

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ПРИКАСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ  
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ENGLISH FOR INTERNATIONAL ECONOMIC RELATION

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Видання “More English for Additional Reading” адресоване студентам спеціальності “міжнародні відносини”. Мета навчально-методичного посібника – дати можливість вдосконалити вміння читати оригінальну літературу англійською мовою за спеціальністю. Особливу увагу приділено сфері ділового мовлення, зокрема умінню проводити співбесіду, зустрічі, переговори.

Пропонований посібник складається з дванадцяти уроків, тематично згрупованих навколо актуальних тем. Кожен із уроків містить лексико-граматичні вправи, які допоможуть засвоїти природні мовні конструкції, орієнтують читача на вибір правильного слововживання у сфері ділового мовлення.

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UNIT 1  
THE WORLD OF PROFESSIONS.  
EMPLOYER - EMPLOYEE RELATIONSHIPS  
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I. Read, translate and try to summarize the following texts in 5-7 sentences to render its general idea:

Most Hardly Paid Jobs in the US



Career is the hottest issue for just about anyone! A person's professional occupation always manages to grab the most *significant* (1) part of his / her life. Today's work life is highly *competitive* (2)! So, what are the most financially rewarding jobs these days?

I. The following jobs require a solid academic background and specific specializations in the *relevant* (3) fields of study.

II. This one *grosses* (4) among the top three highest paying jobs in America today! With an annual income ranging between USD 1, 50, 000 and USD 2, 05, 000, the field of surgery offers much more than just the money! The respect that accompanies this profession and the sense of *immense* (5) satisfaction that one derives on being able to save human lives is *unmatched* (6) by any other profession or activity in the entire world! The profession of surgery is closely followed on its heels by that of physicians. Both are among the top jobs in America.

III. The career of an airline pilot is literally one where only the sky is the limit! For a pilot, the scope of flying is not *confined* (7) to commercial aircraft alone - he can also captain helicopters, test aircraft, *crop dust* (8), monitor air traffic and fly cargo planes! The training period may range between 5-10 years and the average annual remuneration fits in somewhere between USD 1, 32, 000 and USD 1, 35, 000.

IV. Brightening up someone's smile is a noble as well as a lucrative (прибуткова) career option. With so many people wanting to go for dental procedures such as smile correction, cosmetic dental procedures and corrective dental *alignment* (9) procedures, the age-old profession of dentistry is a *flourishing* (10) career and a high paying job that promises pecuniary (грошовий) success like never before! No wonder, it is one of the most highly paid jobs in USA in the present times! The training time is about 8 years before independent professional practice and the average annual remuneration ranges between USD 90, 000 and USD 1, 33, 000.

V. If you've survived sales to reach up to this level, *hats off to you* (11)! Sales and marketing are very tough but interesting career fields. Especially sales! This field teaches you everything you need to know to survive the urban jungle! This is among the top 10 careers in the corporate sector. The average annual remuneration of a

marketing / sales manager comes to somewhere between USD 80, 000 and USD 100, 000.

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VI. Management analyst is among the most popular and highest paying entry-level careers in the corporate sector. Included among the highly paid jobs in USA, a management analyst is *entrusted with* (12) the duties of analyzing business and operative procedures to invent *the optimum* (13) ways of getting things done by making maximum use of available resources in the least time possible, taking care to increase efficiency of performance at the same time. This is one of the best career opportunities in the corporate technical field. The average *annual remuneration* (14) would come somewhere between USD 72, 000 and USD 85, 000.

VII. include investment banking, electrical engineering, petroleum engineering and landscape architecture all of which fit within an average annual remuneration range of USD 70, 000 - USD 1, 20, 000. There are many other jobs which can be considered as high paying jobs such as air traffic controller, lawyer, anesthesiologist, financial analyst, insurance broker, etc. The profession of a private detective is among exciting jobs that pay well.

VIII. Surprisingly, some of the highest paid jobs today are those that do not require any professional degree. These are trucking; nuclear power reactor operator; air traffic controller; gaming manager; fitness trainer; *freelance* (15) writer; logistics (організація роботи) manager.

These are some of the highest paid jobs in USA in the present age. Most of these high paying jobs are extremely specialized and require candidates with technical degrees but there are also some which pay well but require no specialized degree

II. Match the following Ukrainian expressions with those in italic from the text:

а. зняти капелюх перед кимось; б. відповідний; с. найсприятливіший;  
д. безмірний; е. квітуча; ф. посипати врожай; г. значний; h. незрівнянний; і. займає значне місце; j. конкурентний; к. обмежаний; l. вирівнювання; m. річний дохід;  
п. пов'язаний з; о. позаштатний.

III. Decide if the following statements are true or false:

1. Only some people can afford to go for dental procedures such as smile correction, cosmetic dental procedures and corrective dental alignment (вирівнювання) procedures, thus the age-old profession of dentistry is becoming less popular career nowadays;
2. Among the careers not requiring specialized degrees are trucking and nuclear power reactor operator;

3. The profession of a private detective is among exciting jobs that are badly paid, unfortunately;  
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4. Pilots are able not only fly airplanes but also captain helicopters, test aircraft, crop dust, monitor air traffic and fly cargo planes!;
5. Being into sales occupation leads to the position of marketing or sales manager, so just relax and wait for the next step in the career ladder!;
6. The annual income of logistics manager is ranging between USD 1, 50, 000 and USD 2, 05, 000;
7. Management analyst is among the most popular and highest paying entry-level careers in the corporate sector;
8. To save human lives is unmatched by any other profession or activity in the entire world so the profession of bodyguard is the highest paid in the USA.

*IV. Match choices (A-H) to (I-VIII) from the text:*

A. Careers Not Requiring Specialized Degrees; B. Careers Requiring Specialized Degrees; C. Surgeon; D. Other high paying entry-level jobs; E. Airline Pilot; F. Management Analyst; G. Dentist; H. Marketing/Sales Manager.

*V. Match the definitions with their names:*

1. designs buildings and other structures. In addition to considering the way these buildings and structures look, he or she also makes sure they are functional, safe, economical and suit the needs of the people who use them.
2. is one occupation in the field of cosmetology, cuts, shampoos and styles men's hair. He or she may also trim beards and give shaves.
3. prepares, seasons and cooks a variety of foods in restaurants and other food service establishments.
4. creates clothing, including dresses, suits, pants and skirts, and accessories, including shoes, for consumers.
5. delivers onsite emergency care to accident and crime victims as well as to those who have suddenly fallen ill.

6. helps a community decide how to best use its land and resources with an eye toward future growth and revitalization.

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7. represents and advises his or her clients in both criminal and civil cases; may specialize in one of a variety of areas including criminal, real estate, matrimonial, probate and environmental law.



8. studies the human mind and how it affects behavior.

9. makes sure trials and hearings are handled fairly under the law.

10. totals bills, receives money, makes change, fills out charge forms, and gives receipts at supermarkets, department stores, gasoline service stations, movie theaters, restaurants, and many other businesses.

11. manages an elementary, middle or secondary school. He or she is responsible for everything that goes on inside the building.

12. enhances the function, safety and aesthetics of interior spaces while taking into account how different colors, textures, furniture, lighting and space work together to meet occupants' or visitors' needs.

13. examines patients' teeth and mouth tissue in order to diagnose and treat problems.

14. coordinates the big day for brides and grooms, acts on behalf of the couple when it comes to ordering flowers, hiring a band and photographer, finding a caterer, etc.

15. checks individuals' federal, state and local tax returns for accuracy.

16. cares for children, usually in their families' homes. He or she generally works for one family at a time.

17. makes sure safety regulations on airplanes are followed. They also do what they can to make sure passengers are comfortable during their flights.

18. helps elderly or disabled clients with activities of daily living, including personal hygiene, meals preparation, laundry and housekeeping.

a. chef or cook; b. nanny; c. paramedic; d. principal; e. attorney; f. home care aide; g. flight attendant; h. fashion designer; i. cashier; j. interior designer; k. tax examiner; l. judge; m. dentist; n. psychologist; o. barber; p. city planner; q. architect; r. wedding planner.

VI. Learn the active vocabulary and get ready to write a dictation:

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**1. Job titles:** director (member of the board of a company), executive (important person who makes big decisions), administrator (person who runs the office day-to-day), clerk (*ordinary* office worker), skilled worker (trained to do specific tasks, e.g. building a computer), unskilled worker (doing a job that needs no training), labourer (does hard physical work), receptionist (visitors must check in with them), public relations officer (gives information to the press, TV, etc. about the company), safety officer (makes sure machines, etc. are not dangerous to use), security officer (makes sure thieves/criminals cannot enter), union representative (looks after the staff's interests), economist (expert in financial matters), personnel officer (takes care of administration for new and existing employees), sales assistant (sells goods to the public), education officer (organizes training, classes, etc. for employees), research worker (investigates and develops new products), supervisor (makes sure workers are doing their job properly);

**2. Professions:** 1.actor; 2.agricultural engineer; 3.animal trainer; 4.animator; 5.archaeologist; 6.architect; 7. attorney; 8.barber; 9. carpenter; 10.cashier; 11.chef or cook; 12.chemist; 13.computer hardware engineer; 14.computer software engineer; 15.computer systems analyst; 16.construction manager; 17.cosmetologist; 18.dentist; 19.dietitian and nutritionist; 20.EMT and paramedic; 21.editor; 22.electrician; 23.engineer; 24.entrepreneur; 25.environmental engineer; 26. fashion designer; 27.fitness trainer; 28.flight attendant; 29.groomer; 30.hairdresser; 31.human resources specialist; 32.insurance agent; 33.interior designer; 34.interpreter; 35.judge; 36.laboratory technician; 37.landscape architect; 38.lawyer; 39.librarian; 40.loan officer; 41.marketing manager; 42.mediator; 43.nail technician; 44.nanny; 45.nurse; 46.paralegal; 47.physician; 48.principal; 49.psychologist; 50.real estate appraiser; 51.sales representative; 52.skin care specialist; 53.social worker; 54.speech pathologist; 55.teacher; 56.translator; 57.travel agent; 58.veterinarian; 59.wedding planner; 60. reporter.

1.актор; 2.агроном; 3.дресирувальник; 4.аніматор; 5.археолог; 6.архітектор; 7. адвокат; 8.чоловічий перукар; 9.тесля; 10.касир; 11.повар (шеф-кухар); 12.хімік; 13.спеціаліст з ремонту комп'ютерів; 14.спеціаліст з програмного забезпечення; 15.системний аналітик; 16.менеджер з будівництва; 17.косметолог; 18.дантист; 19.дієтолог і спеціаліст з правильного харчування; 20.реаніматор і лікар швидкої допомоги; 21.видавець; 22.електрик; 23.інженер; 24.підприємець; 25.інженер-еколог;



26.дизайнер одягу; 27.тренер з фітнесу; 28.обслуговуючий політ; 29.конюх;  
30.жіночий перукар; 31.спеціаліст відділу кадрів; 32.страховий агент;  
33.дизайн інтер'єру; 34.перекладач; 35.суддя; 36.тех. працівник лабораторії;  
37.архітектор ландшафту; 38.торис; 39.бібліотекар; 40.кредитний працівник банку; 41.менеджер з маркетингу; 42.посередник; 43.манікюрниця; 44.няня;  
45.мед.сестра; 46.помічник юриста; 47. лікар; 48.завуч; 49.психолог; 50.агент з продажі нерухомості; 51.торгівельний представник; 52.косметолог; 53.соціальний працівник; 54.логопед; 55.вчитель; 56.перекладач; 57.тур агент; 58.ветеринар; 59.організатор весіль; 60.репортер.

**3. Expressions and adjectives, used to describe jobs:** well-paid, badly-paid, challenging, stressful, rewarding, boring, satisfying, exhausting, dangerous, exciting., enjoyable, it's hard work physically, you need to be talented, you need good people skills, you need special training and qualifications, there's a lot of job satisfaction, there's a lot of variety, there's a lot of responsibility, there are a lot of opportunities.

*B. Look at the list of the professions at section 2. Choose some of them and describe what people in the certain domain do in their jobs;*

*C. Make some pairs of jobs for comparison using the adjectives from section 3.*

**VII. Each person below has a job that matches his or her name. Can you say what each one does to earn the living?**

1. Laura Whiteboard is ...
2. Krzysztof Perm is ...
3. Lewis Mains-Switch is ...
4. Felga Words-Per-Minute is ...
5. Olivier Letterbox is ...
6. Jemima Toothbrush is ...
7. Sukvinder Emergency is ...
8. Dorothy Catwalk is ...
9. Gaby Soprano is ...
10. LucianThe-Delayed-13.14-To-London-StPancras is ...
11. Juliette Stethoscope is ...
12. Give Polish is ...
13. Sheila Baby-Wipes is ...
14. Rashid Gun is ...
15. Barbara Goggles is ...

*Choose one of these jobs for each person:*

- a. doctor; b. soldier; c. lifeguard; d. nanny; e. dentist; f. model; g. teacher; h. cleaner; i. train driver; j. hair dresser; k. typist; l. singer; m. postman; n. electrician; o. ambulance driver

VIII. Complete the gaps with the best form of the verb in brackets (There may be more than one possible form and use).

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1. Dave ... (get) bored if he ..... (not have) a change soon.
2. If Pat... (become) area manager, he... (be) under a lot more stress.
3. When Kevin ... (go) back to school, he ... (probably / feel) much closer to his children than before.
4. Debbie ... (not /earn) much money until she ... (finish) her apprenticeship.
5. If Dave ... (leave) the nursery where he works, the children ... (really/miss) him.

XI. Translate the sentences from Ukrainian into English:


1. Ти будеш отримувати більше задоволення від роботи, як тільки ти почнеш ставитися до неї серйозно.
2. Щоб отримати хоча б якесь підвищення, Девід 2 роки відвідував вечірні заняття.
3. Деякі люди надають перевагу працювати на себе, ніж у великих компаніях серед амбіційних та орієнтованих на кар'єру людей.
4. Якщо Ви хочете отримати необхідні кваліфікації, Вам слід записатися на курс навчання в нашій компанії. *apprenticeship*
5. Кажуть, Кевін вже 3 місяці проходить основну початкову підготовку в одній з найбільших компаній країни.

X. In the course of High School pupils have to make a choice of their future profession. Some of them know exactly what they really want as a career and most High School pupils are lost in the variety of choices of a different professions huge range. The latter are called **undecided** and we are to help them giving some advices of our own (express your opinion):

**Forum on Undecided Students**

*I'm undecided about what career path I should choose and it seems like I'm not getting anywhere. I'm interested in many: from working with children as a social worker to architecture and design to linguistics. Any ideas on how to help?*

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- You could try "**job shadowing**". Nothing beats the experience of learning about a career by experiencing it in the shadow of a working professional. Young students just starting out about can try on jobs by visiting workplaces and observing what goes on.  Check in your quest!
- Take lots of classes in different areas, then find a few or many, you enjoy learning, then talk to people in the fields you are interested in to find out what there are doing with their degree. Start off with a wide range and take your time narrowing it down. But talking to people in your prospective field is the best way to find out if you want to pursue it or mark it off your list. Be sure to talk to more than one person in a field before you give up on it or focus on it. Enjoy the search. It's a great journey of self discovery.
- Do what you enjoy and what you're good at. I'm a Junior in college, and I've changed my major at least five times, and have arrived at pursuing a career in Law, because I think I will enjoy it and will be good at it. And if your chosen career doesn't work out, it's not the end of the world. You can always go back to school and change careers.

*XI. A. Read, translate and try to summarize the following texts in 5-7 sentences to render its general idea:*

### **Tips for choosing a career when you are undecided**

*I.* Many people go through high school and begin college and do not know what career they want to enter into. Obviously, you do not want to go too far into college without knowing what you are going to pursue. Here are a few ideas for choosing a career when you are undecided.

*II.* You obviously want to pursue a career that you know something about. Some people choose a career based on what is in demand, and not what they know about.

*III.* There are many careers that you can learn as you go that you will enjoy very much, but may not initially be very good at. Working a job that you enjoy is the ultimate goal of a lifetime. Sometimes, even the money is not the best it could be, but your life is a lot less stressful and you enjoy what you are doing.

*IV.* A lot of careers like the medical fields and the legal fields require an expensive college education, which may be financially out of reach for some people. There is nothing that says you cannot pursue your dreams, but many dreams are very

expensive and you need to prepare well in advance to afford the education needed for your career.

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V. A profession (a basketball player or a Hollywood actress) is always possible to those who work hard enough for it, but make sure that is the career you want to shoot for and understand the percentages of people that actually make it to those careers. The chances of making it to the professional league or to Hollywood and succeeding is very low. It can be a dream, but very few do it.

Choosing a career and pursuing it with everything you have is a lot of fun and can be very rewarding.

*XII. Match choices (A-E) to (I-V).*

A. Make sure your career choice is realistic!; B. Choose a career based on your strengths!; C. Make sure the career you pursue is within your budget; D. What are some tips for choosing a career when you are undecided?; E. Get involved in a career that you enjoy.

*XIII. Complete the sentences matching their two parts:*

1. The chances of making it to the professional league or to Hollywood	A. but many dreams are very expensive and you need to prepare well in advance to afford the education needed for your career.
2. Working a job that you enjoy is	B. and succeeding is very low.
3. Obviously, you do not want to go too far into college	C. without knowing what you are going to pursue
4. There is nothing that says you cannot pursue your dreams,	D. the ultimate goal of a lifetime.

*XIV. Work in pairs. Imagine that one of you is an employer and another is an employee and play role the dialogue between these persons. You should choose the place of job (business firm, juridical structure, educational establishment, shop,*

hairdresser, etc.), understand its specifics and use the titles of employer and employee.

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XV. Read and translate the text. Learn new words and phrases at home.

## Employers Behaving Badly

One of the common themes in thousands of unemployment stories and stories about what they don't like about employers that job seekers have shared with us is employers behaving badly.

Job seekers have posted about not being hired because of their gender or race, because they are considered too old, or because they are pregnant or have a family. As Pamela says, "My job search has been excruciating, exacerbated by the abominable, racist and deceptive behavior of employers behaving badly, notwithstanding the law."

Even though employment discrimination is illegal, it doesn't stop it from happening. In fact, in a buyer's job market where there are five or six candidates, on average, for every job opening discrimination can be even more prevalent.

To compound the issues, employers don't seem to acknowledge job applications often these days and sometimes don't even have the courtesy to send a rejection letter or email after a job interview.

Job seekers have shared their experiences with employers behaving badly including Susan: "I go on interview after interview and someone else always gets the job it seem that most employers think you are stupid or that you cannot do the job just because you are in your middle 50's."

Let's hope that is the case. There are too many candidates who do all the right things when it comes to job searching and still don't have a fair treatment of getting hired - regardless of how qualified they are.

Excruciating – вимучуючий; exacerbated – дратуючий; abominable – огидний; prevalent – поширений, привалюючий; courtesy – вихованість.

*Have you ever heard about the unfair and rude behavior of employers towards your family members, friends or acquaintances? What is your opinion of the issue?*

XVI. Read, translate and try to summarize the following texts in 5-7 sentences to render its general idea. How can you define unemployment?

## Where the Jobs Aren't

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The unemployment report is out for August and there isn't good news. The unemployment rate was 9.6% in August, with non-farm employment losing 54,000 jobs and government jobs down 114,000.

That's not enough jobs. The economy lost about 7 million jobs during the recession. In addition to making those up, the economy needs to add enough jobs to keep up with those entering the workforce. It's not happening.

In addition to the 14.9 million unemployed workers, there are over 2 million discouraged workers who aren't looking for jobs because they don't believe there is work for them. There are almost 9 million people working part-time because they can't find a full-time job.

When you add up all those millions, and compare them to a gain of 67,000 jobs, it's scary. I've heard from unemployed workers who have unexpectedly lost their jobs after 20 or 30 years of working for the same company. And from others, for example, who relocate for a job only to lose it. The unemployment stories that site visitors have shared are sad, some heartbreaking, and very scary.

If you're one of those job seekers who are having a tough time, it's important to remember that you're not alone and it's not a reflection on you - it's the economy. It's important, as well, to keep trying at your job search, even though it's not easy. ***Remember: unemployment is state of being out of work.***

*XVII. Read and translate the text:*

### **It's interesting to know: Labor Day Holiday Pay**

Labor Day, the first Monday in September, is the holiday that celebrates the accomplishments of American workers, but there are many who have to work on Labor Day. Despite the occasion not everyone is entitled to be paid for the holiday, to receive vacation pay if you take the day off or to be paid overtime if you work extra hours this holiday weekend. The Federal Government provides employees with nine paid holidays each year. Private sector employees may provide holidays off or holiday pay for working on a holiday, but they are not required to pay you for time worked on a holiday or to give you the day off from work.

*What is your opinion on the Ukrainian holidays?*

*XVII. Fill in the blank of Jumba Juice application. Exchange the forms with each other and check your neighbor's application:*

### **Jumba Juice Application**

**EDUCATION**

School	Name of School	City of State	Graduated Yes / No	Yr	Degree / Major
High School					
College (Undergraduate)					
Graduate School					
Business, Correspondence School					
Other Training, please specify					

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**EMPLOYMENT INFORMATION**

Starting with your most recent job, please list present and past employment. All information is required.

Company Name, Address, Phone Number ("see resume" is not acceptable)	From To Mo/Yr Mo/Yr	Position Title	Starting Salary	Ending Salary	Reason for Leaving

**PROFESSIONAL REFERENCES (Provide three)**

Name	Relationship	Years Acquainted	Phone #	Email Address

**APPLICANT'S STATEMENT**

JAMBA JUICE IS AN EQUAL OPPORTUNITY EMPLOYER. PLEASE READ THE FOLLOWING STATEMENT CAREFULLY.

*I declare under penalty of perjury that I personally completed this application and that, to the best of my knowledge, the information contained in this application is true and complete. I understand that any false information or significant omissions may disqualify me from further consideration of employment and, in the event I become employed, may result in the termination of my employment if discovered at a later date. I understand and agree that nothing contained in this application is intended to create an employment contract between me and the company. I also understand and agree that if I am hired, my employment with the company will be at will, and may be terminated by either me or the company at any time, with or without cause or advance notice. I understand that no promises or representations to the contrary will be binding on the company unless made in writing signed by both me and the Chief Executive Officer company.*

## UNIT 2

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JOB FAIR. RECRUITMENT.

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### HOW NOT TO GET FIRED

I. *Read, translate the text and*  *the words and expressions from below the text:*

Not to Get Fired

It's so much easier to keep your job than look for a new one in this economy. These tips are a good reminder for all of us to love the one we're with.

**1. Do Your Job – Only Better.** A freelance I know recently told me she'd rather just go to work for someone else so that she could show up in the morning and leave in the afternoon without worrying about every moment of 1) ... That is exactly the kind of thing that'll get you fired anytime, and especially now.

**2. Be aware.** Unless you work for a huge firm, you're probably not getting a bonus this year or a 2)... Get over it. Money isn't everything. Giving off the 3)... that you're working just for a paycheck is a direct route to get fired.

**3. Be Extra Politically Correct.** This is not the time for taking chances. Gossip-wise that is. Talking behind co-workers' backs is always a bad idea. In tough times it could be lethal. Make sure your work/social 4)... are above reproach. While a little office 5) ... is often expected, you'll do well to learn to turn the conversation to the positive.

**4. Don't Be Politically Correct.** This is precisely the time to take chances. Who is going to save our economy? Many say it's the ENTREPRENEURS. I say it's the entrepreneurially minded – no matter where they work. Don't be afraid to follow your 6)... You may have the idea that saves the company.

**5. Never Miss a Deadline.** This is standard, and yet there are so many excuses. Don't use them. Work early, work late. Do whatever it takes to get the job done on time.

**6. Monitor Your Personal Use of Company Time.** It is ridiculously easy to fritter away your precious time (paid for by your employer) on the multitude of electronic diversions we have at the ready. Worse yet: you can totally get away with it and even look like you're working while you're at it. One minute you're on LinkedIn or Facebook looking up an 7)... contacts, and the next you're reading your college roommate's blog. Poof – there goes an hour. Coming from a billable hour background I can vouch for the fact that once that hour is gone, it's never coming back.



**7. Stay in the Loop.** This is no time to isolate yourself. While you certainly don't have to hang out with 8) ... all the time, don't be aloof either. Go to lunch with the gang. Chat in the hall. Say hi to absolutely everybody.

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**8. Be Humble.** When jobs are in jeopardy, it's easy to let fear get the best of you. Don't let insecurity turn you into a jerk who has to be the loudest in the room to prove he's 9)...

**9. Toot Your Horn.** Another 10) ... you don't want to be obnoxious about it, but you don't want to let the obnoxious guy take credit for your work either. (Ladies, I'm especially talking to you.)

**10. Leave Office Romance to *The Office*.** I've changed my view point on office romance to match the economic times. Normally I would say go for it, it's normal to become involved with someone you spend so much time with. But now, you can't risk it. Too much is at stake for you to deal with the extra 11)... If the relationship ends badly you'll likely not want to spend all your waking hours together and there just aren't enough other jobs out there to 12)...

a) gossip; b) interactions; c) impression; d) raise; e) billable time; f) valuable; g) contradiction; h) complication; i) to take the chance; j) co-workers; k) instinct; l) advertising.

*II. Translate the following sentences from Ukrainian into English using active vocabulary from the text:*

1. Кожен працює надзвичайно старанно, щоб встигнути до визначеного терміну. 2. Він витратив свої статки на швидкісні машини та азартні ігри. 3. Я поручуся за якість доповіді. Я читав її вчора ввечері. 4. Табір повстанців розташований 25 км на південь у петлі ріки. 5. Під байдужою зовнішністю Гейл ховається пристрасна та співчутлива натура. 6. Тисячі робіт під загрозою втрати. 7. Наймані працівники страждають від глибокого почуття непевності. 8. Він завів машину ривком і вдарив бампер передньої машини. 9. Вона справді дуже неприємна (obnoxious). 10. Вони повинні отримати цей контракт – тисячі робочих місць поставлено на карту.

*III. Match active vocabulary in English with its Ukrainian equivalences:*

1. премія	a. to reproach
2. безглуздий	b. to fritter
3. велика кількість	c. lethal
4. покірний	d. ridiculous

5. складність	e. multitude
6. фатальний	f. humble
7. дорікати	g. contradiction
8. розтринькувати	h. complication
9. пліткування	i. gossip
10. обізнаний	j. aware
11. суперечливість	k. reminder
12. нагадування	l. bonus

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*VI. Learn the active vocabulary and get ready to write a dictation:*

1.entry level recruiting, 2.screening, 3.recruitment, 4.to channel, 5.to endeavour, 6.job board, 7.retain, 8.in-house, 9.closure, 10.to encompass, 11.campus, 12.solicit, 13. to give (bear) testimony, 14.literacy, 15.freelance, 16.deadline, 17.to fritter away, 18.diversions, 19.to vouch, 20.jeopardy, 21.insecurity, 22.crucial, 23.to be geared, 24.adjustment, 25.dormant.

