience's attention.

Task 10. Here are the introductions to two different presentations. Separate the two presentations and put them in the correct order:

- a. At the end I will suggest practical ways in which you as managers can motivate both yourselves and the people who work for you.
- b. Good morning ladies and gentlemen, and welcome to our session on the dynamics of motivation.
- c. Then I will give a short demonstration of our prototype and explain what we have already achieved.
- d. Please feel free to raise questions at any time on technical or financial aspects of the project and I shall do my best to answer them.
- e. To begin with, I shall outline the main goals of the project.
- f. I would like to ask you to keep any questions you may have until the end, when I hope we will also have time to discuss your personal experiences and particular work situations.
- g. Finally, I shall move on to the major commercial applications and potential returns on investment.
- h. I will then turn to what we really mean by motivation, and look at the internal and external factors that play a part in creating it.
- i. Good afternoon ladies and gentlemen. I would like to talk to you this afternoon about why we feel our interactive video project is worth investing in.
- j. I shall start by looking at why motivation is so important and why the ability to motivate is a vital management skill.

Presentation 1 Presentation 2

_____ b _____	_____ i _____
_____	_____
_____	_____
_____	_____
_____	_____

Task 11. Read this introduction to a presentation. Choose the correct words or phrases in italics:

Good afternoon, ladies and gentlemen and welcome (1) *in/to/for* our seminar on corporate property management. I would like to (2) *begin/starting/commence* by (3) *drawing/telling/outlining* some of the main (4) *explanations/matters/issues* in corporate property management (5) *so that/for/in* order you will be able to judge whether your company is devoting sufficient time to this question.

I will then (6) look/turn/change to some of the legal and financial (7) queries/aspects/pieces of property management, and will (8) tell/look/explain how your companies may be affected by current and future legislation. I will (9) illustrate/give examples/discuss of the kinds of problems our clients have faced and explain what was done to solve them.

I will finish (10) by/with/in giving a brief resume of the consultancy service that we offer, and I will explain what you (11) need/shall/should do if you would like to look into the matter further.

Task 12. Chose the correct variant.

1. Which sentence might you hear at the beginning of a presentation?

- A Ladies and gentlemen, thank you for arriving today
- B Ladies and gentlemen, thank you for appearing today
- C Ladies and gentlemen, thank you for coming today
- D Ladies and gentlemen, thank you for showing your faces today

2. The _____ of today's presentation is to discuss my findings.

- A purpose
- B reason
- C cause
- D points

3. Now, _____ begin by introducing myself.

- A allow me
- B let me
- C I
- D presentation

4. I'd be very happy to _____ you to ask questions at the end of the session.

- A tell
- B invite
- C order
- D request

Task 13. Discuss in the group.

Advertisement and Advertising Campaign

1. What is advertising?
2. Some people say that advertising is just another way to lie about the product. Do you agree?
3. Describe a funny advertisement you saw or heard. What type of advertisement was it (print, television, online, etc.)?
4. Describe a persuasive advertisement you saw or heard. What type of advertisement was it (print, television, online, etc.)?
5. Can you think of any ads that offended people? What was offensive about the ad? Did you think it was shocking?
6. Do you think advertising influences you? How?

7. What are your favourite brands? Do these brands advertise? Do you think you like these brands because of their advertising or because of the product? Is it a combination of both?
8. Do you think children are affected by advertising more than adults?
9. Do you think that the government should regulate how companies advertise to children? How? Do you think the government should restrict advertising in other ways? How? What laws are there in your country to restrict advertising?
10. What would the world be like without advertisements? What would be the positive consequences? What would be the negative consequences?

Task 14. Look through the list below and write out the words which belong to the advertising media:

sponsorship	billboards/hoardings	point-of-purchase
cinema	place	display
free samples	slogans	publicise
leaflets	public transport	promote
radio	posters	mailshots
sponsor	exhibition	commercials
television	press	target
endorsement	neon signs	special offers
directories	launch	research
run	word-of-mouth	persuade
		Internet

Task 15. Read the text and answer the questions.

1. What are main functions of an advertising?
2. What are the most common types of advertising?
3. What are usual ways of distributing advertising?
4. What is people's attitude to advertising?

Advertising

We define advertising as any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.

Product advertising is an important part of the marketing mix. Its aim is to increase sales by marketing a product or service known to a wide audience and by emphasizing its positive qualities. A company can advertise in a variety of ways, depending on how much it wishes to spend and the size and type of audience it wishes to target. The most common types of advertising media include: broadcasting (TV, cinema, radio), press (newspapers, magazines), printed material (brochures, leaflets, catalogues, flyer), electronic (Internet), display (posters, hoarding/billboards, vehicles, point to sale), other (trade fairs, word-of mouth, packaging).

Different organizations handle advertising in different ways. In small companies, advertising might be handled by someone in the sales department. Large companies set up advertising departments whose job is to set the advertising budget; work with the ad. agency; and handle direct-mail advertising.

Most large companies use outside advertising agencies because they offer several advantages. The design and organization of advertising campaigns is usually the job of an advertising agency.

Although the average citizen is usually annoyed by all the advertisements printed in newspapers and magazines and the commercials broadcast on TV, the impact of the whole advertising industry on a single person is immense and plays a very important role in our lives. Advertising absorbs vast sums of money but it is useful to the community.

Task 16. Fill In the gaps with the words from the table.

Advertisement, commercial, agency, jingle, slogan, billboard, target
--

1. He has worked for the same advertising ___1___ for 5 years now. 2. There are too many TV ___2___ on nowadays. 3. Who's the ___3___ group for this product? 4. That's a pretty clever campaign ___4___; it's funny and easy to remember. 5. I saw the ___5___ for this car in the paper yesterday, it looked amazing! 6. This ___6___ has been stuck in my head all day, I can't stop singing it over and over! 7. I think these large ___7___ on the side of the road are really dangerous.

Task 17. Advertising techniques are endless. They have been developing for centuries. As long ago as in Ancient Greece a philosopher named Aristotle said "Ethos, Pathos and Logos – Modes of Persuasion". Read the text and understand what is implied by these words.

Advertising Techniques

The persuasive strategies used by advertisers who want you to buy their product can be divided into three categories: pathos, logos, and ethos.

Pathos: an appeal to emotion. An advertisement using pathos will attempt to evoke an emotional response in the consumer. Sometimes, it is a positive emotion such as happiness: an image of people enjoying themselves while drinking Pepsi. Other times, advertisers will use negative emotions such as pain: a person having back problems after buying the "wrong" mattress. Pathos can also include emotions such as fear and guilt: images of a starving child persuade you to send money.

Logos: an appeal to logic or reason. An advertisement using logos will give you the evidence and statistics you need to fully understand what the product does. The logos of an advertisement will be the "straight facts" about the product: One glass of Florida orange juice contains 75% of your daily Vitamin C needs.

Ethos: an appeal to credibility or character. An advertisement using ethos will try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product. Ethos often involves statistics from reliable experts, such as nine out of ten dentists agree that Crest is the better than any other brand or Americas dieters choose Lean Cuisine. Often, a celebrity endorses a product to lend it more credibility: Catherine Zeta-Jones makes us want to switch to T-Mobile.

Task 18. Look through the phrases taken from different advertisements and state which of the techniques is used in each of them. Practice labeling pathos, logos, and ethos by placing a P, L, or E in the blank:

1. _____ A child is shown covered in bug bites after using an inferior bug spray.
2. _____ Tiger Woods endorses Nike.
3. _____ Sprite Zero is 100% sugar-free.
4. _____ A 32-oz. bottle of Tide holds enough to wash 32 loads.
5. _____ A commercial shows an image of a happy couple riding in a Corvette.
6. _____ Cardiologists recommend Ecotrin more than any other brand of aspirin.
7. _____ Advil Liqui-Gels provide up to 8 hours of continuous pain relief.
8. _____ Miley Cyrus appears in Oreo advertisements.
9. _____ People who need more energy drink Red Bull Energy Drink.

Task 19. Read the examples of advertisements. Find the Ukrainian equivalents.

I'm loving it. (McDonald's)

Just do it. (Nike)

Can we get dynamic Internet access? Can users navigate quickly, intuitively?

Can we get secure access worldwide (computer equipment «Hyperion»)

Chevrolet. An American Revolution. (Chevrolet cars)

The Power to Be Your Best. (Apple Computers)

Real Tea Leaves & Antioxidants. (Lipton Iced Tea)

Stop wishing. Start living. (Melting Pot jeans)

Don't dream it. Drive it! (Jaguar cars)

Let's make things better (Philips)

Smart money knows where to go (CITIBANK)

Put a tiger in your tank (fuel Exxon)

No battery is stronger longer (Duracell).

Gillette. The best a man can get (Gillette.)

Task 20. Project work. Choose any product, goods or company you like and make the advertisements. Find a picture to illustrate your slogan. You may use the following slogans:

Can we interest you in a ... ? All the smart money is going on ... This is a very popular item. Perhaps you would like to consider ... Keeps you feeling and looking young How could you be without a ... ? You're never too old / young for a ... An eye-pleasing item Enjoy the amazing beauty of ... Make an impression with ... Blends beauty with performance You can't lose with a ... Sure to attract admiring looks You'll display yours with pride A practical choice.

Unit 15

BUSINESS CORRESPONDENCE

(The structure of a business letter. Useful phrases. Major reductions of business correspondence.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. Letter writing is the only device for combining solitude with good company. (Lord Byron)
2. The word that is heard perishes, but the letter that is written remains.
3. A letter does not blush. (Marcus Tullius Cicero)
4. Or don't you like to write letters. I do because it's such a swell way to keep from working and yet feel you've done something. (Ernest Hemingway)

Task 2. Answer the following questions.

1. Have you ever written letters?
2. What way of sending letters did you prefer: the post office, the Internet?
3. Do you know the difference between a private letter and a business one?

Topical Vocabulary	
complimentary close	слова ввічливості, якими закінчується лист
concise	стиглий
enclosure	додаток
envelope	конверт
font	шрифт
heading	заголовок листа
letterhead	заголовок бланку
margin	поле (документу)
position	посада
recipient	отримувач
reference	посилання
reply (to...)	відповідь на
salutation	звернення
sender	відправник
subject	предмет обговорення
subscription	підпис
to affix signature	ставити підпис
to enclose	додавати
zip-code	поштовий індекс

Task 3. Read and discuss. Is there any common things in letter writing in English and in Ukrainian?

Business Letter Structure

Business letters are formal paper communications between, to or from businesses. Business letters are usually written on printed company forms (letter-paper). They consist of the following components:

1. The Letterhead. The printed letterhead is usually centered at the top of the page.

It includes	the name		of the sender
	address		
	telephone number		
	telefax		
	telex		

It may also contain the company's trademark
its telegraphic address
its branches and
the description of the business.

2. Sender's Address. In correspondence that does not have a printed letterhead, the sender's address is written on the top right-hand side of the page:

№ of the house
name of the street
№ of the flat
city
state (county)
post/zip code

e.g. 25 North Road, Apt. 5
London W2 4RH
England Michigan

5 Green Street, Apt. 3
Ann Arbor 48104
USA

3. The References. References are noted to indicate what a piece of correspondence refers to ("Your ref.") and the correspondence to refer to when replying ("Our ref."). References are written below the heading at the left margin of the letter.

4. Date. The date is written below the sender's address, sometimes separated from it by a space. It is also usually written on the right-hand side of the page.

e.g.	BE:	AE:
	2 March, 2004	March 2, 2004
	2 nd March, 2004	March 2 nd , 2004

Sometimes the months (they are written with capital letters) are abbreviated, but not all of them:

January – Jan.	July – Jul.
February – Feb.	August – Aug./Ag.
March - Mar	September – Sept.
April – Apr.	October – Oct.
May - May	November – Nov.
June – Jun.	December – Dec.

The following style may be used: 2/03/2011. or 2.03.2011

You should remember that in American English the month is the first, the date is the second and the year is the third. In British English the order of writing the date is the same as in Ukrainian.

5. Inside address. This is written on the opposite side of the page. The inside address is your reader's address.

It includes:

the reader's: name; position; organization (as the company calls itself); complete mailing address.

If the surname of the person is known, it should be preceded by a polite title and either the person's initial(s) or his/her first name (e.g.: Mr P. E. Brown or Mr Peter Brown, not Mr Brown). Mr is the usual title for a man. Mrs is used for a married woman. Miss is used for an unmarried woman. Ms is used for both married and unmarried women. Messrs are used occasionally for two or more men (Messrs P.E.Brown and B.L.Parker) but more commonly forms part of the name of a firm (Messrs Collier & Clerke & Co.). If your reader has special titles, such as Professor (Prof.), Doctor (Dr.), Capitan (Capt.) then use it.

To a firm in Great Britain

Messrs Peterson and Sons
106 Knightsbridge
London SWL 96C
England

To an anonymous official in the firm

Managing Director
Office Equipment Inc.
344 Rue Road
Chicago, IL. USA

To an individual in a firm

Mr John K. Style Export
Division Wellhead
Builders Ltd. 5 Fen
Road London EC3 7AP
England

6. Attention line. You will not see the Attention Line in every business letter. When writing to a company or a department within a company you might need to attract the attention of a specific person. The following are various styles of attention lines:

Attention: Mr. Edward Brown
Attention of the Traffic Manager
For the attention of ...

7. Salutations. There are several accepted forms of Salutations:

Dear Sirs, (British)	Dear Mr. Smith,
or Gentlemen: (American)	Dear Sir,

(when you are addressing
a company or an organization)

Dear Madam,
Dear Mrs. White,
Dear Miss White,
Dear Ms White,

(when addressing a woman)

(when addressing a man)

My dear John,
John,
Dearest,
My darling,

(when addressing the friends and relatives)

Note that "Gentlemen" is followed by a colon while the rest of the greetings are all followed by a comma. Never use an exclamation mark after the greeting.

8. The Subject Line. Just like the Attention Line the Subject Line may also be omitted. The writer needs it when he/she wishes to give the reader advance notice of what the letter is about. Here are examples of different Subject Line styles:

Subject: Order for Furniture

Re: Mr H. Menton's visit to India

Policy № 7569

Remember that the subject line is always underlined in business letters. It may be sometimes used instead of the Reference (Re).

9. The body of the letter. The body of a business letter has three paragraphs: introductory paragraph; one or more main paragraphs; concluding paragraph. It is usual to leave a line space between paragraphs.

Introductory paragraph. In the first paragraph you will thank your correspondent for his letter (if replying to an enquiry), introduce yourself and your company if necessary, state the subject of the letter, and set out the purpose of the letter. For example:

Thank you for your letter of 20 January, explaining that the super widgets, catalogue reference X-3908, are no longer available.

