

НАЦІОНАЛЬНА АКАДЕМІЯ ПЕДАГОГІЧНИХ НАУК УКРАЇНИ
ІНСТИТУТ ПЕДАГОГІКИ

О. С. Пасічник

**АНГЛІЙСЬКА МОВА
ДЛЯ ДІЛОВОГО СПІЛКУВАННЯ**

**ENGLISH
FOR BUSINESS COMMUNICATION**

*Навчальний посібник елективного курсу з англійської мови
для учнів старших класів профільної школи*

Київ
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Елективний курс “ English For Business Communication ” призначений для учнів 10–11-х класів, які вивчають англійську мову. Він зорієнтований на задоволення пізнавальних потреб старшокласників, їх мовну, мовленнєву та соціокультурну підготовку в сфері ділової комунікації. Зміст курсу побудовано на основі оригінальних автентичних матеріалів, його тематика охоплює основні аспекти ділової взаємодії та спрямована на вирішення тих життєвих і професійних ситуацій, які потенційно можуть виникнути в житті молоді особи: працевлаштування, ділові подорожі, телефонні розмови, офісний етикет, виступи, презентації тощо.

Посібник уміщує значний обсяг вправ і завдань, які стимулюють пошукову та творчу діяльність старшокласників. Основний акцент у навчальній книзі зроблено на формуванні міжкультурної комунікативної компетентності, що досягається завдяки моделюванню реальних ситуацій ділової взаємодії.

Елективний курс адресовано учням старших класів профільної школи, учителям англійської мови, методистам з іноземних мов ІППО, студентам мовних факультетів вищих педагогічних навчальних закладів.

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Слово від автора

Навчальний посібник “Англійська мова для ділового спілкування” призначений для учнів старших класів, які прагнуть оволодіти основами ділового спілкування.

Метою курсу є формування комунікативної компетентності у сфері ділового спілкування у межах окреслених тем.

Зміст посібника зорієнтований на вирішення тих життєвих і професійних ситуацій, які потенційно можуть виникнути в житті молодої особи. Зокрема передбачається ознайомлення учнів з форматом основних видів ділових паперів, особливостями проходження співбесіди, формування умінь і навичок проведення презентацій, вибору відповідних стратегій, що підвищують ефективність публічних виступів. Також у курсі висвітлено правила ведення телефонної бесіди, основи офісного етикету тощо.

В основу конструювання змісту посібника покладено модульний принцип організації навчального матеріалу. Це означає, що кожна тема є окремим дидактично завершеним блоком, у межах якого розглядається одне ключове або сукупність споріднених понять. Для забезпечення зручності роботи з модулем його зміст структуровано на смислові блоки (**Part A, Part B, Part C**).

Робота над кожним тематичним модулем розпочинається з постановки проблемних питань, які конкретизуються у процесі роботи з темою через осмислення фактичної інформації, представленої навчальними текстами, ситуативними діалогами та ілюстративним матеріалом. Завершення роботи над тематичним модулем передбачає перевірку якості засвоєння нового мовного і мовленнєвого матеріалу, а також його активізацію для виконання конкретних творчих і пошукових завдань (підготовка виступів, доповідей, презентацій тощо).

Рівень складності навчального матеріалу відповідає показнику B1+ - B2 відповідно до Рекомендацій Ради Європи з мовної освіти.

Бажаємо успіхів

Автор і видавництво

УМОВНІ ПОЗНАЧЕННЯ

- ▲▲ — Парні або групові форми роботи
- 👉 — Новий мовний або мовленнєвий матеріал, який потребує особливої уваги
- 💬 — Теми для дискусій, обговорення
- 🌐 — Важлива соціокультурна інформація
- 👁️ — Самостійна пошукова або творча діяльність
- ✍️ — Письмові завдання

Module 1. The World of Jobs



Lead in

Speak out

1. Describe the working environments in the pictures.
2. What are advantages and disadvantages of working in each place?
3. Describe your ideal work place.

Task 1. Read the questions and check the meaning of the words in bold.

1. Do your parents have **9 to 5 job** or they work **flexitime**?
2. Do students take a **gap year** before going to University when they finish school?
3. Do your parents often **work overtime**?
4. Is their job **rewarding**? What are its **challenges**?
5. Are there many **unemployed** people in your country?
6. Would you like to work for a company or be **self-employed**? Why?
7. Do you have any **work experience**?
8. What **qualifications** do you need for your future job?
9. What age do people **retire** in your country?

▲▲ Work in pairs. Ask and answer the questions.

Part A Work-Life Balance

Task 2. a) Look at the picture story and match sentences with each picture.



a	He was satisfied with his job because he had a good salary and could use company car.	
b	He found a vacancy in a food company and applied for a job there.	
c	He was dismissed and was unemployed again.	
d	After five months he was promoted to the position of manager.	
e	Mike was unemployed and was looking for a job.	
f	He had to do hard and work overtime.	
g	But then he had an argument with his boss.	
h	He had an interview and got the job.	

b) Reproduce the story looking at the pictures.

Task 3. Read the text.

Are you happy with your work-life balance?

Although majority of people say that they work “for the money”, salary isn’t actually the only thing that they think about. Recently, research has shown that people consider many different factors to be of importance when they make their career choice. A worldwide survey of students showed that after graduation they would be looking for jobs that allowed them to balance their personal lives with their work lives, so it’s not always a full-time job. They are ambitious and optimistic about their career prospects, and look at their working future in a different way to their parents.

For example, Katsuro works as a shop assistant in one of big supermarkets in Japan. He says: I work part-time and I am fully satisfied with my life. I’ve chosen a lifestyle that gives me enough money and quite a lot of free time. But my father, on the other hand, works more than 70 hours a week for a car company. Sometimes he has to work night shifts. I think, it’s madness. Lots of Japanese people do overtime. There’s an expression in Japanese, *karoshi*, which means “to die because you work too hard”. A lot of people in Japan get ill or die because they work too much. I think my generation is different. We don’t want our lives to be ruled by work. I work a few hours a day and get good wages. I spend the rest of my time seeing my friends and playing baseball.

It’s not just the younger generation who think like this either. There has been an increase in the number of middle-aged employees who are moving away from highly-paid executive positions into less stressful jobs.

David is a project manager for a big software company in the USA. He says: Work conditions in our company are great. Our office is in a park zone; there’s no dress code. Also there’s a canteen and a gym. So the staff don’t have to worry about their lunch and can regularly keep fit. But personally I’m not satisfied with my work-life balance at all. I work overtime – at least 50 or 60 hours a week. So I don’t have much time for myself or to see my children. I communicate with my wife by leaving messages on the fridge. We almost don’t see each other because we work different hours. Our work gets extremely stressful when we have deadlines – sometimes I and my team even skip our lunch. A few weeks ago I missed my son’s birthday because it was another project deadline. I earn a lot of money but I don’t have enough time for my private life. Is it worth it? I want to live for myself not when I retire but now.



Task 4. Answer the following questions.

1. Why not many young people want to have a full-time job?
2. What does the Japanese phrase ‘*karoshi*’ mean?
3. What is the difference between young and old generation in Japan, according to Katsuro?
4. What are the working conditions in David’s company?

5. Is David satisfied with his work-life balance? Why?
6. How does David's work harm his family life?
7. Which of the two situations is more typical for your country?
8. Would you prefer a part-time or a full-time job?

▲▲ **Task 5. Work in groups of four.**

a) Discuss which advantages and disadvantages David and Katsuro get from their lifestyles. Think of different aspects and organize your ideas in a table. There are some ideas in each column to help you get started.

Katsuro		David	
Positive	Negative	Positive	Negative
— <i>spends a lot of time with friends</i> — ...	— <i>cannot spend holiday abroad</i> — ...	— <i>can afford to live in a house with a pool</i> — <i>his children can study in prestigious colleges</i> — ...	— <i>problems with health</i> — ...

b) Which lifestyle is more attractive for you? Why?

Task 6. Match the words to their definitions.

1. executive	a) the latest time or date by which something should be completed.
2. deadline	b) a person or a company that hires people and pays money for their work.
3. to retire	c) payment for work or services made to workmen on a daily, hourly or weekly basis.
4. staff	d) a person who is hired to work for a company in return for payment.
5. employer	e) all people who work in a company.
6. employee	f) a fixed monthly payment for professional or office work.
7. salary	g) a person who is responsible for running a company.
8. wage(s)	h) to leave your job because of your age e.g. 65.

Task 7. Complete the text with the given words.

conditions	hours	part time	temporary
experience	job	qualifications	work

Nowadays in many countries around the world there is not enough _____ for everybody and many people are looking for a _____. If they are lucky enough to find one it is often _____ (only a few hours a day) not full time, or it is a _____ job (only for a few months) not a permanent one. Many jobs involve working long _____ and often the working _____ (e.g. salary, holidays) are not good. To get a good job, it's important to have _____ (e.g. a university degree) and some _____.

**Task 8. Roger discusses his working conditions with friends.
Choose the right options for these short dialogues.**

Hours

Roger: We have *flexihours / flexitime* here. I often work late on Monday, so I can leave early another day.
Brenda: That's great. I have to work *shifts / steps*. I have to work a lot *overtime / afterhours*, too.