1.найм працівників без досвіду, 2.попередня перевірка (відбір), 3.набір новобранців, 4.спрямовувати в певне русло, 5.докладати зусиль, 6.пропозиція роботи, 8.зберігати, всередині організації чи групи, 9.закриття, 10.оточувати, 11.університетське містечко, 12.прохати, 13.давати свідчення, 14.буквальність, дослівність, 15.позаштатний (вільнонайнятий) працівник, 16. остаточний термін, сторк, 17.розтринькувати, 18.різноманіття, 19.поручитися, 20.небезпека, 21.ненадійність, 22.вирішальний, 23.бути призначеним (приведеним в дію), 24.погодження, 25.бездіяльний.

*V. Render the main idea of the text How not to get fired as you understand it in 10-12 sentences.*

*VI. This is a conversation between a Ukrainian programming engineer with university degree who has recently entered the States and now is seeking for a job in the field and an American undergraduate student who studies at the same specialty. Read, translate and role-play the dialogue.*

U. – I suppose that understanding what type of job fair you are choosing is crucial to planning of ways of getting a job.

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Am. – Oh, right you are! Each type of job fair has distinct differences in approach, and general level of success for entry level candidates. I want to share some of my experience with you. Early in my college career I attended **Campus-Sponsored Job Fair** in order to be familiar with the process later when it counts.

U. – As far as I know, the campus sponsored job fair is by far the most popular for college students. And what are their benefits, I wonder?

Am. – Campus job fairs will always be the most productive, since the employers already have an interest in your college. They also have the so called **Campus-Sponsored Career Days**. Many employers who come for Career Day are not actively hiring at that time. They often come for the exposure to students ahead of on-campus interviews or the spring job fair.

U. – But nevertheless, one should remember if they are actively hiring or not, it is still an interview and you still are being evaluated. I think it's a general rule!

U. – Unfortunately, these types of job fairs are not quite suitable for a person with University Diploma. What can you recommend me?

Am. – **Commercial Professional Job Fairs** are general professional job fairs geared to a wide range of professional occupations, from accounting to programming to engineering to sales. You have to be prepared to compete directly with those who have practical work experience in the field.

U. – That's a challenge for a young specialist to attend Commercial Professional Job Fair! I'd like to compete with the people from my field.


Am. – Oh, if you regard yourself as a powerful programmer you can try another type of Job Fair which is called **Commercial Specialty Job Fairs**. These professional job fairs are geared toward a specific group, such as Computer Job Fair or Technical/Engineering Job Fair. If you are in one of the specialty groups, this is an excellent resource for finding hiring employers.

U. – Thanks a lot for useful information because now I have a basis for further consideration and planning how to act.

VII. Match active vocabulary in English with its Ukrainian equivalences:

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1. фінансовий		a. sales
2. брак такту		b. fiscal
3. скандальне просування		c. lack of tact
4. терпіти		d. overtime punishment
5. понаднормове покарання		e. corporate culture
6. політика компанії		f. economic collapse
7. шахраювати		g. company policy
8. некомпетентність		h. to endure
9. виконавчий		i. to fake
10. економічний крах		j. incompetence
11. корпоративна культура		k. shameful promotion
12. обсяг продажу		l. executive

VIII. Read, translate the text and insert the words and expressions from below the text:

### **Some Signs of About Getting Fired**

That's all I've got. What are you doing to keep the boss happy? When you wake up to the sound of your alarm and prepare to face another day on the job, do you dread the idea, feel good about it or are you somewhere in between? If you pray for an excuse to stay home, you may have a problem with job security. For the most part, we know deep down inside when our time is up. You can deny, deny, deny, but if you were 1)... to get the job in the first place, you should be able to spot a potential jeopardy headed in your direction. We have some signs you're about to get fired here, and if you recognize one, you could be on the street soon. Just hope you read the sign in time to 2)...

**1. No longer part of the loop (колектив).** You used to be in on the latest scoop

(сенсаційна новина), whether it was corporate or 3)... , when Jason had an affair with the new administrative assistant, you were one of the first to hear about it.

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Because of your position within the company, you should have access to crucial financial information. That used to be the case. Last year you knew about a pessimistic sales forecast from management before most did. But things have changed. Now you seldom communicate with 4)... , except to offer a lame compliment. If you're no longer in the loop, it may be because you're about to get fired.

**2. You have been told to "take a vacation".** There is no way to put a positive spin (позитивний оберт) on the phrase. The implication is that you have not lived up to your job description. This is not the "take a vacation" you hear after a month of overtime punishment you endured in order to complete a project. This is not the "take a vacation" you hear at the end of the 5) ... when you have yet to take time off and a company policy is in place that you must do so. This is the "take a vacation" you hear from an exasperated boss (роздратований бос) who would prefer not to have you around the office.

**3. You need an attitude adjustment.** On more than one occasion, the suggestion has been made that you could use a personality transplant. You thought the comment was a joke but you have begun to notice how people recoil (відсахнутися) when you open your mouth.

For some reason, you either insert your foot into your mouth or say the first thing on your mind. Your best friend or brother may appreciate your 6) ... but not at work. In fact, your ship is about to sink.

**4. You made a major mistake.** Incompetence may be rewarded in the world of Homer Simpson, otherwise you could 7)... So rather than dismiss your blatant error as a minor slip in the shadow of economic collapse, think again. Executive management may not agree and your mistake could combine to 8)...

**5. New blood has taken over.** You arrive at work one day to discover that half of your department has been replaced with a 9)... Ouch. The new employee is quick to impress. No matter what you do, you fail to win support from management. Your relationship with a new employee is icy. Your VP, however, is in love with him. Not good. That 10)... in the background could be your death knell (похоронний дзвін).

**6. Bad fit with corporate culture.** Some firms are famous or 11)... for their corporate culture. When you were hired, the human resources manager asked whether your personality fit with the corporate culture and you faked a response.

Now you 12)... , with the entire department and company, you stand out like a nun.

You were "sick" for the team retreat and refuse to engage in shameful promotion of your company. Bad sign for you.

a) smart enough; b) social event; c) reverse your fate; d) realize that; e) infamous; f) ring you hear; g) hotshot employee; h) cause your removal; i) lose your job; j) lack of tact; k) fiscal year; l) executive management.

IX. Translate the following sentences from Ukrainian into English using active vocabulary:

1.Збереження тропічних лісів є дуже важливим. 2. Мене дратують (to exasperate) коментарі, схожі на цей. 3. Вона відхилилася (to recoil) від його доторку, так ніби її вдарили. 4. Зразком типової кар'єра чоловіків, жінки яких не працюють. 5. Зерна не сходили до весни. 6. Тепер ми обмінялися нашими ролями опікуна і дитини. 7. Російський фігурист завершив свою практику серією оборотів. 8. Я боюся повертатися на роботу. 9. Журналіст шукає сенсаційну новину (scoop). 10. Моллі знала, що не може дозволити собі навіть найменшої помилки.

X. Make up dialogues using the text's vocabulary (up to 6 phrases for each role).

XI. Read the uttering of the following five speakerstelling about teen jobs. For questions (1-5) choose the correct answer (A, B, C or D).

### Minor Jobs

**1st Speaker:** Are McDonald's and Burger King the only teen jobs around? Not anymore. If you want to earn in average more than 3 dollars an hour, choose your own hours, and have some fun besides! Let's take online surveys, for example. You won't make millions filling them out but it is an easy way to make some quick cash. Companies will pay you to fill out brief surveys or try their products. They want to use your brain on what you like and what you don't!

**2nd Speaker:** Do you know how many websites there are? Millions! The Internet is definitely the business way of the future. One of the best (and cheapest) ways for website owners to drive more customers to their websites for free is to write and submit articles. But business owners are busy people and may not have the time or desire to write articles. That's where you come in! You can offer to write articles (about 400—500 words) for small website owners. Usually you can get paid 5—20 dollars per article.

**3rd Speaker:** You've probably heard about pet sitting or walking dogs, right? Well, last year I took out my neighbor's doggie once a week. It took me less than an hour for 3. It may not be the most glamorous job, but it's easy to do, and you never run out of work!

**4th Speaker:** I don't know how it happened...But my cat accidentally got locked in my car overnight. I can't tell you how horrible the smell is! I would pay big money for someone else to clean up the mess. This is a great way for high school teens or college students to make money. You could even advertise with local businesses and clean up their cars in the parking lot while they work.

**5th Speaker:** This is my favorite for teens to make money. And I have just recently heard about it! So if you have a knack for making anything — from furniture to baked goods or dog collars — then you can sell them on a special Internet site. They have over a million visitors looking to buy. It's free to join but it costs 30 cents to list items and a 3.5 % sales tax on sold items.

*1. What does the 1st speaker say about online surveys?*

- a. You can make millions fill out online surveys.
- b. It is an easy way to earn some quick money.
- c. Nobody will pay you for filling out brief surveys.
- d. It's impossible to earn money online.

*2. The 2nd speaker thinks that...*

- a. the Internet is doubtfully the business way of the future.
- b. website owners prefer to write articles by themselves.
- c. writing and submitting articles for website owners is the perfect way to make money.
- d. you won't be paid more than 5 dollars per article.

*3. The 3rd speaker believes that dog walking is...*

- a. a well-paid job.
- b. a glamorous job.
- c. a difficult job.
- d. an easy job.

*4. What is the 4th speaker's main point?*

- a. Students can make money by cleaning cars in the parking lot.
- b. Cats are messy animals.
- c. His cat smells badly.
- d. He doesn't like cleaning up his car.

*5. The 5th speaker offers a way to make money for teenagers who...*

- a. have a computer.
- b. can produce things by themselves.
- c. visit Internet.
- d. can sell dog collars.

*XII. Try to propose some minor jobs for your fellow students to earn some cash (7-10 sentences).*

## UNIT 3

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**JOB INTERVIEW**

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*I. Read the text and translate it:*

### How to the Perfect Interview

Three-quarters of people feel anxious about job interviews and their nervousness often lets them down. The key is to learn interview skills which are important as job skills, and control your nerves. Remember the interviewer may be nervous as well, Most interviewers do not realize it but they are influenced by your body language too at moment you walk into the room. Be assertive, smile, look the interviewer in the eyes, and give a firm handshake. Don't lean too far over the desk or slump in the chair with your arms crossed. Practice your "entrance" at home with a friend so you feel comfortable. Even if the job is in a modern company where the code is casual, you should dress formally for an interview — a suit is always safe. Never keep your overcoat or mac on during the interview — this will make you an outsider from the start. If possible take it off outside the interview room.

Don't be too timid or allow the interviewer to dominate you because an interview is a two-way, process, and you are to decide whether you want the job. It is as important for you to ask questions about your potential job as it is for the interviewer to question you. But do not be overconfident or cheeky. No one likes a "difficult" candidate however good your qualifications are. From the moment you decide to apply for the job think about (and write down) all the qualities you have to offer the company as well as the reasons you would suit the job. Use the interview to discover as much about the job as possible. Even if they offer it to you on the spot ask for some time to consider their offer. Is it right for you and them?

*II. Single out from the above text as many recommendations of the desirable behavior during the job interview as you can. Write them down in a list:*

*III. Learn the active vocabulary and get ready to write a dictation:*

1.to precede, 2.multiple, 3.to challenge, 4.to avoid, 5.collected, 6.to show through, 7.extracurricular activity, 8.verbally, 9.crib notes, 10.to be aware of, 11.encouraged.

1.передувати, 2.багаторазовий, 3.кидати виклик, 4.уникати, 5.зосереджений, 6.проявляти себе, 7.позакласні заняття, 8.словесно, 9.шпаргалка, 10.бути обізнаним, 11.підбадьорений.

*IV. Answer the following questions. Can you think of three more questions you might be asked at interview? Add them to the list:*



1. Tell me about yourself.
2. What do you think are your strengths and weaknesses?
3. We have a lot of applicants for this job, why should we appoint you?
4. Which is more important to you, status or money?
5. How long do you think you'd stay with us if you were appointed?
6. Why do you want to leave your present job?
7. What would you like to be ten years from now?
8. What are you most proud of doing recently?
9. What is your worst fault and what is your best quality?
10. Don't you think you are little young/old for this job?
11. What are your long-range goals?
12. What excites you about the job you are doing now?
13. How would you rate your present boss?

V. *Role-play. Conduct an interview using the above mentioned list of questions:*

VI. *Read the text Personal Thank You Letter. Some parts of the text have been taken out. These extracts are listed below the article. Complete each gap with the appropriate extract:*

Why to send a personal thank you letter 1) ..., you need to send interview thank you letter. Sending a thank you letter after an interview gives you an additional advantage over other candidates. It is strongly encouraged to write an email interview thank you letter immediately after an interview. According to research, 20 % of human resource managers will not hire a person 2)... Interestingly, almost 30 % of all respondents noted that hand-written letters were preferred over e-mailed. Thus, spend some time to prepare a personalized message 3)... and to remind about yourself. Many of us have been in situations when interview did not go well or when some misunderstanding occurred, or 4)... Thank you letter is the best way to clear up misunderstandings and to re-emphasize your qualifications. In addition, an interviewer will get an impression that you are a caring person who pays attention to details. Thank you letter should be 5) ...: after interview, when you were provided with assistance, and after a company visit. Promotion thank you letter is sent to a person who contributed to your promotion.

### **Writing tips**

Keep it short and use simple language; remind about yourself; refer to specific interview points; no errors; send thank you letter on the same day when interview was conducted ; re-emphasize your strengths; provide information you forgot to mention; express interest and enthusiasm.

### **Format**

#### ***First paragraph***

Thank interviewer for his time and remind your name and position of your interest;

#### ***Second paragraph***

State your continued interest; comment on interview; emphasize your strengths; mention the most important interview points;

**Third paragraph**

Thank interviewer for his time, suggest further action, remind about follow-up call; provide your contact information :

Thank you letter is a business document, not a mere statement of your gratitude! Do not write a lot, 200 words, 6)... more than enough. Be open and sincere. Always proofread your thank you letter before sending it if you want to have an extra chance to get employment of your dreams, 7)... , if you want to leave other applicants behind, if you want to be successful.

- a) If you want to be perceived as a polite person aware of business etiquette;
- b) if you want to impress the interviewer;
- c) who did not send a thank you letter after an interview;
- d) sent in following situations;
- e) to gratify interviewer for his time;
- f) you forgot to tell some important information;
- g) 10—15 clear and concise sentences.

*VII. Taking into account the instructions given below as how to write a “Thank You Letter”, compose your own “Thank You Letter” on the imagined interview.*

*VIII. Read the texts below. What qualities does each person have? What questions would you ask at the interview? Who would you chose for each job? Explain why:*

**1. You need a new family doctor.** Pam Hansen is sixty-eight years old, and has been a doctor for over forty years. She doesn’t take many patients these days, so she’s got plenty of time. She’s very kind and interested in her patients, but her methods are a bit old-fashioned.

Matt Gregorio is twenty-nine years old. He hasn’t been a doctor for long, but he’s very well-qualified, and knows all about the latest methods. He’s sympathetic, but very busy because he has lots of patients.

**2. You need a driving instructor.** Jim Burrows has been teaching people how to drive for about ten years, and two of your friends passed their driving test first time with him. But they say he’s not very patient when you make mistakes.

Angela Dunn hasn't been working as a driving instructor for long, but a friend has recommended her because she is patient and sympathetic, especially if you are nervous. She charges more than Jim.

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**3. You need a babysitter three afternoons a week for your children, aged one and seven.** Florence is a twenty-year-old student. She has no experience of working with children, but she has five young brothers and sisters, who she often looks after. She's kind, good, fun, and reliable.

Celia is about fifty-five years old, and has been working, with children all her adult life. She's kind but seems strict, and has her own way of doing things.

*IX. The following extracts are from two different letters: an invitation to an interview and a letter of acceptance. They are all mixed up. Put them in the correct order to produce two correct letters:*

1. We are pleased to say that we were very impressed by your qualifications and your personal manner and now in a position to offer you the job.
2. We shall be conducting interviews on Wednesday 16 July and ask you to contact us to arrange a suitable time.
3. Dear Ms Chassell  
Thank you for your letter of applications for the post of personal assistant to the managing director
4. We look forward to meeting you.  
Yours sincerely  
Jonathan Drier
5. We enclose a letter of acceptance for you to sign and return to us within the next seven days.
6. We have now produced a short list of four candidates of which you are one, and would like to invite you to attend an interview.
7. We look forward to welcoming you onto our staff and await your reply.

Yours sincerely  
Jonathan Drier  
Personnel Manager

8. Dear Ms Chassell  
Thank you for attending interview for the post of personal assistant to the managing director

9. We would ask you to bring your qualification certificate with you to the interview.

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Letter of invitation (Upgrade to Pro. Version to Remove the Watermark) acceptance: .....

X. *FUNNY READING. Read what the interviewees did. Why did they behave like that? What do you think? In a survey, employers were asked about the most bizarre events that occurred during a job interview. Here are some of their answers:*

- 1) The interviewee wore a Walkman, explaining that she could listen to the interviewer and the music at the same time.
- 2) The candidate announced she hadn't had lunch and proceeded to eat hamburger and French fries in the interviewer's office.
- 3) The applicant insisted on being interviewed standing up.
- 4) A job applicant challenged the interviewer to an arm wrestle.
- 5) The candidate explained that her long term goal was to replace the interviewer.
- 6) The candidate asked whether the company would pay to relocate her horse.
- 7) The candidate brought a large dog to the interview.

XI. *Read the text "Killer questions", translate it and insert the words and expressions from below the text:*

### **Killer questions**

When it comes to interview questions, it pays to expect the unexpected. This is a 1)... of one candidate's experience. This is how interviewers greeted him: "We've been interviewing candidates all morning and we're getting bored. Do something to 2)... us." Then the interviewers got out their newspapers and started reading them. The candidate said, "Well, I've been waiting in this office for more than two hours because you've been running late. Actually I'm not impressed by your organization and not sure I want to work for you. Goodbye."

The interviewee walked out, was invited back the next day and was offered the job. How would you act in a situation like this? That interview was rather 3)... but a lot of employers have turned to using "killer questions" or "shock tactics," such as these: "Tell me something about yourself that you have never told anyone." "Which three famous people would you invite to a 4)... party and why?" "We have employed people from university, and they haven't been good. Can you tell us why you think you'd do better?" Killer questions often come early in the interview and are aimed at throwing the candidate off guard. By surprising the candidate with an

5)... or difficult question, interviewers can get an honest 6)... and an unplanned response. They also want to see candidates think through their responses calmly.

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Interviewers ask candidates the kinds of difficult questions to see how they 7)... under pressure. For example, they may ask a hypothetical question related to work, such as: “Imagine you are an employee in customer services. What would you do if an 8)... customer was very rude to you?” However, some 9)... think that hypothetical questions are not useful because they only generate hypothetical 10)... They prefer candidates to talk about their past 11)... So, what should you do in these circumstances? Imagine: an interviewer has asked you a “killer question” and you just don’t know how to answer it — your mind is blank. Remember, the interviewer isn’t interested in your 12)... as much as the way you respond. So, stay calm, take a few deep breaths buy some time, e.g. “Actually, that’s interesting. I haven’t thought about it, but maybe I’d...” It’s a good idea to practice asking and answering some of these questions with friends.

- a) impress; b) original; c) reaction; d) true story; e) experts; f) answers; g) experiences; h) important; i) react; j) response; k) extreme; l) dinner party.

*XII. Match active vocabulary from the text “Killer questions” in English with its Ukrainian equivalences:*

1. несподіваний	a. under pressure
2. непланована відповідь	b. aimed
3. під тиском	c. blank
4. гіпотетичний	d. unexpected
5. породжувати	e. unplanned response
6. порожній	f. rude
7. спрямований	g. circumstances
8. грубий	h. generate
9. обставини	i. throw off
10. шокова тактика	j. deep breath
11. позбавлятися	k. hypothetical
12. глибокий вдих	l. shock tactics

XIII. Translate the following sentences from Ukrainian into English using active vocabulary:

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1. Коротка промова головноюого передуватиме ланчу. 2. Його альбом включає численні версії однакових пісень. 3. Її плечі опустилися (to slump), а очі наповнилися слізьми. 4. Її підбадьорила велика кількість листів, що висловлювали підтримку. 5. Зменшення скорочення бюджету було вражаючим досягненням. 6. Вона хотіла поїтися і зібратися. 7. Огляд показав, що дерева в Британії в належній формі. 8. Діти попереджені про небезпеку наркотиків. 9. Навчання дітей — це виклик, але й нагорода. 10. Тактика нищівних ударів використовується, щоб зупинити водіїв, які вживають алкоголь.

## UNIT 4

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HOW TO WRITE HYPNOTIC RESUME

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I. Read the text and translate it: What is the difference between curriculum vitae (CV) and a resume?

### Curriculum Vitae vs. Resume?

The primary differences between a resume and curriculum vitae (CV) are the length, what is included and what each is used for.

A resume is a one or two page summary of your skills, experience and education. A resume is a relatively short listing of a candidate's qualifications, employment history and achievements. While a resume is brief and concise – no more than a page or two, Curriculum Vitae is a longer (at least two page) and more detailed synopsis.

Curriculum Vitae includes a summary of your educational and academic backgrounds as well as teaching and research experience, publications, presentations, awards, honors, affiliations and other details.

In Europe, the Middle East, Africa, or Asia, employers may expect to receive curriculum vitae. In the United States, curriculum vitae are used primarily when applying for academic, education, scientific or research positions. It is also applicable when applying for fellowships or grants.

II. Complete the passage using the appropriate words or phrases given below:

When a company needs to 1)... or employ new people, it may decide to advertise the job or 2)... in the appointments section of a newspaper. People who are interested can then 3)... the job by sending in a 4)... or 5)... and a 6)... containing details of their education and experience. A company may also ask candidates to complete a standard 7) ... The company's Human Resources department will then select the most suitable applications and prepare a 8)... of candidates or 9)..., who are invited to attend an 10)... Another way for a company to 11)... is by using the services of a 12) ... (US search firm) that will provide them with a list of suitable candidates.

a. letter of application; b. position; c. application form; d. short list; e. recruitment agency; f. apply for; g. interview; h. recruit; j. covering letter; k. CV; l. applicants; m. hire.

III. Learn the active vocabulary and get ready to write a dictation:

1. assumption, 2. underneath, 3. alternatively, 4. subconsciousness, 5. accomplishments, 6. commercial, 7. profound, 8. to attract new customers, 9. solutions, 10. decisions, 11. rationally, 12. to succeed, 13. influential, 14. definitely, 15. goal, 16. to increase, 17. extremely, 18. persuasive, 19. to express your ideas shortly and concisely,

20.trustworthy, 21.intentionally, 22.primary objective, 23.to convince the reader, 24.performance, 25. encouraged, 26.to devote, 27.the main factor determining your success, 28.to rely on, 29.advancement.

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1.Припущення, 2.вниз, 3.у іншому випадку, 4.підсвідомість, 5.досягнення, 6.реклама, 7.грунтовний, 8.звертатися до нових клієнтів, 9.вирішення, 10.рішення, 11.раціонально, 12.щось, 13.впливовий, 14.визначений, 15.ціль, 16.збільшувати, 17.на короткий час, 18.переконливий, 19. виражати свої ідеї коротко і чітко, 20.надійний, 21.навмисно, 22.першорядна мета, 23.переконати читача, 24.майстерність, 25.підбадьорений, 26.присвячувати, 27.основний фактор, що визначає успіх, 28.покладатися, 29.просування вперед.

*IV. Fill in the blanks with suitable phrases below:*

### **How to Make a Cover Letter**

**A cover letter** or **covering letter** or **motivation letter** or **motivational letter** or **letter of motivation** is a letter of introduction attached to, or accompanying another document such as a résumé or curriculum vitae. Cover letter is not a personal essay, 1) ... , or narrative of your life. The reader will not spend more than 2)... reading. For this reason, cover letters have to be brief, simple, and to the point. Think about the position you apply for, and highlight only those 3) ... which are highly relevant to employment opportunity. It is vital to keep in mind that 4)... have to be linked and written in tandem.

### **How to make a resume cover letter**

You are strongly encouraged to follow the below cover letter writing tips:

Always include 5) ... of the specific individual you are addressing;  
Always open your writing with an explanation of how you 6) ...;  
Always include 7)... to explanation of your interest in the position ;  
8)... covering your qualifications and experience  
Always conclude with 9) ...  
Always 10)... for mistakes!!!

- a) is not an autobiographical record
- b) Always write four to five sentences
- c) a short paragraph devoted
- d) a thank you note
- e) 15 seconds
- f) learned about the position
- g) professional qualities you possess
- h) name and title



- i) proofread your writing
- j) cover letter and your resume

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V. Choose which (Upgrade to PDF Version by Refinable Watermark)

### HOW TO WRITE A COVER LETTER

*What is a cover letter:*

1. Your application should always consist of two professional documents: ... and cover letter.
  - a) resume b) report c) article
2. As you already know resume is a marketing tool intended ... your professional experience, qualifications, and skills.
  - a) to receive b) to improve c) to sell
3. Cover letter is prepared with the purpose to adjust your application to ... job opportunity.
  - a) wonderful b) specific c) attractive
4. In simple words, cover letters introduce you to potential employer; explain who you are and why you are applying for ...
  - a) information b) discussion c) position
5. There are different types of cover letters and you should always keep in mind that writing a cover letter is an important step of successful ... search.
  - a) employment b) food c) goods
6. Sales cover letter and career change cover letter differ from each other in ... and style.
  - a) context b) form c) handwriting
7. However, despite of the cover letter type, you need to include the following...: position you are applying for, how did you learn about the employment opportunity, and your qualifications related to open position.
  - a) combination b) information c) situation
8. If you believe that sending out your resume ... cover letter results in interview invitation, your job search will take longer than you expect.
  - a) with b) and c) without
9. Cover letter for jobs is written to introduce you to a person who is your potential
  - a) employee b) employer c) employment
10. It is not a mere sign of ..., it gives you an opportunity to gain the interest of hiring authority.
  - a) politeness b) happiness c) success

VI. Read and translate the sample cover letter:

Vocabulary to the text: adhere – дотримуватися; implement – здійснювати; appropriate – відповідний; extensive exposure – широке представлення; implementation – виконання, здійснення.

### SAMPLE COVER LETTER

E-2 Apartment Heights Dr.