Main paragraph. This is the main part of your letter and will concern the points that need to be made, answers you wish to give, or questions you want to ask.

Concluding paragraph. When closing the letter, you should thank the person for writing, if your letter is a reply and if you have not done so at the beginning. Encourage further enquiries or correspondence, and mention that you look forward to hearing from your correspondent soon.

10. Complimentary Close. Complimentary close depends on the form of salutation:

- "Yours sincerely" is used if the letter begins with "Dear Mr/Mrs/Miss/Ms";
- "Yours faithfully" if the letter begins with "Dear Sir/Madam";
- "Yours truly" or "Very truly yours" if the letter begins with "Gentlemen" and follow all phases with a comma.

The position of the complimentary close – on the left, right or in the center of the page – is matter of choice.

11. Signature. It consists of

- a) the writer's handwritten signature;
- b) the writer's identification;

c) .the typed name of the company.

The typed name of the company is usually considered an optional part of the Signature Block as it is already given in the Letterhead. When identifying the writer you must give his/her name and his/her title or position in the company.

12. The Enclosure. When you enclose something with the letter in the same envelope do not forget to indicate this fact in the Enclosure Notation, for example:

- Enclosures: 1. Contract Encl. (2)
 2. Cheque Encl.: Invoice (рахунок)

Wicked Wax Co. Ltd 22 Charlton Way London, SE10 8QY	SENDER'S ADDRESS may be printed company logo and address
5th December, 2006	DATE
Ms. Maggie Jones Angel Cosmetics Inc. 110 East 25th Street New York, NY, 10021 USA	RECIPIENT'S ADDRESS
Your ref: 123 Our ref: abc	RECIPIENT'S REFERENCE (IF ANY) SENDER'S REFERENCE (IF ANY)
Dear Ms. Jones,	SALUTATION
<u>Forthcoming Exhibition</u>	SUBJECT
First paragraph...	BODY OF LETTER
Second paragraph...	
Third paragraph...	
Sincerely,	CLOSING
Morris Howard	SIGNATURE (HAND-WRITTEN)
Morris Howard, President	NAME, TITLE (TYPED)
cc: Brian Waldorf	COPY TO
Enc: catalogue	ENCLOSURE

Business Letter Format

There are certain standards for formatting a business letter, though some variations are acceptable (for example between European and North American business letters). Here are some basic guidelines:

- Use A4 (European) paper or letterhead.
- Use 2.5 cm margins on all four sides.
- Use a simple font such as Times New Roman or Arial.
- Use 10 to 12 point font.
- Use a comma after the salutation (Dear Mr Bond,).
- Lay out the letter so that it fits the paper appropriately.
- Single space within paragraphs.
- Double space between paragraphs.
- Double space between last sentence and closing (Sincerely, Best wishes.)
- Leave three to five spaces for a handwritten signature.
- Fold in three (horizontally) before placing in the envelope.

Task 4. Sometimes you need to send your letter through the post office. So you should know how to write on the envelope.

Sample of the envelope:

(A) Paul Center 410 Lawrence Street, Apt. 5 Dallas, TX 75201 USA	(C) Stamp
(B) Dr. John Dean 400 S 5th Avenue, Suite # 80 Beverly Hills, Ca 90210 USA	

A The Sender must put the return address in the top left corner of the envelope. The SENDER of this letter is Paul Center. Paul lives in Dallas, Texas.

B. The name and the address of the Recipient must go in the middle of the envelope. The RECIPIENT of this letter is Dr. John Dean. Dr. Dean lives in Beverly Hills, California.

C. The Stamp must go in the upper right corner of the envelope.

Task 5. Use the envelope to answer the questions below:

Ellie English 793 Center Street Placentia, CA 92871	STAMP
Mrs. Sara Sone 2995 Woodcrest Avenue Fullerton, CA 92831	

(8) Before I place a firm order I should like to see samples of the new super widgets. If the replacement is as good as you say it is, I shall certainly wish to reinstate the original order, but placing an order for the new items. Apart from anything else, I should prefer to continue to deal with Smith and Brown, whose service has always been satisfactory in the past. But you will understand that I must safeguard Widgetry's interests and make sure that the quality is good.

(9) I would, therefore, be grateful if you could let me have a sample as soon as possible.

(10) Yours sincerely,

(11) (підпис рукою)

(12) Simon Thomas

(13) Production Manager

(14) enc.

Task 7. This letter has been revised so many times by Mr Thomas that it has become all mixed up, and his word processor has failed to reorganise it. Arrange the letter so that everything is in the right place. The first point in the letter is:

(2) WIDGETRY LTD

(1) Simon Thomas

(2) WIDGETRY LTD

(3) 6 Pine Estate, Westhornet, Bedfordshire, UB18 22BC
Telephone 9017 23456 Telex X238 WID Fax 9017 67893

(4) I look forward to hearing from you.

(5) Your ref. MS/WD/22/88

Ourref.JB/MS/48/88

(6) Yours sincerely,

(7) James Bowers, Sales Manager,

Electroscan Ltd,

Orchard Road Estate,

Oxbridge UB8410SF.

(8) Production Manager

(9) Thank you for your letter. I am afraid that we have a problem with your order.

(10) 6 June 19—

(11) Unfortunately, the manufacturers of the part you wish to order have advised us that they cannot supply it until September. Would you prefer us to supply a substitute, or would you rather wait until the original parts are again available?

(12) Dear Mr Bowers

Task 8. Scan the information.

Types of business letters

Covering Letter (Letter of Application)	супровідний лист
Follow-up letter	лист-відповідь
Refusal Letter	лист-відмова
Letter of Inquiry	лист-запит
Letter of Reply	лист-відповідь
Letter of Offer	лист-пропозиція
Letter of Order	лист-замовлення
Letter of Acknowledgment	лист-підтвердження замовлення

Letters of Inquiry

The company sends the Inquiry Letter in order

- to get the detailed information about goods;
- to know about availability of goods;
- to specify delivery dates;
- to get information about terms and discounts, method of transportation, insurance;
- to get the information about prices of goods;
- to get catalogues and samples of goods.

The Inquiry Letter includes (stereotyped expressions):

the source of information about the company:

- *With reference to your advertisement (ad) in...*(Відносно вашої реклами в ...)
- *Regarding your advertisement (ad) in ...of...* (У зв'язку з публікацією вашої реклами в... від...)
- *You were recommended to us by ...*(Нам рекомендував Вас ...)

short information about your company:

- *We specialize in ...*(Ми спеціалізуємося на ...)
- *We are one of the leading producers of ...*(Ми є лідером-виробником ...)
- *We are interested in ...*(Ми зацікавлені в ...)

full details, briefly explain why you are writing and how you will use the requested information:

- *Could you please send us ...*(Чи не могли б Ви вислати нам ...)
- *We would be grateful if you could...*(Ми були б дуже вдячні, якби Ви ...)
- *Can you give us some information about...*(Можете Вм надати нам інформацію стосовно ...)
- *We are planning some reorganization of our business and would like some information about ...*(Ми плануємо реорганізувати наш бізнес і хотіли б отримати інформацію про...)
- *Could you send us your prospectus (your catalogues, leaflets)*(Не могли б Ви нам надіслати Ваш рекламний проспект (каталоги, брошури)

- *Would you kindly quote your prices and terms of delivery (terms of payment, etc.) for...*(Не могли б Ви визначити нам ціни та умови поставки умови оплати т.п.) на expression of hope on collaboration
- *We look forward to hearing from you.*(З нетерпінням чекаємо Вашої відповіді)
- *We would be grateful for an early reply.* (Будемо вдячні за швидку відповідь.)
- *Thank you for your help.* (Дякуємо за допомогу.)
- *If your prices are competitive (the samples meet the standards, your equipment complies with our requirements, etc.) we may be able to let you have regular orders.* (Якщо ваші ціни влаштують нас (зразки будуть відповідати вимогам стандартів, ваше обладнання задовольнить наші потреби і т.п.), ми будемо регулярно замовляти вашу продукцію.)

Sample of Inquiry Letter

15 Shevchenko Street
Kharkiv
Ukraine

June 16, 2007

Agricultural Machinery
180 London Road
Exeter EX4 4JY
England

Dear Sir,

We read your advertisement in the "Farm Machinery" magazine of 10th June. We are interested in buying your harrows. Would you kindly send us more information about this implement:

- price
- dates of delivery
- terms of payment
- guarantees

Our company specializes in distributing agricultural implements in Ukraine. We have more than 20 dealers and representatives in different regions. If your implements meet our requirements, and we receive a favourable offer, we will be able to place a large order for your equipment.

Your prompt answer would be appreciated.

Yours faithfully,

V. Petrenko
Export-Import Manager

Letter of Reply

After receiving the Enquiry Letter the company sends the Letter of Reply. It includes :

acknowledging receipt of an enquiry

- *Thank you for your letter of...*(Дякуємо а Ваш лист)
- *We would like to thank you for enquiring about...*(Хотілось би подякувати за появлений інтерес...)
- *We are writing in reply to your letter of May 22 in which you asked if we could* (Відповідфємо на ваш лист від 22 травня, в якому Ви просите...)

providing the requested information and apologizing and rejecting proposals

- *We are pleased to enclose ...* (Ми із задоволенням вкладаємо...)
- *Enclosed you will find ...*(В прикріпленому файлі Ви знайдете...)
- *We are very sorry we cannot be of help to you.* (Нажаль, ми не можемо бути вам корисними)

answering the additional questions

- *We would also like to inform you ...* (Нам також хотілося б повідомити Вас, що...)
- *Regarding your question about ...* (Відносно Вашого питання про...)
- *In answer to your question (enquiry) about ...* (Відповідаючи на Ваше запитання...)

paying attention of the recipient to a particularly important information

- *May we draw your attention to pp.14-17 in our catalogue where...* (Дозвольте звернути Вашу увагу на стр. 14-17 в каталозі, де ...)
- *We would like to point out that fees include...* (Хотілось би звернути Вашу увагу, що у вартість також входить...)
- *We would certainly be happy to supply you with any products you require.* (Нам буде дуже приємно постачати Вам необхідні товари.)
- *All our products can be delivered at the shortest possible time.* (Весь товар буде доставлено найближчим часом.)

your willingness to give additional information about the goods

- *Should you have any further questions, please do not hesitate to get in touch with us.* (Якщо у Вас з'являться які-небудь запитання, звертайтеся до нас не соромлячись.)
- *We would be happy to supply you with any further information.* (Ми будемо раді надати Вам додаткову інформацію.)

hoping for further cooperation

- *We look forward to hearing from you...*(Ми сподіваємося на Вашу відповідь...)

- *We look forward to receiving your order* (Сподіваємося отримати від Вас замовлення)
- *We look forward to welcoming you as our client (customer)* (Ми сподіваємося, що Ви станете нашим клієнтом.)

Samples of Letter of Reply

Gloria Business Consultants
6 Floor, 67 Booth Road
Causeway Bay
Hong Kong

9 Nov 2011

Taifoon Trading Company
135 Tong Chong Road
Shaukiwan
Hong Kong

Dear Sir

Creating a New Image

Thank you for your letter of Friday, 4 November 2011 concerning the creation of a new image for the Yunan route.

We would like to congratulate your company on the inauguration of this new route. We are very much interested in helping to create a new image for it.

We would be pleased to quote prices and schedules if you could provide us with more detailed information.

May we suggest that we send two representatives, Mr. David Poon and Miss Cindy Tam to your office on Monday, 14 November 2011 at 10:00 a.m. for further discussions. Please do not hesitate to contact me if the date and time is not convenient for you. My telephone number is 2346-8999.

Yours faithfully

S. Kong

Simon Kong
Managing Director

Letter of Offer

Usually the Supplier writes the Letter of Offer to answer the Inquiry Letter. He thanks for the interests taken in his company and offers pricelists, catalogues, or Typical Contract.

The structure of the letter of offer

- the reason of writing;
- answers on the questions;
- additional proposals
- expression of hope on the order

Answering the customer's questions you should describe your goods and add photo materials, drawings, samples. Writing about price determine possible discounts. You should include in your letter packing costs, transportation costs, terms of delivery and payment. The Letter of Inquiry can be sent if the supplier wants to pay attention of potential clients to special products and their range or if he wants to find new customers. The firm offer covers special terms, for example, a deadline of receiving of order and a system of discounts depending on the quantity of goods.

Stereotyped Expression of the Letter of Offer

The reason of writing:

- *We are most pleased that you want to buy* — Ми дуже задоволені, що Ви захотіли купити
- *We are glad to say that we can reserve you* — З радістю повідомляємо, що можемо залишити за Вами
- *We take pleasure in sending you the desired samples and offer* — Із задоволенням надсилаємо Вам вибрані Вами зразки та пропонуємо
- *As to your inquiry of we are informing you that* — На Ваш запит від ми повідомляємо Вам, що

Answers on the questions:

- *We enclose our catalogue with the latest price-list.* — Ми до даємо наш каталог з найновішим прейскурантом.
- *Our proposal is valid till* — Наша пропозиція дійсна до
- *We deliver our goods on CIF terms.* — Ми постачаємо на умовах СІФ.
- *The price covers packing and transportation expenses.* — Ціна включає упаковку та транспортні витрати.
- *We can give you a 5 per cent discount.* — Ми можемо зробити Вам 5% знижку.

Additional proposals:

- *I especially call your attention to* — Я особливо привертаю Вашу увагу до
- *Besides the above mentioned goods our company also produces (see*)
— Крім вище зазначених товарів наша фірма виробляє також (див.)
- *The model will meet most of your requirements.* — Для Ваших цілей Вам краще за все підійде модель

Expression of hope on the order:

- *I encourage you to order as soon as possible as the quantity of this product available at our warehouse is limited.* — Я прошу Вас швидше оформити замовлення, так як кількість цього товару на складі обмежена.
- *If you are not happy with our proposal please let us know why.* — Якщо Вас не влаштовує наша пропозиція, просимо повідомити нас про причину.
- *We are looking forward to hearing from you soon.* — З нетерпінням чекаємо відповіді.

Sample Letter of Offer

643 Eagle Drive
Dubuque, Iowa 52001

November 11, 2006

Mr. Fred North
Purchasing Management
Broadway Autos

Dear Mr. North,

We were pleased to learn your interest in our goods. We have a new line of batteries that fit your specifications exactly.

The most suitable of our products for your requirements is the Artemis 66A Plus. This product combines economy, high power output and quick charging time.

We enclose a detailed quotation, specifications and delivery terms. Our prices are very competitive.

We ask you to consider our proposal once more and let us know if we can expect your order.

We are looking forward to hearing from you soon.