Clothes

Robert: Is there a *dress code / clothes code* there?
Roger: Yes, I have to wear a *suit / suite* and tie.

Family

Roger: There is a childcare facility on the company premises.
Colleen: Great! That helps you get your *life-work / work-life* balance right.

Holidays

Julia: When will you go *on / in* holiday?
Roger: I can't take any days *free / off* for six months because of the *probationary / provisional* period.

Food

Roger: The company *canteen / kitchen* is great.
Doug: Oh, I'm so busy that I often *skip / jump* lunch.

 **Task 9. Discussion.**

1. Some people say they would like to 'leave the rat race'. What do you think they mean?
2. Who do you think is responsible for overwork – the company or the employee?
3. What can companies do to ensure their staff have good work-life balance?
4. Why do you think some people become workaholics?
5. Do you think it is harder for men or women to achieve a work-life balance? Why?

Part B Describing Jobs

Task 10. Look at the pictures and match them to professions.

- chef
- lawyer

- real estate agent
- DJ
- broker
- dentist



1



2



3



4



5



6

Task 11. Which of the above mentioned jobs.

- | | |
|--|--|
| <ul style="list-style-type: none"> • are done indoors / outdoors? • require qualification? • have career prospects? • are well-paid / poorly-paid? | <ul style="list-style-type: none"> • need the most training? • is the hardest? • have flexible hours? |
|--|--|

Task 12. a) Some people are talking about their jobs. Decide whether the adjectives they use are positive or negative.

Boring, challenging, demanding, enjoyable, hazardous, repetitive, creative, secure, rewarding, routine, satisfying, stimulating, tiring, stressful.

Positive	Negative
<i>enjoyable</i>	<i>boring</i>
...	...

b) Add your own adjectives to the table to describe jobs.

Task 13. Fill in the gaps with the adjectives.


stressful creative repetitive hazardous rewarding

1. If you want to work in advertising you have to be very
2. Industrial computers can do ... and time-consuming jobs faster and more efficiently than people.
3. This week was very ... for our staff as we had to complete the project before the deadline.
4. Teaching is not very financially ... job as they do not get paid a lot.
5. Being a firefighter is very ... job as they always have to work in dangerous situations.

Task 14. Use adjectives from Task 12 to describe professions in Task 10.

Task 15. Who would you contact in the situation given below? Match the situations in the left column with the name of the job in the right column.

1) a filling has come out of one of your teeth	a) a driving instructor
2) you need to have your hair cut	b) a lawyer
3) you need a legal advice	c) a dentist
4) a house is on fire	d) an interpreter
5) you want to learn to drive	e) a firefighter
6) in the shop you want advice on what sort of coffee to buy	f) a hairstylist
7) all the lights in your house have gone out	g) a shop assistant
8) you have decided to sell your house	h) an accountant
9) you need to meet a delegation from Canada	i) an electrician
10) you father needs somebody to help his firm with money problem	j) an estate agent

 **When we speak about work we often use such words *employment, job, occupation, profession, trade*. They are synonyms but there is a difference between them. Read the explanation for these words:**

employment	is a formal or official word that means having paid work.
job	is a particular type of paid work that somebody does or is trained to do.
occupation	is a more formal word than job and is used in written English, for example on forms and official documents.
a profession	is a job which requires higher education and special training.
a trade	requires practical training and skill with hands.

Task 16. Fill in the sentences with the following words.

employment ° job ° occupation ° profession ° trade

1. Dave is looking for a The restaurant where he worked closed down.
2. I had to fill out a form with my name, age, address, educational background and my

3. She is a nurse by But she works as a shop assistant.
4. I signed a contract of ... with a new company.
5. Although he is a gardener by ... , he decided to look for a ... as a taxi driver.
6. The ... rate for those who finished a course in this ... is not very high.
7. She has always wanted to be an interpreter and now she is the best in her

Task 17. Discuss the following questions and read the text.

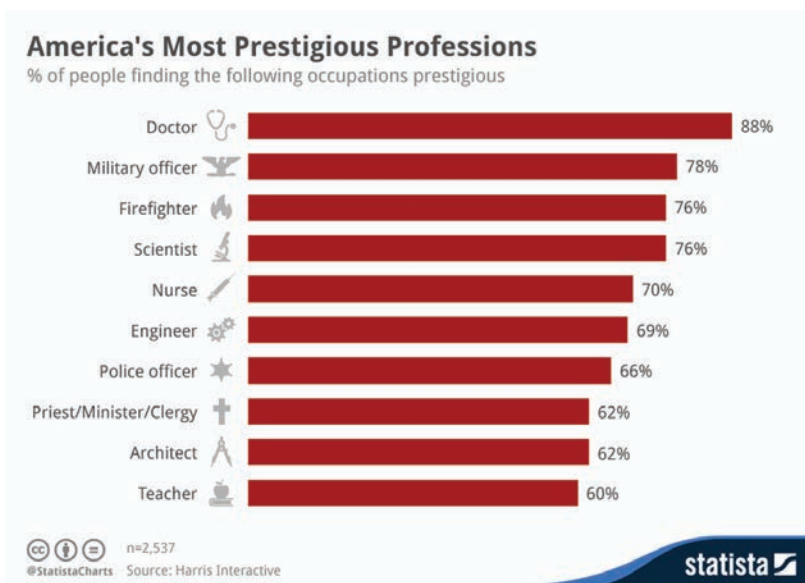
1. Have you chosen your future profession? What is it?
2. Which factors influence your choice of future profession (if necessary add your ideas):
 - high salary
 - helping other people
 - opportunity to travel
 - fame

10 TOP PRESTIGIOUS JOBS IN THE US

The Harris Poll is one of the oldest and most popular poll agencies in the world. For almost 50 years it has analyzed every aspect of American life. Since 1977 it has been asking Americans about how prestigious they find various jobs.

Clearly, everyone has their own definition of prestige. But how do Americans define prestigious work? A quick glance at the latest poll results suggests that it requires a high level of education or a high level of public service.

According to the poll, for 88 per cent of respondents doctors have ‘a great deal of’ prestige. As Niall McCarthy from Statista says “Doctor is number 1 in the US due to financial aspects, as well as social reasons. They are intelligent, high-earning professionals who help other people a lot. In many situations they are seen as heroes”. Other prestigious jobs among the top 10 include military officer, firefighter, police officer, and nurse.



As we can see not many Americans associate prestige with fame or big money – actors (55%), politician (52%), bankers (38%) and real estate agents (27%) are very low on this list.

It's interesting but if we ask parents which jobs they would encourage their children to choose, the figures are a bit different. In this case, engineers top the list (93%) with doctors, scientists, nurses and architects coming next. Many parents would also encourage their children to become teachers (81%), accountants (78%), firefighters (77%), business executives (74%), lawyers (69%), and military officers (65%). It seems that 'most prestigious' is not always exactly the same as 'most employable'.

Task 18. For beginnings 1-6 choose the correct ending A-I. There are three options you do not need to use.

1. Harris Poll ...	a) ... associate prestige with fame and money.
2. Doctors are Number 1 job ...	b) ... are the 'most employable'.
3. According to the Poll ...	c) ... due to financial aspects.
4. Most Americans do not ...	d) ... profession of a teacher is more prestigious than that of a politician.
5. Most prestigious professions ...	e) ... because they have good salary and help people.
6. A lot of American parents ...	f) ... require higher level of education.
	g) ... encourage their children to become engineers.
	h) ... is one of the most popular poll agencies in the UK.
	i) ... has been studying people's opinions since the 1970s.

Task 19. Do your own survey to define the most prestigious jobs in your country.

- Ask your parents and at least ten friends to name the 5 top prestigious jobs in your country. Present the results of your poll in the class.
- Did your respondents name any profession from the 10 Top American Prestigious Jobs?
- Try to explain why your respondents chose 'their' professions.

Part C Alternative Work Experience

Task 20. Discuss the following questions and read the text.

1. Have you ever thought of working abroad?
2. Why do people sometimes go to work abroad?
3. How important the following skills are when looking for employment abroad:
 - language
 - driving
 - managerial
 - social

WORKING ABROAD

According to Eurostat, around 1 million citizens of EU countries are now living and working in Britain – but there are also around 1 million Britons living and working in the rest of the EU. Until recently British chose English speaking countries like the USA or Australia as their destination. Now due to new work regulations it is much easier to work in any country within the EU. Some of the most popular destinations are France, Portugal, Spain, Sweden and Denmark. But is the idea of mobile European workers fact or fiction and what is it like to work in another country?

Finding work abroad can be very challenging. Getting used to a new way of life, new people and a new culture takes time and effort. Also you will have new places to visit and maybe a new language to learn. Anyway, moving to a new country can open up career opportunities that you may not have thought of.

Alexander Thompson, 27, said ‘*au revoir*’ to the UK and moved to France. He had studied engineering in Bristol and worked in various companies around England. But he wasn’t satisfied with work conditions and didn’t see any career prospects. Also he wanted a different lifestyle. Peter didn’t expect to get a job in his field immediately. He did a number of different jobs until he was finally hired by Renault. First he worked there as a technician, then after two years of hard work he got promoted. After all his experience, he says that his poor level of French was a big problem at first. He did a two-month language course before he moved to France, but this still was not enough for his profession. He says that if you want to get a good job in another country, you have to be able to speak the language really well.