Blacksburg, VA 24060

(540) 555—0101

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ahcd@vt.edu

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February 22, 2007

Dr. Michael Jr. Rhodes

Principal, Trap Elementary School

PDF Sealah Road

VA 22182

Dear Dr. Rhodes:

I enjoyed our conversation on February 18th at the Family and Child Development seminar on teaching young children and appreciated your personal input about helping children attend school for the first time. This letter is to follow-up about the Fourth Grade Teacher position as discussed at the seminar. I will be completing my Bachelor of Science Degree in Family and Child Development with a concentration in Early Childhood Education at Virginia Tech in May of 2013, and will be available for employment at that time. The teacher preparation program at Virginia Tech includes a full academic year of student teaching. Last semester I taught second grade and this semester, fourth grade. These valuable experiences have afforded me the opportunity to:

- develop lesson plans on a wide range of topics and varying levels of academic ability,
- work with emotionally and physically challenged students in a total inclusion program, observe and participate in effective classroom management approaches,
- assist with parent-teacher conferences.

Through my early childhood education courses I have had the opportunity to work in a private day care facility, Rainbow Riders Childcare Center, and in Virginia Tech's Child Development Laboratory. Both these facilities are NAEYC accredited and adhere to the highest standards. At both locations, my responsibilities included leading small and large group activities, helping with lunches and snacks, and implementing appropriate activities. Both experiences also provided me with extensive exposure to the implementation of development of appropriate activities and materials. I look forward to putting my knowledge and experience into practice in the public school system. Next week I will be in Vienna, and I plan to call you then to answer any questions that you may have. I can be reached before then at (540) 555—7670.

Thank you for your consideration.

Sincerely,

(handwritten signature)

Donna Flarrington

Enclosure

VII. Make a conclusion: what was the aim of an applicant while writing this cover letter. To your opinion, will this applicant be a success?

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VIII. Read and Upgrade to the New Version to Remove the Watermark

### Curriculum Vitae (BrE) / Resume (AmE)

In Anglo-American academic biographical information is traditionally presented as curriculum vitae (BrE) / Resume (AmE) or a brief bio-data statement. A curriculum vitae (CV) is an account of one's education and career. CVs are usually submitted when applying for an academic position or fellowship. A CV may be rather detailed, but, in contrast to a narrative autobiography, it usually follows a certain format and should be typewritten. CVs are frequently updated to show advances in academic career and growing experiences of their owners. A typical academic CV includes the following information (presented under appropriate subheadings): *first and last names; work and home addresses; education ; work experience; awards/scholarships/grants; publications (provided with full bibliographic information); memberships of professional societies; knowledge of languages.*

A CV may also include a brief description of some professional skills, information in CVs is usually presented in reverse chronological order, that is beginning with the latest dates. CVs often use reduced phrases (instead of full sentences), omitted linguistic elements, such as first person pronouns, auxiliary verbs, and certain prepositional phrases. For example:

#### Compare:

*I conducted laboratory experiments = Conducted laboratory experiments.*

*I am fluent in German = Fluent in German.*

The most important CV **writing errors** that should be avoided are as follows:

1. Poorly organized, hard to understand or requires **100** much-interpretation.
2. Poorly designed format and an unattractive appearance (poorly typed, printed on poor' quality paper, includes handwriting and corrections, coffee or tea stains, etc.).
3. Misspellings, bad grammar, poor punctuation.
4. Includes personal information, such as marital status or health condition.
5. Lacks sufficient contact information (e.g., a telephone or fax number).
6. Includes "red flag" (a warning signal, something attracting irritated attention) information such as being fired.
7. Dishonest.

#### Notes and Useful Language:

Give personal information: permanent address; temporary address; home telephone number; mobile telephone number; fax number; email address; nationality; visa status; DoB (Date of Birth); Marital Status (Single or Married)

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NB: *in some countries, particularly the United States, you are not expected to give information about age or marital status on your CV. It is not considered acceptable to use these as criteria in selection.*

**Give information about your qualifications:** *High School Diploma; University Degree — BSc or BA; Masters Degree, PhD; Post Graduate Diploma.*

Say what you are specialized in: *Civil Engineering; Management Accounts.*

**Give information about your final project:**

*My final thesis was on sports injuries and alternative therapies. My final project was to design a Braille keyboard.*

**Information about your responsibilities at work:**

*I was responsible for checking the monthly accounts. / I managed a small team of 3 people.*

**Mention any special achievements:**

*I succeeded in reducing costs by highest level of sales while I was working to the position of supervisor.*

**Mention any additional skills:**

*I am computer literate / I am fluent in English. / I finished professional institute of accountants in my country.*

**Give the details of two referees:**

*The following people will be happy to provide a reference.*

*/ The following people will be happy to testify to my suitability to this post.*

*IX. Ukrainian Names of Degrees Differ from English Ones:*

Since the system of education and degrees in Ukraine significantly differs from that of the English-speaking countries, it is not easy, for example, to present in a CV the Ukrainian diploma of higher education or the scholarly *Kandydat Nauk* or *Doktor Nauk* degrees. In some cases (when applying for studies/fellowship at a foreign university), it is important to provide clarifications. To explain, for instance, that Ukr. diploma of higher education is higher than the Bachelors degree, the *Kandydat Nauk* is roughly equivalent to the Ph.D. (“Doctor of Philosophy”) degree, and the *Doktor Nauk* is the highest Ukrainian postdoctoral degree. The secret to writing a great CV / resume is first knowing the audience (the person doing the hiring) and the organization.

X. Here is the English version of a sample autobiography of a Ukrainian scholar (the names of Ukrainian places and universities are invented in this text). Rewrite the autobiography in the form of a CV adding necessary details.

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1. Kovalenko, Olena Petrivna, was born on May 16, 1969 in the village of Danyliv, Zakhidne region. My father, Kovalenko, Petro Ivanovych, and mother, Klymyuk, Mariya Mykhailivna are school teachers. In 1976 I entered secondary school # 1 in Danyliv. I graduated from the school with the Gold Medal. In 1986 I entered the Department of History of the Ukrainian Humanitarian University in the city of Zakhidne. In 1991 I graduated from the University with the Diploma of Higher Education with Highest Honors. My diploma paper, "History of Ukrainian-Polish relations" received the award of the Ministry of Education of Ukraine.

From September 1991 until June 2001 I worked as a junior researcher at the Ukrainian Institute of Historical Research in Zakhidne. I also worked part-time as a teacher of history at Zakhidne secondary school # 15 from September 1991 until June 1994. In 1997 I participated in the U.S-Ukrainian academic exchange program and spent three months at the University of North Carolina at Chapel Hill. In September 2000 I defended the dissertation entitled "Current ethno political situation in Ukraine" and received a *Kandydat Nauk* degree.

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

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

XI. Get acquainted with the sample of "Letter of application, e-mail version"

April 14, 2006  
Mr. William Jackson  
Employment Manager  
Acme Pharmaceutical Corporation  
13764 Jefferson Parkway  
Roanoke, VA 24019  
jackson@acmepharmaceutical.com  
Dear Mr. Jackson:

From your company's web site I learned about your need for a sales representative for the Virginia, Maryland, and North Carolina areas. I am very interested in this position with Acme Pharmaceuticals, and believe that my education and employment background are appropriate for the position. While working toward my master's degree, I was employed as a sales representative with a small dairy foods firm. I increased my sales volume and profit margin appreciably while at Farmer's Foods, and I would like to repeat this success in the pharmaceutical industry. I have a strong academic background in biology and marketing, and think that I could apply my combination of knowledge and experience to the health industry. I will complete my master's degree in marketing in mid-May and will be available to begin employment in early June.

Enclosed is a copy of my resume, which more fully details my qualifications for the position.

I look forward to talking with you regarding sales opportunities with Acme Pharmaceuticals. Within the next week I will contact you to confirm that you received my email and resume and to answer any questions you may have.

Thank you for your consideration.

Sincerely, Lynn A. Johnson

5542 Hunt Club Lane, #1

Blacksburg, VA 24060 (540) 555—8082

lajohnson@Vt.edu

Resume attached as MS Word document

## UNIT 5

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**BUSINESS LETTERS**

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I. Read the text. Some parts of the text have been taken out. These extracts are listed below the article. Complete the gaps with the appropriate extract:

### Addressing Letter

Print the return address neatly in the upper left-hand corner (1)...; Write the sender's name and/or the company's name on the first line; Add the sender's Street address (include Ave., St. or Blvd., as well as apartment, suite or post office (P.O.) box number on the second line; Include mail-stop numbers, for mail distribution within a large company, where an apartment or suite number (3)... on the second line. Print the city name followed by a comma, the two-letter state abbreviation and the ZIP code (4)... (Five-digit or ZIP+4) on the third line. Include the country name, if necessary, on the fourth line of the address. Print the mailing address (the destination address) in the center of the envelope or package, putting each element (6)... in the same order as outlined in Steps I through 6 above; Use the ZIP+4 to help speed delivery of domestic mail; Attach proper postage to the upper right-hand corner of the envelope, on the same side of the envelope as the destination address and return address (7)...

a) office or suite number; b) ZIP code; c) capital letters; d) corner of the envelope or package; e) would appear; f) element of the address; g) return address.

II. Answer the following questions:

1. When do people need to write business letters?
2. What helps you to identify the proper information to include into a business letter?
3. What letters are defined as business ones?
4. Why is it required to record business letters?
5. Why are business letters written?
6. Why is it necessary to study business letter writing?
7. Do business letters differ greatly from other business documents?
8. How is the information presented in business letters?
9. Can a business letter replace a commercial ad?

III. Read and translate the text. Fill in the blanks with the following words:

### Audience Analysis

Writing a business letter is like any other type of technical writing (1)... First you have to analyze your audience and (2) ... your purpose. The typical audience is other professionals. However, you might also write business letters to your (3) ... These

audiences generally require you provide a detailed 4) ... about your purpose. As a student, you may have to write business letter to your classmates. When composing academic business letters, 5) ... what this audience already knows about the subject. For example, if you are writing a business letter to 6) ... a paper, does your audience already know what the paper is about? What 7) ... information do they require? What do you require from the audience as a result? Because a business letter is a communication from one person to another, a letter must convey a courteous, 8) ... tone, Look at the situation from the reader's point of view and adjust the 9) ... and tone to meet the audience's needs.

## Types of Business Letters

The following are the most common types of business letters: acknowledgement letter, adjustment letter, complaint letter, inquiry letter, order letter, response letter. The purpose and audience of your business letter 10) ... which form you choose. If you are unsure about how to 11)... your business letter, ask your instructor or review business letters your co-workers have written.

a.background;b.communication; c.accompany;d.instruction; e.positive; f.determine  
g.further;h.contents;j.consider;k.format; l.co-workers;

IV. Find the synonyms to the words in the first column. Compose sentences of your own with the words:

require(v): *necessitate- repeat- report*  
purpose(n): *payment –reason- position*  
convey(v): *cover- complete- express*  
compose (v): *write – complete- create*  
adjust(v): *adapt- advance - adopt*  
courteous(adj): *courageous- polite- careful*  
acknowledge(v): *know- recognize- believe*  
content(n): *subject -happy -competition*  
consider(v): *forget- hope- think*  
estimate(v): *guess –receive- count*  
persuade(v): *convince- discourage- propose*

V. Read the following letter and answer the questions:

Polycomp International  
436-34 Grand Hotel Avenue  
Taipei, Taiwan  
August 15, 2003  
Mr. Gilbert M. Ramirez  
Vice President, Marketing  
Soups and Salads Restaurants



5632 Western Avenue  
Los Angeles, California 90026

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Dear Mr. Ramirez,

Thank you for your letter of 22nd of May about our range of restaurant equipment.

I enclose an up-to-date price list and our latest catalogue which I hope includes something of interest to you. You will notice that we offer very favourable terms of payment.



I look forward to hearing from you again.

Yours sincerely,

Dennis Kiley

Sales Manager.

1. How many lines are there in the address?
2. What information does a street address include?
3. How is the information about cities, states, countries provided?
4. Where is the sender's address located?
5. Where is the addressee's address located?
6. Where is postage attached?

*VI. The following is a typical layout of a commercial letter. Use the 14 different parts of the letter given below and write your own commercial letter:*

### **Business Letter Outlay**

- 1. Letterhead:** The name and the address of the firm sending the letter, usually printed on the paper.
- 2. Date line:** The date (month, day, year); starts 3 lines below letterhead.
- 3. Reference line:** The initials of the person dictating the letter, those of the typist and of other letters or numbers needed for filing or classification.
- 4. Address:** The name, position, firm and address of the person to whom you are writing.
- 5. Attention:** It is part of the address and is typed 2 spaces below the last line of the address.
- 6. Salutation:** An opening greeting.
- 7. Subject:** Indicates what the letter is about.
- 8. Message:** The text of the letter: paragraphs are typed single-spaced; double space between paragraphs.
- 9. Company name:** Emphasizing that the writer is acting on behalf of the company; +4 lines for signature.
- 10. Writer's:** The signer's name and title.
- 11. Reference:** The initials of the writer and/ or typist.

**12. Enclosure:** A reminder that the letter has an enclosure.

**13. Carbon Copy:** The names of those who will receive copies of this letter

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VII. Answer the following questions to Remove the Watermark

1. What is the most widely used format of a business letter?
2. What determines the type of a paragraph?
3. At what margin does everything in a block format letter?
4. In what format are all the paragraphs indented?
5. What parts of a business letter are laid out in a different manner in a block and semi-block formats?
6. The choice of fonts is not important for a business letter, is it?
7. What must you take into account when choosing a business letter font?
8. How does the punctuation in English business letters differ from the Ukrainian ones?
9. What is an open punctuation? Is it applied in the Ukrainian business letters?
10. According to the information provided in the table of the BLs formats, which paragraph of the letter should usually contain the main point of the message?
11. What information is usually included into the following paragraphs?
12. What is the purpose of the final paragraph of a business letter?
13. Can you place several different or important ideas in one paragraph?
14. How should such ideas be placed in a letter?

VIII. Rewrite the letter in Semi-Block format and in Indented format:

March 16, 2001

Ernie English  
1234 Writing Lab Lane  
Write City. IN 12345

Dear Mr. English:

The first paragraph of a typical business letter is used to state the main point of the letter. Begin with a friendly opening; then quickly transit into the purpose of your letter. Use a couple of sentences to explain the purpose, but do not go in to detail until the next paragraph.

Beginning with the second paragraph. state the supporting details to justify your purpose. These may take the form of background information, statistics or first-hand accounts. A few short paragraphs within the body of the letter should be enough to support your reasoning.

Finally, in the closing paragraph, briefly restate your purpose and why it is important. If the purpose of your letter is employment related, consider ending your letter with your contact information. However, if the purpose is informational, think about closing with gratitude for the reader's time.

IX. Write the following addresses in correct order:

- Mr. George James, Managing Director, Alan and Lames Ltd, Quality House, 77-81 London Road, Bristol, BL5 9
- Ms Alison Freeman, Marketing Coordinator, United Packaging Inc., 11 East Shore Drive, Green Bay, Wisconsin, WI 53678, USA.
- Mr. R.G. Finders, Sales Manager, Independent Products Pty, 1 8 Canberra Way, Liverpool NSW 2170, Australia

X. Read and mind special forms of addressing:

How to Address Letters to Government Officials

**PRESIDENT OF THE UNITED STATES:**

**Envelope and inside address:**

The President  
The White House  
1600 Pennsylvania Ave.  
Washington, D.C. 20500

**Opening:** "Mr. President: " or "Dear Mr. President; **Closing:** "Respectfully yours" or "Most respectfully yours,"

**U.S. SENATORS:**

**Envelope and inside address:**

The Honorable (Senator's first and last names)  
Dirkson, Hart or Russell Senate Office Building  
Washington, D.C. 20510

**Opening:** "Sir/Madam: " or "Dear Senator (last name); **Closing:** "Very truly yours," or "Sincerely yours,"

**U.S. CONGRESSMEN:**

**Envelope and inside address:**

The Honorable (Representative's first and last names)  
Cannon, Longworth or Raybum House Office Building  
Washington, D.C. 20515

**Opening:** "Sir/Madam: " or "Dear Representative (last name): " or "Dear Mr./Mrs./Miss/Ms. (last name):"; **Closing:** "Very truly yours," or "Sincerely Ours,"

**GOVERNOR:**

**Envelope and inside address:**

The Honorable Governor of Minnesota  
130 State Capitol  
75 Reverend Dr. Martin Luther King Jr. Blvd.  
St. Paul, MN 55155

**Opening:** "Sir/Madam: " or "Dear Governor (last name):"; **Closing:** "Very truly

yours,” or “Sincerely yours,”

**MAYOR:**

**Envelope and inside address:**

The Honourable (first and last names)  
Mayor of Duluth

City Hall

Duluth, MN 55802

**Opening:** “Dear Mayor (name):”



**Closing:** “Sincerely yours,”

**GREAT BRITAIN**

**QUEEN:**

**Envelope and inside address:** Her Majesty The Queen

**Opening :** Madam; **Closing:** I have the honour to be (to remain), Madam, Your Majesty’s most humble and obedient servant.

**PRINCE:**

**Envelope and inside address:** His Royal Highness

**Opening:** Sir; **Closing:** I have the honour to be, Sir, Your Royal Highness, most humble and obedient servant.

**MINISTER:**

**Envelope and inside address:** Mrs./Miss./Mr... H. M. Secretary of State.

**Opening:** Sir (Madam); **Closing:** I have the honour to be, Sir (Madam), Yours faithfully

**AMBASSADOR:**

**Envelope & inside address:** His/Her Excellency

**Opening:** Your Excellency,... H.M. Ambassador; **Closing:** I have the honour to be, with the highest consideration, your excellency’s obedient servant.

**CONSUL:**

**Envelope and inside address:** . . . Esq./Mrs./Miss./Mr... H. M. Consul-General/  
Consul/ Vice-Consul

**Opening:** Sir/ Madam; **Closing:** Yours faithfully.

*XI. Read and translate the following text:*

### **Punctuation Martks**

Punctuation is used to clarify the sense of what is written, and since the development of the printed book, we have become familiar with a series of punctuation conventions. These include not only the standard punctuation marks (.,; : ? !), but conventions such as word spacing, capital letters at the beginning of sentences, paragraphing and page formatting. These are particularly necessary because English is a sloppy language, susceptible to misinterpretation without it. We also read very fast and silently, and the division of the text through graphic conventions allows us to absorb large chunks of text.

XII. Match the punctuation marks with the appropriate definition:

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<p>1. are used at the beginning and end of a phrase to show that it is being written exactly as it was originally or written.</p> <p>2. is used to indicate that it is the end of a declarative sentence</p> <p>3. are used to separate explanations or qualifying statements within a sentence.</p> <p>4. is used between parts of a compound word or name. It is also used to split a word by syllables to fit on a line of text</p> <p>5. is used to show excitement or emphasis.</p> <p>6. is used as a substitute for a missing letter or letters in a word (as in the contraction <i>cannot</i> = <i>can't</i>), to show the possessive case, and in the plural of letters, numbers and abbreviations.</p> <p>7. the mark, used in writing to show a short pause or to separate things in a list</p> <p>8. the sign that is used in writing and printing to introduce an explanation.</p> <p>9. the mark that is used at the end of a question</p> <p>10. a sloping line</p> <p>11. is used to separate different parts of a sentence or a list</p> <p>12. is used to separate parts of compound words</p>	<p>b. hyphen</p> <p>c. colon</p> <p>d. stroke / oblique / slash</p> <p>e. dash</p> <p>f. question mark</p> <p>g. brackets /parentheses</p> <p>h. exclamation mark</p> <p>i. single quotes</p> <p>j. semi-colon</p> <p>k. Full stop/period/dot</p> <p>l. double quotes / quotation marks</p>
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## PRACTICAL TASKS:

### Protected by PDF Anti-Copy Free JOB APPLICATION LETTERS AND CV WRITING (Upgrade to Pro Version to Remove the Watermark)

I. Read the following letter and answer the questions:



July 3, 2003  
16 North Road  
Berkeley, California 95436  
Mrs. R. E. Bok  
Human Resources Director  
Perle Employment Agency  
1900 Grant Avenue  
San Francisco, California 92679

Dear Mrs. Bok.

I am applying for the position of secretary which was advertised in the San Francisco Chronicle of June 28. I have enclosed my resume, and I would like to schedule an interview. I will call you earlier next week. I look forward to discussing this position with you.

Sincerely yours,  
Annette Lee

Enclosure

1. Who wrote the letter?
2. Who is the letter sent to?
3. Where does Annette live?
4. How does Annette know about the vacancy?
5. What did Annette enclose?
6. What is Mrs. R. E. Bok's title?
7. What company does Mrs. Bok work for?
8. When was the letter written?

II. Read the following information:

Of all the things you do in life, few are more important than getting a job. Whether it involves your first job or one further down the road, the job search is directly related to your success and your happiness. After your search has uncovered a job possibility, you pursue it. You can make a personal contact with a potential

employer, or apply by mail, e-mail or fax. In any case you are likely to use some written materials. A written application usually consists of a resume and a letter of application. You should begin work on the application letter by fitting the facts from your background to the work you seek and arrange them in a logical order. The body of a typical job application letter usually consists of the following parts:

**OPENING:** Tell what job you are applying about.

*I am writing in response to the advertisement in the May issue of the Economist magazine; I am applying for the position of a Sales Manager; Because of my specialized training in international tourism management at the Ternopil State University and my practical experience, I believe I have the qualifications you described in your journal advertisement.*

**PURPOSE:** Enclose your resume. Present the information that qualifies you to do the job.

*I am enclosing my resume. My resume is enclosed. Please, find enclosed my resume. I earned a degree in business administration.*

**ACTION:** Tell when you will follow up. Open the door for further negotiations.

*I will call you next week. I will telephone you on Monday. May I now discuss the career with you? You can reach me at 50043 or by email at....*

**POLITE EXPRESSIONS:** Be positive.

*I look forward to meeting you. I look forward to talking with you about the position.*

The **opening** has two requirements: it must gain attention and it must set up the review of the information that follows. In the **purpose** section you are likely to present three background areas: education, experience, and skills or personal details. As a new college graduate you should stress your education. In the **action** part, you should drive for whatever action is appropriate in your case – a request for interview, invitation to further correspondence or invitation to write references.

*III. Critically analyze the following job-application letter as to its parts and effect. Answer the questions:*

**12379 Sanches Drive  
San Bernardino, CA 92405  
Mr. Conrad W. Butler  
Office Manager  
Darden Inc.  
1432 Butterfired Road  
San Francisco, CA 94 129**

Dear Mr. Butler,

**(Upgrade to Pro Version to Remove the Watermark)**

Can Darden Inc., use a hard working State University business major who wants a career in office administration. My work experience, education, and personal qualities qualify me well for office administration work. My five years of work experience (see enclosed resume) have taught me through all phases of office work. For the past two years I have been in charge of payrolls at Gynes Manufacturing company. At the administration of payrolls, I have had to handle all types of office operations, including records management and general correspondence. Although I am very happy on this job, it does not offer the career opportunity I seek with Darden. Complementing by work experience are my studies at Metropolitan Community College. In addition to studying the prescribed courses in my major field of business administration, I selected electives to help me in my career objective, and I believe I have succeeded. I was awarded the Associate of Arts Degree last May with a 3.3 grade-point- average (4.0 basis). But most important of all, I learnt from my studies how office work should be done. In addition, I have the personal qualities that would fit me into your organization. I like people, and through experience I have learnt how to work with them as both a team-leader and a player. My preparation has been designed to prepare me for work in office administration, Mr. Butler. So, may I talk to you about working for Darden? Please call me at 714-599-2438 to arrange an interview.

Sincerely,

Jimmy L. Goetz.

1. What is the structure of the body of the letter?
2. Does the opening of the letter gain attention? Why?
3. Is the job search of the applicant justified? How?
4. What background areas are highlighted in the letter and why?
5. What area is most strongly emphasized and why?
6. Is the information provided grouped logically? -
7. Are the personal interests related to the job?
8. Is the request for the action clear and appropriate? What makes it effective?
9. Does the applicant use any contracted forms in the letter?

*VI. To get prepared for the CV writing you should read, translate the following information and choose the manner and form of your CV:*

#### RESUME TYPE

There are three basic styles of resumes: the chronological, the functional, and the creative. Select your suitable style.



## Chronological CV / Resume

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The chronological resume is the most traditional. It uses a time sequence to list work experience and education, usually appearing in a reverse order beginning with the present.

*Use a chronological resume* if you are in traditional fields (government, education); your work history shows a strong growth pattern or direction; your title progression is impressive; you're continuing on the same career path; your present or last employer is important.

*The chronological resume is not the best form for everyone. If any of the following applies to you, it is probably better to use one of the other styles.*

***Don't use a chronological resume when:*** you are just entering the job market (a recent graduate); you're changing career direction or goal; you have holes in your work experience (periods of unemployment); you are returning to the job market after a long absence; you do not wish to divulge (розголошувати) your age; you've changed employers frequently.

## Functional Resume

The functional resume focuses on capability and skills. Usually these are listed by areas and may or may not include dates.

***Use a functional resume when:*** you are changing careers; you are entering the job market; you are reentering the job market; your experience lacks a demonstrated career path; you are a consultant, freelance (працювати за наймом), or have completed temporary work; your latest job appears to be a demotion over previous ones; your work experience seems somewhat unconnected to the position you are applying for.

***Don't use a functional resume when:*** you have not targeted your resume toward a certain position; you do not have well-defined accomplishments and capabilities; you do not have enough experience to demonstrate functions performed.

## Creative Resume

The creative resume is a free-form style and can be extremely effective in showcasing your skills and capabilities— particularly for artists, writers, actors, public relations personnel, and people in the media. An account executive looking for a new position in an advertising agency effectively used a resume with cartoons to land a high-powered position. Executives of various disciplines and actors have used audiovisual resumes in cassette-tape form to land sales jobs.

Manager jobs, acting roles, and public service jobs and computer experts, graphic designers, actors, and photographers have created interactive resumes that they put on Internet systems or mailed on diskettes, wrapped in a cover letter, to employers.

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**Use a creative resume when:** the target of your resume is a creative or specialized audience who will appreciate it. You decide it is the only medium that can adequately express who you are, especially want to showcase your creative talents.



**Don't use a creative resume when:** you are seeking a position in a traditional field, such as banking or government; you are not well-grounded in your own creativity; it won't be otherwise "acceptable" to your audience.