Your sincerely,

Fred Stock

Letter of Order

To place an order of buying different goods you should fill in special order forms in which you define quantity of goods, their description, price, terms of payment, date of delivery, discounts, etc. If the seller or supplier is able to make the order he sends the buyer an order acknowledgement, which is an order copy, signed by the seller. Usually the order acknowledgement is enclosed to the covering letter in which the seller thanks for the order and inform the buyer about some changes. If the seller or supplier isn't able to make the order (because of different reasons) he either refuses the order or offers adequate substitute.

Stereotyped Expressions of the Letter Order

- *In reply (response) to your letter (fax) of (dated)* , *we thank you for*
— У відповідь на Ваш лист(факс) від, ми дякуємо Вам за
- *We enclose (are enclosing) our order for* — Ми додаємо наше замовлення на
- *Please send the copy of this order to us, duly signed, as an acknowledgement.* — У якості підтвердження замовлення просимо надіслати нам підписану Вами копію замовлення.

- *Please supply/send us — Просимо здійснити поставку*

Stereotyped Expressions of the Letter Acknowledgement

- *Thank you very much for your order No of (dated) — Дякуємо Вам за Ваше замовлення № від*
- *As requested we enclose (are enclosing) the copy of y our order, duly signed, as an acknowledgement. — Як Ви просили, ми додаємо копію вашого замовлення, підписану нами, як підтвердження Вашого замовлення*
- *Delivery will be made in conformity (accordance) with your instructions. — Поставка буде здійснена у відповідності до ваших інструкцій.*

Stereotyped Expressions of the Refusal Letter

- *We are sorry (we regret) to let you know (to inform you) that we cannot execute your order because the goods you ordered are no longer available..... — На жаль ми змушені повідомити вам, що ми не зможемо виконати ваше замовлення через те, що .товару, який ви замовили, більше нема у наявності.*
- *We can offer you a substitute. — Можемо запропонувати вам заміну.*

Sample Letter of Order

Visteria Ltd.
O.O. Box 82
Kyiv 253206
Ukraine

June 16, 2007

Men's Clothes Dealers Ltd.
142 South Road
Sheffield S20 4HL
England

Dear Sirs,

Our Order for silk Shirts

In response to your letter of 10th June, we thank you for sending us your catalogues of men's silk shirts. We are sure there will be a great demand for them in Ukraine.

We are enclosing our Order No.142, and would ask you to return its duplicate to us, duly signed, as an acknowledgement.

Yours truly,

Volodymyr Ivanov
Export-Import Manager

Enc. Order No.142

ORDER**No.142****(please refer to this number on all
correspondence)**

Men's Clothes Dealers Ltd.
142 South Road
Sheffield S20 4HL
England

June 16, 2007

Please

Supply 400 men's silk shirts in the colours and size (collar) specified below:

Size	Colour	Quantity
14	white	100
15	white	100
16	blue	100
17	blue	100

Price: \$10.53 each (total - \$4,212)

Delivery: air freight, CIF Kharkiv

Payment: by letter of credit

Packing: standard

p.p. Chief Buyer

Oleh Smurov

Visteria Ltd.

Please send us the copy of this order, duly signed, as an acknowledgement.

Sample Letter of Acknowledgement

28th March, 2009

Ref: Order No. 142 of 21th March, 2009

Dear Mr. Smurov,

Thank you for your letter of 21th March, 2009. We are pleased to acknowledge your order for 150 books and enclose the copy of it, duly signed, as requested. Delivery will be made immediately on opening a letter of credit with our bank for the amount of \$4212.

We hope our books will be in great demand in Ukraine and you will be able to place large orders with us in the future.

Yours sincerely,

Alfred Simmers

Sales Manager

Task 9. Abbreviations in Business Correspondence

Abbreviations in titles:

Mr. - Mister - used when addressing men

Messrs. - used when addressing two or more men, as in Messrs. Smith and Wesson

Mrs. - Misses - used for women if you are sure that they are married and for those who do not prefer another title

Ms. - used for women, regardless of their marital status. Usually the safest bet

Dr. - Used with addressees who you know have earned a doctorate, not only in medicine

Abbreviations in time and date:

a.m. (am) - ante meridian = before midday - used with a 12-hour clock

p.m. (pm) - post meridian = after midday - used with a 12-hour clock

BC - Before Christ - used to denote years prior to the birth of Jesus of Nazareth

AD - Anno Domini - used to denote years after the birth of Jesus of Nazareth

Other often used abbreviations in business letters:

A/C, AC, ac, (account current) - поточний рахунок

adsd (addressed) - адресовано

adse (addressee) - адресат, одержувач

Ad (advertisement), ads (множ.) - рекламне оголошення

a.f. (as follows) - як зазначено далі

a.m. (above mentioned) - вищезгаданий

appar. (apparently) - мабуть, очевидно

Appx (appendix) - додаток
Attn (attention) - до уваги когось
B/E (Bill of Exchange) - вексель
bus. (business)
CEO (Chief executive officer) - виконавчий директор
cf (compare) – порівняйте
Co (company) - компанія
cont, contr. (contract) - контракт
Corp. (Corporation) - корпорація
cur (1. currency, 2. current) - 1. валюта, 2. поточний
dd (1. dated, 2. delivered) - 1. датований, 2. доставлений
dt (date) - дата
Dept. (department) - 1. відділ, 2. міністерство
Doc., dct (document) - документ
Doz., dz (dozen) - дюжина
e.g. - for example (Latin *exempli gratia*) - наприклад
et al. - and other people (Latin *et alii*) - та інші
etc. - and so forth (Latin *et cetera*) - і так далі
Exc., excl. (except, excluding, exception, exclusion) - виключати, виняток
Expn. (expiration) - закінчення терміну
Fig. (figure) - 1. цифра, 2. малюнок, схема
FY (fiscal year) - фінансовий рік
h.a. (hoc anno) - у поточному році
hf (half) – половина
H.Q., h.q.(headquarters) – головне управління
Hr, H.P., h.p., H/P (hire purchase) - купівля в розстрочку
id. (idem) - той же
i.e., ie (id est) - тобто
inc., incl. (including) - в тому числі
Inc., inc. (incorporated) – зареєстрований як юридична особа
info (information) - інформація
inv. (invoice) - рахунок-фактура
IOU (I owe you) - боргова розписка
iss. (issued) - випущений (в обіг)
L/A (letter of authority) - довіреність
L.C., L/C (letter of credit) – аккредитив
Ltd. Limited - товариство з обмеженою відповідальністю
LOC (letter of commitment) - гарантійний лист
mdse (merchandise) - товари
memo (memorandum) – записка

M.O., m.o. (1. mail order, 2. money order)- 1. поштовий переказ, 2. грошовий переказ
M/P (mail payment) - поштовий переказ
MV (merchant (motor) vessel) - торгове (моторне) судно
N/A (not applicable) - не застосовується
NB (nota bene) - дуже важливо
o/l (our letter) - посилаючись на наш лист
PA, P/A, P.A. (1. personal assistant, 2. power of attorney) - 1. особистий секретар, 2. довіреність
p.a. (per annum) - в рік
Par., para. (paragraph) - абзац, параграф, пункт
Plc, PLC (public limited company) - відкрита акціонерна компанія з обмеженою відповідальністю
P&P (postage and packing) - вартість доставки і упаковки
PIN (postal index number or Personal Identification Number) - поштовий індекс або персональний ідентифікаційний номер
PO (post office) - поштове відділення
p.p. (pages) - сторінки
pp, p.p. (per pro) - від імені та за дорученням
pdd (probable date of delivery) - вірогідна дата поставки
qv (quod vide) - дивись (там-то)
R&D (research and development) - науково-дослідні та дослідно-конструкторські роботи (НДДКР)
rct, rept (receipt) - розписка, квитанція
re (regarding) - відносно
Ref. (reference) - посилання
shipt (shipment) - відвантаження, відправка
sig. (signature) - підпис
tn (ton) - тонна
urgt (urgent) - терміновий
v., vs, vers. (versus) - проти
VAT, V.A.T. (value-added tax) - ПДВ
V.I.P. (very important person) - важлива особа
v.s. (vide supra) - див. вище
v.v. (vice versa) - навпаки
w/o (without) - без
yr (year) - рік
ZIP (code) - Zone Improvement Plan поштовий індекс
& (and) – сполучник
@ - комерційне at
(number) - номер

Task 10. Find a job advertisement in your own language or invent one. Translate it into English. Give it to a friend and ask him to write a letter applying for it. Write an application letter for the job advertisement they give you.

Task 11. You are a Commercial Director in TST Systems. Your company wants to extend your business and buy equipment for producing goods in Ukraine. You are interested in goods produced by Continental Equipment. Send the inquiry letter to this company in which ask to inform you about quotation for goods, terms of delivery and payment, discounts, method of transportation. Ask to send you catalogues, leaflets.

Task 12. What do we write in a letter of reply? Below you're given some ideas. Say whether these ideas are conventionally RIGHT or WRONG.

1. After saying "Dear Mr & Mrs Ranken" we must write a colon (i.e. Dear Mr & Mrs Ranken:)
2. In a first paragraph we make a reference to the letter we are replying (i.e. With reference to your advertisement in ...)
3. The purpose of our own letter, the reason why we are writing, (i.e. I should like to offer my second home to swap with your semi-detached house in East London during July.) should always be written in the second paragraph.
4. In one paragraph we may include the following information:
 - a) Say who you are.
 - b) Some background information about you.
 - c) Explain the reasons why you want something. Give one reason. Then another. Then another one.
5. Choose the last paragraph to explain any further information you may like to convey. In this very last paragraph, use a standard formula to say goodbye.
6. Even if a letter of reply is very short, you must always write two or three paragraphs.

Task 13. Make a letter of order which includes a covering letter and an order form of buying of men's suits in a quantity of 200 on the following base terms:

- delivery: CIF Odessa
- price: £60,7 each
- colour: black, white
- size: L, XL
- payment: by letter of credit

Task 14. Translate the expressions most frequently used in business letters.

1. We refer to your advertisement in "Daily News"
2. We learn from your letter that you are manufacturers of the electronic equipment we need.
3. We are interested in the equipment your firm produces.
4. We shall be obliged if you send us your latest catalogues, brochures or any other publications containing a discription of your equipment.
5. Please let us know if you can offer us your equipment as per specification enclosed in your letter.
6. Please send us samples of your manufactures stating your lowest prices and best terms of payment.
7. We look forward to receiving our answer.
8. We expect to hear from you in the nearest future.
9. We wish to maintain cooperation with you.
10. Your prompt execution of our order will be appreciated.
11. We thank you for your letter of 20th May 1998 but regret to inform you that at the present time we cannot make you an offer for the goods required by you.

Task 15. Correct answers.

1. Thank you for your letter of 17 January.
2. We received your order for 5 pieces of BC 150 printers.
3. We can offer a gross price of 4,255 GBP.
4. The unit price including a 10% quantity discount is 751 GBP.
The unit price is 751 GBP including a 10% quantity discount.
5. Payment may be done by letter of credit.
6. On all initial orders we require payment on delivery.
7. For all subsequent orders we allow a 15 day credit period.
8. Please allow 5 days for delivery.
9. We look forward to hearing from you soon.

Task 16. After having sent a covering letter to his future employer and a successful interview, Mr Chovanec has received a letter in which his future employer informs him that the employment is confirmed. Fill in the missing prepositions in this letter.

Dear Mr Chovanec,

With reference (for/to/about) our telephone conversation (from/in/of) 5 April, I am pleased to confirm the offer (for/of/on) a position as a technical specialist (by/in/on) our company.

Please find enclosed two copies (of/to/for) the contract (about/of/on) employment. Would you please sign both copies and return them (in/by/to) our office. We also send you an information leaflet given (for/to/among) all employees providing information related of/for/to) social benefits, staff canteen and other facilities run (on/to/by) our company.

Should you have any queries (at/about/to) your conditions of employment, please do not hesitate to contact the Personnel Department.

I look forward (about / for / to) seeing you (at / in/on) 15 April, and hope this will be the beginning (of/for/in) a long and mutually beneficial co-operation.

Yours sincerely,

J Pavlov.

Jana Pavlov.

Personnel Manager

Unit 16

MODERN MEANS OF COMMUNICATION

(Computers in our life. Modern means of communication. Email. Fax.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. I do not fear computers. I fear the lack of them. (Isaac Asimov)
2. Computers themselves, and software yet to be developed, will revolutionize the way we learn. (Steve Jobs)
3. Computers have lots of memory but no imagination. (Author Unknown)
4. Give a person a fish and you feed them for a day; teach that person to use the Internet and they won't bother you for weeks. (Author Unknown)
5. The Internet is so big, so powerful and so pointless that for some people it is a complete substitute for life. (Andrew Brown)

Task 2. Answer the following questions.

1. What do you think of today's technology?
2. Is technology a good or a bad thing?
3. What new technology could you not live without?
4. Has technology made our lives better than our grandparents' lives?
5. What is a computer?
6. What is the best thing about a computer?
7. What is the worst thing about computers?
8. What would life be like without your computer?
9. Do computers ever make you want to pull your hair out (i.e. become very frustrated)?

Task 3. Read the text. Refer each paragraph to its heading.

1. The necessity of computer skills.
2. The potential uses of computers.
3. The two main elements of computer system.
4. The origin of a computer.
5. Different types of computers.
6. E-commerce.
7. The main idea of the computer system.
8. Personal use of computers.
9. The use of computers in education.

Topical Vocabulary

attachment	прикріплення
concise	короткий
descendant	нащадок
digital messages	цифрові повідомлення

embedded computer	вбудований комп'ютер
laptop	портативний комп'ютер
the data	дані
to permit	дозволити
to process	обробляти
to store	зберігати

Computers in our Life

1. When Charles Babbage, a professor of Mathematics at Cambridge university, invented the first calculating machine in 1812 he couldn't imagine the situation we find ourselves in today. Nearly everything we do in the world is helped, or even controlled by computers, the complicated descendants of his simple machine. Computers are used more and more often in the world today, for the simple reason that they are far more efficient than human beings. They have much better memories and they can store much information. No man alive can do 500000 sums in one second, but a computer can. In fact, computers can do many of the things we do, but faster and better.

2. Computers have become a vital part of everyday life. You can find them in business, science, medicine, and in schools, and perhaps even at home. Computer - an electronic machine that can be used to store, process and display the data. There are many types of computer, among them: the personal computer (or PC), a notebook, a laptop computer, usually called palmtop. There are embedded computers, which are found in other machines, such as refrigerators and cars, for example.

3. A computer is composed of two main elements: the machine and the programme or hardware and software. "Hardware" refers to the physical components of the system. These mechanical and electronic components.

4. The central idea of the computer system is that the input is processed into output . Input is the data that is entered into the computer and taken the result of processing done by the computer usually printed or displayed on the screen.