Terry Wilson, 43, is a graphic designer from Scotland. Seven years ago he went to Switzerland but then he moved to Germany and set up his own advertising company in Munich*. Now he employs more than 20 people. He says that Germany is a good place to work in advertising because the Germans think the British are very creative. He could speak German well before he arrived in the country. He said that he couldn’t compete with other companies without a good knowledge of German. Another problem he had there was getting used to new traffic rules as in Britain you have to drive on your left while in other countries of Europe you have to do it on the right.

*Munich [‘mju n k] М. МЮХЕН

Task 21. Decide if the following statements are true (T) or false (F) according to the text.

1. People do not see many work opportunities in the UK.
2. Until recently British preferred to work in English speaking countries.
3. Now British choose Europe for work because all its citizens speak English fluently.
4. Before moving to France Alexander Thompson worked in Renault.
5. The main problem for Mr. Thompson was his poor level of French.
6. Terry Wilson founded an advertising company in Switzerland.
7. Terry Wilson knew German well.
8. Mr. Thompson is 15 years older than Mr. Wilson.
9. British think Germans are very creative.
10. Britain and Germany have different traffic rules.

▲▲ **Task 22. a) Think of some advantages and disadvantages of working abroad. Make notes in the table below. There is one idea in each column to help you get started.**

Advantages of working abroad	Disadvantages of working abroad
— <i>Learn a new language</i>	— <i>Feel homesick</i>
— ...	— ...

b) Present your ideas in the class.

Task 23. a) Complete the table with countries, nationality adjectives and languages.

Country	Nationality Adjective	Main Language(s)
Britain	British	
	English	
Germany		
	Irish	
		Portuguese
Scotland		
	Dutch	
Switzerland		
	Swedish	
	Danish	
Spain		
...

b) Continue the table by adding other European countries.



ACROSS CULTURES

Gap year is a year before going to University and after finishing high school. Students take their gap years to do various things. Some of them want to relax after stressful school years and travel around the world while others get paid jobs and make first steps in their careers.

Task 24. Read about Samantha’s gap year and fill in the gaps with the correct form of a verb.

SAMANTHA’S GAP YEAR

When I left school in June, I ... (not know) what kind of lifestyle I wanted. In September I ... (start) an engineering course in Nottingham University. After a month at University I realised I ... (choose) the wrong course. I decided to take a gap-year and spend the next 10 months ... (get) work experience and ... (save) money.

So instead of ... (travel) abroad I began looking for a job. I ... (send) my CVs and had several interviews. I did some temporary jobs. But I ... (can not) find one I liked. Finally I ... (apply) for a local newspaper. In search of news I visited areas of London, my home town, I ... (not see) before.

Spending several months working ... (help) me understand what I'd like to do in the future – now I'm keen to work as a journalist. This year I ... (go) to University and specialize in journalism. Instead of feeling anxious and unprepared like last year, I can't wait ... (get) there and start a new phase in my life.

Revision

Task 25. Read the text below and choose the best option from: A, B, C, or D.

YOUNG PEOPLE AND EMPLOYMENT

Very often young people get their first work 1) ... at school. There are various jobs 2) ... for them: animal caretakers, waiters, shop assistants etc. Usually this is a 3) ... or part-time job during their school holidays or at weekends. It is a good way to 4) ... some money and maybe gain some useful 5) Although it's tempting to spend your holiday time working and earning money, it's not a good idea to forget about your education.

Most young people get a job when they finish their education. And they need to begin thinking about 6) ... choices in secondary school. Nowadays 7) ... are looking for quite a lot in their potential employees. They should have 8) ... , an impressive CV and preferably have some relevant work experience. In general, jobs that 9) ... university qualifications are usually better paid. Some people stay with the same company for their entire career; others move around to different jobs with a range of companies. If you stay with the same company for a long time you may have better chances to get a/an 10)

1	A	condition	B	experience	C	occupation	D	style
2	A	offer	B	present	C	stressful	D	available
3	A	temporary	B	permanent	C	full-time	D	creative
4	A	find	B	deserve	C	earn	D	admit
5	A	shifts	B	skills	C	occupations	D	work
6	A	career	B	employment	C	trade	D	job
7	A	executive	B	team	C	staff	D	employers
8	A	explanations	B	respondents	C	qualifications	D	deadlines
9	A	assistance	B	require	C	mean	D	suggest
10	A	retirement	B	probationary	C	overtime	D	promotion

 **Task 26. Translate the following sentences into English.**

1. Працівники, які працюють в нічну зміну, отримують вищу зарплатню.
2. Коли Майк був студентом він працював неповний робочий день, щоб оплатити навчання в коледжі.
3. Багато українців їде на роботу закордон. Зазвичай це тимчасова робота, однак вона дає гарний заробіток.
4. Він часто запізнювався на роботу і не виконував свої обов'язки належним чином, тому його звільнили.
5. Після того, як він запропонував нові способи збільшення прибутків компанії, він отримав підвищення на посаді.
6. Вона не задоволена своєю новою роботою, оскільки їй часто доводиться працювати надурочно.
7. В європейських країнах учні часто беруть “рік відпочинку” перед тим, як посуплять до університету.

 **Task 27. Choose a topic and discuss one the following work-related aspects.**

1. Speak on work-related problems in your country (level of unemployment, salary, working conditions, rights of employees, work-life balance etc).
2. Do students work in summer in your country? What kind of a summer job would you consider applying for?
3. What professions are prestigious nowadays? Which will be prestigious in the future? Comment on your opinion.
4. Why do people go to work abroad? Who benefits from this?

Vocabulary

apply for (a job)	подавати заяву на (працевлаштування)
available	наявний, доступний
be fired/ be dismissed	бути звільненим
be promoted	отримати підвищення (на посаді)
be satisfied with	бути задоволеним
career prospects	перспектива кар'єрного зростання
challenge	виклик
creative	творчий
CV	резюме
deadline	крайній термін
do/work overtime	працювати надурочно
earn	заробляти
employ = hire	наймати, працевлаштовувати
employee	працівник
employer	роботодавець
executive	керівник, адміністратор
experience	досвід; стаж роботи
flexible hours	гнучкий графік
full-time job	робота на повний робочий день
gap year	“рік відпочинку” (після закінчення школи і перед вступом до ВНЗ)
hazardous	небезпечний
interview	співбесіда
job	професія, робота
night shift	нічна зміна
occupation	професія
opportunity	можливість
part-time job	робота неповний робочий день
permanent	постійний
probationary period	випробувальний термін
repetitive	повторюваний, нудний
require	потребувати
retire	піти на пенсію
rewarding	той, що передбачає винагороду
salary	зарплатня (за місяць)
set up (a company)	засновувати (компанію)
skills	уміння, навички
staff	штат працівників
stressful	напружений
survey = poll	опитування
temporary	тимчасовий
trade	ремесло
unemployed	безробітний
wage(s)	зарплатня (погодинна)
well-paid	добре оплачуваний

Module 2. Applying for a Job

Lead in

Speak out

1. How do people find information about **job vacancies**?
2. When people **apply for a job** do they need to send a **CV**? Do they need **references**?
3. What questions may people be asked at the **job interview**? Make a list.
4. Is there anything you shouldn't say during an interview?
5. Decide which qualities describe a good worker:
 - ability to work in a team
 - sociable
 - decisive
 - leadership qualities
 - creative
 - ...

Part A Preparing Your CV

Task 1. Patrick's CV.

Patrick is a motivated young person. He has just graduated from University and is looking for permanent employment. He has prepared a CV for a potential employer.

a) Read his CV and complete it with the following blocks.

Additional Information	Interests	References	Work Experience
Personal Statement	Skills	Education	

CURRICULUM VITAE

<u>Name</u>	Patrick Spencer
<u>Address</u>	36 Montgovern Road Carterknowle Sheffield S72EE
<u>Mobile</u>	00746900264
<u>E-mail</u>	spencer_patrick@hotmail.com



Personal Statement A highly-motivated, creative graduate of the University of Sheffield with excellent leadership qualities and able to work in a team. I am looking for journalist position where I can use my strong written communication and influencing skills.

Education **Tapton Secondary School**
8 GCSEs
3 A-levels
Literature (A), French (A), History (B)
University of Sheffield
BA (Hons) Journalism Studies

Work Experience **Product Copywriter**
Writing promotional materials for company products (June 2012 – May 2013)
Freelance journalist
Interviews, writing articles on social issues (April 2013 – May 2015)

Skills **Languages:** French (Fluent), German (Basic)
Driving license
Computing: MS Office, InDesign

Interests Photography, literature, writing short stories

Additional Information One of my main interests is writing short stories for children. I have two books published with ‘Angling Publications’. During my studying at the University I organized courses of creative writing for High Storrs School, Sheffield.

References **Prof Mary Wheeler**
Dept of Education, University of Sheffield

▲▲ b) Ask and answer some questions about Patrick with a partner.

What's his ... ?	Can he ... ?	What ... interests?	Where ... ?	What kind of job ... ?
How old ... ?	What work experience ... ?	What ... like doing?	What exams ... at school?	