*V. Describe in written (in the form of composition) any person's background (education, qualification, work experience, former and current positions, responsibilities, accomplishments (досягнення), awards, specific achievements, memberships, activities and important traits of character).*

*VI. Then according to a description make an appropriate CV form.*


*VII. Write your own CV that you might be submitting together with some fellowship or grant application based on the below samples. Try to understand how they are done by other people in order to prepare to do it yourself:*

## CURRICULUM VITAE

Name:	Iryna Vysochan
Address:	vul. Budivelnikiv, 76, kv. 1. Ivano-Frankivsk 76009 Ukraine
Telephone:	Home: +38 050 7890087  Work: +38 0342 59 60 67
E-mail:	irvshka@yahoo.com
Employment:	
April 2006 to present	Vasyl Stefanyk Precarpathian National University, Science and Research Department
<i>Position:</i>	Interpreter/translator
<i>Responsibilities:</i>	Interpreting/translating
Sept. 1999 to present	Vasyl Stefanyk Precarpathian National University Faculty of Foreign Languages English Department
<i>Position:</i>	English Instructor
<i>Responsibilities:</i>	Teaching Practical Course of English Practical Phonetics of English

Practical Grammar of English  
 Business English  
 Essay Writing

November 2004 [Upgrade to Pro Version to Remove the Watermark](#)

<p><i>Position:</i>  <i>Responsibilities:</i>                  Presidetal Elections</p>	 tional Affairs (NDI) er (part-time position) ng for the international observers in
<p>Sept. 2003 — June 2004  <i>Position:</i>  <i>Responsibilities:</i>                  October 1999  <i>Position:</i>  <i>Responsibilities:</i></p>	<p>Joint Limited Liability Company “Riva-Design”                  Interpreter/translator                  Interpreting/translating                  OSCE                  Interpreter (part-time position)                  Interpreting for the international observers</p>
<p>Sept. 1998 — Nov. 2000  <i>Position:</i>  <i>Responsibilities:</i></p>	<p>High-School #23 (Ivano-Frankivsk)                  English Teacher                  Teaching English</p>
<p>Educational History:                  June 2003 — July 2003    <i>Qualifications:</i>                  August 2002 — May 2003</p>	<p>Center for Applied Linguistics,                  Washington D.C. (USA)                  Internship                  Junior Faculty Development Program,                  The University of North Carolina at Pembroke</p>
<p><i>Qualifications:</i>                  Nov. 2000 — Nov. 2005</p>	<p>Visiting Scholar                  Vasyl Stefanyk Precarpathian National</p>
<p><i>Qualifications:</i></p>	<p>University (Ivano-Frankivsk)                    Graduate Department (Germanic languages)</p>
<p><i>Qualifications:</i>                    Sept. 1994 — June 1999</p>	<p>Linguistic Researcher;                  Kandydatska will he obtained in 2008                  Vasyl Stefanyk Precarpathian National University</p>
<p><i>Qualifications:</i>                    Research Interests:                  Cognitive linguistics; Phraseology; Lexicology; Stylistics;</p>	<p>Magister diploma: teacher of English;                  diploma was obtained in 30 June 1999</p>

VIII. Read the following text and answer the questions that follow:

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If you are looking for a job, then it is very important that you understand how to offer yourself (update to Pro Version to Remove this notice) by writing a ‘CV’ (curriculum vitae – Latin for ‘life story’), called in some countries a “resume”. Having a well written, effective resume at one’s disposal is an excellent tool in today’s ever changing job market. A strong resume may be the sole difference in getting a call for an interview. If two resumes will look the same, there are certain commonalities in all good resumes. Almost every resume should include the following headings or sections: objective, education, work experience, teaching experience (if applicable), publications of note (if applicable), personal, and a references section. Under the “Objective” heading, the job seeker offers his or her goal of acquiring a certain position. Don’t be afraid to state a bold objective. The purpose of your CV is to make you attractive, interesting, worth considering to the company and so receive a job interview. Therefore, your CV must be as good as you can make it.

*WHAT TO INCLUDE:*

### **Personal details**

Name, home address, college address, phone number, email address, date of birth. Do you have your own web homepage? Include it (if it’s good!). If your name does not obviously show if you are male or female, include this!

### **Education**

Give places of education where you have studied - most recent education first. Include subject Options taken in each year of your course. Include any special project, thesis, or dissertation work. Pre-college courses (high school, etc.) should then be included, including grades. Subjects taken and passed just before college will be of most interest. Earlier courses, taken at say age 15-16, may not need much detail.

### **Work experience**

List your most recent experience first. Give the name of your employer, job title, and very important, what you actually did and achieved in that job. Part-time work should be included.

### **Interests**

They will be particularly interested in activities where you have leadership or responsibility, or which involve you in relating to others in a team.

### **Skills**

Ability in other languages, computing experience, or possession of a driving licence should be included.

### **References**

Usually give two names - one from your place of study, and one from any work situation you have had. Or if this does not apply, then an older family friend who has known you for some time. Make sure that referees are willing to give you a reference. Give their day and evening phone numbers if possible.

1. Does everyone have to get good skills of resume writing?
2. Is such personal information as race, religion, sex, age and marital status included into a CV? Why?
3. Is there one universal form of a CV?
4. What is the principal purpose of any CV?
5. What parts does a resume usually have?
6. What is the order of listing the fields of your education?
7. Do you include only the details of your college or university education?
8. What is important to include into the list of your job experiences?
9. What kind of personal interests should be included into your resume?
10. How many references are required in a resume?
11. How is it supposed to provide the references?
12. How does one ensure the availability of references?
13. Which of the two documents — a job application letter and a resume — summarizes the significant details or does the selling?
14. Are resumes signed?
15. Can one add a personal photo to a CV? What kind of photo must it be?

*X. Draft your own CV and show it to your partner: Ask him or her to evaluate it using these check points.*

- Does it look good?
- Is the name and contact information presented prominently?
- Are the precise, targeted objectives used?
- Does it list experience starting from the present?
- Are major achievements and education emphasized and chronologically presented?
- What is emphasized stronger— education or experience?
- Are the skills emphasized relevant to the objective?
- Is it long! too short?
- Is there a good variety of the action verbs used?
- Does it provide a good basis for an interview?

*IX. You want a job. Answer the following questions:*

How do you give yourself a COMPETITIVE EDGE?

1. Have you decided what sort of job do you really want? Yes/No
2. Have you spoken to anyone who does the job you would like to have? Yes/No
3. Have you found out about the companies you would like to work for? Yes/No
4. Have you spoken to anyone who works for these companies? Yes/No

5. Do you know what skills you have gained and the skills you have lost in recent years? Yes/No

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6. Have you done anything in the last year which has developed your skills? Yes/No

7. Do you regularly read the business pages of newspapers or professional journals? Yes/No



8. Have you talked to a recruitment agency that specializes in your area of work? Yes/No

9. Have you written or updated you CV in the last 6 months? Yes/No

Score:

Yes 1 point, No points.

0-3 You need more time on preparing yourself for a new job.

4-6 You have made a good start, but you still need to do more work to stand out from the competition.

7-9 You are in a strong position to get a new job.

## UNIT 6

**Protected by PDF Anti-Copy Free**  
**HOW TO ARRANGE OFFICE SPACE.**  
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**OFFICE EQUIPMENT**

I. Read and translate the text:



### Security Measures

Crimes ranging from armed robbery to embezzlement can destroy even the best businesses. You should install a good physical security system. Just as important, you must establish policies and safeguards to ensure awareness and honesty among your personnel. Because computer systems can be used to defraud as well as keep records, you should check into a computer security program.


A simple but reliable security system, such as special sensors attached to the doors and windows are often used. Taking security to the next level, a video camera or several *video* cameras are used in blind or hidden spots in corridors or corners of big buildings or places attractive to intruders.

These are some rules for the staff to follow:

1. Always keep money in a safe place, never leave it in an unlocked drawer. It is recommended to keep it in a safe.
2. Be careful with keys — don't leave spare keys lying around
3. Close windows when you are out — a thief needs only 2 minutes.
4. Don't leave a visitor alone in your office — use the telephone to find out if someone can see him.
5. Don't give strangers confidential information. Watch out for people behaving suspiciously.
6. Always remember safety rules when using electrical appliances: switch them off before leaving the office.
7. Do not smoke in an office, only in special places, if you cannot give up that harmful habit.
8. Have proper ventilation for heaters and other small appliances.
9. Install smoke detectors and fire extinguishers.
10. In case of fire, sound the alarm. If possible put out the fire yourself. Use foam not water near electrical appliances if you cannot do that call the fire brigade immediately Leave the building by the nearest exit — fire escape.
11. Please be responsible and careful.

II. Match active vocabulary from the text SECURITY MEASURES in English with its Ukrainian equivalents:

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1. злочин	(Upgrade to Pro Version to Remove the Watermark)	
2. незамкнений		b. defraud
3. спостерігати		c. embezzlement
4. належна вентиляція		d. intruder
5. шахрайство		e. crime
6. непроханий гість		f. unlocked
7. згубна звичка		g. watch out
8. привласнення чужого майна		h. switch off
9. пожежна команда		i. harmful habit
10. вимикати		j. proper ventilation
11. озброєний грабіж		k. fire brigade

III. Complete the text with suitable phrases and role play the dialogue:

### Instruction on Safety

- We've got a new man working in the 1)... He should be instructed on our security and 2)...
- I have already informed him about our routine in this, but he should read the instruction and 3)...
- The main things which should be remembered and always observed are: not to leave money in 4)... and always put it in a safe at night, 5)... when one is out, not to leave a visitor alone in the office. Very important is also not to leave 6)...
- Yes, he'll find all this in our safety instruction, and I've also told him to take care of his 7)...
- Right you are. I hope he will prove to be a 8)...

a) close windows; b) confidential information; c) own belongings; d) stockroom;  
e) safety rules; f) an unlocked drawer; g) sign in the register; h) responsible person.



IV. Read, translate the dialogue and answer the questions after the text:

### Ordering stationery

William is talking to Rose in their office.

W.: Rose, I'm making a list of stationery we need in sales department. Do you need anything?

R.: Yes. I haven't got any paper.

W.: How many do you need?

R.: Oh, about half a dozen.

W.: Right. Six pencils. Anything else?

R.: No, I.....Oh, yes. And paper. I've only got a couple of sheets.

W.: A4 or quarto?

R.: A4, please... and I also need a drink!

W.: Well, you're lucky. Joy's leaving party is tomorrow.

Quarto – формат у чверть аркуша

1. How many is a dozen?
2. How many sheets of paper has Rose got?
3. What stationery does Rose need?
4. When is Joy's leaving party?

V. Read and memorize the following vocabulary:

**Stationery:** 1.sheet of paper, 2.pile of paper, 3.plain paper, 4.correspondence paper, 5.ruled paper, 6.headed note-paper, 7.whatman paper, 8.stock of notepaper, 9.carbon, 10.flimsy paper, 11.correcting (correction) fluid, 12.envelope, 13.arch board file, 14.folder, 15.ring binder, 16. stapler(stapling machine), 17.paper clip / paper fastener, 18.drawing pin, 19.hole punch.

**Канцелярські товари:** 1.листок паперу, 2.купка паперу, 3.звичайний папір, 4.високоякісний папір, 5.лінований папір, 6.фірмовий бланк, 7.ватман, 8.пачка паперу, 9.копіювальний папір, 10.папіросний папір, 11. рідина для виправлення помилок, 12.конверт, 13.швидкозшивач із пружинним затискачем, 14. папка для документів, 15. швидкозшивач, 16. степлер, 17. скрепка, 18. канцелярська кнопка, 19.дирокол

VI. Read and translate the text:

### Cubicle

A cubicle, cubicle desk or office cubicle is a partially enclosed workspace, separated from neighboring workspaces by partitions (перегородка) generally five to six feet high. Horizontal work surfaces are usually suspended from the partitions as is shelving and other amenities.

Origin. The term cubicle comes from the Latin, for bed cubiculum, for bed chamber. It eventually was used for small chambers of all sorts, and for small rooms or study spaces with partitions which do not reach to the ceiling.

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Like the older carrel desk, a cubicle seeks to give a degree of privacy to the user while taking up minimal space in a large or medium sized room. Like the modular desk of mid-20th century, it is composed of elements that can be arranged in various ways with standard hardware or custom fasteners, depending on the design.

More recent academic studies have noted the disadvantages that the cubicle desk has brought to American corporate culture. The cubicle has also produced a negative effect in the reduced amount of person – to – person communication among office workers. This unexpected result of cubicle installations has led to declines in company-specific corporate cultures, declines in morale, and production delays.

*VII. Match active vocabulary in English with its Ukrainian equivalences:*

1. маленькі кімнати	a. workspace
2. виготовлені на замовлення замки	b. horizontal work surfaces
3. корпоративна культура	c. small chambers
4. мінімальний простір	d. ceiling
5. спад виробництва	e. carrel desk
6. зменшена кількість	f. custom fasteners
7. робоче місце	g. corporate culture
8. стандартне металеве приладдя	h. reduced amount
9. особистий стіл	i. standard hardware
10. стеля	j. minimal space
11. горизонтальні робочі поверхні	k. production delays

*VIII. Translate the sentences:*

1. Вони відгородили (to partition off) частину вітальні, щоб зробити кабінет. 2. Офісні працівники були у своїх кабінах. 3. Із сімома людьми, що живуть в будинку (to squash), ви не матимете багато конфіденційності. 4. Це практичний

курс з мінімальною кількістю теорії. 5. Компанія переїжджає в свою штаб-квартиру з Нью-Йорка в Х'юстон. 6. Вона пішла в змінну кабінку приміряти плаття. 7. Новий Фіат сходить (to go off) з лінії виробництва у Польщі кожні 90 секунд. 8. [Upgrade to Pro Version to Remove the Watermark](#)

*IX. Read, translate and play role dialogues:*

### **Finding your Wayabout. Giving directions**

- Excuse me, I'm looking for the personnel department. Do you know where it is?
- I'm a stranger here myself, but I happen to know that it's on the second floor, in the left wing.
- Thank you very much.
- Excuse me, where is the store room?
- It's on the ground floor. At the end of the corridor turn left, room 27.
- Excuse me, what floor is the general manager's office on?
- Go this way as far as the elevator. Take it to the third floor. His office is next to the samples exhibition counter, on your right, you can't miss it.
- May I ask to help me?
- Sure. What can I do for you?
- I can't find your marketing services. Are they upstairs or downstairs?
- The marketing section is just on this floor, over there, down the corridor. Rooms 304 and 305 are next to the stationary store.
- Where's the managing director's office?
- Go upstairs and turn right. It's the second door on the right opposite the transport manager's office.
- The mail room is next to the entrance, opposite the lift. And the information desk is in the middle of the lobby behind the central pillar, in front of the public telephones. Our canteen with a small bar is round the corner in the right wing. To get to the guards' rest facilities, you should go straight on, take the second right, then the first left.

*X. Read and translate the text:*

### **Do's and Taboos for the Feng Shui Office**

DO sit with a tall building behind you to provide the support of a "mountain";

DO sit in the corner farthest from the entrance to the room to have a "command" position;

DON'T sit in line with the door, as you will be in the path of negative energy.

DO keep your back toward a corner or a wall for support. If a post (стовп) protrudes (висувається) from the corner or wall, correct it by covering it with a hanging

DON'T face away from the door if you are conducting business from home. Business will symbolically come to you through the door, so don't turn your back on it.

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DON'T arrange your workspace so that you look straight out into a corridor or see the stairs, storage rooms, closets, elevators, escalators, or toilets.

DO put your computer in the Northwest area of your office to enhance your creativity. Place the computer in the Southeast if you use it to generate income.

DO place an aquarium or tabletop fountain in the East, North, or Southeast. A small aquarium with black or blue fish in the North area of your desk or office will activate your business and career success.

DO place a safe, which is usually constructed of metal, in either West or Northwest, which both represent the metal element. The safe symbolizes the prosperity and financial security of a business.

DO have a good balance of yin and yang when decorating your workspace. Balance light and dark colors, soft and hard surfaces, and smooth and rough textures in your choice of window treatments, furniture, and flooring.

DON'T have any mirrors in your office, as they can reflect negative energy from clients to other people in the room. You should always maintain control over the energy in your office.

DO treat the files in your office with respect. They represent your past, present, and future business.

DO keep the cords to your office equipment well hidden. This reduces clutter and allows for the free flow of chi.

*XI. Define whether the statements are true or false:*

1. Feng Shui, which means "wind" and "water" is a traditional art of living based on a philosophy strongly rooted in spirituality.
2. Feng Shui, is the idea or practice of living in harmony with the natural world.  
True
3. Our soul energy flows in and out of your life like the wind, touching everything as it passes by.
4. According to Feng Shui, foul air would symbolize love and stability.
5. Feng Shui Tips and offers teach you to how to manage office spaces to yield prosperity.
6. According to Feng Shui negative Chi (energy) should be kept to a maximum.

7. This position of the desk according to the Feng Shui office offers you the maximum control.
8. Shape of your desk can affect your mood and level of productivity in the workplace.

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XII. Read, translate and answer the questions:

**Consider how you can arrange your office furniture**



If you have an office for work, it's important to consider how your office furniture is arranged. Whether you are setting up a home office, moving into a new office at work, or even if you have been in an office for a while but need to rearrange it, there are important considerations that you must make in arranging your office furniture.

**Instructions:**

Determine the goal of your office furniture arrangement. Consider whether you are arranging your office to make it more welcoming to clients, to maximize your productivity, or purely for aesthetic reasons.

Measure the size of your room and the size of the furniture. Figure out the area of your room by measuring the walls and multiplying the length of the room by the width of the room. Once you know the size of the room and the size of the furniture, you can make some preliminary plans on how to position your furniture without actually moving the furniture.

Position your desk first. The desk is your most important piece of office furniture because that is where you do all of your work. Position it with your goals in mind; for instance, if you are arranging to maximize productivity, you will want to put it near electrical outlets so that you can plug in your computer or other office machinery that you keep on your desk. Also consider putting your desk near a window to maximize the amount of light in your work space.

Place your most used office supplies or machines near your desk. If you need to use a printer often, place it near your desk where you can access it without getting up too frequently, such as behind your desk. If you need a file cabinet to hold your files and you work on several files a day, put your file cabinet near you at your side so that you can easily turn to access it.

Add chairs for clients or meetings. Place a few chairs near your desk so that when someone comes for a meeting, you can work from your desk. Place at least one chair in front of your desk directly across from you.

1. Is it important to arrange your office furniture?
2. Can you name some basic instructions that must be taken into consideration while arranging your working place?

3. What is the most important piece of the office furniture? Why?
4. Where should we place the most used office supplies?
5. What is the main idea of the text?
6. What is the most important feature of good office design to your opinion?
7. Can you add some other useful tips for an office makeover ?
8. Is your working place at home or university organized correctly?
9. Is your desk cluttered with books and manuals?
10. Do you think your office environment can influence on your mood and your prosperity?

*XIII. Read and memorize the following vocabulary:*

1.modern furniture ; 2.modular furniture; 3.furnished ; 4.fitted wardrobe; 5.built-in closet; 6.corner construction ; 7.office cupboard; 8.typing desk ; 9.filing (file) cabinet; 10.filing shelves; 11.filing drawer; 12.top/ bottom drawer; 13.cabinet; 14.conference table; 15.coffee table; 14. high-back desk chair; 15.visitor chair; 16.swivel chair; 17.mobile chair; 18.upholstered ; 19.leather ; 20.two-seater sofa ; 21.conference grouping;

1.сучасні меблі; 2.модульні меблі; 3.умебльований; 4.вбудована шафа для одягу; 5.вбудована шафа; 6.кутова конструкція; 7. канцелярська шафа; 8. стіл для друкарської машинки; 9.шафа для картотеки ; 10.полиці для картотеки; 11.ящик для картотеки; 12.верхній/нижній ящик; 13.шафка; 14. великий офісний стіл; 15. низький столик; 14.стілець із високою спинкою; 15.стілець для відвідувача; 16. стілець, що обертається; 17. стілець на колесах; 18.м'який (про меблі); 19.шкіряний; 20.двомісний диванчик; 21.куток для проведення нарад.

*XIV. Read, translate and make up dialogues using the text's vocabulary (up to 6 phrases for each role):*

### **Design a Functional Home Office.**

Designate a room to be used for the office and just for the office. This is important. Just as you don't have a bed in your living room (sofa sleepers excluded) you should have *only office furniture in your office*, and every piece should serve a purpose.

In designing a home you have two options: you can use furniture from relatives and friends or you can save for and purchase new furniture. If you really want to be able to design your office, I recommend saving your money and *purchasing new furniture*. Although you might be tempted to just get some old office furniture from a yard sale, leave the room empty and let ideas fill your mind on how to utilize the space.

*Picture it.* Try to visualize what you want your office to look like and then look online and in catalogs for furniture that matches your tastes and preference. Once you found the furniture you want, you may have to decide between picking it up locally and putting it together yourself, or having it delivered and put together for you. If you choose the latter, budget for it in your savings.

*Create it.* Once you have your furniture, arrange the furniture to your liking, but these things in mind: is everything accessible? Can I get to everything without having to move anything? In designing your office, every piece of equipment should have a place for itself: computer, printer, LCD monitor, shredder, filing cabinet for papers, laptop, etc. Don't crowd an area, and experiment with placement.

*A modem* should be placed either on your desk or on a shelf with wire storage. *Routers* should be placed up high if possible to expand wireless coverage inside the home. If you have a gateway (a modem, router and switch all in one) place this either on your desk or on a shelf. Remember to let all your equipment have breathing room. Heat is your computer's worst enemy.

*Leave aesthetic items for last.* Plants, pictures and other items are for decorative purposes and can enhance an office environment, but only if it is well thought out. Even aesthetic items should be carefully chosen to ensure functionality as well.

*Have fun.* Designing an office can be exciting and adventuresome, and don't be afraid to experiment. Nowadays, a home office is essential for users and can be of great benefit for years to come!

## UNIT 7

### Protected by PDF Anti-Copy Free SPEAKING OVER THE PHONE

(Upgrade to Pro Version to Remove the Watermark)

I. Learn and get ready to use this vocabulary:

1.To book a call Constant; 2. To buzz; 3.General/ local call; 4. Long distance / trunk call; 5.Personal call; 6.To answer the call; 7.To make a call 8.To give somebody a call / to give somebody a call; 9.To call smb / to call back; 10.To dial the wrong number 11.Engaged / busy; 12. Extension; 13. Free / clear ; 14.To get smb over the telephone; 15. To get in touch with smb; 16. To get through / to put through / to connect; 17. Go ahead; 18. Speaking ; 19.To hang up / put down the receiver ; 20.To pick up / to take up / to lift the receiver; 21 To hold on /hang up; 22. To cut off ; 23.Dial / key pad; 24.To keep on the line; 25 To be engaged on another line; 26. To reach / to get at / to access; 27. Switchboard; 28. Answering machine; 29. Voicemail; 30. Loudspeaker; 31. Telephone booth / box; 32. Tel. directory; 33. To phone around; 34. Incoming calls; 35. Outgoing calls; 36. Text messages / creat inbox – outbox; 37. Picture messages; 38. Phone book / search / new entry / speed dial; 39. Mobile phone / cellphone; 40. Missed calls;

1. замовити розмову; 2. довгий, короткий гудок; 3. загальний виклик, місцевий виклик; 4. міжміська розмова; 5. особистий дзвінок; 6. відповісти на дзвінок; 7. зателефонувати комусь; 8. зателефонувати комусь; 9. подзвонити, відзвонити; 10. набрати невірний номер; 11. зайнята лінія; 12. внутрішній номер; 13. вільна лінія; 14. зв'язатися з кимось; 15. бути на зв'язку; 16. з'єднати; 17. говорять; 18. слухаю; 19. повісити слухавку; 20. підняти слухавку; 21. побути на лінії; 22. роз'єднати; 23. циферблат / клавішний циферблат; 24. почекати на лінії; 25. говорити по іншій лінії; 26. додзвонитися; 27. комутатор (локальна маленька телефонна станція); 28. автовідповідач; 29. голосова пошта; 30. гучномовець; 31. телефонна кабінка; 32. довідник; 33. обдзвонити; 34. вхідні; 35. вихідні; 36. повідомлення; 37. ммс повідомлення; 38. телефонна книжка; 39. мобільний телефон; 40. пропущені виклики.

II. Using the following phrases try to make up dialogues:

Good morning, can I speak to Mr. Brown, please; Hello! Am I speaking to Halliborton Company? Is this...?; May I speak to ...?; Is Mr. Brown available?; May I help you?; Can I be of assistance?; May I ask who is calling? / Who is on the line?; I'll find out if he is available?; Could you put me through to Mr. Brown?; Can you connect me with the personnel department?; Please hold the line for a moment, I'll put you through; The line is engaged; Could you please tell him to call back this afternoon; May I take your name and number and get someone to call you back?; In my office you can reach me on ... / my number at work is ...; My home / private number is...; My extension is (мій прямий номер) ...; The area code is ...; Could



you give me a message?; May I take a message?; I'm ringing to enquire about / I'm calling regarding; Is there any chance to?

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III. Train how (Upgrade to Pro Version to Remove the Watermark) when a person you need isn't available at home:

### Leaving a Message



Follow the out line to make sure the person who should receive your message has all the necessary information.

1. INTRODUCTION – hello. This is Ken (My name is Ken Brown);
2. TIME, DAY AND REASON – it's ten in the morning I'm calling (phoning, ringing) to find out if / to see if / to let you know that / to tell you that ...;
3. MAKE A REQUEST – Could you call me back? / Would you mind?;
4. LEAVE YOUR TELEPHONE NUMBER – My number is... / You can reach me at ... / Call me at ...;
5. FINISH – Thank you a lot, bye / I'll talk you later bye.

Telephone: (Ring... Ring...Ring) Hello, this is Tom. I'm afraid I'm not in at the moment. Please? Leave a message after the beep... (Beep)

Ken: Hello, this is Ken. It's about noon and I'm calling to see if you would like to go to the Mets game on Monday. Could you call me back? You can reach me at 345-786 until five this morning. I'll talk to you later, bye.

IV. Read and translate the following information. Try to sum up in some sentences the most important tips you've obtained from the text:

*The phone is a very useful business tool for immediate communication. But making a phone call is not always easy – especially if you don't know the person on the other end of the line very well.*

How comfortable are you speaking English on the phone? Remember that sounding polite and helpful doesn't just depend on the words you use, but the way you say them and also if you are talking to someone face-to face on your body language. Basic business phone language, very much like small talk, consists of constantly repeated expressions with little variations.

V. Complete the questionnaire below using the correct form of the following verbs:

- a. have, b. lose, c. shout, d. wish, e. keep, f. try, h. want, i. sound, j. understand

**Be honest: Can you remember a time when you...**

1. totally ... what someone said on the phone?
2. really ... rude and unhelpful because you were busy?
3. Constantly ... ask the other person to repeat what they said?
4. just ... putting off a call because you did not want to speak English?
5. Actually ... at anyone on the phone?
6. completely ... track of the conversation?
7. just ... you could talk to the other person face to face?
8. even ... pretending you were out to avoid taking a call?
9. Really ... to kill the person on the other end of the phone?