5. The potential uses of computer use are infinite. The most common current use of computers in daily life is personal, educational and commercial.

6. People use the Internet to research their personal hobbies and interests, find information, to access goods and services, such as booking tickets or flight, ordering books and DVD, or doing their banking online. Computer users make contact and keep in touch with people all over the world using e-mail or internet telephony, send photos to family and friends via e-mail attachments. In the world of leisure computer games and entertainment media (audio or video) is very popular. Many Internet users actually add to the Internet making their own home page using HTML code, a language that allows you to create web pages. Other users write and publish blogs. Blog is a website where users create and regularly

update a journal that reflects the views of the writer. Internet users can also enjoy making their own podcasts for others to download and enjoy photos, music and videos.

7. In schools and universities, students use a word processing program to write essays and projects, presentations and databases. Internet is also an important educational tool used in distance education. Studying online is popular, it uses the Internet as a medium for instruction and educational development. Virtual Learning Environment (VLE) is a software system designed to help teachers in the management of educational courses for the students, creating a virtual classroom. This is a virtual place on the Internet where teachers and students can meet and use electronic school supplies, such as videoconference via TV, online classrooms, boards, chat rooms and so on.

8. E-commerce (business, driven by the Internet) becomes an important part of our lives. Through its website, the company has to offer computer users an opportunity to order and pay for goods and services using their credit cards online. Graphics and desktop publishing (DTP) software are important tools in the professions, such as publishing and advertising. Companies can also use computer assisted design machine (CAD) to design and test new products without building a working model. Computers allow users to make notes, arrange appointments and index details of business contacts. Computers reduce the amount of paper used in the office.

9. There are many career choices in your future, which may not be available without computer skills. The growing use of computers increases the need for employees with computer knowledge and training. If you are a computer literate person, career opportunities are endless for you.

Task 4. What other modern means of communication do you know. Explain the purpose of each of them.

Task 5. Scan the information.

Modern forms of Communication – Fax, Email

The technological advances of the past few decades have made it possible to transmit printed messages, pictures and even live performances to all corners of the world with speed. With a single touch, you can send communications to a number of destinations. Among such means are fax and internet/email.

Just as the conventional telephone carries voice, a fax machine carries printed messages (words and pictures in photocopy form) from the sender instrument to the receiver instrument. Usually a fax machine is used to send offers, price lists, advertising materials, press releases, written inquiries and to send current letters. Fax is not used to send original contracts, letters of credits, invoices and other very important documents. A fax message can be confirmed

on telephone to ensure its authenticity. As a rule the size of fax is one sheet of paper and its structure is look like a business letter.

Electronic mail is a method of exchanging digital messages between computer users. E-mail operates across computer networks, now primarily the Internet. Internet Service Providers (ISPs) allow one to create the e-mail IP address free. A typical email address reads abcdef@xyz.com. Some other ISPs are yahoo, hotmail, and Gmail. Whenever you send an email to an address that doesn't exist, you get an automated email saying the mail was not delivered. Also, some documents can carry viruses. Sending attachments to some email addresses are not possible. However, text files are usually permitted.

E-mail messages have a number of characteristics:

- They begin with the headings To, From, Date, Subject
- They generally cover just one topic.
- They may be informal or informal.
- They are concise.

Special tips for writing e-mail:

- Get the address right
- Keep lines, paragraphs, and messages short.
- Care about correctness.
- Don't send anything you wouldn't want published.
- Type your name at the bottom of your messages.

Informal vs. Formal

Informal:

- Written to friends and family
- Accuracy and grammar (spelling and punctuation) are not important
- You can make up your own rules

Example:

Hi Anne,

I miss you so much! Can't wait to see you on Friday!! We haven't hung out in so long! I miss my bestie! Maybe we can go to the movies or dinner or just chill and watch TV and catch up...idc, whichever you want.

Love ya,

Jules

Formal:

- Written to a professor, colleague, boss, etc.
- Must always be professional
- Accurate grammar, punctuation, and spelling necessary

Example:

Dear Professor Johnson,

I was unable to attend class today due to a doctor's appointment. When you have a moment, could please let me know what I missed and what homework I need to have completed for Friday?

Thank you,

Julia Smith

Email Format

Salutation: The salutation of a formal email is similar to the salutation of a letter. When writing to someone you do not know by name, you put "To Whom it May Concern." When applying for a job, you would address the person by, "Dear Hiring Manager." If you do know the recipient's name, you put "Dear Mr./Ms. Smith." For a formal salutation, you should not use the recipient's first name or the informal greetings "Hello" or "Hey." **Body**

Paragraphs: It is important to remember that an email needs to be concise. The first sentence, known as the opening sentence, can be a greeting if the situation allows it: "I hope all is well with you." "Thank you for your prompt response." However, for most formal emails it is best to get straight to the point. Depending on the subject, you should have a maximum of four paragraphs and each paragraph should contain a single point. It is also important to provide questions in order to prompt a response. At the end of your last paragraph you should provide a "thank you" or "call to action" depending on the subject of your email. "Thank you for your assistance with..." "Thank you for your time and I look forward to hearing back from you". "Please feel free to call or email me if you have any questions". "I would appreciate it if this could be taken care of promptly".

Closing: Like the salutation, the closing of a formal email can be the same as the closing to a letter. However, unlike the salutation, there are more options for a closing. "Thank you», «Best regards" "Sincerely" "Yours" The closing is then followed by your full name. It is also beneficial to add your job position (if applicable) and phone number under your name in the 4th paragraph.

Example:

Sincerely,

Julia Smith

Student Body President

Menlo College (555) 555-5555

Tips: •

Do NOT use contractions. For example: don't, haven't, I'm, isn't.

Do NOT write in all capital letters. Use formal vocabulary and sentence structure.

Do NOT use slang.

Task 6. Find and correct the errors in the following emails:

1.)

Hello Professor Smith,

I'm sorry to tell you but im sick and will not be able to come to class. See ya Wednesday.

Jason _

2.)

Dear Sally Blue,

I read online that you're selling business cards. I was wondering how much if i only wanted 500? Is color and a logo extra? Can I see an example before all are shipped or will that cost extra? You seem to have a great business so I hope you can help.

Thanks,

Jess Higgins

3.)

Dear Sir/Madam,

I am a graduate from menlo college. I got a degree in business and would now like to use it. Your company looks interesting. Can I come in for an interview? I have alot of experience from my schooling and extra cirriculers. I think I can help the company alot. Please respond to my email to let me know.

Thanks,

Max Oates

Task 7. Prepare the list of abbreviations used in emails and text messages.

Explain their meanings.

Task 8. Project work "Computers in Education"

Unit 17 GETTING A JOB

(Resume. Interview. Application Form.)

Task 1. Memory Work: proverbs, sayings and quotations. Reveal their meanings.

1. Choose a job you love, and you will never have to work a day in your life. (Confucius)
2. Pleasure in the job puts perfection in the work. (Aristotle)
3. The future depends on what you do today. (Mahatma Gandhi)
4. Fall seven times, stand up eight. (Japanese proverb)
5. The future belongs to those who believe in the beauty of their dreams.” (Eleanor Roosevelt)
6. Choose a job you love, and you will never have to work a day in your life. (Confucius)
7. Find out what you like doing best and get someone to pay you for doing it. (Katherine Whitehorn)

Task 2. Answer the following questions.

1. Have you ever applied for a job?
2. What kind of job would you like to do?
3. What skills do you need for the job you have chosen?
4. Do you think you possess the qualities required for the job you would like to do? What are they?
5. Are you ready to work hard to make a career?
6. What are your parents' attitudes towards your choice?
7. Would you like to be rich or famous?
8. Would you like to work abroad?

Topical Vocabulary

applicant	хто подає заяву, претендент
application form	анкета, бланк заяви
character traits	риси вдачі
covering letter	супровідний лист
CV (Curriculum vitae)	біографія, життєпис
driving licence	водійські права
employee	робітник, службовець
employer	роботодавець
employment agency (or a recruitment agency)	агенція по працевлаштуванню
essential	обов'язковий
experience	досвід

headquarter	підрозділ
introspection	самоаналіз
job advertisement	рекламне оголошення про
must	обов'язкова умова, вимога
part time job	не повний робочий день
PC knowledge	знання комп'ютера
per annum	за рік
retail business	торгівля вроздріб
salary	заробітна плата
self-evaluation	самооцінка
to apply for	подавати заяву на роботу
to be responsible for	бути відповідальним за...
to fill in	заповнювати
to promote	сприяти, удосконалювати
wholesale	торгівля оптом
zeal	завзяття

Task 3. State the difference between the following:

1. an employer / an employee
2. an interviewer / an interviewee
3. an application form / a CV
4. experience / qualifications
5. a salary / a bonus
6. a company / a factory

Task 4. Match the words with their definitions.

- | | |
|----------------|--|
| 1. employer | a) a written request for a job or a place at a college, university etc. |
| 2. employee | b) someone who applies for something, such as a job |
| 3. salary | c) someone who is paid regularly to work for a person or an organization |
| 4. applicant | d) a fixed amount of money you earn from your job |
| 5. application | e) a person, company or organization that pays someone to work for them |

Task 5. Read and discuss the information.

If you want to get a job, you will have to invest time and effort preparing yourself for employment. There are five stages in the job search:

- self- evaluation
- research about the employer
- writing a Resume
- writing a covering letter
- interview with your employer
- filling in an application form

Self-evaluation

The employment process must begin with introspection, that is looking inside yourself at different angles. You should start with:

- identifying your interests
- evaluating your qualifications

Identifying your interests

To take this first step, answer the following questions:

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

Evaluating your qualifications

To make this step, divide a piece of paper into four columns and honestly write down your:

1. academic strengths and abilities, for instance: good at mathematics, good at computers, speak three languages;
2. skills, such as: management, communication, research and technical skills;
3. transferable skills, like: typing, computer literacy, composition skills;
4. personality or character traits, including: creativity, zeal, energy, patience, friendliness.

There are two reasons for this thorough self-assessment:

- It helps you to look inside and to analyze yourself, to determine if you are the right person for this job advertised.
- It allows you to realize what you like and dislike, and what kind of work you really want to do.

Research about the employer.

After you have found an ad in a paper or at a career centre, it is wise to find out as much as possible about the firm to which you are going to apply. You must know what kind of work the firm does, how many employees it has, where the offices are located, and so forth. You should also know what kind of qualities they are looking for (experience, university degree, move ability, overtime work...). The more familiar you are with the company, the better you will be able to tailor your resume to appeal to their needs and interests.

Task 6. Look at these job advertisements in a newspaper; read them and say what position you would like to occupy.

I

Receptionist

Can you use a PMBX switchboard? Are you polite?
Have you got a good telephone manner?

A well-known firm of accountants needs an experienced receptionist. Typing preferred but not essential. Good pay and good working conditions. Write to: Sara O'Connor, Box 6390.

II

Accountant/Bookkeeper.

Accountant/bookkeeper for a leading Garment Importer. Computer/Quick books knowledge a must. Knowledge of Garment Industry preferred. Apply with full bio data to: sslamba(g)macksonusanic.com

III

Drivers - For Corporate Accts.

FORGET THE REST & JOIN THE BEST!!! Tired of broken promises & small checks? Join the most successful car & limo co in London & put yourself in the fast lane. We can help you buy/rent a car. TLC lie a must. 718-643-3900, Ext 3023 Mon-Fri

IV

Customer Service Manger

£8.500 per annum plus luncheon vouchers

We are seeking a young reliable and ambitious person with sense of humour. Applicants should send full CV to Mrs. Jennifer Clive, Personel Officer, TECHPRODUCTS plc. Driving licence necessary. Full training will be given. Call 03 451 860 for further details.

V

Administrative Assistant

We require PC knowledge, excellent spoken and written English, flexibility and reliability. We can offer work with a young team in a pleasant non-smoking environment. Salary negotiable depending upon experience and qualification. Position available immediately.

Responses including C.V. should be sent to the following address within 14 days from the date of this advertisement:

Call 04 587 954 for further details.

Task 7. Read the following job advertisements. After them there are some people. Which position is best for these people? Choose ONLY ONE position for each person.

1. Needed: Full time secretary position available. Applicants should have at least 2 years experience and be able to type 60 words a minute. No computer skills required. Apply in person at United Business Ltd., 17 Browning Street.

2. Are you looking for a part time job? We require 3 part time shop assistants to work during the evening. No experience required, applicants should be between 18 and 26. Call 366 - 76564 for more information.

3. Computer trained secretaries: Do you have experience working with computers?

Would you like a full time position working in an exciting new company? If your answer is yes, give us a call at 565-987-7832.

4. Teacher Needed: Tommy's Kindergarten needs 2 teacher/trainers to help with classes from 9 a.m. to 3 p.m. Applicants should have appropriate licenses. For more information visit Tommy's Kindergarten in Leicester Square No. 56.

5. Part Time work available: We are looking for retired adults who would like to work part time at the weekend. Responsibilities include answering the telephone and giving customer's information. For more information contact us by calling 897-980-7654.

6. University positions open: The University of Cumberland is looking for 4 teaching assistants to help with homework correction. Applicants should have a degree in one of the following: Political Science, Religion, Economics or History. Please contact the University of Cumberland for more information.

Comprehension Questions

- Jane Madison. Jane recently retired and is looking for a part time position. She would like to work with people and enjoys public relation work.

The best job for Jane is _____

- Jack Anderson. Jack graduated from the University of Trent with a degree in Economics two years ago. He would like an academic position.

The best job for Jack is _____

- Margaret Lillian. Margaret is 21 years old and would like a part time position to help her pay her university expenses. She can only work in the evenings.

The best job for Margaret is _____

- Alice Fingelhamm. Alice was trained as a secretary and has six years of experience. She is an excellent typist but does not know how to use a computer. She is looking for a full time position.

The best job for Alice is _____

- Peter Florian. Peter went to business school and studied computer and secretarial skills. He is looking for his first job and would like a full time position.

The best job for Peter is _____

- Vincent san George. Vincent loves working with children and has an education license from the city of Birmingham. He would like to work with young children.

The best job for Vincent is _____

Task 8. Job advertisements may ask you for a Resume (CV) What is it?

Topical Vocabulary	
award	нагорода

background	підготовка, освіта
experience	досвід
in reverse order	у зворотному порядку
objective	робота, яку заявник хоче знайти
position	посада
references	рекомендації, відгуки
requirement	вимога
skill	вміння
to emphasize	наголошувати
to highlight	висвітлювати
to resemble	нагадувати
voluntary work	волонтерська робота

A résumé is a document used by a person to present his or her backgrounds and skills. Résumés can be used for a variety of reasons, but most often they are used to secure new employment.¹ Usually a resume is brief, on no more than a page or two.