Task 2. Read the advertisement and say why Patrick should/shouldn't apply for this position.



Editorial assistant

'LifeStyle' is looking for an enthusiastic assistant editor who will help to produce news stories on a wide range of social issues.

This is a full-time position. Candidates must have valid EU/UK working rights.

The successful candidate must have excellent English writing skills and an eye for design. Priority will be given to candidates with fluent French.

Salary: DoE plus Private Health Care, one day a week home working, free breakfast, travel ticket loan.

How to apply: send a CV and cover letter to London Bureau, Anna Regis, regis@lifestyle.uk or click the 'apply online' button below.

Application deadline: Friday 10th April.

**Task 3. Decide if the following statements are true or false.
Comment on your choice.**

1. The candidate must know two foreign languages.
2. Only UK citizens may apply for this position.
3. It's a part-time job.
4. The candidate must be in office every work day.
5. You can send your application form by e-mail or by post.
6. You have to send the documents by the end of May.
7. The candidates must send two documents to apply for this position.

👉 CVs and job advertisements sometimes use abbreviations. Understanding their meaning can simplify the job-hunting process. Here are some examples of widely used abbreviations:

CV	Job Advertisements
GCSE – General Certificate of Secondary Education	DoE – depends on experience
A-Levels – Advanced Level Examinations	FT – full-time employment
BA – Bachelor of Arts	PT – part-time employment
MA – Master of Arts	M-F – Monday through Friday
Dept. – department	sal. – salary
	\$9 p/h – \$9 per hour
	\$450/wk – \$450 per week
	\$1,200/mo – \$1,200 per month
	req – required
	HS dip – high school diploma required
	min 2 yrs exp – minimum 2 years of experience
	apply ASAP – apply as soon as possible
	ins. – insurance
	inc. – including, included
	bene. – benefits

Task 4. Explain meaning of the above-mentioned abbreviations in your native language.

Task 5. Read the following job advertisements. Explain details.

Office manager. No exp. Req. Will train. 40-hr. wk. M-F, 8 till 4. Sal - \$10 p/h. Apply ASAP.	F/T Clerk. Exp. req. H/S dip. req. Health ins. inc. Sal DoE. Apply in person 9-4 p.m. 32 Rolton St	P/T Driver. Min 3 yrs. exp. Must work aft. & eve. Ins & other bene. provided. Sal £800/mo. Call Mr. Mervin 555-1294
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Task 6. Make up your own job advertisements using abbreviations.

Task 7. Patrick has decided to apply for the position of assistant editor in ‘LifeStyle’ and prepared a covering letter. Read the letter and fill it with the missing phrases.

sincerely	I took part in several literary contests	considerable experience
were satisfied with my results	am applying for the post of	look forward
find my CV attached	obtained a BA degree	Besides journalistics



From: spencer_patrick@hotmail.com
To: “Anna Regis” <regis@lifestyle.uk>

Dear Ms. Regis

I [a] ... assistant editor in ‘LifeStyle’ magazine, which was advertised on the www.journalism.co.uk. My qualifications and professional background closely match the profile of your ideal candidate.

This year I have graduated from the University of Sheffield and [b] ... in Journalistic Studies. Also I have [c] ... of working in the sphere. During my studies I worked as a copy-righter and a freelance journalist for ‘The BuZZ’. I did interviews and published articles on various social issues. Generally my employers [d] ... and can provide necessary references.

Writing has been my passion since childhood. During my school years [e] ... and won prestigious awards. While studying at University I did classes of creative writing in High Storrs School in Sheffield.

[f] ... I am interested in writing short stories for children. Now I have a contract with 'Angling Publications' to publish a series of stories about adventures of a bear. Two of the books were published last year.

Please [g]

I [h] ... to hearing from you.

Your [i]

Patrick Spencer.

☞ Salutation in a Business Letter

If you know the person's name:

Dear Ms/Miss/Mrs/Mr/Dr + surname

If you don't know the person's name:

Dear Sir / Dear Sirs – male addressee (esp. in British English)

Dear Madam – female addressee (esp. in British English)

Dear Sir or Madam – gender unknown (esp. in British English)

To whom it may concern – gender unknown (esp. in American English)

Ms, Miss or Mrs?

Mrs – to address a married woman

Miss – to address an unmarried woman (rarely used now)

Ms – to address a woman whose marital status you don't know; also used to address an unmarried woman

Usually we finish business letters with

Yours faithfully - When you don't know the name of the recipient

Yours sincerely – When you do know the name of the recipient

✍ **Task 7. Prepare your CV and a covering letter for a job that you would really like to do and are well qualified for.**

Part B Job Interview

Task 8. Read the text below and choose the best option from: A, B, C, or D.

JOB INTERVIEW: BEFORE, DURING, AFTER

If you have 1) _____ the interview stage, your CV and letter of application were 2) _____! Now the company wants to know more about you. But there is still more work to do if you want to get that job! First of all, make sure you have 3) _____ the company as thoroughly as possible – use the Internet, company reports etc. Secondly, 4) _____ yourself of why you applied to this company. Make a list of the skills, experience, and interests you can 5) _____ the organization.

Prepare a one-minute answer to "Tell us about yourself". It would be also good for you to prepare several **PAR** stories: a **P**roblem you faced at work, how you **A**pproached it, and its positive **R**esolution. Finally, imagine you are the interviewer and try to 6) _____ the questions you will be expected to answer!

At the beginning of the interview, it is recommended to ask the following questions: “What would you expect me to do during my first month of work?” Tell the interviewer about your 7) _____ that are relevant to the job but do not criticize yourself. For example you may say, “I’m not a team player. Give me something to do on my own and you will be 8) _____ with my results”.

After the interview write a thank-you letter, in which you remind the 9) _____ of things he or she liked. End by saying something like, “I’m enthusiastic about the position and look forward to working with you.”

If you don’t get the job, don’t call to ask why. 10) _____, call to say: “I’d love to work for your company and want to let you know that if a similar position comes up, I’d welcome the opportunity to interview for it.”

1.	A) gained	B) reached	C) arrived	D) acheived
2.	A) effective	B) important	C) impressive	D) significant
3.	A) researched	B) discovered	C) inquired	D) examined
4.	A) remember	B) imagine	C) remind	D) summarize
5.	A) show	B) present	C) offer	D) tell
6.	A) ask	B) suggest	C) give	D) predict
7.	A) mistakes	B) weaknesses	C) interests	D) likes
8.	A) satisfied	B) boring	C) great	D) nervous
9.	A) staff	B) interviewer	C) employer	D) employee
10.	A) instead	B) despite	C) because	D) only

b) Make a list of useful tips for a successful job interview.

c) Use the list of tips and reproduce the text.

Task 9. During the job interview Patrick was asked some questions. Translate the questions into English and find suitable response for every question.

Question	Response
1. Чому ви обрали саме нашу компанію?	A. People say I'm sociable, organized, and decisive.
2. Які ваші сильні й слабкі сторони,	B. My aim is to have a position in the Management Team.
3. Як ваші друзі можуть вас охарактеризувати?	C. I have excellent time management, but I can be impatient for results.
4. Яке ваше найвагоміше досягнення?	D. Because I think I will find the work environment both challenging and rewarding.
5. Наскільки добре ви працюєте в команді?	E. I always support my colleagues and believe we should work towards a common goal.
6. Ким/Де ви бачите себе через 5 років?	F. First of all I used to be the editor of our school newspaper. Also I won Literary competition twice.
7. Ви коли-небудь були у Франції?	G. Yes. I speak French fluently and I know a bit of German.
8. Ви володієте іноземними мовами	H. Yes, I have. I studied there for six months. I lived in Marcel.

Task 10. Talking about the workplace. Steven Jones explains Patrick the working conditions at 'LifeStyle'. Fill in the missing vowels.

“Our a) w_rk_ng h_rs are 38 hours per week. We offer flexitime, with our b) c_r_t_m_ between 10 a.m. and 4 p.m. After a six-month c) tr_l p_r_d, your w_g_ increases by 1.5 per cent a year. Up to ten hours of e) v_rt_m_ are compensated with f) t_me_ff in lieu (TOIL). Our g) b_n_f_ts include a private medical h) _ns_r_nc_ scheme. Employees receive low-cost warm and cold meals in our company j) c_nt_n. The company k) c_r_p_rk is available free of charge. If you use l) p_bl_c_tr_nsp_rt, the firm pays half of your monthly pass.”



ACROSS CULTURES

It is common practice for jobseekers to write a **follow up letter** after the job interview (usually within 2 business days). In this letter you thank for the interview and express your interest in the position.

Task 11. Sending a follow-up.**Patrick writes a follow-up email to 'LifeStyle'.****Complete the text with the appropriate forms of the verbs from the box.**

appreciate ° confirm ° contact ° contribute ° implement ° impress ° look ° mention
--

Thank you for talking with me about the position of assistant editor. I would like to
a) _____ my strong interest in joining the team at 'LifeStyle' magazine.

I b) _____ the friendly welcome and was c) _____ with your plans for opening a new office in France.

As I d) _____ yesterday, with my experience and relevant skills, I am sure I can e) _____ towards managing your office efficiently. I feel that my foreign-language skills can help you to f) _____ your European strategy.