*VI. Make a list of all the things that annoy you when you telephone an organization. Underline the sentences which mean you get annoyed when you phone:*

The telephone is being used more and more as a way of communicating. It's cheaper than face-to-face meetings, more convenient and saves time. Sometimes the only contact the customer has with your place of work is the telephone and their first impression is very important. As far as that caller is concerned your voice is the voice of a company or organization.

**You probably get annoyed when:**

- no one answers the telephone.
- you're not greeted and you don't know if you've got the right number.
- no-one tells you that you're being transferred and the telephone goes dead.
- the other person just answers 'yes' or 'no' and doesn't give enough information.
- the other person doesn't listen properly.
- the other person talks too much.

*VII. Read, translate the text and answer the question after the text to be able to decide if you are the person who prefers to make calls or the person who rather receives them:*

You probably thought of other things too! It makes you realize that using the telephone isn't as easy as you think. When you deal with someone face-to-face you can get lots of information from their body language, facial expressions and gestures as well as hearing what they say and how they say it. On the telephone you might jump to the wrong conclusion! When you answer the telephone at work, there are some specific standards to aim for:

**SELF-CHECK**

**Answering the telephone at work**

Do you...

- I answer the telephone promptly — within three rings if possible?
- smile as you pick up the receiver? This makes your voice sound friendlier!

Speak slowly and clearly?

- warn callers first if you need to put the telephone down or transfer them to someone else?
- finish the conversation by going over exactly what you are going to do as a result of the conversation?
- try to be helpful and volunteer information?
- make notes and read back the points so that you have a record of the call and the caller knows that you're listening?
- ask open questions to find out what the caller wants?
- give your name in case the caller needs to speak to you again?

VIII. Read the following items and make up dialogues based on them:

- plan the call first.
- smile and introduce yourself (and your company if you are at work).
- say why you are ringing.
- agree any action.
- finish the call politely.

IX. Read the following words and match them to their meanings:

a. webcam; b. public telephone/payphone; c. extension; d. cordless phone, cordless; e. mobile phone, mobile (BrE) cellphone, cellular phone, cellular (AmE); f. WAP phone: WAP - wireless application protocol; h. videophone; i. pager;

1. A phone that can be taken with you and used anywhere.
2. A mobile phone with access to the Internet.
3. Phone in a public place operated with money, a credit card.
4. An extension not connected by a wire, so you can use it around the house or in the garden.
5. One of a number of phones on the same line, in a home or office.
6. Allows you to receive written messages.
7. A camera attached to a computer and phone line, so two people talking on the phone can see each other.
8. A special phone with a screen so you can see the other person.

**Note:** Webcams and videophones enable videoconferencing: holding a meeting with people in different locations.

Now determine which equipment from the list above each of these people would use:

1. A lawyer who needs to stay in contact in court, but can't have a ringing phone.
2. A building contractor who works in different places.
3. Someone who wants to stay in touch whilst they are in the garden.
4. A company manager who wants to discuss something with managers in different offices at the same time.

5. A computer enthusiast who wants to see the person she is talking to.
6. Someone who is out but doesn't have a mobile.

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X. Read the following telephone calls and match them to their description:

a. dial, b. phoning scenario, c. switchboard, d. direct line, e. keypad, f. dialing, g. engaged tone (BrE)/busy tone (AmE), h. wrong number, j. cut off, k. voicemail l. hang up, m. get through, n. extension operator, p. put through, q. transfer



- 1) ... You want to phone someone in a company. You pick up the phone. You hear the 2) ... tone and 3) ... the number on the 4) ... You don't know the person's 5) ... number, so you dial the number of the company's 6) ... One of these things happens:
  - a. The number rings but no one answers.
  - b. You hear the 7) ... because the other person is already talking on the phone. You 8) ... and try again later.
  - c. You 9) ..., but not to the number you wanted. The person who answers says you've got the 10) ...
  - d. The 11) ... answers. You ask for the 12) ... of the person you want to speak to.
- e. You are 13) ... to the wrong extension. The person offers to 14) ... you to the right extension, but you are 15) ... - the call ends.
- f. The person you want to speak to is not at their desk and you leave a message on their 16) ... You ask them to call you back or to return your call.

XI. Read four telephone calls and match them to their description:

- Call 1 – ... a The caller is kept waiting.  
 Call 2 – ... b A business contact calls to ask a favour.  
 Call 3 – ... c A sales executive calls with a quote.  
 Call 4 – ... d There is a communication breakdown.

### Call 1

A: Allo!

B: Oh, hello. Do you speak English?

A: Er, ... yes, a little. Can I help you?

B: This is Anne Cook from *What Car?* magazine.

A: I'm sorry?

B: Anne Cook. What Car?

A: What car?

B: Yes, that's right.

A: You want a car?

B: No, no, sorry. I work for What Car? I'm a journalist. Er, can you put me through to Yves Dupont?

A: I'm afraid I don't understand. Can you speak more slowly, please?

B: Yes, I'd like to speak to Yves Dupont, if he's available.  
A: Ah ... One moment, please. I'll get someone who speaks better English.  
B: Thank you!

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### Call 2

A: Hola  
B: Hello. Is that Joaquin Fuente  
A: Er .. Yes, speaking.  
B: Joaquin. It's Geoff White.



A: Geoff White?  
B: NetWorth Systems? We spoke last week.  
A: Oh, yes. I'm sorry. Geoff, of course.  
B: Er, yes. Anyway, I'm calling about those prices you wanted, ...  
A: Oh, yes ... Listen, Geoff, I'm afraid I can't talk right now. I'm in a meeting.  
B: Oh, I see.  
A: Yeah. Can I call you back — say, in an hour?  
B: Erm, yeah, sure ... No problem.  
A: OK, I'll speak to you later... Or better still, could you e-mail me the figures?  
B: Erm, yeah, yeah, sure.  
A: Thanks a lot.  
B: I'll do that right away.  
A: Great. Thanks for calling.  
B: Yeah, bye.  
A: Bye.

### Call 3

C: Jim, can you get that?  
A: Uh? Oh, OK. Yeah?  
B: Hello? Is that Western Securities?  
A: What can I do for you?  
B: This is Laura Como from Tricolor. I'd like to speak to Karl Lesonsky, please. It's about a pension fund.  
A: Just a minute. Anybody seen Karl?... He's not here.  
B: Do you know when he'll be back?  
A: No idea. He's usually in by now. Probably taken a long lunch.  
B: Oh, I see. Well, perhaps you can help. Who am I speaking to?  
A: Er, Jim Savage. But, er, ... Oh, just a minute (puts her on hold)  
B: Oh, come on!  
A: Er, hello Ms. Como?  
B: Yes!  
A: Look, I don't normally deal with pensions. I think you'd better wait till Karl gets back.  
B: Well, when will that be?  
A: I really don't know.

B: Well, that's helpful.

A: OK. Look, give me ten minutes. I'll see if I can reach him on his cellphone.

B: No, don't bother. I'll call back later.

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#### Call 4

A: Jose Senna.

B: Ah, Mr Senna. Hello. I'm sorry I can't reach you. Your secretary gave me your mobile number,

A: Er, that's OK. ... Can I ask who's calling?

B: Oh, I'm sorry. This is Nigel Waters. We met at the Expo in San Paolo last year.

A: Oh, yes, Mr. Waters. How are you?

B: Fine, fine. You said if I was ever in Rio you'd introduce me to your boss? Remember?

A: Oh, ... Yes. Urn, so you're here in Rio?

B: That's right.

A: Erm, well, it's a bit difficult right now. I'm on my way to a meeting. But... er, leave it with me. I'll see what I can do.

B: Right.

A: Can you give me a contact number?

B: Oh, yes, I'm staying

A: Just a minute, where's my organizer?

B: Yes, I'm staying at the Mirador in Copacabana. It's 548 8950, er, room 314.

A: 3-1 -4. ... OK. I'll try to make the arrangements. Don't worry, I'll sort something out.

B; Great.

A: And, er ... Oh, the traffic's moving. Look, I'll get back to you tomorrow. OK?

B: I can't hear you very well.

A: No, the signal's breaking up. Speak to you tomorrow.

B: OK, fine. I'll wait to hear from you then. Bye

*XII. Read the calls again and answer the following questions:*

#### Call I

a. What's the misunderstanding?

b. How does the man receiving the call deal with the problem?

#### Call 2

a. How does the person receiving the call avoid another call?

b. Do you think he is really in a meeting?

#### Call 3

a. How would you describe the telephone manner of the person receiving the call?

b. What is the caller calling about?

#### Call 4

a. Where did the speakers meet?

b. What does the caller want?

## UNIT 8

**Protected by PDF Anti-Copy Free**  
**BUSINESS MEETING.**

**(Upgrade to Pro Version to Remove the Watermark)**

### CONDUCTING A CONFERENCE

*I. Read and translate the text:*



**Here's a simple meeting process follow:**

*I.* The meeting begins after the Chairperson declares the meeting opened.

Note that you always need a minimum number of members present before you can start a meeting. This is the quorum, and it's usually set out in the group's constitution.

The meeting is unable to begin until the Chairperson declares a quorum to allow debates to be conducted and decisions to be voted upon. If a quorum cannot be declared within 30 minutes of the meeting's designated starting time, the meeting should be called again for a similar time and place a week later. If no more members attend the reconvened meeting, the Chairperson may be allowed by the standing orders to conduct the business with those who arrived.

If a Chairperson has not taken the chair 15 minutes after the meeting was due to begin, the meeting should elect another Chairperson from among the members present to act temporarily.

*II.* If you need to communicate with distant staff, colleagues or clients, you need an easy, cost-effective way to organise and attend online meetings, don't you? Now there's a new technology that lets you enable co-workers, customers and prospects to view any application running on your PC in real time.


So it's easy to conduct on-the-fly or scheduled presentations with a prospective customer, perform live demonstrations in real time, collaborate on documents with your colleagues and provide training to customers and employees.


*III.* The first item of business is to list those unable to attend.

The Chairperson states the names of those members who formally notified that they were unable to attend the meeting.

*IV.* The secretary will read the minutes of the previous meeting (or members will have been given the minutes to read when they received the agenda).

The Chairperson moves that the minutes of the previous meeting be accepted or adopted.

The Chairperson tables the minutes of the previous meeting making them open as a topic of discussion. At this point the Chairperson will ask members to adopt the minutes. If the members do not agree that the draft minutes are accurate, changes may be suggested. 

The Chairperson should then ask the meeting to vote on those corrections. If there are only a few minor corrections the Chairperson may ask the members to accept the minutes with the corrections. If a vote to adopt the minutes can then go ahead on that basis. 

Once the Minutes have been adopted, the Chairperson should sign every page of the minutes and hand them to the meeting secretary for filing.

Letters that have been sent to the meeting are tabled and debated, if the meeting wishes to do so.

Any letters, emails etc, which have been received by the committee, are discussed here. The Chairperson should summarise correspondence which covers similar issues, or express similar opinions and discuss them as a single issue.

The Chairperson presents a piece of correspondence to the meeting by putting a motion that the meeting "receive the correspondence." This is an acknowledgment by the meeting that the correspondence has been formally received and that it may now be discussed and acted upon, if necessary.

V. Reports written for the meeting are tabled and debated, if the meeting wishes to do so.

Reports and submissions that have been written for the meeting or include information relevant to the work of the meeting are tabled and discussed.

A motion is required to be put that a report be received. This means that the report exists, as far as the meeting is concerned, and a discussion or debate may now take place on the contents, interpretation and recommendations of the report.

VI. Items listed on the agenda are debated. The debate usually begins with the Chairperson calling on someone to move a motion.

General business items are announced singly by the Chairperson, and a discussion or debate follows each one.

Motions that suggest methods of resolving issues are put forward and to a vote. Once the motions receive a simple majority, or a majority as defined in the standing orders, they become resolutions. Sometimes amendments to a motion are put forward. Only after the amendments are debated and voted upon can the revised substantive motion be brought to the vote.



VII. When all items on the agenda have been debated, the Chairperson may call for items not listed in General Business.

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It is at this point that the Chairperson may raise issues that may feel are important. These include any items which were not listed on the agenda.

No extremely important or complex issues should be raised unannounced during this part of the meeting. If an urgent matter must be dealt with by the meeting, the Chairperson should be informed before the meeting begins. A revised agenda can then be drawn up in the time that remains before the meeting is due to begin.

If the Chairperson feels that any of the issues brought up for discussion are too complex or troublesome, he may call for another meeting to discuss the issue or alternatively, put it on the agenda for the next scheduled meeting.

VIII. Once all the issues have been put forward and discussed, the Chairperson advises members of the date and time of the next meeting. The meeting is now officially closed.

*II. Match the names of subtitles with the passages from I to VIII:*


- a. minutes of the previous meeting; b. reports; c. opening the meeting; d. close the meeting; e. online meeting; f. any other business; g. apologies; h. correspondence

*III. Decide if the following statements are true or false:*

1. The Secretary declares the meeting opened;
2. A quorum is number of meeting participants needed to begin a meeting;
3. The meeting should elect another Chairperson, if a Chairperson has not taken the chair 25 minutes after the meeting was due to begin;
4. The list those unable to attend is pronounced at the end of the meeting;
5. On-line meeting is a meeting when you connect through the telephone with your colleagues from the other towns to hold a meeting;
6. The chairperson will read the minutes of the previous meeting;
7. If the members do not agree that the draft minutes are accurate, changes may be suggested and the Chairperson should then ask the meeting to vote on those corrections;
8. Once the Minutes have been adopted, the Chairperson should sign the last page of the minutes;
9. Motions that suggest methods of resolving issues are put forward and to a vote;
10. If the Chairperson feels that any of the issues brought up for discussion are not important, he may call for another meeting to discuss the issue.

IV. Match active vocabulary in English with its Ukrainian equivalences:

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1. пересвідчуватися		a. to ensure
2. відмовлятися		b. glitch
3. відкладати		c. to ascertain
4. той, хто запізнився		d. to abandon
5. збій		e. quorum
6. зачитувати вголос		f. to postpone
7. забезпечувати		g. latecomer
8. дурниця		h. folly
9. реєстр		i. minority
10. засновувати		j. roll
11. меншість		k. to constitute
12. кворум		l. read out

V. Learn useful vocabulary which enables you to conduct freely a business meeting:

1.chairperson declares the meeting opened; 2.quorum; 3.should be called again; 4.to elect another Chairperson; 5.to act temporarily; 6.to organise and attend online meetings; 7.to list those unable to attend; 8.members who formally notified; 9.the minutes of the previous meeting accepted or adopted; 10.to move a topic of discussion; 11.draft minutes; 12.should sign every page of the minutes; 13.information relevant to the work of the meeting; 14.items listed on the agenda are debated; 15.motions are put forward to a vote; 16.the amendments are debated and voted upon; 17.to move a motion; 18.to take the floor; 19.the meeting is now officially closed.

1.голова зборів оголошує, що збори відкриті; 2.кворум; 3.слід скликати ще раз; 4.обирати іншого головуючого; 5.діяти тимчасово; 6.організувати та відвідувати онлайн збори; 7.оголосити список тих, хто не зміг прийти; 8.учасники, які офіційно повідомили; 9.протоколи попередніх зборів були прийняті та затверджені; 10.висувати тему для дискусій; 11.чорнові протоколи; 12.слід підписати кожну сторінку протоколу; 13.необхідна інформація для зборів; 14.питання, перечислені в порядку денному

обговорюються; 15.висувати пропозиції для голосування; 16.поправки обговорені та за них, проголосовано; 17.висунути пропозицію; 18.взяти слово; 19.збори офіційно закриті.

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VI. *Read and translate the following list of recommendations and add some more:*

### **Keep the Meeting Focused and on Track**

1. Get information and data from participants before the meeting. Ensure all people are heard.
2. Let the people carry the content, you guide the process.
3. Acknowledge and reinforce constructive contributions.
4. Use the agenda to stay on track.
5. Vary the pace: speed up, slow down, take breaks.
6. Keep the group aware of where they are in the process.
7. Periodically summarize key points and ask for agreement.
8. Help the group reach consensus and reach conclusions.

VII. *Read and translate the text. Then insert the words and expressions from below the text:*

### **Tips on How to Conduct a Successful Meeting**

Proper preparations by the chair and members before the meeting will ensure that the meeting progresses without a glitch. The following measures will help to make a meeting successful:

At the exact time 1)... in the agenda, the chair should call the meeting to order.

Next the quorum should be ascertained. Usually a quorum consists of a 2)... (more than half the members of the organization). In large organizations, a smaller 3)..., like one third may be set by the constitution so that meetings are not abandoned for want of 4)... quorum.

If there are insufficient members for a quorum to constitute, the 5)... should postpone the meeting for a certain 6)..., say, 10 minutes, till there is enough quorum. This should be included in the minutes and mentioned during the 7)... of the meeting so that latecomers realize their folly. The quorum 8)... is insisted upon to avoid important decisions being taken by an unrepresentative 9)...

Once the quorum is ascertained, after roll call, the chair will read out the agenda and have it approved by the meeting. The meeting will then proceed according to 10)...

a)sufficient; b)chair; c)mentioned; d)time; e)majority; f)quorum; g)requirement; h)start; i) agenda; j)minority

### VIII. Read, translate and role-play the dialogue:

#### Speaking at a Meeting: Dos and Don'ts

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- You know, I am a new person in a company's stuff and today we are going to have a meeting. I've read a lot of useful general information about meetings though I have no experience how to behave during such official events;
- The fact is that speaking is not in order until the chair indicates when to start. Once recognized, the speaker should address the chair and give his name and state whom (which committee/group etc) he represents;
- And what going on next, I wonder?;
- Once a report is presented, it is followed by a motion or call for action. After the statement of the motion, the person who presented the report gets the first chance to talk;
- If I am not mistaken when the chair rises or uses the gong, all talks should stop;
- Yes, right you are! And you should remember that permission to speak is obtained by raising hand. Member who first raises his hand should be recognized and given the opportunity to talk first by the chair;
- I've read that except in a few instances of the privileged motions and motions like points of order and point of information, it is not courteous to stand or speak while another member has the floor. The member who does so should not be allowed to speak next;
- When more than one member properly requests to speak during a debate, certain rules are applied: the member who had presented the motion should be given preference over the others even if late to rise so that he can clarify the points raised by the members. No one should be given a second chance until everyone has had their chances to speak. An intelligent chair can also alternate speakers from all sides so that various viewpoints are appreciated.
- Thanks for your advice how to behave in a proper way, because each meeting has a specific purpose geared towards certain goals. To obtain desired results require effort on the part of the chairman and participating members.

### IX. Translate into English:

1. Нам необхідний кворум із семи чоловік. 2. В минулому він очолював комісію з атомної енергетики. 3. За нашими оцінками 20% урожаю втрачено. 4. Повне роз'яснення процедури міститься у додатку 3. 5. Європейські лідери були присутні на зустрічі з приводу забруднення повітря. 6. Давайте перейдемо до останнього пункту порядку денного. 7. Ми очікуємо на повний звіт після вашого повернення із Греції. 8. Дві сторони обговорили збільшення податків. 9. Ми запросили міністра внутрішніх справ на програму. 10. Я зробив декілька поправок до сценарію.

X. *Read the text and ask as many questions to it as you can (up to 15):*

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### **Top 7 Steps on How to Conduct Effective Meetings**

Before you call your next meeting the **FIRST** step is to decide if it is really essential. To determine that, ask the following:



- Is this meeting essential? - Can we do without it? - Can we accomplish the task without a meeting? - Can it wait another week? - Can we get things done with few meetings?

Then, if you have decided a meeting is the best way to accomplish your objective, the following tips can help you conduct more effective meetings:

1. Start and end meetings on time. Make sure everyone knows what time you are to start and to end. If you have an ending time, you will find your time is more productive in the time allotted.
2. Have an open agenda on the chalkboard or flip chart. Participants can add an item before the meeting. However, they must be prepared to lead the discussion if they put an item on the agenda.
3. If an item isn't on the open agenda, reschedule it for discussion at a later time.
4. Give each item on the agenda a time limit. If action or discussion cannot be completed during the allotted time, it must be delayed until the end of the meeting.
5. After all agenda items have been discussed, address the delayed items and estimate how long it will take to discuss them. Decide if the item can be discussed today or needs further action before a decision can be made.
6. Any delayed item should be the first item on the next open agenda.
7. Identify who is responsible for which action.
8. A meeting becomes successful when its objectives are met at the conclusion. Learning how to conduct a successful meeting is of paramount importance for any organization.
9. The characteristics of a successful meeting are: starting and finishing on time, transaction of all businesses in the agenda in a satisfactory manner.

*XI. Taking into account the sample given below as how to conduct a meeting, organize your own meeting:*

## Conducting a meeting (sample)

**Foreword:** Good morning everyone. Today we will have a team meeting. The theme of **Protected by PDF Anti-Copy Free** (Upgraded Version to Interesting) is to review an importance of International Organisations and of course the role of Ukraine in the world community. Our aim today is to understand the importance of each international organisation and their role in the modern world. We will hear a short report on each point. There will be five minutes for each item, otherwise we will never get through. Let's make sure we will finish by 10 a.m.

### Agenda:

- 1) So, the first item on the agenda is **European Union**. We have a group which is responsible for it. So let's start with... I think the first item is completed.
- 2) The next item on today's agenda is European Parliament *student 1 and student 2* are to review the main ideas of it. Let's start with ...
- 3) Let's move onto the next item **Security Counsel**. *Student 3*, would you like to kick off? If nobody has anything else to add, let's continue.
- 4) I'd like to hand over to *student 4 and student 5*, who are going to lead the next point – **UNESCO**.
- 5) Why don't we move on to **NATO**? The word is given to the next *group of students*. Shall we leave that item?
- 6) Now we come to the question of **United Nations**. *Student 6* can take the floor.
- 7) Next, *students 7 and 8* are going to take us through **Commonwealth of Independent States**.
- 8) Before we close today's meeting, let's listen to *the other group*. They will discuss the role of **Ukraine in the world community**.

If there are no other comments, I'd like to wrap this meeting up and summarize what we've done today.

**Conclusion:** undoubtedly the role of Ukraine in the world community isn't the last, especially in Europe. Ukraine occupies very advantageous geopolitical position, it is a kind of transit bridge between the countries of European Union and Russia. It gives Ukraine the importance and particularity. Thus Ukraine should stubbornly realize her foreign policy priorities and occupy the important place in the world.

## UNIT 9

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BUSINESS TRIP

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I. Read, translate and try to summarize the following texts and render the general idea of each passage in 2-3 sentences:



At the Airport

I. At the Airport TV cameras monitoring system keeps visual tabs on entire terminal. A traveler *going abroad* (1) *has to go through the customs* (2). Customs officer *checks your passport and visa* (3); sometimes *a health certificate is needed* (4). If you have much currency, you are *to fill in a declaration form* (5). For *carrying weapons* (6) you need a permit.

II. All passengers *pass through metal detectors* (7). Two pieces of checked baggage are permitted *free of charge* (8) if their size and weight are 62 inches or 23 kg. *Carry-on baggage* (9) must fit under the seat. The carry-on policy is one bag and one personal item such as a purse, a briefcase or a laptop computer. No knives of any size, cutting instruments of neither any kind, nor other sharp or dangerous subjects are permitted in carry-on baggage. The customs officer may ask to see your luggage.

III. All the employees of the Airport do their best to provide a high quality service to all its customers. An Airport offers a wide range of services (bars, restaurants, Duty Free Shop, banks, post-offices, travel agencies, information desks, hotels, car parks and rent a car). There are a lot of shops there where a wide range of premium goods can be found. Additionally the Duty Free Zone offers perfumes and other cosmetics, alcohol, cigarettes and sweets.

IV. Large International Airports have a lot of terminals, for instance, John F. Kennedy International Airport has 9 terminals and three parking garages and is served by a special train to carry passengers to the terminal needed and *each terminal has several gates* (10). So if you are at the Airport for the first time you may really get into a trouble. If you cannot find your pass way to the plane then address the Airport's employees for help and if you don't speak English prepare previously for yourself a note asking for help.

V. So whether you need to travel for business or a vocation, you can get to both holiday destinations and important business centers. If you travel Business Class you'll enjoy more comfort on long flights, you'll relax in a sleeper seat with built-in massage function and enjoy culinary delights of highflying top. Good luck in your flights!

II. Make up your own sentences with the following words and phrases:

1. To go abroad – їхати закордон;
2. To go through the customs – пройти митницю,  
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3. To check passport and visa – перевірити паспорт і візу;
4. A health certificate is needed – медична довідка про здоров'я;
5. To fill in a declaration form – заповнити декларацію;
6. To carry weapons – перевозити зброєю;
7. To pass through metal detector – проходити через металодетектор;
8. Free of charge – безкоштовно;
9. Carry-on baggage – перевізний багаж;
10. Each terminal has several gates – кожен термінал має свій вихід.

*III. Complete the sentences matching their two parts:*

1. Good luck	a. perfumes and other cosmetics, alcohol, cigarettes and sweets.
2. Large International Airports have	b. you may really get into a trouble.
3. Additionally the Duty Free Zone offers	c. are permitted free of charge.
4. An Airport offers	d. in your flights!
5. The customs officer may ask you	e. have to go through the customs.
6. The carry-on policy is	f. a wide range of services.
7. Two pieces of checked baggage	g. a lot of terminals.
8. If you have much currency,	h. one bag and one personal item such as a purse, a briefcase or a laptop computer.
9. A traveler going abroad	i. you are to fill in a declaration form.
10. So if you are at the Airport for the first time,	j. to show your luggage.

*VI. Match choices (A-E) to (I-V) to the text above:*

- A. Finding a proper terminal;
- B. A wide range of services;
- C. Business class is the best flight;
- D. Carry-on luggage;



E. Customs' checking.

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V. Take into account the sample of e-ticket and describe the travelling through the ocean:

Your Travel Rutun Docu PDF

**Lviv - Denver January 02, 2014**


Departs: Thursday January 02, 2014  
**Lviv** Snilow **Vienna** Vienna Intl

**04:00** Thursday **04:35** Thursday

 **OS382** Austrian Airlines **1h 35m**


**Change planes** **17h 50m**

**Vienna** Vienna Intl **Washington** Dulles Intl **10:25** Friday **02:35** Friday

 **OS93** Austrian Airlines **10h 10m**

**Change planes** **2h 25m**

**Washington** Dulles Intl **Denver** Denver Intl **05:00** Friday **06:55** Friday


 **UA1567** United Airlines **3h 55m**

Total flight time 35h 55m Arrives: Friday January 03, 2014

**The flight may contain an overnight layover.**


### RETURN Denver - Lviv January 25, 2014

Departs: Saturday January 25, 2014  
**Denver** Denver Intl **New York** Newark Liberty Intl **08:05** Saturday **01:47** Saturday

 **UA1105** United Airlines **3h 42m**


**Change planes** **4h 13m**

**New York** John F Kennedy **Vienna** Vienna Intl **06:00** Saturday **08:40** Sunday

 **OS88** Austrian Airlines **8h 40m**

**Change planes** **4h 15m**

**Vienna** Vienna Intl **Lviv** Snilow **12:55** Sunday **03:15** Sunday

 **OS381** Austrian Airlines **1h 20m**

Total flight time 22h 10m Arrives: Sunday January 26, 2014

VI. While travelling by plane keep in mind the following useful information:

### **Passanger Safety**

Please remember of longer check-in time (about 3hrs in case of flights to the USA and Canada and about 2hrs - other flights); unless necessary please arrive to the airport without accompanying person; please note car parking restrictions in particular nearby the Terminal; please safe your travel documents; in emergency all instructions given by security of airport personnel must be obeyed.