A Resume includes a summary of your educational and academic backgrounds as well as teaching and research experience, publications, presentations, awards, honours, affiliations and other details.

The basic requirements for the Resume are:

- brevity: not more than two pages (one page is preferable)
- perfect spelling and grammar
- carefully chosen fonts
- no typographical errors
- aesthetically attractive layout
- don't sign or date the resume
- avoid the pronoun "I"

Your Resume is designed to do one thing: to get you an interview. An employer has very little time to spend on your application. He will only spend between 20 to 30 seconds glancing at your resume which means that you need to make an impression quickly and sell yourself. The most important thing is that your resume is clear. The structure of a resume must follow a certain order.

The first thing is the document title, Resume, followed by your name. This should be in bold with a larger font, but not too big.

Personal Information:

- Full Name and Surname
- Date of Birth (using the following format: day/month/year)
- Gender (particularly if you have an unusual or unisex name)
- Place of Birth
- Nationality and/or Citizenship (if you are not a citizen of the country you are applying to, you need to inform your potential employer of your visa situation).

- Marital Status
- Address
- Telephone
- Fax
- E-mail

Education and qualifications. This part of the resume is one of the most important because it gives the employer an understanding who you are, through your academic career.

- Years - Discipline Degree - Secondary School's name, location (city, state or country). Add academic awards and any subjects taken relevant to the employer.
- Years- Discipline Degree - High School's name, location (city, state or country).
- Additional training or Additional Education or Additional Courses or Additional Certificates or Diplomas (any of this titles, choose the one that applies to your background).
- Conferences, Courses and/or Seminars: Year (s)-Name of the institution, Course, Seminar or Conference's name, Location (city, state or country). List all of the ones you attended and/or participated.

Start with your highest level or most recent training first, then go backwards through your education

Work experience (employment history). This section can be divided in various sub-sections especially if you have got a lot of experience (present post, previous employment, voluntary work). Don't be afraid to describe the tasks that you had to do in your different jobs, especially if these are relevant to the job that you are applying for.

- Years - Company Name, Division name, Location (city, state or country)
- Position or Title.
- Brief explanation of your duties, projects and activities in each job.

Work experience starts with your current or most recent job first, then go backwards through your career.

Skills. In this section, you can put down all the practical things that you can do that might be useful for the job: driving licence (always say clean driving licence), knowledge of languages and computer software

- Knowledge of languages List languages and level of proficiency, orally and written ability. Mention any language certificates or degrees you might have.
- If you are fully bilingual, say "Fluent English and French (written and spoken).
- If you are not fluent in French but can get by, say "English, French.
- If you only speak English, it would probably be better to leave this section out.

- **Technical and Specialized Skills:** List all the computer programs you feel comfortable using.

Interests. Of course, the employer is not going to hire you because you have the same hobbies as him/her but this section helps him/her get a better idea of what kind of person you are. However, you should remain brief.

References/Referees: Write 'References available on request' if you prefer that the employer asks your permission before writing or ringing them up. If references are required, there should be three references; for example:

- from your university professor
- from your employer
- from a long-time family friend

The people you list as references should be contacted beforehand. You should give their names, positions, and addresses, and telephone numbers.

Knowing what to exclude from a resume is as important as knowing what to include. Here is a list of details to exclude from the resume:

- salary demands
- preferences for work schedule, days-off, or overtime
- comments about fringe benefits
- travel restrictions
- your photograph (unless you are applying for a modeling or acting job)
- comments about your family
- height, weight, hair or eye colour

These phrases may be useful for writing your Resume.

First Name	Ім'я
Surname	Прізвище
Date of Birth	Дата народження
Place of Birth	Місце народження
Gender	Стать
Nationality	Громадянство
Marital Status	Сімейний стан
Single	Неодружений/незаміжня
Married	Одружений/заміжня
Address	Адреса
Phone	Телефон
E-Mail	E-Mail
Website	Сайт

1991 - 1995 / Seattle University / Seattle, WA Bachelor of Business Administration	1991 - 1995 / Університет Сієтла / Сієтл, WA Бакалавр ділового адміністрування
High School	ВУЗ
College	коледж
Secondary School	Середня школа
Sixth-Form College	Технікум/ліцей
University	Університет
Thesis or Dissertation Title and Advisor	Назва дипломної роботи та наукового керівника
Study abroad	Стажування за кордоном
1998 - Present / Jackson Shoes Inc. / Seattle, WA Manager Responsibilities included:	1998 – до цього часу / Джексон Шуз / Сієтл менеджер обов'язки див. далі..
Work experience at...	Досвід роботи в...
Internship at...	Стажування в...
Voluntary work at...	Волонтерська практика в ...
Good understanding of both written and spoken...	Добре володію (усний, писемний)
Fluency in both written and spoken...	Вільно володію (усний, писемний)
Computer literate	Знання комп'ютера
Excellent communication / negotiation / presentation skills.	Відмінні комунікативні та презентаційні навички
Advanced level skills in Microsoft Office Suite / HTML programming.	Досвідчений користувач Microsoft Office Suite / basic HTML програмування
Knowledge of Microsoft Word / Excel / Access / PowerPoint.	Володію програмами Microsoft Word / Excel / Database / Powerpoint.
Familiarity with CAD / CAM.	Знайомий з CAD / CAM.
Currently holding a full...driver's license.	Маю дійсне водійське посвідчення

Task 9. Scan the samples of resume.

I

PERSONAL DETAILS

Name Diana Saster

Date of Birth 29.02.75

Address 13, Hapless Road, London SW10 2JU

Telephone 020 8123 4567

Nationality British

EDUCATION

1994 – 1997 BA in Economic at Any University, Anytown. (Exam results to date 2.1. Expected Final Grade 2.1 or 1)

1992 – 1994 Hapless Road Senior School: 4 'A' levels - Economics (A) Maths (A) History(B) General Studies (A)

1987 – 1992 Hapless Road Senior School: 10 GCSEs including Maths and English

WORK HISTORY

1994 – 1995 Assistant Bar Manager for the Pink Flamingo, Anytown

I trained and supervised three members of staff, created and implemented promotional events and was instrumental in increasing profits by 25% during my period of employment there

July - Sept. 1996 Vacation Trainee with XYZ Chartered Accountants

I played an integral part in a team working on tax and audit projects. This position required familiarity with database and word processing software and involved liaising with XYZ's sister company in France

POSITIONS OF RESPONSIBILITY

1995 – 1996 Entertainments Officer for University Student Social Society

I organized and budgeted for entertainments for one of the largest university student societies with over 1,000 members

1994 - to date Captain of the University Women's Hockey Team

In charge of training, organizing and motivating the women's team from 1995 to date

OTHER SKILLS

Fluent French

Extensive knowledge of Microsoft Word, Excel and Access

REFERENCES

On Request

II

Christopher Jones
24 Mansfield Drive, Cheadle,
Cheshire, SK8 3RJ.
Tel: (0161) 999 1234
chrisj@email.com

PROFILE:

A Mathematics student who is keen to find a position as a Trainee Accountant. Reliable, trustworthy, numerate and meticulous. Worked for a firm of chartered accountants last Summer and gained a good understanding of what is required of an accountant. Able to work on own initiative or as part of a team and can deal with administrative duties competently.

EDUCATION:

2009 – 2012 BSc (Hons) 2.1 (expected) in Mathematics at the University of Warwick.
Subjects studied: Business Studies, Computer Studies, Calculus, Geometry & Topology and Catastrophe Theory.

2002 – 2009 Cheadle High School.
3 GCE A Levels: Mathematics [A], Economics [A], Chemistry [A].
6 GCSEs: Mathematics [A], English Language [A], Chemistry [A], Economics [A], Physics [A], Geography [A].

EXPERIENCE:

Summer 2011

JOHNSON & STEVENS

Administrative Assistant

A vacation job working for a large firm of accountants.

Responsibilities and achievements:

Assisted the Senior Partner who was conducting audits on major companies in the area.

Handled incoming telephone calls to the Senior Partner from other companies and members of the public.

Organised and maintained the Senior Partner's filing system.

Typed reports on an IBM Compatible PC using the Word Perfect word-processor.

Devised a new filing system to maintain the files held by the department.

Solved users PC problems including sorting out spreadsheets, explaining how to use complex features in word-processing packages

Summer 2010
CHEADLE COMMUNITY CENTRE
 Co-ordinator
 A vacation job at a community centre for the elderly.
 Responsibilities and achievements:
 Organised a local advertising drive that increased the number of elderly people coming to the centre by 20%.
 Organised games for people attending in the afternoons.
 Escorted some of the elderly people to and from the centre

COMPUTER SKILLS: Microsoft Windows 7 / XP / Vista, Microsoft Office (Word, Excel, PowerPoint, Access), programming (ASP, HTML, JavaScript).

ADDITIONAL INFORMATION: Driving Licence: Full, clean.

INTERESTS: Interests at the University of Warwick included organising a charity quiz for RAG, which raised £5000. Badminton, cinema and theatre.

REFEREES: Professor William Jackson, Department of Mathematics, The University of Warwick, Coventry, CV4 7AL.
 Mr Jack Lord, Personnel Manager, Johnson & Stevens, 124 High Street, Cheadle, Cheshire, SK8 3LD.

III

John H.Mill
38 Park Avenue, Ap. 50
New York, N.Y. 11298
Tel. (312)453-6785

JOB OBJECTIVE: A position as a bookkeeper.

WORK EXPERIENCE

1995 to present
 FRISCO DOCKS, Inc.
 San Francisco, California.
 Deputy Chief of Planning, Commerce Dpt.
 In charge of account books, statements, new ideas in planning.

1993-1995
 SAKHA Co, Ltd.
 New York.
 Accountant. Prepared accounts and balance sheets.

EDUCATION

1992-1993

LONDON SCHOOL OF ECONOMICS

London, Great Britain, Bachelor (Ec.).

SPECIAL SKILLSPerfect knowledge of computer and statistics.
Fluent in German.**INTERESTS**

Enjoy basketball

REFERENCES

Provided upon request.

Task 10. . Read the information and fill in a copy of this resume for Larry Welder. Some details are already written in for you.

My name is Lorry Welder and I was born on the 18th of April 1973. I am married with two children. I live in London and my telephone number is 23485647. I went in two secondary schools. The first was York grammar School in York. I went there from 1984 to 1989 and I took my GCE O level there. I passed 5 O levels. Then I went to a sixth form college to do my A levels. It was Preston Park Six Form College in Preston, but I left in 1990. I didn't do my A levels. Instead, I did a one-year secretarial course at Langford Secretarial College in Brighton and I got a diploma. I started work in 1991 when I was 18. I was secretary to a manager of a small transport firm called Chambers Trucks in Brighton. I worked there for a year and earned £ 20 per week. Then I moved to London/ I got a job as a receptionist for Buffalo Books in Karson Street. I worked there for three years. I got married in 1992, but I stayed at work until I had my first child in 1995. My salary when I joined Buffalo Books was £ 1,560 and when I left it was £2,600. They gave me a very good reference when I left and I am sure I can get reference from Mr. Chambers and from the secretarial college.

Resume

First name(s): _____

Surname: _____

Address: _____

13 Queen's StreetLondon SW IT 5 JJ

D.o.b.: _____

Marital status: _____

Tel no: _____

Children: _____

Education and further studies:

Dates	Schools/colleges (names and address)	Qualifications
		GCE O level
	Preston Park 6 th Form College, Preston, Lancs	
		Secretarial Diploma

Experience

Dates	Place of work (with address)	Job	Pay

Names and addresses of three references

Task 11. Make up your own resume in accordance with such headings:

OBJECTIVE

QUALIFICATIONS

EDUCATION

LANGUAGES

WORK EXPERIENCE

PERSONAL

Task 12. The next step to your job is a covering letter.

Covering Letter

Some say that a well-written covering (or cover letter or letter of application) is an excellent door-opener for an interview.

This letter should contain the following information:

1. The source of information about the position you are seeking.
2. A description of your training and experience. Show how your experience and education fit the job requirements.
3. Names and addresses of references, unless they are included in a data sheet to be enclosed.
4. A specific request for an interview.
5. Signature.

Structure of Covering Letter

Name

Address

City, State, Zip Code

Phone Number

E-mail Address

Date

Employer Contact Information (if you have it)

Name

Title

Company

Address

City, State, Zip Code

Salutation

Dear Mr./Ms. Last Name, (leave out if you don't have a contact)

Body of Cover Letter.

The body of your cover letter lets the employer know what position you are applying for, why the employer should select you for an interview, and how you will follow-up.

First Paragraph.

The first paragraph of your letter should include information on why you are writing. Mention the position you are applying for and where you found the job listing. Include the name of a mutual contact, if you have one.

Middle Paragraph(s)

The next section of your cover letter should describe what you have to offer the employer. Mention specifically how your qualifications match the job you are applying for. Remember, you are interpreting your resume, not repeating it.

Final Paragraph. Conclude your cover letter by thanking the employer for considering you for the position. Include information on how you will follow-up.

Complimentary Close

Respectfully yours,

Signature

Handwritten Signature (for a mailed letter)

Typed Signature

Samples of Covering Letters:

Joe Bloggs

567 current address

Melbourne, 3000

03 9999 9999

June 2, 2004

Ms. Christine Techie
Manager for Employment
Simple Travel
Melbourne 3000

Dear Ms. Techie,

The management trainee position you advertised in today's "The Age" greatly interests me. The Simple Travel has always served as a landmark for me when I travel. I would like to contribute to their continued growth.

I have enclosed my résumé for your review.

In May (2004) I will be graduating from RMIT University with a degree in business. While in school I developed strong organisational and customer service skills. As a dormitory assistant I organized events, led meetings, and assisted students. As treasurer of the Business Society I maintained the budget and presented budget reports. My summer jobs also required extensive interaction with the public.

I believe these experiences have prepared me for your management trainee position.

I would appreciate the opportunity to discuss my qualifications more extensively in an interview.

I can be reached at 03 9999 9999. Thank you for your consideration.

Sincerely,

John Ryan

I

II

Cover letter of a college student applying for her first full-time job

5401 Monroe Street Mobile,
Alabama 36608

April 11, 1989

Ms. Jill Jones
Director of Marketing
PTT Corporation
Dogwood, AL 36309

Dear Ms. Jones:

As a word processor at Datatime Company last summer, I had occasion to meet with people from PTT. It was your sales representative, Joan Cari, who referred me to you. I was impressed with both your product and your personnel. This June I will receive my bachelor's degree in marketing and sales from Peachtree University. I would like to be considered for a training position in marketing with eventual sales responsibility at PTT.