I g) _____ forward to hearing from you. Please h) _____ me if you would like any further information.

Part C New Trends in Applying for a Job

Task 12. Read the text about modern trends in applying for a job.**Choose from (A–H) the one which best fits each space (1–6).****There are two choices you do not need to use.**

- A. who successfully completes the online application.
- B. online in blogs, social networks or personal web-pages.
- C. a very specific type of person.
- D. to get impression of their personality and professionalism.
- E. people should put their achievements on their CVs.
- F. use online applications as well as big ones.
- G. are advertising for positions online.
- H. are often asked to do some work-related tasks.

YOU AND YOUR CV

Information is everything in the modern world: the Internet has changed a lot of things for job-seekers as well as for employers. New trends show that more and more companies (1) Also now they require online job applications, instead of traditional paper CVs. This information normally goes into the company's database. Using keywords employers can easily find candidates from these databases.

For multinational companies like Procter & Gamble, online job applications are the norm. When applying for a position in P&G people are also asked to do a questionnaire. This helps the company make an informed decision on whether your skills meet the requirements of the position you have applied for. The candidate (2) ... may then have to do problem-solving tests. Only after completing these steps the job-hunter is invited for a telephone or face to face interview.

Some companies are using video CVs. It is a one-minute video presentation of candidates looking for a position. In several minutes video CV makes easy for recruiters to see the candidate's language skills, their motivation to work in the company and also (3)

But what are the rules for applying online? As Rick Bacon (CEO of iProfile) says (4) ... and not just job titles. These could be things like "developed a new product or its de-

sign”, “helped the company increase profits”, “reduced costs”, “developed a new piece of software” and so on. This can also include voluntary work and other non-work related achievements, such as running in a marathon. Employers do look for more than the ability to write a software code or upgrading a factory’s machinery. They want well-rounded people. Employers have in mind (5) ... who will fit their culture and also fit the position they’re looking to fill.

One should also keep in mind that there’s a lot of information about them (6) That is why employers often google the Internet looking for names of possible workers. That is why one has to be careful when putting information about himself or herself online.

Task 13. Read the text about strange job interview questions.

WEIRD INTERVIEW QUESTIONS

General questions such as “Tell us a bit about yourself”, “Why do you want to work for us?”, and “Describe your biggest achievement” are all typical interview questions that most candidates are familiar with and are ready to answer. However, very often companies ask job seekers strange and unrelated questions. Here are several real examples:

1. Room, desk, or car – which do you clean first?
2. Name five uses of a stapler without staples.
3. How would you get an elephant into a refrigerator?
4. How many people are using Facebook in San Francisco at 2:30pm on a Friday?
5. How would you cure world hunger?
6. If you were a Microsoft Office program, which one would you be? Why?
7. Pepsi or Coke?
8. Describe the color yellow to somebody who’s blind.
9. Who would win in a fight between Spiderman and Batman?

However weird or irrelevant they may seem, these questions are designed to assess your analytical thinking skills. When you are asked such a strange question, take your time when answering it. Your interviewer doesn’t expect an immediate answer. Think about what the company does and what the role in question aims to achieve. May be the company wants to check your general knowledge, technical ability or mathematical skill?

In most cases, the process of getting to an answer is more important than the actual answer itself. For some of these questions, there may be a number of possible answers and not necessarily a right or wrong answer. It’s not the job of the job seeker to actually know how many gas stations there are in the U.S., but it’s a great tool to see how well he thinks through the problem.

Task 14. Try to answer any of the weird questions from the text.

👁 Task 15. Do your own research.

- On the Internet find unusual job interview questions and choose 4-6 you like best.
- Present your questions in class.
- Ask your classmates to answer these questions.

Task 16. Complete the text with the words from the box.

CV ° forward ° invite ° follow-up letter ° excited ° advert ° interview ° experience ° skills
 ° hand ° application form ° impression

A few weeks ago, I saw an (1) ... in a newspaper for a job that I really wanted. I filled out the (2) ... , wrote my (3) ... and sent everything off in the post. A few days later I received an email to (4) ... me for an interview. I was so (5) ... , but very nervous.

I wanted to look really smart for the (6) I wore a smart suit with a white shirt and my black shiny shoes. I wanted to make a good (7) At the interview they asked me lots of questions. They asked me about my previous work (8) ... and (9) ... that I've got for the job. I also had to fill out some paperwork. I was well prepared, so I think it went well. Afterwards, the interviewers shook my (10) ... and said, "We'll be in touch." I have sent them a(n) (11) ... and now I am looking (12) ... to hearing from them!

 **Task 17. Write the words in the correct order to make sentences or questions someone could ask you in a job interview.**

1. nice/ Good afternoon,/ to/ you./ meet/
2. in touch./ Thank you/ We'll be/ for coming today.
3. got/ any questions?/ Have you
4. your/ tell us/ you/ previous work experience, /Can/ about/ please.
5. in a team?/ you/ Do / work well
6. start?/ could/ When / you
7. this job?/ you want/ Why/ do
8. a few questions./ would/ to ask/ We/ you/ like
9. have you got/ help you/ What skills/ that/ in this job?/ would
10. £10.50 per hour/ Sundays. / and work / Wednesdays to / You'll get
11. are your/ What /and weaknesses?/strengths

 **Task 18. Use your CV and covering letter and role play a job interview with your group mate.**

Follow instructions:

- Before the interview choose who will be the job seeker and the interviewer.
- Make clear what position the job seeker is applying for (you may use your CV and covering letter).
- Interviewer should make a list of questions he/she wants to ask the job seeker.
- At the end of the interview the interviewer tells the job seeker about working conditions at the company.

Vocabulary

achieve	досягати
achievement	досягнення
apply (for a job)	подавати заявку на отримання роботи
appreciate	цінувати
assess	оцінювати
award	нагорода
common goal	спільна мета
common practice	загальноприйнята (поширена) практика
confirm	підтверджувати
considerable (experience)	значний, суттєвий (досвід)
contest	змагання, конкурс
contribute	робити внесок
covering letter	супровідний лист
decisive	рішучий
editor	редактор
familiar	знайомий
fluent	плавний, швидкий, вільний (про мову)
follow up letter	лист-нагадування; повторний лист
gender	стать
graduate	випускник
graduate (from)	закінчувати (університет)
impatient	нетерплячий
implement	втілювати
impressive	вражаючий
insurance	страховка
issue	тут видання, номер (журналу)
job interview	співбесіда
job vacancy	вакансія
job-hunter = jobseeker	пошукувач роботи
leadership qualities	лідерські якості
marital status	сімейний стан
mention	згадувати
opportunity	можливість
provide	забезпечувати
recipient	отримувач
references	рекомендації
relevant	доречний; що стосується справи
require	потребувати
requirement	вимога
strengths and weaknesses	сильні і слабкі сторони (характеру)
team player	командний гравець
thoroughly	ретельно
time off in lieu (TOIL)	компенсаційний час (дні відгулу, які працівник може скористатися за виконання наднормової роботи або роботи у вихідні та святкові дні)
weird	дивний, нестандартний
wide range	широкий спектр
working conditions	умови праці

Module 3. Company Structure

Lead in _____



Task 1. Company departments.

a) Match the following company departments to the pictures.

- office reception
- IT department
- research and development department
- production department

b) Imagine you are in one of the departments. Try to describe it and say what the people do there. Use the following words and phrases.

- assembly line
- maintain computers
- receive calls
- meet visitors
- improve products
- wear protective clothing
- write codes
- suggest ideas

Part A A Visit to a Company

Task 2. Patrick is in France. He has to make an article about work conditions at Peugeot car factory. He is at the reception. Look at Appendix A “At Reception” and do the task.

Task 3. Read about the nine departments at the Peugeot car factory and underline the names of all the departments.

A VISIT TO PEUGEOT CAR FACTORY

OK, Mr. Spencer, let's start here, in **research and development**, or **R & D**. This department is responsible for thinking of ideas for new products and finding ways to improve our existing products. Currently our engineers are constructing a new type of hybrid engine. That's all I can say now as it's secret information.

This is **information technology**, or **IT** department. It looks after our computer system. They maintain computers that control robots. If computers fail, the factory will stop working.

Here is our main factory area – the **production department**. Here we make our cars. It's the biggest part of the company. You may see how cars are built on the assembly line. Most work is done by robots. The factory produces more than 200.000 cars a year.

Purchasing buys all the things we need to provide uninterrupted manufacturing process. They talk to our suppliers and try to get the best price.

In the **finance department**, they check how much the company is making and decide how much to spend. They also pay employees' salaries. **Sales and marketing** is very important too. The marketing people think up the ideas for selling our products and create advertising and promoting materials.

Human resources is responsible for recruiting new employees, organizing training and helping with any problems.

Customer services processes orders from customers. They organize transportation, check that customers have received their orders and deal with complaints. Finally, **distribution** is responsible for transporting our products. They receive orders from customer services, and plan how and when to transport the products so the customers receive them at the right time ...

Task 4. Decide in which department the following phrases can be heard.