### **Articles prohibited on board**

Passenger are required to remove the following articles prohibited on board an aircraft from their cabin baggage or personal belongings: knives, lockable or flick knives, axes of any type, side-arms of any type, clubs, tools, razors, scissors, files, corkscrews, tweezers, mountain sticks, sticks with axe-like handles, or their models, etc. Please read the safety instructions on your ticket and information boards carefully; during security control and prior to check-in passengers are requested to place the articles prohibited on board in passenger cabin in their check-in baggage.

### **Baggage Safety**

Passengers are responsible for content of their baggage; it is suggested that lockable suitcases/bags with padlocks, code locks, key locks, etc. be used; passenger shall not accept for carriage any items from other people (parcels, gifts, envelopes, etc.); baggage must not be left unattended.

### **Dangerous articles**

For safety reasons, dangerous articles, such as those listed below, must not be carried in passengers baggage: compressed gasses, corrosives, explosives, weapons, handguns, ammunition, crackers, flares, fireworks of any kind, liquid or solid flammable materials, radioactive materials, briefcases of any type with installed alarm devices, oxidizing materials, chemical or biological toxic substances, other dangerous articles specified in respective carriers regulations.

Medicines or cosmetics that may be required during the journey are permitted in reasonable quantities.

### **Electronic Devices**

For safety reasons the following electronic devices which transmit radio-frequency signals may not be used on board: mobile telephones, pagers, radio transmitters/receivers, control transmitters (such as transmitters for electrical remote controlled toys). Power systems of devices carried on board must be switched off all the time. Computers, electronic games, tape recorders, CD-players, video cameras, etc. may be used on board according to crew announcements.

V. Read the text below. Match paragraphs (I-VIII) to (a-e). There are two choices you don't need to use. Write your answers on the separate answer sheet. An example (O) has been done for you:

Have you flown lately? From buying tickets to boarding a plane, it's a new world out there. Increased security, fewer flights, earlier check-ins, luggage limitations:

even if you're not a fearful flyer, getting from point A to point B still can be stressful. Here's what I did to make a recent trip easier. Consider taking some of these steps the next time you fly:

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*I.* Unless you have a complicated journey, where you require the help of a human travel agent, it couldn't be easier to book a flight yourself online at a major Web travel agent (Travelocity, Orbitz, Expedia, etc.). Have questions or prefer to book offline? These sites also offer 800-numbered phone lines. If you need to save money on a flight and have a flexible schedule, also check out online discounters (Hotwire, Priceline).

*II.* Depending where you purchase your tickets, you'll be shown a schematic of the interior of the plane with available seats indicated. Click on the one you want, and its location is recorded. That way, you won't arrive at the gate without a seat assignment and end up in the middle seat. Avoid the middle seat by buying your ticket early and selecting your seat location online.

*III.* It's really not a ticket in the old-fashioned sense; it's simply a pass code with letters and numbers that you present (either to a check-in machine or a human) at the airport to receive your boarding pass. I bought my e-ticket from Expedia. If I'd wanted a paper ticket, I could have had it mailed for an additional \$14.95.

*IV.* Since I was flying on Northwest Airlines — the first airline to offer this option — I went to the Self-Service Check-In page on the airline's site, keyed in my e-ticket pass code, and printed my boarding pass from my home computer 30 hours before take-off time. The boarding pass bears the traveller's name, flight information, and a bar code the flight attendant scans at the gate. Since I had no check-in luggage, having the boarding pass ahead of time spared me from waiting in a check-in line or at the gate to acquire one.

Bringing a downloaded boarding pass to the airport can spare you from having to wait in the check-in line.

*V.* One of the stressors of flying — especially when you must change planes — is worrying whether your luggage will arrive the same time you do. If it's a short trip, prepare down to the bare essentials and just take a wheeled carry-on that meets your airline's size requirement. In most locations, you can buy what you need when you arrive. If you must bring more stuff along, consider sending it ahead via FedEx. It won't save you money, but it will give you peace of mind — and free you from dragging that suitcase everywhere.

*VI.* Parking at an airport can be expensive. And asking someone else to drive you there can be inconvenient. In many cities, mass transit is non-existent or impractical for someone with a suitcase. Although I could have taken a taxi on the street where I live, I instead arranged for a private car the day before. The driver arrived a few minutes early in a perfect black sedan, and helped me with my luggage. I was able to put the \$50 charge (which included fee and tip) on my credit card, helpful for record-keeping.

*VII.* That means to come to the airport well before your flight departs. For my domestic flight, 75 minutes was recommended. If you're departing from a large airport, add 15 minutes to that. It's usually longer if your flight goes overseas.

VIII. With a few first-class exceptions, airline food always has been notoriously bad. It still is. Now there's less of it. Fewer and fewer airlines are offering snacks on shorter flights. That means you may get a free beverage and a small granola bar — or just a drink. If your flight becomes delayed and you haven't eaten, that makes for discomfort. Consequently, airport vendors, from Starbucks to Burger King, are doing tremendous airport business. So many a fact, those lines can be long and passengers risk missing a flight to acquire vending machine food which can be low in nutritional value. The solution: pack your own «care pack» before you leave home.

- a. Arrive at the Airport on Time
- b. Bring Something to Eat from Home.
- c. Take Carry-On Luggage — and Send the Rest Ahead.
- d. Select Your Seat Online.
- e. Hire a Car for Your Trip to the Airport.

VI. Read and translate the text. Match choices (A-E) to (I-V).

1)..... Ensure your pockets; briefcase and carryon bag do not contain prohibited articles. Even nail files and small scissors will be confiscated, and you may be subjected to a search. If you're flying with your boss or a colleague, they won't be impressed, nor will they be happy if you're fumbling to find your ticket or reservations record.

2)..... Ensure you have proper documentation, including your passport and visa. Your professional image will be tainted if you have to cancel a meeting or presentation because you were refused entry into a country. Furthermore, carry important business documents in your cabin baggage. If you're traveling to make a presentation or proposal, have backups of your material on a CD or floppy disk in your pocket.

3)..... Have some cash in your pocket for immediate needs like taxis or tips. Check in advance that your ATM card will work in whatever country you'll be in, as you may need a special PIN number. Carry two credit cards, in case certain stores or restaurants do not accept one.

4).....Pack your carryon bag with your shaving gear, clean clothes, in case your baggage is delayed. Attending an important meeting in old jeans because the airline lost your suitcase will reflect badly on you.

5)..... Ask any business traveler; those chosen for complimentary upgrades to business class are generally well-dressed. Your career may take a positive turn if the passenger seated next to you becomes an important business contact.

6).....Never talk business on your mobile phone in the airport terminal unless you can find a quiet, secluded spot. No one needs to hear your company's business.

7)..... If you carry some work to do on the plane, make sure it's nothing confidential. To pass time, people will invariably look over your shoulder, even from across the aisle. This is not the place to peruse a top-secret occupation.

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8)..... Business travel often means you only see the insides of airports, airplanes and hotels. Join colleagues for networking out, in order to build a more personal connection and commitment to yourself and your company. Calling a friend overseas could save you hours of research on a future project. Try to see some sights. At your next networking function, mention the monuments in Berlin in or the architecture in Vienna, and you'll be recognized as a successful businessman with global experience.

9)..... Transcribe your note while they're fresh. You'll look very professional when you print your report immediately upon returning to your office. During a long flight or jet—lagged sleepless night, make notes on new projects you could develop.

10)..... Reading a book in the terminal and onboard your flight will help you relax and arrive refreshed for your meeting or conference. Remember that people judge you by what you read. A book about business or leadership will boost your look and your knowledge. Pick up the latest Forbes, Fortune or The Wall Street journal.

A. Carry necessary documents with you. B. Pack appropriately. C. Carry cash. D. Carry a change of clothes. E. Dress for success. F. Shut *off* your cell phone. G. Maintain confidentiality. H. Make connections. I. Use your laptop. J. Bring a book.

*VII. Read, translate the text and remember the following information:*

### **Business Etiquette**

It is important to know that foreigners expect newcomers to adapt to their culture and mannerisms when visiting their country. Always bear in mind that a little preparatory research in the business etiquette of a foreign country can go a long way for a meeting that can seal the fate of our company.

*A short checklist of some dos and don'ts of business etiquette:*

#### **CHINA**

**Do:** Always address a person using his or her family name. For example, use Mr. Wong rather than Alfred Wong. For business purposes, it is tradition to call a Chinese person by his surname along with his title, such as “Director Wong” or “Chairman Lee”;

If possible, receive a business card with both hands. Take a quick look at the card before putting it your front shirt pocket; never in your back pocket, as this is seen as a sign of disrespect;

Begin meetings with small talk.

**Don't:** Don't try to become too friendly too fast. The Chinese culture frowns upon quick informality;

Don't be overbearing in your introductory matters. A simple nod or a slight bow and in some cases a soft handshake, are proper greeting tools.

## FRANCE

**Do:** Avoid calling your association a personal number for business related issues. If it can not be avoided, do so before 9:00pm;

For corporate letters or e-mail, use a very formal and business-like approach.

**Don't:** Use first names during a business meeting; Show up late for meetings; Bring up business at the start of a dinner/meeting.

## BELGIUM

**Do:** Greet someone with three kisses on the cheek, alternating from one cheek to the other.

**Don't:** Point your index finger at somebody; Place your hands in your pockets while talking to someone; yawn, sneeze, blow your nose, or scratch yourself in the presence of others.

## ITALY

**Do:** When greeting each other, you may kiss each other's cheeks and offer a long handshake.

**Don't:** Refuse repeats on your plate if they offer seconds.


## GERMANY

**Do:** Knock before opening a closed door.

**Don't:** Shake someone's hand while your other hand is in your pocket.

### VIII. Match active vocabulary in English with its Ukrainian equivalences:

1. небезпечні	a. excise duty
2. ув'язнені товари	b. deem
3. акцизний податок	c. warrants
4. звичайний річний дохід	d. apprehend
5. вважати	e. impeded
6. перешкоджати	f. hazardous

7. повноваження		g. taxes
8. схоплювати		h. restrict
9. податки		i. bonded
10. обмежувати		j. revenue

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IX. Read, translate and try to summarize the following texts and render the general idea of each passage in 2-3 sentences:

### CUSTOMS

Customs is an authority or agency in a country responsible for collecting and safeguarding customs duties and for controlling the flow of goods including animals, personal effects and hazardous items in and out of a country. Depending on local legislation and regulations, the import or export of some goods may be restricted or forbidden, and the customs agency enforces these rules. The customs agency may be different from the immigration authority, which monitors persons who leave or enter the country, checking for appropriate documentation, apprehending people wanted by international search warrants, and impeding the entry of others deemed dangerous to the country.

A customs duty is a tariff or tax on the import of or export of goods. In England, customs duties were traditionally part of the custom revenue of the king, and therefore did not need parliamentary consent, unlike excise duty, land tax, or other forms of taxes.

Commercial goods not yet cleared through customs are held in a customs area, often called a bonded store, until processed. All authorized ports are recognized customs area.

X. Choose the correct form:

1. Customs procedures for arriving passengers **at** many international ... (*airports/airport*) are separated into Red and Green Channels. 2. Passengers with goods to declare should ... (*to go/go*) through the Red Channel. 3. **Passengers** with nothing to declare can ... (*to go/go*) through the Green Channel. 4. Passengers going, through the Green Channel ... (*are/is*) only subject to spot checks and save time. 5. If a passenger going through the green Channel is ... (*find/found*) **to** have goods above the customs limits on them or carrying prohibited items, they may be prosecuted for making a false declaration to customs, by virtue (чесність) of having gone through the Green Channel. Canada and the United States ... (*does/do*) **not** operate a red and green channel system. 7. Airports within the EU also ... (*have/has*) **a** Blue Channel. 8. Travellers between EU countries do not ... (*have/has*) **to** pay customs duties. 9. VAT (Value-added tax) and Excise duties may be applicable if the goods are

subsequently (згодом) ... (*selled/sold*). 10. Luggage tickets for checked in luggage within the EU *(is/are)* green-edged so they may be identified.

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XI. Match active vocabulary in English with its Ukrainian equivalences:

1. пістолет	a. raptors
2. хижак	b. collide with
3. боєприпаси	c. cannons
4. зіткнутися з	d. imminent
5. радіолокація	e. radiolocation
6. зліт	f. eliminate
7. сутінки	g. take-offs
8. усувати	h. dusk
9. неминучий	i. collision
10. зіткнення, суперечка	j. ammunition

## WINGED AIRPORT SECURITY GUARDS

Planes colliding with in flight is a problem an airport authorities have spent many years trying to deal with effectively. The sharing of space by multi-ton winged machines and their feathered ancestors often leads to collisions. Unfortunately, despite the development of radiolocation technology no one has yet come up with a degree of early-warning system that would be able to signal to both parties that a collision between bird and plane was imminent. The cost of repairs to the air fleet after collisions, there are about 4,000 of them a year, runs into millions. Something as critical to safety as the need to ensure safe take-offs and landings led the airport to take a series of measures aimed at eliminating threats associated with mid-air collisions with birds. The methods are varied: small gas cannons are fired giving off sounds similar to those that raptors make, exploiting the hunting instincts of other birds.



XII. Read the second part of the text. Then insert the words and expressions from below the text:

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At Warsaw Frederic Chopin Airport the safety of airplane operations is ensured by some 1)..... - falcons, who are trained and maintained by Grzegorz Dzik, the only full-time falconer in Poland. Falconry first appeared at Warsaw airport in September 1993. The main reason why the airport's authorities called them in was a large collision with a bird that had taken place a month earlier. An airborne seagull found its way into an airplane 2)....., leading to an emergency landing. The costs of repairs in such cases are very high. An additional problem is the stress an 3)..... landing puts passengers under.

The work of the falconer at the airport was at first treated as an experiment. "I had no 4)....., no car, I was on my own", recalls the falconer. "I remember at the start of my work, just after I began to work in this new 5)....., there were days when by afternoon I had taken out of the storeroom and shot about 400 rounds of ammunition". After a while it turned out that the most effective method of fighting against winged 6) ..... are their kins, falcons. Their task is to scare other birds off the landing area. "I know all the parameters", says the falconer, "distances, wind directions, that are necessary for the bird to 7) ..... for example a seagull, but it is far better if the bird scares away the whole flock. When flown right, I mean the right conditions, these are complex technical matters, the situation on the airport is under control for about 4 hours", he adds. The falconer's usual work day begins at dawn. In the summer his shift starts as early as 5 a.m. and lasts 8) ..... dusk.

**a) staff; b) environment; c) intruders; d) winged friends; e) hunt; f) engine; g) emergency; h) until.**

## UNIT 10

### Protected by PDF Anti-Copy Free BASIC FORM OF OWNERSHIP

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I. Fill in the blanks below with a suitable word combination:

1. The collection box at the entrance of the British Museum is usually full of coins and ...
2. There is ... in prestigious kinds of sports, such as golf and tennis for the top players.
3. Do you think introducing a new police department, which will help people to find their lost dogs and cats, is a good way of spending...?
4. Did your parents give you enough ... when you were a schoolchild?
5. Mark didn't really know what to spend his ... on - he had never before had so much money at a time.
6. How much ... do you think I should take on holiday? - It depends on where you are going.
7. He started selling stolen goods as a way of making
  - a)big money, b)easy money, c)tax payers' money, d)pocket money, e)spending money, f)prize money, g)paper money.

II. Fill in the blanks below with the most appropriate terms from the brackets:

To avoid the problem of unlimited liability a special form of organization known as the 1)... is used. A partnership is an association of two or more persons to carry on a business for 2)....

Starting a partnership is less complex than starting a 3) ..., but somewhat more so than starting a 4)....A limited partnership has one or more general 5)...who put up some capital, run the business and bear the 6)... of the business. In addition, there are one or more limited partners who put up 7)...but have no voice in the day-to-day management of the firm and do not share its liabilities. The limited partners are in much the same position as 8)... in a corporation. There may be a 9)... as well — a person who is known to the public as a member of the firm but without authority in management. The reverse of the silent partner is a 10)...— a person who takes part

in management but who is not known to the public. Any 11)...may have the form of the partnership **Protected by PDF Anti-Copy Free**, accounting, insurance and stockbrokerage partnerships have long been the main form of 12)... Recently, [Upgrade to Pro Version to Remove the Watermark!](#)

however, things have changed. Many medical, legal and other professional partnerships decided to incorporate.

- a)corporation, b)proprietorship, c)for-profit, d)limited partnership, e)liabilities, f)capital, g)partners, h)stockholders, i)secret partner, j)silent partner, k)business organization, l)business.

### III. Read and memorize the following vocabulary:

1.Scarce, 2.incurred, 3.make profit, 4.liability, 5.entity, 6.a board of directors, 7.managerial staff, 8.vulnerability, 9.lawsuits, 10.tax implications, 11.sole trader formation, 12.to premise, 13.dissolution, 14.proprietorship, 15.commits an act, 16.overemphasized, 17.provisions, 18.assets, 19.expiration, 20.a succession, 21.legislation, 22.shareholders.

1.Жалюгідні, недостатні; 2.ті, що зазнають; 3.отримувати дохід; 4.відповідальність; 5.сутність; 6.рада директорів;7.керуючий персонал; 8.вразливість; 9.судова справа, судовий процес; 10.оподаткування; 11.підприємство одного власника; 12.передувати; 13.розчинення; 14.власність; 15.вчиняти дію; 16.надмірно підкреслений;17.заготівля, постачання;18.активи; 19.закінчення терміну; 20.послідовність; 21.законодавча діяльність; 22.акціонери.

### IV. Translate the sentences paying attention to the italicized words. Put questions to the following sentences:

She works in the family **business**.

It was always my dream **to run** my own **business**.

We are looking to grow **the business** over the next couple of years.

When he left school, he **went into business** with his brother.

Some travel companies will probably go out of business this summer.

It's been a pleasure **to do business with** you.

When I travel abroad I like **to mix business with** pleasure.

The streets are filled with people **going about their** daily **business**.

My private life is *none of your business* (does not concern for you).

10. It's *no business of yours* who I invite to the party.

V. Translate (Upgrade to Pro Version to Remove the Watermark)

1. Є три форми організації бізнесу: одноосібна власність, партнерство та корпорація. 2. Одноосібна власність — це бізнес, який підпорядкований і провадиться однією особою. Головним недоліком одноосібного підприємства є необмежена юридична відповідальність. 4. Оскільки підприємство та власник — та сама юридична особа, власник несе відповідальність за фінансові збитки та борги підприємства. 5. Партнерство має більше переваг, ніж одноосібна власність. 6. Головні партнери розділяють усі прибутки та втрати від підприємства і погоджуються між собою перед прийняттям будь-яких важливих рішень. 7. Корпорація — це організація, створена з метою одержання прибутку. 8. Якщо корпорація прибуткова, вона видає пайовикам дивіденди або чек на відповідну частку прибутку корпорації. 9. Корпорація має більше можливостей для залучення фінансових ресурсів, ніж партнерство. 10. Корпорація може пропонувати вищу заробітну плату і в такий спосіб приваблювати талановитих менеджерів та спеціалістів.

VI. What do you think the following proverbs and sayings mean? Do you agree with them?

Time is money.

Money makes money.

Money is the root of the evil.

Money can't buy you love.

Better to give than to lend.

Lend your money and lose your friend.

VII. Read and translate the poem:

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Workers earn it,  
Spendthrifts burn it,  
Bankers lend it,  
Women spend it,  
Forgers fake it,  
Taxes take it,  
Dying leave it,  
Heirs receive it,



Thrifty save it,  
Misers crave it,  
Robbers seize it,  
Rich increase it,  
Gamblers lose it...  
I could use it.  
*(by Richard Armour)*

VIII. Match active vocabulary in English with its Ukrainian equivalences:

1. пропонувати вищу зарплату	a. to achieve success
2. роздрібна торгівля	b. to be liable for smth
3. фінансові втрати / збитки	c. to offer higher salary
4. благодійницькі заклади	d. to share the profits
5. основна сполучна ланка	e. to invest in a business
6. ремонтні майстерні	f. retail business
7. бути відповідальним за щось	g. financial losses
8. досягти успіху	h. charitable institutions
9. вкладати/інвестувати у підприємство	i. the main link
10. розподіляти прибуток	j. repair shops

IX. Read and translate the text. Find words from the text to match the meaning of the following sentences below the text:

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When a limited company has started trading, you do not invest in shares by giving more capital to the company. You buy them from one of the shareholders. If it is a private limited company, a shareholder can only sell shares if all the other shareholders agree. If it is a public limited company, shares can be bought and sold freely, usually at a Stock Exchange. If the company is doing well and paying high dividends, then you might pay more than the face value of the shares. If it is doing badly, you might pay less than the face value of the shares. The price you pay at the Stock Exchange (or to a shareholder) for your shares is their market value. If the company fails, it will stop trading and go into liquidation. This means that all the company's property and equipment (its assets) must be sold and the money from the sale will be used to pay its debts to its creditors. The shareholders may lose the money they paid for the shares. If the company still does not have enough money to pay all its debts, the shareholders do not have to pay any more money. In other words, the shareholders' liability for debts is limited to the value of their shares.

On the other hand, if you are an owner of a business that is not limited, for example a sole proprietorship (owned by one person) or a partnership (owned by between 2 and 20 people) and your business fails, you will go bankrupt. In this case you might have to sell your own private possessions (your house, car, furniture etc) to pay all your creditors. In other words, sole proprietors and partners have unlimited liability for their firm's debts.

1. The money shareholders put into a company to buy property and equipment so it can start trading.
2. One of the owners of a partnership.
3. The price you pay for shares when the company has started trading is their ... value.
4. To put money into a business or a bank account so that it will make a profit.
5. The sole (only) owner of a business.
6. To buy and sell goods.
7. The price written on a share is its ... value.
8. Something belonging to a person or a business that can be sold.
9. One of the owners of a limited company.
10. Your legal duty to other people, e.g. to your creditors.

11. If a sole proprietorship or a partnership fails, the owners will go ...

12. You can only buy or sell shares in a ... limited company if the other shareholders agree. **Protected by PDF Anti-Copy Free**  
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13. A person you owe money to

14. The shares in a ... limited company can be bought and sold freely.

15. Another name for a business.

16. When a limited company fails, it goes into ...

17. Money you owe to another person.

18. Shares in public limited companies are usually bought and sold at a ... exchange (which is also called a ... market).

a) stock; b) firm; c) liability; d) face; e) proprietor; f) capital; g) market; h) invest; i) assets; j) bankrupt; k) creditor; l) liquidation; m) debt; n) public; o) private; p) shareholder; q) trade; s) partner.

*X. In pairs, discuss unlikely possibilities according to the model:*

P: If you buy shares, you'll own part of the company.

R: I'm not going to buy shares.

P: But if you bought shares, you'd own part of the company.

### **Unlikely possibilities**

If you start a business, you'll need capital.

If the bank gives you a loan, you'll pay interest on it.

You'll have unlimited liability if you start a partnership.

If you buy shares, you'll be a shareholder.

You'll be a partner if you invest in a partnership.

If the limited company fails, you'll only lose the value of your shares.

If you buy a controlling interest, it'll cost you several thousand pounds.

*XI. Problem-solving: Decide what sort of business you would start in these situations. There is no one correct answer in any case and you may be able to think of more than one possibility. Give reasons for the decisions you make:*

You and your spouse (husband or wife) want to start a grocery shop in a small village. There is already one grocery shop in the village owned by an old lady. Your bank will lend you the money you need.

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Two couples have enough money to buy a small hotel that they will all work in. One of the couples has two young children.

You want to sell fruit and vegetables from a stall at the market. You need £500 capital which you can borrow from your father.

*XII. Match active vocabulary in English with its Ukrainian equivalences:*

1. шахрайські дії	a. to resolve
2. ті, хто сприяють просуненню	b. to bestow
3. представляти	c. statutory
4. внутрішня побудова	d. shares will be issued and transferred
5. згідно із статутом	e. internal constitution
6. вирішувати	f. to submit
7. поміщати	g. promoters
8. випуск та переміщення акцій	h. fraudulent activities
9. внутрішнє правило	i. incorporation
10. злиття	j. internal
11. внутрішній	k. bylaw

*XIII. Read, translate the text and insert the words and expressions from below the text:*

### **Company formation**

The state, through a succession of Companies Acts introduced many regulations governing the foundation and 1)... of limited companies. The main aim of this legislation is to ensure that shareholders (and others who deal with the company) are fully informed about the affairs of the company and are protected from 2)... activities by promoters of companies. To this end companies are obliged to make public a great deal of information about their structure, ownership and situation. The persons forming a company (the promoters) are required to submit several



documents to the Registrar of Companies; two of the most important are the Memorandum of Association (Certificate of Incorporation) and the Articles of Association (Bylaws)

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### **The Memorandum of Association**

This document must contain the address of the registered office, the amount of the authorized capital (the maximum amount the company is allowed to raise), and details of the objects for which the company is being formed. Since it is illegal for a company to carry out activities not specified in its objects, it is normal for these to be set out in the widest terms. A public company must clearly state in its memorandum that it is 4)....

### **The Articles of Association**

This document sets out the proposed internal constitution of the company, that is, the rules and regulations governing the way it will be run. It will contain details of the manner in which its shares will be issued and transferred; the company's borrowing powers; the rights and duties of the different classes of 5)...; the frequency and types of company meetings; the way in which the company will elect its officers, the powers of directors and so on.

When the various statutory documents have been submitted to the Registrar and have been fully accepted by him, he will issue a Certificate of Incorporation, which bestows upon the company a separate legal identity. All the various documents relating to a company's formation together with any subsequent changes, and 6)...of accounts are available for public inspection at the office of the Registrar of Companies.

### **Company dissolution and winding up**

A company may be wound up voluntary if: a) it has been founded for a certain period, on 7)...of this period; b) it resolves by 8)...that it cannot continue its business because of liabilities and that it would be advisable to wind up; c) it resolves by special resolution that it will be wound up.

a)extraordinary resolution; b)organization; c)expiration; d)fraudulent; e)a public company; f)the name of the company; h)shareholders; g)annual statements; h)shareholders.