I am an energetic, enthusiastic person with a commitment to whatever I take on. My involvement in student affairs led me to plan and execute a successful campaign for student body vice-president. As vice-president, I met and negotiated with faculty representatives and members of the board of trustees and hosted visiting guests of the college. My senior project in marketing won departmental recognition, while my 3.2 GPA put me on the dean's honour list.

With these qualifications, I feel that I can make a positive contribution to PTT. I look forward to meeting your campus recruiter, A. J. Lupin, next month to explore a marketing trainee position.

Sincerely yours,

Chris Cross

Stereotyped Expressions of the Covering Letter

- *With reference to your advertisement in "Kyiv Post" of Thursday, January 10, I would like to apply for the position of in your company* - Посилаючись на об'яву в "Київ-Пост" від 10 січня, четвер, я хотів би претендувати на посаду у вашій компанії.
- *I recently heard from that there is a vacancy in your editing department* — Я нещодавно почув від про вакансію у вашому видавничому відділі.
- *I am used to working on my own.* — Я звик працювати самостійно.
- *I appreciate the opportunity to work on my own initiative and to take on a certain amount of responsibility.* — Я високо ціную можливість працювати з певною мірою відповідальності, проявляючи власну ініціативу.
- *During training for my present job I took courses in marketing.* — Під час навчання для отримання посади, яку я зараз займаю, я закінчив курси маркетингу.

- *Since my present position offers little prospect for advancement. I would prefer to be employed in an expanding organization such as yours.* — Через те, що моя нинішня посада не дає мені можливостей для кар'єрного зростання, я хотів би працювати в такій перспективній організації, як ваша.
- *Thank you for offering me the post/position of* — Дякую Вам, що запропонували мені посаду.....
- *I have pleasure in accepting this position.* — Із задоволенням приймаю цю посаду.
- *I am looking forward to commencing work on September 1.* — З нетерпінням чекаю початку роботи з 1-го вересня.

Stereotyped Expressions of Refusal Letter

- *I regret to inform you that I am unable to accept the position, since I have received another, more attractive one.* — На жаль маю Вас повідомити, що не можу зайняти цю посаду, через те, що я отримав іншу, більш привабливу пропозицію.
- *I feel that my experience in this field would not be used to its full capacity in above position. Therefore I have to decline.* — Відчуваю, що мій досвід роботи у цій галузі не буде використаний у повній мірі, тому я маю відхилити цю пропозицію.

Task 13. A job interview.

Getting the job you want can depend on the success of the job interview. During the interview the employer will try to find out what kind of person you are, what experience you have, and how you can fit into the job situation. After you have got an appointment, review the information that you wrote on your application form and resume. Practise talking about your education and previous job experience both in the USA and in your native country. Be prepared to explain your skills and abilities specifically.

Go to the interview alone; don't take your friends or children with you. Plan to arrive about ten minutes before the appointment time. Wear appropriate clothing; a neat appearance will make a good impression.

During the interview look directly at the interviewer and answer all of the questions as specifically as you can. Ask any questions that you have about the job, such as hours, salary, or job benefits. Write down these questions before you go to the interview. Before you leave, there should be a clear understanding about all aspects of the job. All the close of the interview, express your thanks and be sure that the interviewer knows how to contact you if she wants to hire you.

Task 14. Read, translate and act the dialogue in pairs.

Maria Ramon: Please have a seat, Mr. Saunders. I received your resume a few weeks ago, and I must say I'm very impressed.

John Saunders: Thank you

Maria Ramon: We're a small financial company, trading mostly stocks and bonds. May I ask why you're interested in working for us?

John Saunders: Your company has an impressive reputation. And I've always wanted to work for a smaller company.

Maria Ramon: That's good to hear! Would you mind telling me a little bit about your present job?

John Saunders: I'm a head broker in a large international company. I deal with clients on a daily basis, handling all aspects of their accounts personally.

Maria Ramon: Why do you think you're the right candidate for this position?

John Saunders: I have a lot of experience in the stock market. And I enjoy working with people. As a matter of fact, in my current job I'm in charge of a team of eight brokers.

Maria Ramon: Well, you might be just the person we've been looking for. Do you have any questions?

John Saunders: Yes. If I were hired, how many accounts would I be handling?

Maria Ramon: You'd be working with two other head brokers. In other words, you'd be handling about a third of our clients.

John Saunders: And whom would I report to?

Maria Ramon: Directly to me.

John Saunders: I see. What kind of benefit package do you offer?

Maria Ramon: Two weeks of paid vacation in your first year of employment. I believe you're also eligible for medical and dental insurance. But this is something you should discuss with our personnel department. Do you have any other questions?

John Saunders: No, not at the moment.

Maria Ramon: Well, I'll have to discuss your application with my colleagues, and we'll get back to you early next week.

John Saunders: OK, thanks. It was very nice to meet you.

Maria Ramon: It was nice meeting you, too, and thanks for coming in today.

Task 15. Imagine you are being interviewed by a careers officer. Complete the conversation. The following sentences are the answers to the questions you are going to ask.

I have lived in this area for about a year. // I love literature, classical music. // I play tennis when I have some free time. //I had two years of training at the beauty-school. //I didn't get a diploma, just a certificate. //I have just graduated from high-school. //I have graduated from the University of Kyiv. //I was lucky and got a job after my graduation. //I went through hard times. //I found a job right-away. //I am majoring in psychology. //I am a chemistry major. //I have to go one year more to graduate from the university.

Career Officer: Please take a seat.

You: _____ .

Career Officer: Now, What's your name?

You: _____

Career Officer: Ah, yes. Now, where did you go to school?

Career Officer: What about qualifications...er..exam passes?

You: _____

Career Officer: What about school subjects... which were your favourite ones?

You: _____

Career Officer: And your best ones?

You: _____

Career Officer: What subjects didn't you studying?

You: _____

Career Officer: And why?

You: _____

Career Officer: And hobbies ...what do you like doing in your spare time?

You: _____

Career Officer: What sort of job do you want to do?

You: _____

Career Officer: Why do you think you'd like doing that?

You: _____

Career Officer: Well, thank you very much.

Task 16. Fill in the gap with the missing words.

1. I've sent my _____ to a dozen of companies but nobody has got back to me.

2. Everybody seems to want people with lots of _____ and I didn't do well at school.

3. Have you any _____ fro your previous job?

4. He was _____ last month because of the job cut.

5. What will my responsibilities and _____ be during the first year?

6. I don't like _____. It's very boring.

Task 17. When you are hired for job, you are asked to fill in the application form. This information will help you to do it:

1. Use the copy of your resume when you are filling in the application form: you can copy names, addresses, telephone numbers, dates, etc.

2. Ask for two copies of the application form and take it home. You can take as much time you need to fill them neatly and correctly.

3. Print neatly, using a black or blue ball-point pen.

4. Read the instructions on the application form carefully.

5. Be honest. It's almost impossible to repair the damage if you are caught in a lie.

6. Be specific about a type of the job you are applying for. If necessary, ask the receptionist for the correct position title.

7. List your most recent employer first and work back when you are completing the work experience section of the form.

8. Write something positive-sounding about your former employer explaining the reason of your leaving. Don't write "personal reasons", it may get the impression that you have a bad attitude or not reliable.

WORKING EXPERIENCE

Names and address of company	Date		Position	Duties	Salary	Reason for leaving
	From	To				
Jones Department Store, 1, Main St., Brownsville, TX	From Sept. 1999	To present	salesman		15,000	to improve and advance

REFERENCES

Give the name of three persons not related to you whom you have known for at least one year.

Name	Address	Business	Years
1. Rev. C. Smythe	15 Elmora Rd. Brownsville, TX	clergy	10
2. Mr. R. Jones	Jones Dep. Store 1 main St., Brownsville, TX	owner	2
3. Mrs. J. Mendes	555 6 th Ave. Brownsville, TX	store manager	2

PERSONAL ESSAY

Please state why you feel we should hire for the position desired, including any qualifications not mentioned above. Attach another sheet if necessary. I certify that facts contained in this application are true and complete to the best of my knowledge and understand that, if employed, falsified statements on this application shall be ground for dismissal. I authorize investigation of all statements contained herein and the references listed above to give you any and all information concerning my previous employment and any pertinent information they may have, personal or otherwise, and release all parties from all liability for any damage that may result from furnishing same to you.

I understand and agree that, if hired, my employment is for no definite period and may, regardless of the date of payment of my salary, be terminated at any time without any prior notice.

DATE 12/5/2003

SIGNATURE _____

APPLICATION FOR EMPLOYMENT

Date _____

PERSONAL INFORMATION

Name _____
 Last First Middle

Soc. Sec. No _____

Address _____ Telephone _____

Marital Status _____ No. of dependents _____

Driver's License Yes _____ No _____

EMPLOYMENT DESIRED

Position applying for _____ or _____

EDUCATIONAL BACKGROUND

	Name, location	Years attended	Date Graduated	Subject Studied
Other				
High School				
College				
Grammar School				

MILITARY SERVICE

Armed Forces Service Yes _____ No _____ From _____ To _____

WORKING EXPERIENCE

Names and address of company	Date	Position	Duties	Salary	Reason for leaving

REFERENCES

Give the name of three persons not related to you whom you have known for at least one year.

Name	Address	Business	Years

DATE _____

SIGNATURE _____

Task 19. Here are the keys to successful job-hunting. Job-seekers who follow these rules and guidelines — the do's and don'ts of job-hunting — should have much more success in the job-search. Cover up the column containing the Ukrainian text and translate the English part independently. Compare your translation with the corresponding Ukrainian sentences. Add some more necessary recommendations for job hunters.

DO learn ahead of time about the company and its product.	Насамперед отримуєте інформацію про фірму і її спеціалізацію.
DO apply for a job in person.	Звертайтеся за роботою особисто.
DO let as many people as possible know you are "job hunting."	Нехай якомога більше людей знає, що Ви шукаєте роботу.

DO stress your qualification for the job opening.	Підкреслюйте, що Ви маєте кваліфікацію, необхідну для даної роботи.
DO mention any experience you have which is relevant to the job.	Вкажіть, що Ви маєте досвід необхідний для даної роботи.
DO indicate, where possible, your stability, attendance record and good safety experience	Підкреслюйте, де можливо, Вашу стабільність, старанність та вміння зберігати комерційну таємницю.
DO approach the employer with respectful dignity.	Ставтесь до роботодавця з шанобливою гідністю.
DO try to be optimistic in your attitude.	Намагайтесь бути оптимістом.
DO maintain your poise and selfcontrol.	Проявляйте витримку та контролюйте себе.
DO try to overcome nervousness and shortness of breath.	Намагайтесь не нервувати та говорити спокійно.
DO answer questions honestly.	Відповідайте на запитання чесно.
DO have a good resume.	Майте з собою гарне резюме
DO know the importance of getting along with people.	Не забувайте, що дружні контакти з людьми мають велике значення.
DO recognise your limitations.	Визнавайте свої недоліки.
DO make plenty of applications.	Подавайте багато заяв.
DO indicate your flexibility and readiness to learn.	Підкреслюйте Вашу гнучкість та готовність вчитися.
DO be well-groomed and appropriately dressed.	Намагайтесь скласти про себе враження людини, яка слідкує за собою і одягніться відповідно ситуації.
DON'T keep stressing your need for a job.	Не підкреслюйте, що Вам конче потрібна робота.
DON'T discuss past experience which has no application to the job situation.	Не обговорюйте минулий досвід, який не має відношення до ситуації.
DON'T apologies for your age.	Не вибачайтесь за свій вік.
Don't be untidy in appearance	Не справляйте враження не охайної людини.
Don't display "cocksuredness."	Не демонструйте надмірну самовпевненість.
Don't beg for consideration.	Не просіть поблажливості.
Don't be one of those who can do everything.	Не будьте одним із тих, хто вміє робити все.

Don't hedge in answering questions	Не ухиляйтесь від прямої відповіді
Don't express your ideas on compensation, hours, etc. early in the Interview.	Не запитуйте про зарплату, час роботи і т.п. на початку розмови.
Don't hesitate to fill out applications, give references, take different tests on request.	Не вагайтесь заповнювати анкети, надавати відгуки, виконуйте різні тести за вимогою роботодавця.
Don't go to an interview without a record of former employment.	Не приходьте на співбесіду без рекомендацій з попереднього місця роботи.
Don't arrive late and breathless for an interview.	Не запізнюйтесь на співбесіду і не приходьте задихавшись.
Don't isolate yourself from contacts that might help you find a job.	Не уникайте контактів, які б могли допомогти Вам знайти роботу.
DON'T make claims if you cannot "deliver" on the job/	Не жалійтесь, якщо Вам не вдалося завоювати роботу.
Don't write incorrect information on your resume to make it look better.	Не включайте в своє резюме неправдиві дані. Щоб краще себе представити.

Task 20. Go over the task above and say which pieces of advice listed there may be helpful for you in everyday situations.

TEXTS FOR ADDITIONAL READING

Unit I

Babylonia

Read the text and choose the best answer (A-C) to bring out the main ideas of the text.

The people of Babylonia were rich and powerful. They were also happy. They loved each other and they enjoyed working together. But one thing was lacking. Men had only the earth to enjoy. God had kept heaven for himself and his angels.

The King of Babylonia decided that his people should have Heaven as well as Earth. So he ordered them to build a great tall tower. Six hundred thousand men began making bricks and mixing mortar and piling up a building higher. All day every day men carried bricks and mortar up a stairway on the east side of the tower. Then they walked down another stairway on the west to get more loads. This went on for forty-two years until the Tower was twenty-seven miles high. It was so high that it took a man a whole year to carry bricks from the ground to the top.

Now the Tower had risen nearly to Heaven, and God saw that he would have to do something to keep the invaders out. Perhaps if he made it hard for people to cooperate, they would not be able to finish the Tower. To carry out his plan God sent seventy angels down to Earth. The angels had orders: first to take away the one language everybody understood, then to split the people up into groups, with each group speaking a new tongue of its own. In no time the men who made bricks couldn't talk to the men who carried them. And the men who carried bricks couldn't say an understandable word to the men who laid the bricks. Everything was a mess, and everybody blamed everybody else for not understanding. People no longer talked about the Tower of Heaven.

Instead they talked about the Tower of Babel, which meant the Tower of Confusion. Work came to a dead stop. The builders went away carrying their new languages with them. That is how it happens that different tongues are spoken in different parts of the world.

1. What were the people of Babylonia lacking?

- A. They had no heaven for themselves.
- B. They were not rich and powerful.
- C. There was no love between them.

2. What did the king order his people to do?

- A. He ordered them to ask God to come to the Earth.
- B. He decided to build a great tall tower.
- C. He ordered them to work together.

3. What did God do to keep the invaders out?

- A. He ruined the Tower.
- B. He decided to take away the one language that everybody understood?
- C. He made the people poor.