<ul style="list-style-type: none"> – Mr. D from R&D is going to retire next month. – We know that. We have already advertised for the position and now we are receiving candidates' CVs and covering letters. 	
<ul style="list-style-type: none"> – What do you think of the new software? – It has too many bugs, so we cannot use it at our factory. 	
<ul style="list-style-type: none"> – The company is showing good results. The sales have increased by 17% in the last three months. – I think our staff may get a pay rise soon. 	
<ul style="list-style-type: none"> – We confirm your order for 12 trucks. They will be delivered within next few days. On Friday, at the latest. Should you have any questions, please contact our department by mail or by phone. 	
<ul style="list-style-type: none"> – We've got to advertise a new car model. In these papers you will find pictures and all technical information about it. I'm waiting for your sketches and nonstandard ideas next Tuesday. 	
<ul style="list-style-type: none"> – Our team has nearly finished testing the new hybrid engine. According to the obtained data the new system lets it consume 4% less petrol ... 	
<ul style="list-style-type: none"> – Pass me the screwdriver, Jerry. And hold this wheel. – Here you are. Be careful, Steve. – Thank you. 	

Task 5. Decide which job or post is being referred to in each case. Pay attention to the words in bold.

1. Receptionist	a) Directs the overall accounting functions and provides financial and business support .
2. Personnel manager	b) Is involved in planning, coordination and control of the manufacturing process. Makes sure that the correct amount is produced at the right cost and at the right level of quality.
3. Chief accountant	c) Person responsible for the recruitment and selection of the right people for the job.
4. Chief executive officer (CEO)	d) Person in charge of a team of highly creative individuals who develop new quality products that fill the market needs.
5. Head of R&D	e) The top executive who runs the company . He/ she is responsible for company's success or failure.
6. Lawyer	f) This person provides legal advice and assistance and represents the company in court or other legal matters.
7. Board of Directors	g) Group of elected people who govern the company and look after shareholders' interests .
8. Production manager	h) The first person clients meet. He/she welcomes visitors and answers the phone.

Task 6. Complete the sentences with a suitable word. Some verbs may change their form.

welcome ° support ° run ° look ° charge ° responsible °
involve ° make sure ° provide

1. Mike is a successful young businessman who ... his own software company.
2. Jennifer had done really well in the job and was put in ... of the whole chain of stores.
3. As far as Maria is an interpreter she is ... for the communication with foreign partners and also she ... after correspondence with them.
4. When the Chinese delegation arrived at the company headquarters they were warmly ... by the chief of the Production Department.
5. More than 50 employees were ... in implementing the new project.
6. The company ... personal development of its employees and pays money if they attend qualification courses.
7. Boss: Please, ... that all our documents are ready for tomorrow's negotiations with our partners.
8. The company ... every employee with a tablet PC – this made some working processes easier and faster.
9. Jane is a secretary. She ... after documents in the office and answers phone calls.

Task 7. What would you say if you took part in this dialogue? Role-play it.

- A.: I don't know the CEO of your company personally, but I've heard that he has big experience in business. Can you tell me what his responsibilities are?
B.: Oh yes. Mr. Blake. He has been working in our company for three months so far. His duties are
- A.: You have so many departments in your company: Finance, Marketing, Production, R&D. What are they responsible for?
B.: It's very simple
- A.: You are a Sales Manager at this Company. I see that every day you work since morning till night; you travel frequently to the customers. What duties do you have at the company? Who is your chief?
B.: I agree with you, it's a hard work but it is really interesting
- A.: I heard that you have an interpreter here?
B.: Yes, our company has partners in other countries That is why we need an interpreter. She speaks And she travels
- A.: Is there anyone in the company who helps with the legal issues?
B.: Yes. We have

 **Task 8. Do your own research about positions in a company.**

Every sphere may have its own jobs and positions. Choose a job or position (e.g. your parents' job) and describe its responsibilities in a company.

Part B Trade unions

Task 9. a) Name possible reasons of conflicts between company management and workers.

- Low salaries/wages
- Negative working conditions
- Retirement age
- Company closure
- Unfair dismissal
- Working night shifts

b) Explain how workers and management can solve their conflicts.

Task 10. Read and translate the text.

WHAT ARE TRADE UNIONS?

An individual worker alone has very little power to influence decisions in a company. But when they join together, workers have more influence on their employer. These groups of workers are called trade unions.

Trade unions are organisations that represent people at work. ‘Representing’ usually means that someone from the union meets with management on behalf of a worker or staff to discuss a problem with their employer.

Examples of trade unions in Britain include National Union of Teachers (NUT), British Medical Association (BMA), Transport and General Workers Union (TGWU). Trade unions are financed and run by their members. Some of them were formed over 100 years ago. Almost every working person has the legal right to join or not to join a trade union.

In the past relationships between trade union and employer were often confrontational – “they against us”. Over the last twenty years this has changed to much more of a partnership – employers and employees working together for the long term success of a business.

Trade unions aim to protect their members and improve working conditions of their employment. This includes making sure that workplaces are safe and that people’s health is not at risk because of their jobs.

Sometimes trade unions employ lawyers to make sure that companies and organisations treat their staff in accordance with the law.

Trade unions try to get better pay for members and improve working conditions. If an employer wants to ask for a pay rise he is less likely to be successful than if every member of staff speaks as one through their trade union. Trade unions collectively negotiate better pay and conditions on behalf of their members. Besides, statistics say that union members earn more than non-union members.

Task 11. Decide if the following statements are true (T) or false (F) according to the text.

1. A single worker can hardly influence decisions of a company.
2. Trade unions’ objective is to improve working conditions.
3. Usually trade unions represent people of a particular professional sphere.

4. Relations between company management and trade unions are very confrontational nowadays.
5. Some trade unions were founded more than a century ago.
6. Employer is responsible for financing the trade union.
7. Trade unions do not have the legal right to have their own lawyers.
8. Trade union members and non-trade union worker may have different salary.

Task 12. Read about a strike at a Peugeot car factory and fill in the gaps with the correct form of a verb.

PARIS – Today a four-month strike at a Peugeot car factory in the north of Paris ... (come) to an end. But the workers say they ... (continue) fight if the company ... (decide) to close the plant.

On Friday the management said that it ... (sign) an agreement with the trade unions to end the strike which started in January. Peugeot says around 130 of the plant's 2,500 workers ... (be) on strike since Jan. 16.

According to the agreement all employees ... (return) to work but the company ... (not compensate) them for the days spent on strike.

Because of stagnant car market, France's largest automaker ... (dismiss) 8,000 workers within next few years. Also the company has promised ... (not close) the plant. CGT representative Jean-Pierre Mercier told French TV that "the fight ... (not be) over yet."



ACROSS CULTURES

A **yellow-dog contract** (*AmEn*) is an agreement between an employer and an employee in which, as a condition of employment, the worker agrees not to join a trade union.

Task 13. Letter to the Editor of 'Lifestyle'

a) Read the letter and fill in the gaps. Explain why Jeremy has written a letter to the 'Lifestyle' Editor.

member ° hire ° legally ° join ° sign ° trouble ° owner

Dear Editor.

When I reported for work at my new summer job for a small family restaurant, the ... asked me to ... a paper that said I was not a union ... and that I had no plans to ... a union while I worked at the company. She said she had ... with union people last summer and didn't want to ... anyone who might try to start a union at the restaurant. Is this sort of document ... correct? What should I do in this case?

Sincerely
Jeremy, 21

b) Read the response of 'Lifestyle' Editor to Jeremy's question and answer.

Dear Jeremy.

First a bit of history. Until the 1930s employers in the USA had many ways to prevent workers from joining trade unions. One of the most effective was the so called 'yellow dog contract' – an agreement that forced employees not to join a union or to be fired. But in

the mid-1930s the Government passed several new Acts that gave workers the right to organize and join unions.

Nowadays, union membership cannot be made a condition of your employment. Asking questions about your trade union membership can be seen as pressure.

So we think there are two basic reasons why your employer asked you such questions. Firstly it is her ignorance of the fact that she is violating Federal Labour Law. Or maybe she wants to make you believe that by signing a paper you give up your right to unionize. So, we recommend you and other young people to be more legally aware and know your rights.

c) Answer the questions.

1. When did US workers had legal right to unionize? What was before that time?
2. Can union membership be a condition of your employment?
3. Why does Editor think Jeremy was asked to sign a 'yellow dog contract'?
4. What advice does the Editor give Jeremy and other young people?

👁 **Task 14. Do your own research about trade unions in your country and abroad.**

- Make groups of three-four people.
- Each group finds information about trade unions in a foreign country (Great Britain, Canada, USA etc).
- One group finds information about trade unions in Ukraine.
- While collecting information use the Internet or ask your parents. Try to mention history of trade unions and how they help protect workers' rights in these countries.
- Make class reports and compare which country has most active trade unions.

Revision

Task 15. Read the text below and choose the best option from: A, B, C, or D.

NEWSPAPER EDITOR: DUTIES AND RESPONSIBILITIES

The editor is a very important person in mass media. Newspaper editors have the daily 1) ... of deciding which news stories are printed in the paper. They review story ideas and decide what material will 2) ... to readers. During the review process, editors offer comments to 3) ... the product, and suggest titles and headlines. Sometimes they have to rewrite text to make it easier for readers to understand. 4) ... , they allocate space for the text, photos, and illustrations that make up a story.