*XIV. Do the following task. In order to start a limited company, you must draw up two legal documents, the **Memorandum of Association** and the **Articles of Association**. In small groups, start your own company. Decide on the name of the company, what you are going to do and how much capital you are each going to invest. Then draw up the Memorandum. Write a full sentence for each of the six clauses, which say the following:*

1. The name of the company (The name of the company will be ...);
2. The country where the company is;
3. The type of trade the company will carry on;
4. A sentence saying that the liability of the shareholders is limited by the amount invested in shares in the company;
5. The amount of capital the company has and the number and value of its shares;
6. A sentence saying that the shareholders wish to form this company;
7. Each shareholder signs the Memorandum and writes next to his/her name the number of shares he/she is buying. Write the date.

XV. Read, translate the text and insert the words and expressions from below the text:

### **Becoming an Entrepreneur**

Anyone who has ever worked for someone has had the following thought run through his or her mind: "I would be much better off being my own boss." Many people decide to take that thought and run with it, joining the ranks of many who become 1)...Many small start-up businesses see great success while others fail.

**Making the Shift.** As with any other aspect of career planning, a great deal of thought should be put into making the decision 2)...on your own. Not everyone is cut out to work for themselves. When you work for yourself there is little time away from work. Even if you do manage to take some 3)..., your business will be on your mind. About com's Guide to Small Business: Canada, Susan Ward, has three questions you should ask yourself before you start your 4)... Find out if self employment is a dream you should follow. Talking to others who have taken this path is also a wise idea. Find out what they liked about working for themselves as well as what they didn't like. Others with personalities similar to your own are probably better 5)... than those with dissimilar characteristics.

**Tools of the Trade.** You've looked deep into yourself to 6)... whether entrepreneurship is for you. You've listened to the stories of seasoned entrepreneurs. You've decided that this is something you'd like to 7)... As with any other life altering decisions, planning is everything. And I do mean everything. In order to apply for business loans or other 8)..., you must have a business plan. Writing one takes some time and no one will give you money for a plan that is not well thought out.

- a) entrepreneurs; b) to strike out; c) sources; d) assess; e) give a shot; f) own business; g) time off; h) types of funding.

## UNIT 11

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### MANAGEMENT

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I. Answer the following questions:

1. What is management? Is it a science? An instinct or a set of skills and techniques that can be taught? What do you think makes a good manager? Which four of the following qualities do you think are the most important? Are there any qualities that you think should be added to this list? 3. Which of these qualities can be acquired? Which must you be born with?

a	being decisive: able to make quick decisions
b	being efficient: doing things quickly, not leaving tasks unfinished, having a tidy desk, and so on
c	being friendly and sociable
d	being able to communicate with people
e	being logical, rational and analytical
f	being able to motivate, inspire and lead people
g	being authoritative: able to give orders
h	being competent: knowing one's job perfectly, as well as the work of one's subordinates
i	being persuasive: able to convince people to do things
j	having good ideas

II. Read the text. This text summarizes some of Peter Drucker's views on management. As you read about his description of the work of a manager, decide whether the five different functions he mentions require the four qualities you selected in your discussion, or others you did not choose. Use a dictionary to find the underlined words:

### What is management?

Peter Drucker, the well-known American business professor and consultant, suggests that the work of a manager can be divided into **planning** (setting objectives), **organizing**, **integrating** (motivating and communicating), **measuring** and **developing people**.

*First of all*, managers (especially senior managers such as company chairmen – and women – and directors) set objectives, and decide how their organization can achieve them. This involves developing strategies, plans and precise tactics, and allocating resources of people and money.

*Secondly*, managers organize. They analyze and classify the activities of the organization and the relations among them. They divide the work into manageable activities and then into individual jobs. They select people to manage these units and perform the jobs.

*Thirdly*, managers practice the social skills of motivation and communication. They also have to communicate objectives to the people responsible for attaining them. They have to make the people who are responsible for performing individual jobs form teams. They make decisions about pay and promotion. As well as organizing and supervising the work of their subordinates, they have to work with people in other areas and functions.

*Fourthly*, managers have to measure the performance of their staff, to see whether the objectives set for the organization as a whole and for each individual member of it are being achieved.

*Lastly*, managers develop people both their subordinates and themselves.

*III. Now complete the next part of the text by inserting these verbs in the gaps below:*

Obviously, objectives occasionally have to be modified or changed. It is generally the job of a company's top 1) ... to consider the needs of the future, and to take 2)... for innovation, without which any 3) ... can only expect a limited life. Top managers also have to manage a business's relations with, 4) ..., 5) ..., 6) ..., bankers, investors, neighbouring communities, public authorities, and so on, as well as 7) ... any major crises which arise. Top managers are appointed and supervised and advised (and dismissed) by a company's 8) ... Although the tasks of a manager can be analyzed and classified in this fashion, 9) ... is not entirely scientific. It is a human skill. Business professors obviously believe that intuition and 'instinct' are not enough; there are 10) ... that have to be learnt. Drucker, for example, wrote over 20 years ago that "Altogether this entire book is based on the proposition that the days of the "intuitive" manager are numbered, meaning that they were coming to an end". But some people are clearly 11) ... management, and others are not. Some people will be unable to put management techniques into practice. Others will have lots of technique, but few good ideas. Outstanding managers are rather rare.

- a) management skills; b) board of directors; c) deal with; d) managers; e) responsibility; f) suppliers; g) customers; h) good at; i) organization; j) management; k) distributors.

IV. Read and memorize the following vocabulary:

1. framework, 2. to delegate, 3. a valuable asset, 4. cog, 5. feedback, 6. grievances, 7. board, 8. revenue, 9. to implement, 10. branded products, 11. performance, 12. distributors, 13. a brief, 14. timeline with priorities and options, 15. to negotiate, 16. logistics, 17. treasury, 18. expenditure projects, 19. costing system, 20. insurance, 21. to input, 22. audit techniques, 23. consolidated results.

1. кістяк, обрамлення; 2. посилати представника; 3. цінна перевага; 4. зубець, виступ; 5. зворотній зв'язок; 6. образи; 7. рада правління; 8. річний дохід; 9. забезпечити виконання; 10. трендові товари; 11. виконання; 12. агенти з продажу; 13. підсумок; 14. терміни з пріоритетами та вибором; 15. вести переговори; 16. організація роботи; 17. скарбниця; 18. проекти витрачання капіталу; 19. система вартості; 20. страхування; 21. завантажувати дані; 22. ревізійні, аудиторські техніки; 23. зведені результати.

V. Read the text below about different ways of organizing companies, pay attention to the word combinations with 'structure':

### Company Structure

Most organizations have *a hierarchical* or *pyramidal* structure, with one person or a group of people at the top, and an increasing number of people below them at each successive level. There is a clear line or chain of command 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).

Some people in an organization have colleagues who help them: for example, there might be an Assistant to the Marketing Manager. This is known as *a staff position*: its holder has no *line authority*, and is not integrated into the chain of command, unlike, for example, the Assistant Marketing Manager, who is number two in the marketing department.

Yet the activities of most companies are too complicated to be organized in a single hierarchy. Shortly before the First World War, the French industrialist *Henri Fayol* organized his coal-mining business according to the functions that it had to carry out. He is generally credited with inventing *functional organization*. 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. Functional organization is efficient, but there are two standard criticisms. Firstly, people are usually more concerned with the success of their department than that of the company, so there are permanent battles between, for example, finance and

marketing, or marketing and production, which have incompatible goals. Secondly, separating functions is unlikely to encourage innovation.

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VI. Read the second part of the text. Then insert the words and expressions from below the text:

Yet for a large organization manufacturing a range of products, having a single production department is generally inefficient. Consequently, most large companies are decentralized, following the model of Alfred Sloan, who divided General Motors into separate divisions in 1920. Each division had its own engineering, production and marketing. For example, the Buick division made a different category of car (but with some overlap, to encourage internal competition), and was expected to make a profit.

Businesses that cannot be divided into autonomous divisions with their own markets can simulate decentralization by setting up divisions that deal with each other using internally determined transfer prices. Many banks, for example, have established commercial, corporate, private banking, international and investment divisions.

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 managers responsible for a certain market segment and for a geographical region, as well as the managers responsible for the traditional functions of finance, sales and production. This is one way of keeping authority at lower levels, but it is not necessarily a very efficient one. Thomas Peters and Robert Waterman, in their well-known book *In Search of Excellence*, insist on the necessity of pushing authority and autonomy down the line. But they argue that one element probably the product - must have priority; four-dimensional matrices are far too complex.


A further possibility is to have wholly autonomous, temporary groups or teams that are responsible for an entire project, and are split up as soon as it is successfully completed. Matrix management is often not very good for decision-making, and they run the risk of relational problems, unless they are small and have a lot of self-discipline. In fact they still require a definite leader, on whom their success probably depends.

a) authority; b) decentralization; c) teams; d) sales departments; e) a profit; f) a decision; g) down; h) responsible for; i) leader; j) operating divisions; k) matrix management; l) inefficient.

VII. You may have noticed that the statements above can be separated into two groups reflecting two very different ways in which employers can treat their employees. These two approaches were summarized by a well-known American

theorist of the psychology of work, Douglas McGregor, who named them Theory X and Theory Y. Match active vocabulary in English with its Ukrainian equivalences:

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1. навпаки		a. assume
2. психологічний		b. on the contrary
3. досягнення		c. incapable
4. гарантія, безпека		d. rewarded
5. підрозумівати		e. psychological
6. нездатний		f. achievement
7. вимога		g. demand
8. винагороджений		h. vulnerable
9. надмірний		i. burden
10. вразливий		j. self-discipline
11. самодисципліна		k. security
12. тягар		l. excessive

### Theory X and Theory Y

In “The human Side of Enterprise”, (McGraw Hill, 1985) Douglas McGregor outlined two opposing theories of work and motivation. What he calls **Theory X** is the traditional approach to workers and working which assumes that people are lazy and dislike work, and that they have to be both threatened (for example, with losing their job) and rewarded. It assumes that most people are incapable of taking responsibility and have to be looked after. Theory Y, on the contrary, assumes that people have a psychological need to work and want achievement and responsibility.

Later theorists argued that **Theory Y** makes much greater demands on both workers and managers than McGregor realized. Abraham Maslow, for example, spent a year studying a Californian company that used Theory Y, and concluded that its demands for responsibility and achievement are excessive for many people. He pointed out that there are always weak and vulnerable people, with little self—discipline, who need protection against the burden of responsibility. Even strong and healthy people need the security of order and direction.

VIII. Use the following words to give the proper heading for each paragraph and to fill the gaps in the paragraphs: (Upgrade to Pro version to remove the Watermark)

- a. controlling b. planning c. selecting  
d. planning e. directing f. organizing



The responsibility for decision making encompasses the following managerial functions.

- 1) The process of establishing organizational goals and a strategy for the accomplishment is known as the ... function. It is concerned with the future – immediate and/or long range. Middle and operational management ... generally stems from the goals (i. e. the plan) set by top management.
- 2) Once goals and strategies have been formulated ... makes things happen as planned. This is an operational function; it depends heavily on the coordinated effort of the entire organization.
- 3) This is the motivational function. An organized effort requires complete cooperation and, in ... operations, management seeks to obtain a high level of production from employees through motivation and proper guidance.
- 4) The ... function monitors the achievement of goals, and compares actual results with those projected in planning as well as actual performance in past periods. It is directly related to the plans and performance standards established by other managerial functions.
- 5) This is the process of finding the right person for each job. It involves matching individual qualifications to job specifications. ... is an on-going function because once a position is filled, performance must be evaluated and employee growth encouraged. Further, the chain of promotions, requirements, resignations and terminations is never-ending and always results in staffing needs.
- 6) This is the creative function. Changing times require new approaches, ... technology demands new procedures. Finding new and better ways to do the job, handling the staff, and getting additional money are only some of the creative tasks managers often deal with.

#### IX. Discussion:

- One of the most important functions of a manager is to motivate the employees under his or her authority. But how? What kind of things can motivate you?



- What traits of character should an excellent manager possess?

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X. Read and translate the text:



The easy answer: leadership is motivating people to do things they have never thought of doing, do not believe are possible or that they do not want to do.

The leadership in organizations answer: leadership is the action of committing employees to contribute their best to the purpose of the organization.

The complex (and more accurate) answer: you only know leadership by its consequences – from the fact that individuals or a group of people start to behave in a particular way as result of the actions of someone else.

*Three Levels of Leadership in Organizations:*

Team: The leader of a team of people with clearly specified tasks to achieve;

Operational: The leader of one of the main parts of the organization and more than one team leader are under one's control;

Strategic: The leader of a whole organization, with a number of operational leaders under one's personal direction;

Effective leader: gives direction, sets an example, and shares risks or hardship on an equal footing; wins respect without courting popularity; leads by example; practices what he or she preaches; listens with understanding; willing to discuss and solve problems; open to ideas; gives time to listen; supports and helps; backs you up; is on your side; remembers your problem; uses team approach; helps group reach better decisions; facilitates cooperation; avoids close supervision; does not overboss; does not dictate or rule by the book; delegates authority; trusts group; relies on their judgment; permits group decision; has faith in the creativity of others; communicates openly and honestly; tells you what he thinks; you can trust what he says; brings out best in his men; has common touch with the workers.

Leadership is a complex activity involving: a process of influence; actors who are both leaders and followers; a range of possible outcomes - the achievement of goals, but also the commitment of individuals to such goals, the enhancement of group cohesion and the reinforcement of change of organizational culture.

XI. Read the text and answer the questions.

## Effective Leadership

Leadership is imperative for molding a group of people into a team, shaping them into a force that is a **Protected by PDF Anti-Copy Free** Pre-Version to Replicate the Business advantage. Leaders know how to make people function in a collaborative fashion, and how to motivate them to excel their performance. Leaders also know how to balance the individual team member's quest with the goal of creating synergy – an outcome that exceeds the sum of individual inputs. Leaders ensure that their team members forego the quest for personal best in concert with the team effort. The role of a leader is to create followers.

The task of a leader is to bring about constructive and necessary change. The responsibility of a leader is to bring about the change in a way that is responsive to the true and long-term needs of all stakeholders.

The greatest source of power available to a leader is the trust that derives from faithfully serving followers.

Effective leaders recognize that what they know is very little in comparison to what they still need to learn. To be more proficient in pursuing and achieving objectives, you should be open to new ideas, insights, and revelations that can lead to better ways to accomplishing goals. This continuous learning process can be exercised, in particular, through engaging yourself in a constant dialogue with your peers, advisers, consultants, team members, suppliers, customers, and competitors.

James O'Tool, a noted management theorist proposes a new vision of leadership in the business world - a values-based leadership that is not only fair and just, but also highly effective in today's complex organizations. It is based on: your ideas and values; your understanding of the differing and conflicting needs of your followers; your ability to energize followers to pursue a better goal that they had thought possible; your skills in creating a values-based umbrella large enough to accommodate the various interests of followers, but focused enough to direct all their energies in pursuit of a common good.


1. What is leadership?
2. What do leaders know?
3. What is the task of a leader?
4. What is the responsibility of a leader?
5. How do effective leaders achieve objectives?
6. What vision of leadership does James O'Tool propose?

7. What is a values-based leadership?

8. What is a values-based leadership based on?

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*XII. Read the text, translate it and match active vocabulary in English with its Ukrainian equivalences:*



1. дієвість	a. accomplish
2. натхнення	b. sweep
3. співвідношення	c. rethink
4. компетенція	d. ratio
5. заздалегідь	e. empower
6. здійснення	f. align
7. змінювати	g. morph
8. націлювати	h. efficiency
9. охопити	i. inspiration
10. уповноважувати	j. capacity
11. обдумувати	k. on the vision
12. досягати	l. implementation

### **What is Management?**

Management is more art than science. Managing is working with and through other people to accomplish the objectives of both the organizations and its members.

Managing in the New Era of Rapid Change. Rapid change that is sweeping through every aspect of business today prompts us to rethink the way we do things. To compete successfully in the global arena, you must rethink, re-plan, strategize, innovate and learn continuously. Once reliable guides for managerial action do not longer exist. Every process, procedure, rule of thumb, and standard ratio is being challenged, reengineered, and morphed into a new form.

In the new era of rapid changes and knowledge-based enterprises, managerial work becomes increasingly a leadership task. Leadership is the primary force behind successful change. Leaders empower employees to act on the vision. They execute through inspiration and develop implementation capacity networks through a complex web of aligned relationships.

There is vital distinction between effectiveness and efficiency. Effectiveness is doing the right things. Efficiency is doing things right.

Though there is a great variety of different types of businesses, the general principles of effective management apply in 90% of cases. The differences in management practices are mainly in application than in principles.

Effective management is not limited to business management only. Management is the specific and distinguishing organ of any and all organizations, its functions are: to manage business, to lead managers and workers, to manage work.

The task of the manager is to lead people. And the goal is to make productive and specific strengths and knowledge of each individual.

*XIII. Read and translate the text. Then insert the words and expressions from below the text:*

### **The Management Team**

Four quite different types or person are required to fulfill the role of chief executive successfully: thought man, action man, people man, and front man. Those four 1)...are almost never found in one person. The one-man top 2) ... is a major reason why businesses fail to grow... The management has to be 3)..., an organized body of knowledge that can be learned. The necessity of building a management team is central in the concept of leader effectiveness.

A critical aspect of every manager's job is managing oneself. Aim to improve your skills in each of the five manager's 4)... – setting objectives; organizing the group; motivating and communicating; measuring performance; and developing people – and assess your progress throughout the learning process.

The three pillars of managerial excellence:

Despecialization or cross-functional excellence: looking beyond the micro issues and achieving powerful synergies by balancing competing values and integrating the specialized skills and experiences of their 5)....

Externalization: considering the forces operating outside your vertical industry position and finding effective solutions for achieving business objectives in collaboration with the full range of 6)...

Leadership: being open to new ideas, insights, and 7) ...; engaging in a constant dialogue with employees, advisers, consultants, vendors, customers, and competitors to discover better ways of accomplishing corporate goals, and also to become more 8) ... proficient in pursuing and achieving objectives.

a)discipline; b)essential functions; c)external forces; d)management job; e)revelation; f)proficient; g)members; h)temperaments.

XIV. Translate into English.

1. Чи застрахував ти свій будинок та все, що є в ньому? 2. Ця інформація введена в наш комп'ютер. 3. Через страйки щорічний бюджет (revenues) втратив 20 мільйонів доларів. 4. Лідери профспілок домовилися про скорочення робочого дня. 5. Мене делегували знайти потрібне місце для конференції. 6. Щоденна організація роботи включає гірничу промисловість. 7. Економічну діяльність проводять на належному рівні. 8. Правління директорів зустрічалося вчора. 9. Цей документ забезпечує основу для майбутніх досліджень. 10. Яку марку порошку ви використовуєте?

**UNIT 12**  
**BUSINESS ETHICS**  
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*I. Give your opinion. Which of the following notions do ethical businesses or ethical consumers prioritize?*

Values, profit, wealth, beliefs, integrity, greed, personal happiness, social responsibility.



*II. Give your opinion. Which of these 5 people can be described as ethical consumers?*

*Keith:* “I don't buy products that I know have been made by child workers”;

*Steve:* “I choose investment companies that don't do business with firms that have connections with dictatorship”;

*Brian:* “We buy the cheapest coffee beans for our café”;

*Eric:* “I invest my money in firms that are likely to make the biggest profits”;

*Anna:* “I refuse to purchase anything that could possibly be connected with cruelty.

*III. Read and memorize the following vocabulary:*

1.to escort; 2. stray from; 3. acceptable conduct; 4.nightmares; 5.environmental impact; 6.scrupulous; 7.viability; 8.at stake; 9.symbiotic; 10.emerge; 11.dictum; 12.profitable; 13.liability; 14.incentive; 15.viable; 16. retain; 17.reverse strategy; 18.bring about; 19.converse; 20.assume; 21. opt for, 22.fraud; 23.harassment; 24.reckless endangerment; 25.filial piety; 26.counterpart; 27. unwarranted; 28.infringe; 29. veracity.

1.супроводжувати; 2.збиватися зі шляху; 3.прийнятна поведінка; 4.нічні жахи; 5.вплив на довкілля; 6.скрупульозна; 7.життєздатність; 8.на кону; 9.стосунки між взаємопов'язаними речами; 10.з'являтися; 11.вислів; 12.прибутковий, 13.відповідальність; 14.стимул, спонука; 15.життєздатний; 16.утримувати, 17.протилежна стратегія; 18.виводити на поверхню; 19.суперечлива, протилежна; 20.набувати; 21.вибирати; 22.обман; 23.образа, 24.необачне залякування; 25.синівське благочестя; 26.доповнююча частина; 27.незаконний; 28.порушувати; 29.правдивість.

*IV. Look at the following examples of arguably unethical behavior. Choose 5 that you find the most unethical and put them in order from 1-5(1 - worst). Give your reasons:*

1. Using child labour in developing countries to produce consumer products for developed countries;

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2. A company (Upgrade to Pro Version to Remove the Watermark) cleaning in aims and selling them to any country;

3. A company finding clever ways to avoid paying the full amount of tax;

4. A company not providing adequate safety equipment for its workers;

5. A company ignoring laws on disposal of harmful waste products, e. g. leaving it on local land or in rivers;

6. Producing a product such as tobacco which is known to kill people;

7. A company that pays their employees less than the minimum wage;

8. Food companies not labeling food properly so that consumers do not know what is in the product;

9. A company pollutes the environment;

10. A company imitates the style and image of packaging of market leaders.

*V. Read the text, translate it into Ukrainian and retell in English:*

### **Business Ethics**

Business ethics is a form of applied ethics that examines ethical principles and moral or ethical problems that arise in a business environment.

In the increasingly conscience-focused, marketplaces of the 21st century, the demand for more ethical business processes and actions (known as ethicism) is increasing. Simultaneously, pressure is applied on industry to improve business ethics through new public initiatives and laws (e. g. higher UK road tax for higher-emission vehicles).

Business ethics can be both a normative and a descriptive discipline. As a corporate practice and a career specialization, the field is primarily normative. In academia descriptive approaches are also taken. The range and quantity of business ethical issues reflects the degree to which business is perceived to be at odds with, non-economic social values. Historically, interest in business ethics accelerated dramatically during the 1980s and 1990s, both within major corporations and within academia. For example, today most major corporate websites lay emphasis on

commitment to promoting non-economic social values under a variety of headings (e. g. ethics codes, social responsibility charters). In some cases, corporations have redefined their core values in the light of business ethical considerations (e. g. BP's "beyond petroleum" environmental stance (становище)).

Business ethics can be examined from various perspectives, including the perspective of the employee, the commercial enterprise, and society as a whole. Very often, situations arise in which there is conflict: between one or more of the parties, such that serving the interest of one party is a detriment to the other(s). For example, a particular outcome might be good for the employee, whereas, it would be bad for the company, society, or vice versa. Some ethicists (e. g. Henry Sidgwick) see the principal role of ethics as the harmonization and reconciliation of conflicting interests.

All businesses increasingly want to be perceived as good citizens.

Different types of business face different ethical issues:

Financial institutions try to prevent insider trading by erecting notional barriers called Chinese walls between different departments (for example, to prevent someone in share trading from discovering from the mergers department that a particular company is involved in merger (поглинати) talks).

Companies selling personal finance promise to ensure that clients are sold appropriate products for their needs, and thus avoid misselling.

Manufacturers claim that their products are green or environmentally friendly in all stages of their production, use and disposal.

Cosmetics companies say that their products are not tested on animals.

Clothing companies claim to trade fairly and that their products are not made in sweatshops (підприємство, де використовується важка праця) paying subsistence wages (мізерна зарплата) and using child labour.

Perceptions that a company's behaviour is ethical will also be increased if it has a policy of equal opportunities, or in the USA, an affirmative action program, to ensure that people are recruited and promoted on the basis of merit and not discriminated against on the-grounds of race or gender.



A company's internal code of ethics contains its ethical credo and may cover any of the issues mentioned above. And there may even be an ethics ombudsman (чиновник, who receives and examines complaints) to check that they are put into practice and deal with complaints when they are not.



VI. Tell whether each statement is true (T) or false (F), according to what you have read in the text:

1. Business ethics examines ethical principles and moral or ethical problems that arise in a business environment;
2. In the 19th century, the demand for more ethical business processes and actions is increasing;
3. Industry improves business ethics through new public initiatives and laws;
4. Business ethics can be a descriptive discipline;
5. Interest in business ethics accelerated dramatically during the 1980s and 1990s;
6. Business ethics can be examined from one perspective;
7. Some ethicists see the principal role of ethics as the harmonization and reconciliation of conflicting interests.

VII. Answer the following questions to the text:

1. What is business ethics?
2. Why is pressure applied on industry?
3. What discipline can business ethics be?
4. From which perspectives can business ethics be examined?
5. Which ethicists see the principal role of ethics as the harmonization and reconciliation of conflicting interests?
6. What ethical issues do different types of business face?
7. What does a company's internal code of ethics contain?

VIII. Read the text, translate it into Ukrainian and retell in English:

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As part of more comprehensive compliance (згода) and ethics programs, many companies have formulated internal policies pertaining (що, стосуються) to the ethical conduct of employees. Some policies can be more detailed policies, containing specific behavioral requirements (typically called corporate ethics codes). They are generally meant to identify the company's expectations of workers and to offer guidance on handling some of the more common ethical problems that might arise in the course of doing business. It is hoped that having such a policy will lead to greater ethical awareness, consistency in application, and the avoidance of ethical disasters.

An increasing number of companies also require employees to attend seminars regarding business conduct, which often include discussion of the company's policies, specific case studies, and legal requirements. Some companies even require their employees to sign agreements stating that they will abide (дотримуватися) by the company's rules of conduct.

Many companies are assessing the environmental factors that can lead employees to engage in unethical conduct.

Not everyone supports corporate policies that govern ethical conduct. Some claim that ethical problems are better dealt/with by depending upon employees to use their own judgment.

Others believe that corporate ethics policies are primarily rooted in utilitarian concerns, and that they are mainly to limit the company's legal liability, or to curry (обробляти) public favor by giving the appearance of being a good corporate citizen. Ideally, the company will, avoid a lawsuit because its employees will follow the rules. Should a lawsuit occur, the company can claim that the problem would not have arisen if the employee had only followed the code properly.

Sometimes there is disconnection between the company's code of ethics and the company's actual practices. Thus, whether or not such conduct is explicitly (ясно, чітко) sanctioned by management.

To be successful, most ethicists would suggest that any ethics policy should be:

Given the support of management, by both word and example.