4. What did the people do when everything was a mess?

- A. They went away carrying their new languages with them.
- B. They continued all the same.
- C. They blamed the king for the confusion.

Unit 2

Read the text and put the sentences (A– F) in the gaps (1– 5). There is one extra sentence.

Body Language

‘Actions speak louder than words’, we say in English. This is certainly true when judging someone’s character. Sometimes, instead of words, we use actions or gestures to say something. **1 _____** Americans, like other nationalities, have their own ‘body language’ which may not be so easy to learn.

Body language is part of ‘kinesics’ – the study of facial expressions, eye contact, gestures and even the way you stand or sit. Psychologists, linguists and communication experts say that body language sends a ‘silent’ message to others. For example, direct eye contact is very important for Americans. **2 _____** Of course, body language differs across cultures. In many cultures, especially in the Far East, looking down or lowering the eyes is a sign of respect. In these cultures, Americans might seem too bold or aggressive with their direct eye contact.

In some countries, like France, Holland and the United States, making a gesture with the palm of the hand facing up, bending the fingers back two or three times, means ‘Come here’. **3 _____** In Italy and Tunisia, for example, the same gesture must be made with the hand facing down to say ‘Come here’.

Gestures can cause serious misunderstandings. For example, Bulgarians are well- known for their ‘yes’ gesture. **4 _____** To show ‘no’, Bulgarians make a movement with the head which looks like ‘yes’ to people not from Bulgaria.

Some Polish gestures can be easily misunderstood in other cultures. In Poland, when you want to wish someone good luck, you hold your thumbs inside your hand, making a fist. **5 _____** He might think you are making a fist and it looks like you are an enemy

A. That can be impolite or mean ‘Go away’, in other countries.

- B. The other person doesn't know you are holding your thumbs.**
- C. However, gestures can be misunderstood in cross- cultural situations.**
- D. That means that part of learning a language is learning the gestures, too.**
- E. They shake their head from side to side which means 'no' in most other countries.**
- F. If a person does not look an American in the eye, he may not trust the person or feel uncomfortable during the conversation.**

Unit 3

Read the text given below. Match the headings (A-F) with the parts (1-6) of the text.

1. _____

The towns of Oxford and Cambridge have some of the finest buildings in Britain. They are famous for their universities, the oldest in England. All the students live and study in colleges. Cambridge has 31 colleges and Oxford has 39. Oxford's first college started in 1249. Cambridge's first college opened in 1281.

2. _____

Before the 12th century, people who wanted a good education went to the Sorbonne in Paris. Then, in 1167, all English students in Paris moved to Oxford. Some people say King Henry II told them to move. Others say the French threw them out! The students went to study in Oxford monasteries and that was the beginning of Oxford University.

3. _____

The Church was very important in Oxford and Cambridge for many years. For example, until the 19th century the university teachers were almost like priests and they couldn't marry.

4. _____

Women started studying later than men. The first women's college at Cambridge opened in 1869 and at Oxford in 1878. Today, three Cambridge colleges and one Oxford college are for women only. Men and women study together in the others.

5. _____

Every year the universities compete in a rowing race over 7 kilometres of the Thames. The first race was in 1829 and it became a yearly race in 1839. All the students really want their university to win!

6. _____

People can stay in rooms at Oxford and Cambridge when the students are on holiday. Some rooms are modern but the older rooms are more interesting (and more uncomfortable!). They often have low ceilings, small windows and a view of the square in the middle of the college. Imagine sleeping in the same room as an ex Prime Minister or eating at the same table as Lawrence of Arabia!

- A The first students**
- B Staying at the universities**
- C No married teachers**
- D An exciting competition**
- E Women students**
- F Ancient universities**

Unit 4

Read the text and choose the best answer (A-C) to complete the sentences (1-6).

The word "Cossack" means a free and independent man. First Cossacks appeared in the 15 century.

Later Zaporozhia Sich, founded in the 16th century, became the main centre of Cossackdom. The Cossacks united in a single military organization. The first fortifications were built on Island Khortytsia.

Ordinary Cossacks in their everyday lives continued their farming duties, but in cases of emergency they united with Sich warriors to defend their own rights and the vital interests of the Ukrainian people. They struggled for their Motherland, their rights and privileges. The Cossack Army was the shield of the country.

Cossacks lived according to the democratic principles. The regiment and sotnya were the organizational and tactical units of the Cossack Army, and kurin was a unit performing organizational, military and economic functions.

Each Cossack had the right of voice in general council. The general council had all the power. It decided every important problems of life: home and foreign affairs, judging, problems of peace and war. All leaders were elected by Cossacks and important decisions were taken collectively.

According to the custom the newly elected chief, called otaman, had to refuse twice and to agree at the third time only. Old Cossacks put some sand or mud on his head for he would not forget his place in future. The chief was to thank the Cossacks and bow to the four sides. After that the Cossacks promised to obey the new chief.

The all-Cossack Council elected a Cossack chief, the Hetman. Each regiment and sotnya had its own colonels and sotniks with their own councils. Many Cossack chiefs were intelligent and talented people with war experience. Some of them became outstanding state and political figures, being at the same time military commanders, such as Ivan Pidkova, Severin Nalyvaiko, Petro Sahaidachniy ancj others.

Ukrainian history is full of dramatic pages of folk up-rising: haydamakas, oprishkas, koliyivshchyna participants, Ustym Karmaliuk-they all took weapon to win freedom and to return former democracy.

Ukrainian traditions of democracy have deep roots in history.

1. First Cossacks appeared _____

- A. in the 14th century.
- B. in the 15th century.
- C. in the 17th century.
- D. in the 16th century.

2. The first fortifications were built

- A. in Zaporizhia.
- B. on Island Sich.
- C. on Island Khortytsia.
- D. near Kyiv.

3. They struggled for _____

- A. their right.
- B. their privileges.
- C. their Motherland.
- D. all above.

4. According to the custom the newly elected chief had to refuse _____

- A. three times.
- B. once.
- C. four times.
- D. two times.

5. Old Cossacks put some _____ on his head.

- A. water and sand
- B. salt and mud
- C. sand or mud
- D. sugar and milk

6. The all-Cossack Council elected a Cossack chief, _____.

- A. the Hetman
- B. the Otaman
- C. the Sotnik
- D. the Colonel

Unit 5

Some of the British holidays are described below. Match the holidays (A-E) with the descriptions (1-5).

1. _____

This holiday is celebrated in June. It is the official birthday of the Queen, when there is a military parade. Every regiment has its own flag (flag = colour) and each year a different regiment's colour is paraded in front of the soldiers.

2. _____

On the Thursday before Easter people in Britain collect money for the old.

3. _____

Every autumn in October or November, the Queen travels to the Houses of Parliament in the Irish State Coach and delivers her speech in the House of Lords.

4. _____

On November 5, 1605 a group of Catholics wanted to blow up the House of Lords. They put 36 barrels of gunpowder in the cellars of the building. They were discovered, arrested and hanged. People celebrate the fact that the plot failed by going on torchlight processions, burning the "guy" and making a huge bonfire.

5. _____

This is a festival celebrated on October 31st. The name of the holiday means holy evening because it happens the day before All Saints Day. Children go around in the neighbourhood dressed up as witches, ghosts or skeletons and say 'trick or treat' and get sweets, chocolate, fruit or money. The traditional colours of this festival are orange and black. People put carved pumpkins in front of their doors.

A. Halloween

B. Guy Fawkes' Day

C. Royal Maundy

D. Opening of Parliament

E. Trooping the Colour

Unit 6

Road Pricing

Read the text and choose the best answer (A-C) to complete the sentences (1-5).

Yesterday the government announced that road pricing might be introduced in many HI major cities next year and on all major UK routes within the next ten years. Motorists would then have to pay to use the roads that take them to work, on holiday, or even to H their children's schools, in an attempt to reduce the number of cars on our roads.

A survey we have carried out earlier today shows that this has angered motorists. While being aware that something needs to be done to ease the congestion on our roads, the majority of car owners do not believe that road pricing is the answer. "Unless an alternative is given, this road pricing will not be successful," said one person. "At the moment the road is the only option for many commuters and if they want to get to work they will pay the charge. The

government will get more money but the roads will still be congested.”

Our survey has shown that motorists believe that a more efficient, convenient and cheaper network of public transport is the only way to persuade them to stop using their cars. It seems that the government still has a lot of thinking to do on the subject. Road pricing does not seem to be the answer.

1. Next year we may have to pay if we _____

- A. travel through some cities
- B. travel on the main roads
- C. drive a lot

2. The charge is being introduced _____

- A. to earn money for the government
- B. to protect the environment
- C. to cut traffic jams and delays

3. Motorists think _____

- A. we need better public transport
- B. it's a good idea
- C. the charge is too high

4. People will pay the charge if _____

- A. the roads are improved
- B. they have no choice
- C. it's quite low

5. The government needs to _____

- A. think of another solution
- B. introduce the charge quickly
- C. do nothing

Unit 7

Read and complete the text. For each of the empty spaces (1-12) choose the correct answer (A, B, C, D)

Transport

Most journeys in Britain and the US are made by road. Some of these are made on **(1)** _____ transport but most are by private car.

In Britain many people rely on their cars for daily local activities, e.g. getting to work, **(2)** _____ the shopping, and visiting friends. People living in urban areas may use buses, trains or, in London, the Underground, to get to city centres, mainly because traffic is often **(3)** _____ and it is difficult to find anywhere to park a car. Some places in the country may have a bus only two or three times a week so people living there have no **(4)** _____ but to rely on their cars. In the US large cities have good public transportation systems. The El railroad in Chicago and the underground systems of New York, Boston, San Francisco and Washington, DC are heavily used. Elsewhere, most Americans **(5)**

_____ to use their cars. Families often have two cars and, outside major cities, have to **(6)** _____ fairly long distances to schools, offices, shops, banks, etc. Many college and even high-school students have their own cars.

Long-distance travel in Britain is also mainly by road, **(7)** _____ railways link most towns and cities. Most places are linked by motorways or other fast roads and many people prefer to drive at their own **(8)** _____ rather than use a train, even though they may get **(9)** _____ in a traffic jam. Long-distance coach/bus services are usually a cheaper **(10)** _____ to trains, but they take longer and may be less comfortable. Some long-distance travel, especially that undertaken for business **(11)** _____, may be by air. There are **(12)** _____ flights between regional airports, as well as to and from London.

- | | | | |
|------------------|--------------|----------------|----------------|
| 1. A universal | B civil | C public | D common |
| 2. A making | B doing | C performing | D preferring |
| 3. A heavy | B large | C full | D big |
| 4. A variety | B selection | C idea | D choice |
| 5. A agree | B object | C prefer | D refuse |
| 6. A ride | B drive | C move | D transfer |
| 7. A but | B thus | C though | D. and |
| 8. A convenience | B usefulness | C suitability | D availability |
| 9. A stuck | B used | C fixed | D puzzled |
| 10. A replace | B substitute | C. alternative | D choice |
| 11. A schemes | B procedures | C ideas | D reasons |
| 12. A typical | B regular | C ordinary | D normal |

Unit 8

Read the text and match the statements (1-8) to the paragraphs (A-D).

A The Dove Hotel, Paddington

Today's traveller quite rightly expects the highest standards of quality and comfort. At the Dove you are unlikely to be disappointed. Our hotel is located a few minutes walk from 5 underground lines as well as from local bus stops. The Heathrow Express provides direct access to Heathrow in 15 minutes from Paddington Station.

B Sunset Hotel, Bayswater

Situated in a very popular location for shopping and entertainment. The hotel is open 24 hours a day and all rooms have private bathrooms, colour TV and direct dial telephone. The hotel is opposite Whitley's indoor shopping centre in Queensway, and only a few minutes walk from Kensington Gardens, where you can take a walk and relax close to nature.

C Queen's Hotel, Earls Court

Queen's Hotel is a small friendly hotel in the Kensington area. The hotel is located close to Earls Court Exhibition Halls 1 and 2 and Olympia Exhibition Halls with their many shows ranging from business to boats! It's a perfect location for groups travelling to London on a limited budget. The prices are so reasonable you'll want to tell everyone about it.

D The George Hotel, Kings Cross

The George Hotel has 35 rooms all with central heating and tea and coffee making facilities. Private or shared bathrooms are available. The family run hotel has a 'home from home' atmosphere, clean comfortable rooms and many satisfied customers. The enormous English breakfast will keep you going until dinnertime!

- 1. You can prepare something to drink in the room.**
- 2. It's close to shops.**
- 3. You won't be cold in your room.**
- 4. It's close to the underground.**
- 5. It's near a park.**
- 6. It's cheap.**
- 7. It offers rooms of different standard.**
- 8. It offers luxury accommodation.**

Unit 9.

Read the text and choose the best answer (A-C) to complete the sentences (1-5).

Use Your Mind

How many tablets do you take? We all take tablets for headaches and other illnesses. But are they really necessary? The big drug companies make the drugs and tablets that we buy to fight our health problems. But could it be possible that many of these drugs and tablets are only good for the bank balances of the drug companies and that there are better ways for us to get over our health problems? According to some experts, we should use the power of our minds.

Since the 1950s there have been experiments using placebos. Placebos are tablets which do not have an effect on the body, so they shouldn't be able to make us better. In the experiments some patients in the group receive real drugs for a health problem, while others receive the placebo. No one knows who has the real drug or who has the placebo. In a significant number of these experiments the patients who haven't received the real drug get better! People think this is perhaps because they are thinking positively and believe they will get better - so they do!

So, can we 'think' ourselves better? Perhaps the big drugs companies

should start worrying!

1. The text suggests that the drug companies _____

- A. sell drugs that are bad for us
- B. sell drugs that are too expensive
- C. make a lot of money

2. It's possible that _____

- A we could manage without drugs
- B we could live longer without drugs
- C we need different sorts of drugs

3. Placebos _____

- A. are tablets for headaches.
- B. are experiments done since the 1950s.
- C. should not be able to cure health problems.

4. In the experiments _____

- A patients know if they don't receive the real drug
- B patients know it's a possibility they haven't received the real drug
- C patients know they have been lied to

5. According to the article, _____

- A some people can get better if they believe they will
- B some people get better if their doctor believes they will
- C some people get better because they stop taking drugs

Unit 10

Read the article and choose the best answer (A-C) to complete the sentences (1-6).

Time for Coffee

The story of coffee drinking is one of the greatest and most fascinating in history. Millions of coffee drinkers worldwide cannot imagine life without a cup of aromatic coffee in the morning. Coffee is a natural stimulant, which makes us feel more awake and ready to concentrate.

The qualities of mocha, as coffee was once known, were first discovered in Ethiopia (Africa) more than one thousand years ago. However, it was not Africans, but Turks and Arabs who actively encouraged coffee drinking. The habit of coffee drinking quickly spread throughout the Arab world, where coffee won a reputation as the wine of Islam.