There are different types of editors. But in a big news agency you are 5) ... to find **executive editors** and **assistant editors**. Assistant editors are 6) ... of a particular department that covers a specific subject, such as local news, international news, or sports. Executive editors control assistant editors and have the final 7) ... about what stories are published. Executive editors typically 8) ... reporters, freelance writers, and other employees.

It is not unusual for a newspaper editor to have worked as a journalist or proofreader before becoming an editor. A newspaper editor should have excellent communications 9) It is expected that editors also have a strong interest in current events and the ability to work well under daily 10)

1	A	job	B	responsibility	C	reliability	D	task
2	A	enjoy	B	like	C	appeal	D	offer
3	A	improve	B	better	C	purchase	D	fix
4	A	Although	B	Besides	C	Despite	D	Nevertheless
5	A	probably	B	maybe	C	similar	D	likely
6	A	responsible	B	run	C	in charge	D	control
7	A	say	B	word	C	text	D	speech
8	A	employer	B	take	C	employee	D	hire
9	A	written	B	skills	C	abilities	D	oral
10	A	shifts	B	experience	C	deadlines	D	press

Task 16. Read the task and do the interview.

- ▲▲ a) Partner A (News reporter): Imagine you have to write an article about the latest strike in a car manufacturing company (or any other company). Interview the trade union leader (Partner B) and company management (Partner C). Don't interview them together. Interview trade union leader first and then – a representative of the company management.**

Before the interview each student must think about:

- reasons of dispute between the workers and the company management;
- what trade union asked for;
- what management agreed to do;
- how long the conflict lasted;
- how was conflict resolved;
- how the strike affected company consumers and their status.

- ✍ b) Write a report for a newspaper about the dispute between trade union and management.**

Vocabulary

allocate	розподіляти
assembly line	конвеєр
aware (of)	усвідомлювати
be in charge of	відповідати за
complaint	скарга
confirm	підтверджувати
consume	споживати
current events	поточні події
deal (with)	мати справу (з)
deliver	постачати
department	відділ
dismissal	звільнення
dispute	суперечка
distribution	постачання,
frequently	часто
HR (human resource)	відділ кадрів
ignorance	неосвіченість, необізнаність
interpreter	перекладач
involved (in)	задіяний (в)
join (a trade union)	вступити (в профспілку)
legal right	законне право
maintain (computers)	підтримувати, технічно супроводжувати (комп'ютери)
negotiate	вести перемовини
on behalf of	від імені
pressure	тиск
prevent (from)	запобігати
promoting materials	рекламні матеріали
proofreader	коректор
purchasing	придбання
reception	приймальня
recruitment	набір персоналу
resolve (conflict)	вирішувати (суперечку)
retirement age	пенсійний вік
run (the company)	керувати (компанією)
shareholder	акціонер
sketch	ескіз
trade union	профспілка
violate (law)	порушувати (закон)

Module 4. Presentations and Business Meetings

Lead in

Speak out

1. Do you have experience of speaking in public (i.e. concert, conference)? How did you feel?
2. When you are making a school report do you usually speak or read from paper?
3. What is a presentation? Why do people make presentations? List some reasons.
4. What phrases would you use at the beginning and at the end of your talk?
5. How can you make your report/presentation interesting for the others?

Part A Giving a Presentation

Task 1. Read the text.

PRESENTATIONS

A presentation is a formal talk to one or more people to “present” new ideas or information in a clear and structured way. Sometimes people are afraid of speaking in public, but if you follow a few simple rules, giving a presentation is actually very easy.

First of all it’s important to know your audience: who are these people, how many, and what they already know. The venue is not less important. If possible, visit it before your presentation to find out where the audience will sit and where you will stand.

A well-organized presentation is easier to understand. Give it a beginning, middle and an end. Make notes of the most important points and number them. This structure will help your audience follow what you are saying and understand your objectives. It is important to speak to your audience and not to read. Otherwise they will fall asleep. If you are a beginner in giving presentations and want to see how well you have prepared, practice giving your talk out loud and check how much time it takes. Ask a friend to listen and give you feedback.

Nowadays a good presentation is almost impossible without different kinds of AV (audiovisual) aids. You can use a simple flip chart and whiteboard for spontaneous writing. Computer software, like Microsoft PowerPoint can make your presentation look professional. Choose AV aids that are appropriate for your audience. And make sure you know how they work!



You think you have prepared your presentation well but in reality preparing is only half the work. The real work is holding people’s interest long enough to deliver your message to them. You can write the greatest speech in history but if you can’t keep your audience’s attention, you are likely to fail.

You can greatly improve your presentations with your body language. Use hand gestures and remember to move around! You don’t have to do zigzags movements from one area of the room to another. But you might try moving forward so you’re closer to your audience instead of hiding behind your podium.

One of the keys to keeping your audience interested is making eye contact with your audience, not just one or two people. This draws the audience into your presentation and allows you to make an interpersonal connection with them.

Don’t speak in a monotone voice as if you’re reciting your speech word for word. You have to be enthusiastic and animated. The best speakers make you feel as if they’re having a normal conversation – not reciting a memorized speech. So before you hold a speech, relax and think of do’s and don’ts concerning your presentation.

Task 2. Look through the text again. Make a list of DO’S and DON’Ts for making a good presentation. Add your own ideas. Comment on them.

DO’s	DON’Ts
<i>Make a list of thing you want to say ...</i>	<i>Don’t read from paper ...</i>
...	<i>Don’t ...</i>

Task 3. Match words to make word combinations. Make up your own sentences using them.

A		B	
1.	eye	a.	gestures
2.	important	b.	periodically
3.	hand	c.	attention
4.	well-organized	d.	contact
5.	fall	e.	point(s)
6.	move	f.	presentation
7.	keep	g.	asleep

Task 4. Look at Appendix B “Preparing for a Presentation” and do the suggested exercise.

Task 5. Match the words to their definitions

1) flip chart	a) reaction of people on the quality of a presentation;
2) whiteboard	b) a person who delivers a presentation;
3) presenter	c) a device that shows an enlarged image onto a wall above and behind the person who uses it;
4) audience	d) a white surface that is used for writing on it during classes, presentations etc.;
5) feedback	e) paper materials that contain important points of a presentation or lesson materials and are given to the audience or students;
6) AV aids	f) a place where organized meetings e.g. conferences and presentations are held;
7) projector	g) a big pad that has many sheets of paper and is attached to a stand. It is used to present reports, data, etc.;
8) venue	h) devices that help visualize verbal information;
9) handout(s)	i) a group of listeners or spectators at a public event;

Task 6. Fill the gaps in the sentences with words and phrases.

audience ° objectives ° AV aids ° handouts ° whiteboard ° appropriate ° failed ° feedback
--

1. I felt really nervous, because there were over a hundred people in the
2. At the start of your presentation, explain your ... , so people know why you are talking to them.
3. Using ... will make your presentation more interesting and animated.
4. At our English classes we use not only books, the teacher also brings a lot of his own
5. While making his presentation the manager drew some charts and figures on the ... with a marker.
6. Knowing your audience will help you choose material that is ... for their interests.
7. They ... their business project, because they didn't pay attention to changes on the market.
8. If you want to know if your presentation was interesting, ask the audience for their

Task 7. Read the text below and choose the best option from: A, B, C, or D.**DISASTER PRESENTATION**

Last year I 1) ... to give a talk to some students at Imperial College in London. It's the science and technology department of London University, so I didn't think there 2) ... any problems with the equipment. I 3) ... the auditorium before and it was a nice room, good sound and screen, etc. But as soon as I 4) ... my talk, people started 5) ... that they couldn't see the slides -there was something wrong with the projector and the screen was too dark. So I started 6) ... keys on my laptop, and I don't know what I did, but I managed 7) ... the whole presentation. So there I was with no presentation notes at all, nothing, and I had to improvise from what I 8) ... remember. It was all very embarrassing.

1	A	have	B	had	C	must	D	should
2	A	have been	B	had	C	would be	D	was
3	A	will see	B	was seen	C	have seen	D	had seen
4	A	begin	B	begun	C	began	D	beginning
5	A	complaining	B	expecting	C	following	D	advising
6	A	touched	B	touching	C	moved	D	moving
7	A	solving	B	deleting	C	to solve	D	to delete
8	A	could	B	can	C	must	D	have

Task 8. Make a list of things that can spoil your presentation. Try not to use ideas from Task 4.

- Your equipment doesn't work properly.
- You arrive 20 minutes late for your presentation.
- ...

▲▲ Compare your ideas with your partner

Part B Brush up Your Presentation

Task 9. Read and translate the text.

STORYTELLING IN PRESENTATIONS

Let's be honest: many presentations are pretty boring. And the main reason is very simple: very often the speakers know their subject well but they fail to engage their audiences with a good story.

People have been telling stories for the past 27,000 years (since the first cave paintings were discovered). Research shows that when we're listening to a story, **OUR BRAIN BECOMES MORE ACTIVE**. Stories simplify and clarify even the most complex information because they are the best way to learn and visualize information. They can hook an audience with emotion. What's more, stories help people remember better what they have heard. Moreover, stories inspire people to take action - emotions not logic, drive most people's decisions.