Monitored by top management, with routine inspections for improvement.

Backed up by clearly stated, consequences in the case of disobedience.

Remain, neutral.



IX. Match the sentences beginning with the correct endings:

1.	Many companies have formulated internal policies pertaining to	a	handling some of the more common ethical problems that might arise in the course of doing business .
2.	More detailed policies containing specific behaviour requirements are	b	agreements stating that they will abide by the company's rules of conduct.
3.	They generally identify the company's expectations of workers and offer guidance on	c	corporate policies that govern, ethical, conduct.
4.	Having such a policy will lead to greater ethical awareness,	d	the company's code of ethics and the company's actual practices.
5.	Some companies require their employees to sign	e	depending upon employees to use their own judgment.
6.	Not everyone supports	f	Typically called corporate ethic codes.
7.	Some claim that ethical problems are better dealt with	g	sanctioned by management.
8.	Sometimes there is disconnection between	h	consistency in application, and the avoidance of ethical disasters.
9.	Thus, whether or not such conduct is explicitly	i	The ethical conduct of behavior.
10.	Simple exhortation in board, highly-generalized language are called	j	a corporate ethics statement.

X. Give definitions of the following terms:

1. ethics; 2. business ethics; 3. corporate ethics; 4. corporate ethics statement; 5. corporate ethics code.
- a. Simple exhortation in board or publicly-generalized language are called; b. More detailed policies containing specific behaviour requirements are; c. a form of applied ethics that examines ethical principles and moral or ethical problems that arise in a business environment; d. part of more comprehensive compliance and ethics programs; e. moral beliefs and rules about what is right and what is wrong.

XI. Insert correct prepositions:

1. Business ethics should be distinguished ... (*from/for*) the philosophy of business, the branch, of philosophy that, deals ... (*on/with*) the philosophical, political, and ethical underpinnings of business and economics.
2. Business ethics operates... (*on/of*) the premise (передумова), for example, that the ethical operation ... (*on/of*) a private business is possible — those who dispute that premise, such, as libertarian socialists, (who contend that "business ethics" is an oxymoron) do so by definition outside of the domain of business ethics proper.
3. The philosophy ... (*on/of*) business also deals ... (*on/with*) questions such as what, if any, are the social responsibilities ... (*of/on*) a business; business management theory; theories ... (*of/on*) individualism vs. collectivism; free will among participants ... (*on/in*) the marketplace; the role ... (*on/of*) self interest; invisible hand theories; the requirements ... (*of/on*) social justice; and natural rights, especially property rights, ... (*on/in*) relation to the business enterprise.
4. Business ethics is also related to political economy, which is economic analysis ... (*for/from*) political and historical perspectives.
5. Political economy deals ... (*in/with*) the distributive consequences ... (*for/of*) economic actions.
6. It asks who gains and who loses... (*from/for*) economic activity, and is the resultant distribution fair or just, which are central ethical issues.

*XII. Correct the grammatical mistakes in these sentences:*

1. The values of the organization are clarified not only in the overall corporation, but; also within each unit of the corporation. 2. The critical elements is to have the

executives then model those values.

3. Through communicating the PDF the company creating systems to embody those values.

4. "If we do all of that, hopefully the values is aligned".

5. But you do needs these escape values, these vehicles - whether it's a hotline or a helpline or a committee that talks about difficult cases.

6. Companies likes Johnson & Johnson review their values statements on a regular basis.

7. What they did every three years were to rewrite their credo.

Each renewal would lead to a new educational efforts to roll out the new values.

9. To update and flesh out the model, the best practice element are: value statements, codes of conduct, executive modeling, training and communication, systems that embody values, mechanisms to discuss difficult cases, hotlines and helplines; audit, enforcement, and discipline; governance of ethics and values; renewal process.

*XIII. Read the text, translate it into Ukrainian and retell in English. Make 10 questions to the text and answer them:*

### **Doing Business across Cultures**

**England.** Business-etiquette savvy (здоровий глузд) is not just good sense; it can also prove to be a deal maker or breaker in today's global marketplace as more cultures interact than ever before.

Though it is impossible to fully understand all the intricacies (заплутаність) of other societies, it is worth learning at least the basic – how to greet and address others, how to dress, how to handle business cards, personal space, eye contact, and punctuality to name a few.

First impressions are always important so showing cultural respect when greeting others is essential. In many western countries a hand shake is the preferred greeting, but even differences exist there.

In **Germany** a firm, brief handshake with good eye contact is expected, at introductions and departures while in **Italy** handshakes can be warm and spirited in business meetings. And in both **Germany** and **Italy** it is customary to shake hands with everyone in the group upon entering and leaving, avoiding general group salutations.

Some cultures, such as the **French**, may kiss one another when, greeting at work, but it is best to refrain, from the behaviour unless they initialize it, extending your hand instead.

The **Japanese** often shake hands with westerners as a sign, of respect and appreciate when westerners bow out of respect to their culture. **Chinese** may bow or shake hands.

In **Saudi Arabia** always shake hands with the right hand as left hands are considered unclean. Never extend your hand to a Saudi woman. And in **Taiwan**, western males should not initiate a hand shake with Chinese females.

Eye contact is essential in **Australia, England, Germany, Italy, and the United States**, for example, but it should be used with caution in Taiwan where prolonged eye contact is considered a hostile gesture.

Although time is treated differently amongst cultures, it is always in your best interest to be punctual. In **Germany and Japan**, arriving late is rude and unacceptable.

Don't be surprised, however, if you are kept waiting for a business meeting in **Saudi Arabia**, where punctuality is not of high importance.

In the **U. S. and in Taiwan** people are uncomfortable when their personal space is invaded, so it is recommended to stay about two arm's lengths away in **Australia and England**, an arm's length distance should be observed, while in **France and Italy** people may stand closer while talking.

Handle business cards in **China** with respect by reading it and then carefully placing it in a card case or put it in a shirt pocket or wallet immediately without examining it first. When distributing cards there, do so with two hands.

The safest guideline to follow for business attire, is a dark suit and tie for men and a business suit or skirt and blouse for women. Avoid heavy perfumes or colognes and excessive jewelry. But it is always worth researching the attire of the country you are visiting.

Remember to wear good socks in **Japan** as you may be asked to remove your shoes during some business meetings.

When possible, learn a few words in the language of the country you are visiting as a sign of respect. And before you travel, contact your embassy to request briefing on business etiquette and cultural background.

*XIV. Choose the best word to complete the extract:*

1. Though it is ... (*possible/impossible*) to fully understand all the intricacies of other societies, it is worth learning at least the basics. 2. First impressions are always ... (*unimportant/important*).. 3. Showing cultural respect when greeting others is ... (*essential/inessential*). 4. In many western countries a handshake is the ... (*preferred/prefer*) greeting. 5. in; Germany a firm, brief handshake with good eye contact is ... (*unexpected/expected*) at introductions and departures. 6. In Italy handshakes can be warm and spirited in ... (*friends/business*) meetings. 7. Some cultures, such as the French, may ... (*miss/kiss*) one another when greeting at work. 8. The Japanese often ... (*bow/ shake hands*) with westerners as a sign of respect. 9. Chinese may ... (*bow/shake hands*). 10. In Saudi Arabia always shake hands with the right hand as left hands are considered ... (*clean/unclean*).

*XV. Read the text. Some parts of the text have been taken out. These extracts are listed below. Complete each gap with the appropriate extract:*

### **Codes of Conduct**

1. The ideal code of conduct is organized, comprehensive, and applies to ... 2. While a typical value statement runs about a page ... that includes a background on

policies, gives details needed to apply the policies to different departments, and includes instructions. 3. If you're able to help interpret the code, ... questions. 4. It can go ... captures last year's trivia. 5. For example, one particular code was actually ... of company property. 6. Suddenly it had a ... about how to use taxi reimbursement (компенсация). 7. It was obvious that they had not been able to fire someone the year before ... 8. But even a well-written, code is useless if ... has unclear application, outside the country/company.

- a) fine – until it got to the section on theft;
- b) you're able to help explicate and answer;
- c) it's merely a document that sits on the shelf or
- d) improper use of taxi reimbursement forms;
- e) a code of conduct is usually a booklet;
- f) page and a half;
- g) wrong if it's written in legalese or;
- h) all employees;

*XVI. Read the article below. For each question 1 – 5 choose the correct answer A, B or C:*

Understanding cultural variables are critical to success in international business. Lack of familiarity with the business practices, social customs, and etiquette of a country can weaken a company's position in the market, prevent it from, accomplishing its objectives, and ultimately lead to failure.

In some countries, businesspeople have a very direct style, while in others they are much more subtle in style and value the personal relationship more. For Example, in the **Middle East**, engaging in small talk before engaging in business is standard practice.

Attitudes toward punctuality vary greatly from one culture to another and, if misunderstood, can cause confusion and misunderstanding. **Romanians, Japanese, and Germans** are very punctual, whereas people in many of the **Latin countries** have a more relaxed attitude toward time. The **Japanese** consider it rude to be late for a business meeting, but acceptable, even fashionable, to be late for a social



occasion. In **Guatemala**, on the other hand, one might arrive any time from ten minutes early to **Protected by BDF Anti Copy Free**

When cultural lines are being crossed, something as simple as a greeting can be misunderstood, traditional greetings may be a handshake, a hug, a nose rub, a kiss, placing the hands in praying position, **Upgrade to Pro Version to Remove the Watermark** various other gestures.

Proper use of names and titles often a source of confusion in international business relations. In many countries (including the **United Kingdom, France, and Denmark**) it is appropriate to use titles until use of first names is suggested. First names are seldom used when doing business in **Germany**. Visiting business people should use the surname preceded by the title. Titles such as "Herr Direktor" are sometimes used to indicate prestige, status, and rank. Thais, on the other hand, address one other by first names and reserve last names for very formal occasions and written communications. In **Belgium** it is important to address French-speaking business contacts as "Monsieur" or "Madame," while Flemish-speaking contacts should be addressed as "Mr." or "Mrs." To confuse the two is a great insult.

It is also important to understand the customs concerning gift giving. In some cultures, gifts are expected and failure to present them is considered an insult, whereas in other countries offering a gift is considered offensive. Business executives also need to know when to present gifts — on the initial visit or afterwards; where to present gifts — in public or private; what type of gift to present; what color it should be and how many to present.

Gift giving is an important part of doing business in **Japan**, where gifts are usually exchanged, at the first meeting. In sharp contrast, gifts are rarely exchanged in **Germany**, and are usually not appropriate. Gift giving is not a normal custom in **Belgium** or **the United Kingdom** either, although, in both countries, flowers are a suitable gift, when invited to someone's home.

Customs concerning the exchange of business cards also vary. Although this point seems of minor importance, observing a country's customs for card giving is a key part of business protocol. In **Japan**, for example, the Western practice of accepting a business card and pocketing it immediately is considered rude. The

proper approach is to carefully look at the card after accepting it, observe the title and organization, and acknowledge with a nod that the information has been digested, and perhaps make a relevant comment or ask a polite question.

Negotiating is a complex process even between parties from the same nation. It is even, more complicated in international transactions because of the potential misunderstandings that stem, from cultural differences. It is essential to understand the importance of rank in the other country, to know who the decisionmakers are, to be familiar with the business style of the foreign company and to understand the nature of agreements in the country, the significance of gestures, and negotiating etiquette.

*1. What can lead to failure in international business?*

- A . Lack of familiarity with the business practices, social customs, and etiquette of a country;
- B. Excess of familiarity with the business practices, social customs, and etiquette of a country;
- C. Lack of familiarity with the businesspeople of a country.

*2. What is standard practice before engaging in business in the Middle East?*

- A. Engaging in eating out;
- B Engaging in small talk;
- C Engaging in sightseeing.

*3. How are names and titles used when doing business in Germany?*

- A. First names are often used;
- B. Second names are seldom used;
- C. First names are seldom used.

*4. Is gift giving a normal custom in Belgium or the United Kingdom?*

- A. It is a normal custom;
- B. It is not a normal custom;
- C. It is a usual custom.

*5. What custom concerning the exchange of business cards is considered rude in Japan?*

- A. The Western practice of accepting a business card and pocketing it immediately;  
B. The Eastern practice of accepting a business card and pocketing it immediately;  
C. The Northern practice of accepting a business card and pocketing it immediately.

XVII. Translate into English:

1. З давніх часів представників різних народів, зустрічаючись, різними способами вітають один одного (щоб побажати добра, щастя і здоров'я). 2. Вітання - це найпоширеніший звичай у діловому спілкуванні і вимагає тактовності. 3. Кожному народу кожній соціальній групі властива власна манера привітання. 4. Так, монголи та індокитайці проявом ввічливості вважають потирання носа, а в Новій Зеландії вітають один одного, дотикаючись носами. 5. Серед народів Нігерії проявом поваги є дотик лобом до підлоги. 6. Жителі Тибету, вітаючись, знімають головний убір правою рукою, ліву закладають за вухо і при цьому висовують язик. 7. В Японії застосовуються три види поклонів: найнижчий..— сайкейрей, середній — під кутом 30° і легкий — під кутом 15°. 8. На Сході характерною ознакою привітання є нахил корпусу з одночасним викиданням рук. 9. У країнах, де зберігся монархічний чи напівфеодальний режим, існують привітання у вигляді колінопреклоніння: повного (на обох колінах) і неповного (на одному). 10. В Європі звичайно вітають один одного, трохи підіймаючи лівою рукою капелюх і роблячи легкий уклін головою.

## KEYS

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#### Unit 1

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Ex.II: 1.g; 2.j; 3.b; 4.i; 5.d; 6.h; 7.k; 8.f; 9.l; 10.e; 11.a; 12.n; 13.c; 14.m; 15.o;

Ex.III: 1.F; 2.T; 3.F; 4.T; 5.F; 6.F; 7.F; 8.F;

Ex. IV: I.B; II.C; III.E; IV.G; V.C; VI.E; VII.D; VIII.A;

Ex. V: 1. q; 2. o; 3. A; 4.h; 5. C; 6. E; 8. N; 9. L; 10. I; 11. D; 12; 13. J; 14. R; 15. K; 16. B; 17. G; 18. F;

Ex.VII: 1.g. teacher; 2.j. hairdresser; 3. n.electrician; 4.k. typist; 5.m. postman; 6.e. dentist; 7. o. ambulance driver; 8. f. model; 9.l. singer; 10.i. train driver; 11.a. octor; 12.h. cleaner; 13.d. nanny; 14.b. soldier; 15.c. lifeguard (goggle –захисні окуляри);

Ex. XII: 1.D; 2.B; 3.E; 4.C; 5.A;

Ex.XIII: 1.B; 2.D; 3.C; 4.A;

Ex.IX: 1. You'll get more job satisfaction as soon as you take the job seriously.

2. To get at least some chance of promotion David went for evening classes for 2 years. 3. Some people prefer to be self-employed than work for big companies with ambitions and career-minded people. 4. If you want to get necessary qualifications, you should apply for apprenticeship with our company. 5. Kevin is said to have been doing his basic training in one of the biggest companies in the country.

#### Unit 2

Ex. I: 1.e; 2.d; 3.c; 4.b; 5.a; 6.k; 7.l; 8.j; 9.f; 10.g; 11.h; 12.i;

Ex. II: 1.l; 2.d; 3.e; 4.f; 5.h; 6.c; 7.a; 8.b; 9.i; 10.j; 11.g; 12.k;

Ex. III: 1. Everyone is working extremely hard to meet the deadline. 2. He flittered away his fortune on fast cars and gambling. 3. I'll vouch for the quality of the report. I read it last night. 4. The rebel camp was located 25 km south in the loop of river. 5. Beneath that aloof exterior, Gaily is a warm, sympathetic person. 6. Thousands of jobs are in jeopardy. 7. Employees often suffer from a great sense of insecurity. 8. He started the car with a jerk and hit the bumper of the car in front. 9. She's really obnoxious. 10. They have to win the contract – thousands of jobs are at stake;

Ex. VII : 1.b; 2.c; 3.k; 4.h; 5.d; 6.g; 7.i; 8.j; 9.l; 10.f; 11.e; 12.a;

Ex. VIII: 1.a; 2.c; 3.b; 4.l; 5.k; 6.j; 7.i; 8.h; 9.g; 10.f; 11.e; 12.d;

Ex. IX 1. The conservation of tropical forests is of crucial importance. 2. It exasperates me to hear comments like that. 3. He recoiled from his touch as if she had been slapped. 4. The typical career pattern is geared to men whose wives didn't work. 5. The seeds remain dormant until the spring. 6. Our roles as child and guardian had now been reversed. 7. The Russian skater finished her routine with a series of spins. 8. I'm dreading going back to work. 9. A journalist is looking for a scoop. 10. Molly knew that she could not afford to make a single slip;

Ex. XI: 1.b; 2.c; 3.d; 4.d; 5.b;

#### Unit 3

Ex. VI: 1.b; 2.c; 3.e; 4.f; 5.d; 6.g; 7.a;

Ex. IX: Letter of invitation: 2; 3; 4; 6; 9; Letter of acceptance: 1; 5; 7; 8;

Ex. XI: 1d; 2a; 3k; 4l; 5b; 6c; 7i; 8h; 9e; 10f; 11g; 12j;

Ex. XII: 1d; 2e; 3a; 4k; 5h; 6c; 7b; 8f; 9g; 10l; 11i; 12j.

Ex. XII:

1. Lunch will be preceded by a short speech from the chairman.
2. His new album includes multiple versions of the same songs.
3. Her shoulders slumped and her eyes are filled with tears.
4. She felt encouraged by the number of letters of support.
5. Cutting the budget was an impressive accomplishment.
6. She wanted to arrange feeling calm and connected.
7. The survey showed that Britains's trees are in good health.
8. The children are aware of the danger of taking drugs.
9. Teaching young children is a challenging and rewarding job.
10. Shock tactics are being used to stop drink drivers

#### Unit 4

Ex. II: 1. h; 2. b; 3. f; 4. a; 5. j; 6. k; 7. c; 8. d; 9. l; 10. g; 11. m; 12. e;

Ex. IV: 1.a; 2.e; 3.g; 4.d; 5.h; 6.f; 7.c; 8.b; 9.j; 10.i;

Ex. V: 1.a; 2.c; 3.c; 4.c; 5.a; 6.a; 7.b; 8.c; 9.b; 10.c.

#### Unit 5

Ex. I: 1.d; 2.a; 3.e; 4.c; 5.b; 6.f; 7.g;

Ex. III: 1.b; 2.g; 3.l; 4.d; 5.j; 6.c; 7.a; 8.e; 9.h; 10.f; 11.k;

Ex. XII: 1.l; 2.k; 3.e; 4.b; 5.h; 6.d; 7.a; 8.c; 9.f; 10.d; 11.j; 12.g.

#### Unit 6

Ex.II 1.e, 2.f, 3.g, 4.j, 5.b,6.d, 7.i, 8.c, 9.k, 10.h, 11.a

Ex.III 1.d, 2.e, 3g, 4.f, 5.a, 6.b,7.c, 8.h

Ex. VII 1.c, 2.f, 3.g, 4.j, 5.k, 6.h, 7.a, 8.i, 9.e; 10.d, 11.b

EX.XI 1.T; 2.T; 3.F (money); 4.F(stagnant finances); 5.T; 6.F (minimum); 7.T; 8.T;

Ex.VIII.They partitioned off part of the living room to make a study. 2. Office workers were in their cubicles. 3. With seven people squashed in the house, you don't get much privacy. 4. This is a practical course, with only the minimal amount of theory. 5. The company is moving its corporate headquarters from New York to Houston. 6. She went into the changing cubicle to try on the dress. 7. A new Fiat rolls off the production line in Poland every 90 seconds. 8. I only have a small working space.

#### Unit 7

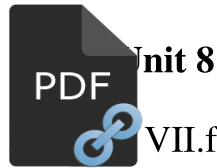
Ex.V:1.j; 2.i; 3.a ; 4.e ; 5.c; 6.b; 7.d; 8.f ; 9.h

Ex.IX: 1.e; 2.f; 3.b; 4.d.; 5.c; 6.i; 7.a; 8.h.

Ex.X:1.b; 2f.;3a;4e 5.n, 6.o; 7.g; 8.l; 9.m; 10. h; 11.c; 12.d; 13. p.; 14.q; 15. j;16. k

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Ex. XI: 1.d ; 2.c ; 3.a ; 4. b;



Ex.II: I.a; II. e; III.g; IV.a; V. VII.f; VIII.d.

Ex. III: 1. F; 2. T; 3. F; 4. F; 5. F; 6. F; 7. T; 8. F; 9. T; 10. F.

Ex.IV: 1.c; 2.d; 3.d; 4.g; 5.b; 6.l; 7.a; 8.h; 9.j; 10.k; 11.i; 12.e;

Ex.VII: 1.c; 2.e; 3.f; 4.a; 5.b; 6.d; 7.h; 8.g; 9.j; 10.i.

Ex. IX 1. We need a quorum of seven.2.He is a former chairperson of the Atomic Energy Commission. 3. We estimate that 20 per cent of the harvest has been lost. 4. The procedure for doing this is explained fully in Appendix 3. 5. European leaders attend a meeting on air pollution.6. Let's move to the last item on the agenda. 7. We expect a full report when you get back from Greece. 8. The two sides debated whether to raise taxes. 9. We invited the Home Secretary on the programme. 10. I have made several amendments to the script.

## Unit 9

Ex. III: 1.d; 2.g; 3.a; 4.f; 5.j; 6.h; 7.c; 8.i; 9.e;10.b.

Ex. IV: I.e; II.d; III.b; IV. a; V.c.

Ex. VI: I J; II I; III H; IV G; V F; VI E; VII D; VIII C; IX B; X A.

Ex. VIII: 1.f; 2.i; 3.a; 4.j; 5.b; 6.e; 7.c; 8.d; 9.g; 10.h.

Ex. XI: 1.c; 2.a; 3.j; 4.b; 5.e; 6.g; 7.h; 8.f; 9.d; 10.i.

Ex. XII: 1d; 2f; 3g; 4a; 5b; 6c; 7e; 8h.

## Unit 10

Ex.I: 1.g, 2.a, 3.c, 4.d, 5.f, 6.e, 7.b.

Ex.II: 1a, 2c, 3d 4k 5g, 6e, 7f, 8h, 9j, 10i, 11l, 12b;

Ex. V: 1. There are three major forms of business organization: a sole proprietorship, a partnership and a corporation. 2. The sole proprietorship is a business owned and run by one person. 3. The major disadvantage of a sole proprietorship is the unlimited liability. 4. Sole proprietors own all the profits of

their enterprises; the owner must personally assume the debts. 5. Partnership has more advantages than sole proprietorship. 6. General partners share the profits and losses and usually agree with each other before making any major decisions. 7. A business corporation is an institution established for the purpose of making profit. 8. The corporation attracts a large amount of capital than partnership. 9. The corporation attracts a large amount of capital than partnership. 10. Corporation can offer higher salaries and thus attract talented managers and specialists.

Ex.VIII: 1.c; 2.f; 3.g; 4.h; 5.I; 6.j; 7.b; 8.a; 9.e; 10.d;

Ex. IX: 1. f; 2. s; 3.g; 4. h; 5. e; 6. q; 7. d; 8.i; 9.p; 10. c; 11. j; 12. o; 13. k; 14. n; 15. b; 16. l; 17. m; 18. a

Ex. XII: 1.h; 2.g; 3.f; 4.e; 5.c; 6.a; 7.b; 8.d; 9.k; 10.i; 11.j;

Ex.XIII: 1.b; 2.d;3.f;4.e; 5.h; 6.g; 7.c; 8a.

Ex.XIV: 1.a; 2.b; 3.g; 4.f; 5.c; 6.d;7.e; 8.h.

## Unit 11

Ex. III. 1.d; 2.e; 3.i; 4.g; 5.f; 6.k; 7.c; 8.b; 9.j; 10.a; 11.h;

Ex. VI. 1.l; 2.j; 3.d; 4.e; 5.b; 6.f; 7.k; 8.h; 9.a;10.g; 11.c; 12.i;

Ex. VII. 1.a; 2.b; 3.f; 4.k; 5.a; 6.c; 7.g; 8.d; 9.l; 10.h; 11.j; 12.i;

Ex. VIII. 1.c; 2.a; 3.b; 4. e; 5.e; 6.f;

Ex. XII: 1.h; 2.i; 3.d; 4.j; 5.k; 6.l; 7.g; 8.f; 9.b; 10.e; 11.c; 12.a

Ex. XIII: 1.h; 2.d; 3.a; 4.b; 5.g; 6.c; 7.e; 8.f.

EX.XIV: 1. Do you have insurance on your house and its contents? 2. The information is input to our computer. 3. Strikes have cost 20 million dollars in lost revenues. 4. Union leaders have negotiated an agreement for a shorter working day. 5. I was delegated to find a suitable conference venue. 6. The day-to-day logistics involved mining. 7. The economy is performing well. 8. The Board of Directors met yesterday. 9. This paper provides a framework for future research. 10. What brand of detergent do you use?

## Unit 12

Ex.VI: 1. T; 2. F; 3. T; 4. T; 5.T; 6. F; 7. T;

Ex. IX: 1.e; 2.f; 3.a; 4.h; 5.b; 6.c; 7.e; 8.d; 9.g. 10.j;

Ex.XVII: 1. Since there are many different nations, people greet each other in various ways (wish good luck and health). 2. Greetings, the most common practice in business communication and requires tact. 3. Each nation, each social group is characterized by its own style of greeting. 4. Thus, the Mongols and Indochinese rubbing the nose regard as display of courtesy, and in New Zealand they greet each other adjacently (прилеглий) nose. 5. Among the peoples of Nigeria the display of respect is a touch of a forehead to the floor. 6. Tibetans while greeting, remove headdress with the right hand, lay left hand behind the ear and protrude the tongue. 7. In Japan there there are three types of bows: lowest - saykeyrey, average – at angle of 30 ° and light - at an angle of 15 8. In the East, the hallmark (визначним) greeting is the slope of the body with the ejection of arms. 9. In countries where semi-feudal or monarchical regime exists there are greetings in the form of kneeling: full (both knees) and incomplete (one). 10. In Europe people usually greet each other, slightly raising the hat with his left hand and making a light bow of the head.

Ex.X: 1. e; 2.c; 3. d; 4. a; 5.b;

Ex. XII: 1. are clarify (clarified); 2. elements is (are); then (than); 3. creating (creates); 4. is aligned (are); 5. you do needs (need); 6. values statements (value); 7. were (was); 8. a new educational efforts (effort); 9. element are (elements);

Ex.XV: 1. h; 2.e; 3.b; 4. g; 5. a; 6.f ; 7.d; 8. c;

Ex. XVI: 1. A; 2. B; 3. C; 4. B; 5. A.