Coffee was first grown in Yemen. It was popular with Turks who served the drink to visiting Italian merchants. In 1615 traders from Venice brought coffee to Europe, where it was originally sold as a medicine. By the end of the sixteenth century coffee was drunk in major European cities from Paris to London. Now, around the world there are different methods of preparing coffee, for example, in

Turkey coffee is traditionally boiled three times while Italians are the inventors of espresso and cappuccino.

We drink coffee because of its aroma, taste and stimulating effect. However, extensive consumption of coffee may be harmful to our health. Fortunately, new brands of coffee have been appearing on the market recently. As they do not contain substances harmful to health, many people don't have to give up their coffee-drinking habits.

1. Coffee was discovered _____

- A. in Europe.
- B. in Africa.
- C. in Asia.

2. Coffee drinking was popularized by _____

- A. the Ethiopians
- B. the Italians.
- C. the Turks.

3. Coffee was first grown in _____

- A. in Italy.
- B. in Turkey
- C. in Yemen.

4. In Europe, coffee was popular as _____

- A. a medicine.
- B. the wine of Islam.
- C. a natural stimulant.

5. By the end of the sixteenth century people drank coffee _____

- A. in northern Europe.
- B. in the most important European cities.
- C. in Paris and London only.

6. New brands of coffee _____

- A. are as harmful as the original mocha.
- B. are less harmful than regular coffee.
- C. may influence our concentration ability.

Unit11

Read the text and choose the best answers (A-D) to answer the questions (1-5).

Money

Nine thousand years ago, people did not have money. They traded animals for things they wanted. They traded crops for what they wanted. In China, in about 1200 B.C., people traded shells, metal tools, knives and shovels for the things they wanted. For example, they traded metal. Later in China, people made metal money. In about 100 B.C., the Chinese made money of

animal skin. The first paper money was made from white coloured deer skin. It came from China about 900 years later. In about 700 B.C., people made the first round metal coins. The coins were made of gold and silver. They looked very similar to the coins we use today. These coins came from Lydia. Lydia was located where the country called Turkey is located today. After people made coins in Lydia, people in Rome, Iran, and Greece also began making coins. Coins were very durable - they were strong and could last a long time without becoming damaged.

Wampum are necklaces made from beads and seashells. The beads had holes in them. People put beads on strings. American Indians used wampum for money in the 1500's. Money changes with time. No matter what it looks like, money is an idea. It is the thought that people can trade something they have for something they want. Money makes trading easier.

1. Before people had money, they had traded _____

- A. crops for what they wanted.
- B. animals for what they wanted.
- C. metal tools for what they wanted.
- D. All of the above.

2. The first paper money was made in _____

- A. the year 1200 B.C.
- B. the year 700 B.C. in Lydia.
- C. the year 800 A.D. in China.
- D. the 1500's in North America.

3. What was the first paper money made of? _____

- A. Metal
- B. Tree leaves
- C. Animal skin
- D. White shells

4. The first metal coins came from _____

- A. Iran
- B. Lydia
- C. Rome
- D. Greece

5. All money is based on the idea that _____

- A. gold and silver are good money.
- B. people can trade what they have for what they want.
- C. people can trade things for animals.
- D. coins are the best kind of money

Unit 12

Read the dialogue and chose the correct answer to the questions.

Robert has a job interview for an evening job

Interviewer: So, you'd like to apply for the evening position at our restaurant, right?

Robert: Yes, I would.

Interviewer: Can you tell me what made you reply to our advertisement?

Robert: Actually, I was looking for a part-time job to help me to pay for my studying at college. And I think that I'd be really good at this kind of work.

Interviewer: Do you know exactly what you would be doing as a waiter?

Robert: Well, I believe I would be serving clients at their tables, receiving the orders from them and informing the chef about customers' desires.

Interviewer: That about covers it, you would also be responsible for keeping the front of the restaurant tidy.

Robert: OK, that's not a problem.

Interviewer: Good. Well, what do you think a waiter should be like to do his job properly?

Robert: He should be neat, polite and friendly in order to make people feel welcome. And he has to be hardworking and careful too.

Interviewer: Right. By the way, have you any previous work experience?

Robert: Yes. I worked part-time at a take-away cafe in the summer holidays.

Interviewer: Now, do you have any questions you'd like to ask me about the position?

Robert: Yes. Could you tell me what hours I'd have to work?

Interviewer: We open at 11.00 a. m., but you'll be working from 5 p. m., so you would be expected to arrive at 4.30 p. m. and we close at 11.00 p. m. You would be able to leave then. Is it alright?

Robert: Sure.

Interviewer: I think I have asked you everything I wanted to. Thank you for coming along to the interview.

Robert: Thank you. When will I know if I have been successful?

Interviewer: We'll have made our decision by next Monday, we'll give you a call.

1. What kind of dialogue is it?

- A. A telephone talk.
- B. An interview for a newspaper article.
- C. A job interview.
- D. A friendly chat.

2. What kind of job is Robert applying for?

- A. A full-time job.
- B. A day job.
- C. A Sunday job.
- D. An evening job.

3. Where would Robert like to work?

- A. At a college.
- B. At a restaurant.
- C. At a shop.
- D. At the office.

4. What position is Robert applying for?

- A. A waiter.
- B. A chef.
- C. A manager.
- D. A secretary.

5. What does the waiter's job include?

- A. Cooking.
- B. Washing the dishes.
- C. Serving clients at their tables.
- D. Making up the menu.

Unit 13

Read the text and fill in the missing parts (A-G). There is one extra part which you don't need to use.

Foreign Trade of the U.K.

In the 19th century Great Britain dominated in international trade, accounting for about one-third of world's exports. **(1)** _____ the volume of world's exports increased but the percentage of British exports in world trade declined significantly. **(2)** _____ With a large population, small land area, and few natural resources, the country must depend on foreign trade to supply the raw materials for English factories and to provide a market for the sale of the thousands of types of manufactured goods produced by English industries.

(3) _____ Her main imports are foodstuffs and most of the raw materials for industry. Britain imports half the food it needs. There is usually an unfavourable balance of trade, that is, imports exceed exports, but this is compensated for in part by the so-called invisible trade.

The earnings from invisible trade come in the way of shipping charges, interest payments from foreign investments, interest payments from British enterprises abroad, and tourist expenditure. **(4)** _____

Britain has got very sound economic ties with various countries of the world, especially the Commonwealth countries. **(5)** _____, has grown out of the old British Empire which came to an end with the Second world war. The Commonwealth countries are Canada, Australia, New Zealand and many other small countries and territories

The United Kingdom has been a member of the European Free Trade Association (E.F.T.A.) since 1959, and **(6)** _____ (E.E.C.) since 1973.

- A. The Commonwealth, officially called The Commonwealth of Nations
- B. The United Kingdom's principal exports are vehicles, machinery, manufactured goods and textiles.
- C. Early in the 20th century its position changed.
- D. a member of the European Economic Community
- E. The earnings from foreign tourist trade make this one of Britain's important industries
- F. Great Britain sells ships and cars.
- G. But still foreign trade is vital to Britain's livelihood.

Unit 14

Read the text and choose the best answer (A-D) to complete the sentences (1-5).

Coca-Cola is probably the world's best-known taste, and was the first truly global brand. Dr. John Stith Pemberton, a pharmacist from Atlanta, Georgia, invented the drink. He mixed the Coca-Cola syrup, which was combined with carbonated water to make a popular soda fountain drink, in the local Jacob's Pharmacy. The first customers, who paid a handsome 5 cents a glass, pronounced the drink to be "excellent," "delicious and refreshing."

Dr. Pemberton's partner and book-keeper, Frank M. Robinson, suggested the product's unusual name and wrote it down in his florid handwriting, feeling that the "two C's would look well in advertising." The first advertisement for the drink appeared in the Atlanta Journal, and handpainted oilcloth signs indicated which soda fountains offered the product. This was just the first step in a fantastic co-operation between the brand and advertising, which has made the trademark universally recognized. A continuous stream of slogans have entered the collective consciousness, from "Drink Coca-Cola" in 1886, the iconic "I'd Like to Teach the World to Sing" television advertisement of 1971, right up to the simple assertion "Real" of today's campaign.

From its original output of around nine drinks a day, Coca-Cola is now the world's most ubiquitous brand, serving over 1.3 billion drinks every day.

1. The Coca-Cola logo comes from

- A. an idea that Dr. John Stith Pemberton had.
- B an advertisement in the Atlanta Journal.
- C. Frank M. Robinson's belief that the name would market well.
- D. the first customers at Jacob's Pharmacy.

2. Coca-Cola has been advertised for about years.

- A. 90
- B. 120
- C. 150

D. 200

3. Coca-Cola first became popular with.....

A. young people who saw the TV commercials.

B. Dr. Pemberton's friends and family.

C. the customers at the local pharmacy.

D. Frank M. Robinson.

4. Coca-Cola has become the popular and recognized product that it is today due to.....

A. its cheap price in Jacob's Pharmacy.

B. the first customers who drank it.

C. Dr. Pemberton's disgusting recipe.

D. the brand and advertising together.

5. "Ubiquitous" means.....

A. delicious

C. important

B. existing everywhere

D. least popular

Unit 15

Read the text and fill in the missing parts (A-G). There is one extra part which you don't need to use.

The Significance of the Invention of Email

There are so many reasons why the invention of email is very important. The creation of email has revolutionized the way that people communicate with one another. Many people like the fact that they are able **(1)** _____ and it will reach their recipient immediately.

As more people have become **(2)** _____ fast, efficient communication, email has become the preferred method of relaying information. Unlike hand written letters or telephone calls, email can be accessed from any device that is connected to the Internet. Thus, people have so many options for communicating information nearly everywhere. From a computer, phone or PDA, emails can be sent and viewed.

In fact, email has become so popular that it is the preferred way **(3)** _____ People only use snail mail when it is very necessary to do so. This is reflected in the decrease in pieces of mail that are delivered through the postal system.

Also, email is more convenient for those that want to communicate without **(4)** _____ For example, many people are able **(5)** _____ and in other places as a result of email. People can check their phones and their PDAs during a meeting for an email update as opposed to **(6)** _____ which could disrupt a meeting*.

A. having to have physical contact

B. to rely on the importance of

- C. to answer anyone at any time**
- D. to easily send information at any time**
- E. to obtain the latest in developments at work**
- F. to send all types of communication**
- G. answering a phone call**

Unit 16

How do You Use the Net

Read the extracts (A-D) and answer the questions (1-5).

We asked members of one family to tell us what they use the Internet for and why. Here is what they told us.

A Granddad Peter

I might be over 80 but the Internet is invaluable to me. At my age it's not always so easy to get about and my friends and family are scattered all over the globe. It's difficult to visit and have face-to-face conversations very often. It's a bit pricy too! Phoning isn't convenient because of the different time zones. I don't think my brother in Australia would appreciate being woken up at three in the morning just for me to say hello! So I keep in touch by e-mail and it's very important to me. It took me a while to get the hang of it but now it's no problem at all.

B Daughter Lyn

I must admit that I'm a spendaholic and I'm on auction sites all the time. I can't resist a bargain and I love the excitement of bidding against other people and never being sure whether you're going to win or not. It's quite addictive so I have to be careful or else I would be completely broke! I think it's incredible that whatever you're looking to buy, someone out there has got it to sell.

C Mum Karen

I find the Net useful for downloading information for my students. You can also access sites that give you free lesson plans and good, imaginative ideas for making lessons interesting. There's such a lot of knowledge out there too. To get the answers to the kind of questions I have, it would take hours with piles of books and I simply don't have the time. For me the Net is a lifeline!

D Dad Oliver

My big thing is news and sports and I'm always online checking the latest scores. I work shifts too, so I often miss the regular news slots and with the Net I can always watch news clips of programmes that were on earlier. It also brings you breaking news and with the more controversial issues if you want to, you can read people's comments and of course, make your own. I do that quite often. And there are also online newspapers. If I don't get a paper, I can always go online and click on to the newspapers website. It's easier to choose what you want to read rather than leafing through the papers which can be so big these

days.

Which person says.....

- 1. I see the Net as time saving?**
- 2. I sometimes share my opinions with others?**
- 3. I use it to get help with my work?**
- 4. I don't always get what I want?**
- 5. It took time to work out how to use the Net?**

Unit 17

Read the texts given below. For questions (1-5), match the paragraphs (A-C).

Job Opportunities

A. Production Assistant

TV channel in Central London needs a new member of staff. Your responsibilities will include answering the phone, meeting and greeting clients and helping whoever is in need. You must have a friendly personality and excellent communication skills. The work will involve some late nights and weekend work. No experience necessary - training will be given.

Please call Tim on 020 789 3311 for an interview.

Starting Salary: J12,000

B. Web Designer

An exciting position has opened up in our design department. We are looking for a recent graduate with a degree in graphic design. The job is challenging and you need to be very creative. You will work shifts: one week 9-5; the second week 11-7.

For more information call 0141 555 8675.

Salary: J12 per hour

C Journalist

Qualified journalist needed to work on a travel magazine. The ideal candidate should have at least 3 years' experience and love travelling. You will be sent on assignments all around the world and be writing articles and travel guides.

Please email your CV and a sample of your work to radiantne@peepo.com

Salary is negotiable.

Which job requires you to:

- 1. work different hours each week?**
- 2. have several years' experience?**
- 3. travel a lot?**
- 4. work some weekends?**
- 5. have the ability to communicate with others?**

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CONTENTS

UNIT 1. LANGUAGE AS A PART OF HUMAN CULTURE.....	4
UNIT 2. ENGLISH LANGUAGE ETIQUETTE.....	10
UNIT 3. OUR EDUCATIONAL ESTABLISHMENT.....	17
UNIT 4. UKRAINE.....	22
UNIT 5. THE UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND.....	29
UNIT 6. BUSINESS TRIP ABROAD.....	36
UNIT 7. TRAVELLING AND TRANSPORT.....	49
UNIT 8. AT THE HOTEL.....	59
UNIT 9. HEALTH SERVICE.....	67
UNIT 10. EATING OUT AND NATIONAL CUISINE.....	75
UNIT 11. BANK.....	84
UNIT 12. BUSINESS MEETING.....	98
UNIT 13. CONTRACTS AND COOPERATION.....	109
UNIT 14. ADVERTISMENT.....	130
UNIT 15. BUSINESS CORRESPONDENCE.....	142
UNIT 16. MODERN MEANS OF COMMUNICATION.....	164
UNIT 17. GETTING A JOB.....	170
TEXTS FOR ADDITIONAL READING.....	194
BIBLIOGRAPHY.....	212

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Іванченко І. Г.

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