You may add a riddle, a legend, a story of success or failure or a real story from your life to your presentation. But you **CANNOT TELL ANY** story. If you want to add a story, you should follow a few simple tips:

- Your stories must be relevant to the experience and interests of your audience.
- Keep your stories short – not longer than two to three minutes. Leave out any unnecessary details.
- Make something happen in the story. It should happen in a specific time and place.

Task 10. For beginnings 1-5 choose the correct ending A-G. There are two options you do not need to use.

1. Some presentations are boring because ...	a) short and interesting for people.
2. Good stories can ...	b) based on their emotions.
3. People make decisions ...	c) easier to understand.
4. Stories in presentation should be	d) influence people's emotions.
5. Stories help make new information ...	e) speakers don't know their topic.
	f) speakers don't tell interesting stories.
	g) because of their logics.

Task 11. Paraphrase the following sentences. Substitute phrases in bold with the words and phrases given. Make necessary transformations. Write your sentences in the copy book.

relevant ° fail to (x2) ° leave out ° follow ° inspire ° complex °
clarify ° moreover ° simplify

1. He **couldn't** persuade his partner to sign the agreement to buy this laptop.
2. Please **do not tell** unnecessary details in your report.
3. Sorry. But this **is not the topic** of our discussion.
4. The main objective of any advertising campaign is to **make** people buy things and services.
5. If you **don't pay attention** to these instructions you won't be able to make a good presentation.
6. **In addition**, to make your presentation more interesting it may be useful to use quotes or shocking statistics.
7. Using diagrams helps you represent **complicated** data and information in a **clear** and **simple way**.

Task 12. Read what professional speakers say about good presentation practices. Do you agree? Comment on your opinion.

- ✓ I almost always start with a story. I love telling stories. I'm good at it. People like stories. It works for me.
- ✓ Never put your best material right up in front. People don't pay full attention at first. They're thinking about your appearance, voice, the room, the rest of the audience, etc. So you need to gain their attention. Start with something that's good, but keep your best for a bit later.
- ✓ In general it is not a good idea to memorize your entire speech. However it is a good idea to memorize the beginning 4 – 10 sentences. This is critical because it allows you to feel confident and ride the wave of confidence as you continue your presentation.

- ✓ I usually open with a question. People don't expect my question, but they raise their hands, answer. We laugh for a moment and at that point I know that I've created a friendly and a positive atmosphere. So far, so good.

Task 13. Read the following text and say what signpost language is.

WHAT IS SIGNPOST LANGUAGE?

A good way to make your presentations effective, interesting and easy to follow is to use **signpost language**. "Signpost language" is the words and phrases that people use to tell the listener what has just happened, and what is going to happen next.

In other words, it guides the listener through the presentation. A good presenter usually uses a lot of signpost language. So it is a good idea to learn a few of the common phrases, even if you spend more time listening to presentations than giving them! Signpost language is usually informal and easy to understand.

Section of presentation	Signpost language
Introducing the topic	The subject/topic of my talk is ... I'm going to talk about ... My topic today is ...
Overview (outline of presentation)	Basically/ Briefly, I have three things to say. I'd like to begin/start by ... First of all, I'll ... Finally/ Lastly ...
Analysing a topic and giving recommendations	Let's consider this in more detail ... Why is this important? The significance of this is ...
Giving examples	A good example of this is ... As an illustration, ... To illustrate this point ...
Summarising and concluding	To sum up ... Finally, let me remind you of some of the issues we've discussed ... In conclusion ... Unfortunately, I don't have much time, so I'll conclude very briefly by saying that Now I'd like to recap ...
Invitation to discuss / ask questions	I'm happy to answer your questions. Does anyone have any questions or comments? Please feel free to ask questions. Any questions?

Part C Business Meetings

Task 14. Discuss the questions.

1. How a business meeting can be different from a presentation?
2. Why do companies need business meetings?
3. Who should take part in business meetings (management, all employees, union leaders etc.)?
4. How to make an effective business meeting? What should be done before, during and after?
5. What is an **agenda**?

Task 15. Read and translate the text.

ORGANIZING AN EFFECTIVE AGENDA

The agenda is a key tool for successful meetings. A good agenda, sent out before the meeting, allows participants to prepare themselves properly. During the meeting, it is the main tool to help the chairperson keep control of the meeting process.

Here are six tips that will help you prepare an agenda for a business meeting.

List the names of people who will attend. Include apologies for absences if already known in advance. It is important for everyone to know who will be there. People can then contact each other before the meeting.

Have a heading called “Action points” to follow up decisions made in any previous meeting. It is important in regular meetings to make sure that all decisions of the previous meeting are carried out. It also puts some pressure on participants to actually do what they said they would do.

Make it clear what each heading on the agenda means. Sometimes we think that the participants know the background to everything, but this may not be the case. When you write “New software”, is it clear that you want to discuss buying new software for sales department, for example? Or might some participants think you are looking at other software recently bought by the company? Perhaps the heading should read: “Proposal to purchase new software for sales department”. This is longer, but now people know what to prepare for.

After the heading, it is good practice to state who is responsible for introducing it, and to say what type of item it is (information, a decision, brainstorming, a report, etc.). For example: “3. Proposal to purchase new software for sales department. Responsible: Klaus Jensen”.

Set a time limit for the discussion to help focus people’s minds: “3. Proposal to purchase new software for sales department. Responsible: Klaus Jensen (30 minutes)”.

Think carefully about the order of the items on the agenda. Often you will need to get a decision on one item before you can discuss another. Then it would be silly to put them in the wrong order.

Remember, the agenda is not simply a list of items to be discussed at the meeting. It is a tool to help you make sure that your meetings work effectively.



Task 16. Answer the questions to the text.

1. Why is agenda important?
2. Who keeps control of the meeting process?
3. Why is it important for the participants to know who will be at the meeting?
4. Do the participants always know the background to each heading?
5. What should be said after the heading?
6. What is a time limit set for?
7. What should be the order of the items on the agenda?

Task 17. Business meetings have their own specific vocabulary. Look through the words in the right-hand column and match them to their definitions.

1. minutes	a) a process which sometimes takes a long time in meetings.
2. chairperson	b) a brief introduction which is given at the beginning of a meeting.
3. memo	c) the process of collecting ideas usually at the start of a meeting when people suggest their own ideas.
4. voting	d) a room where important meetings are held in a company.
5. board room	e) an abbreviation for the topics which are discussed at the end of a meeting.
6. AOB	f) the person who leads the discussion in a meeting.
7. brainstorming	g) notes explaining what was discussed in a meeting.
8. decision making	h) a method of making decisions when people say 'yes' or 'no'.
9. overview	i) a note which informs or reminds the staff of something.

Task 18. Complete the short text below, using the new vocabulary.

voting, chairperson, brainstorming, board room,
decision-making, overview, memo, agenda, minutes, AOB

The (1) is an important part of any business meeting. Usually a (2) is sent before the meeting. It informs the staff of the date, time and location of the meeting. Important meetings may be held in the (3)

During the meeting the (4) leads the discussion, which often begins with an (5) of the situation to be discussed or a short (6) session, to collect ideas from the team.

The most difficult aspect of any meeting is the (7) process. Sometimes it may take a long time. Very often key decisions are made with help of (8), when each person can say 'yes' or 'no' for the idea.

During the meeting, notes, called the (9) are taken of the key points in order to keep a record of the issues which were discussed. Finally, some general topics are discussed and this part of a meeting is called (10)

Task 19. The following illustrates a typical business meeting.

a) Read the text and fill in the missing vowels.

- Chairman:** I'd like to p_n today's meeting. But before we begin, Robert, will you go over the main p_nts of the last meeting?
- Robert:** Sure. Last week we were discussing an pp_rt_n_t of expanding our b_s_n_ss in France. Currently we are analyzing the m_rk_t. The report will be ready soon.
- Chairman:** Well, if no one has anything to dd, let's move on to today's g_nd.
- Katherine:** I suggest we each give a little b_ckgr__nd on the suggestions we discussed last week.
- Chairman:** Could you repeat that, please?
- Katherine:** I mean the r_s__rch we've done on the advertising policy of our company. You'll find most of the information outlined in the s_mm_r documents in front of you. These f_g_r_s are interesting. It's clear to me that our advertising is not working well.
- Chairman:** Yes, our ff_rts really haven't been effective so far.
- Katherine:** I suggest we break up into gr__ps and discuss how we can improve our message.
- Chairman:** Unfortunately, we are almost out of time. I suggest you s_bm_t your ideas on this ss__ and we can discuss the best ones next week.
- Robert:** Before we close, could we quickly discuss the situation with the ... ?

b) Make a list of useful phrases.

- ▲▲ **Task 20. Imagine you are managers in a new hotel and you have to decide how to promote it before a holiday season. Plan and role-play your business meeting.**

Revision

Task 21. The following is the opening of a meeting between the managers of different departments in a large software company. Complete the following using the following phrases.

a) <i>would you like to start;</i>	d) <i>as you'll see from the agenda;</i>
b) <i>I'd like to hear what you all think;</i>	e) <i>the purpose of this meeting;</i>
c) <i>let's begin;</i>	f) <i>I would like to finish by.</i>

Right, as everyone is here 1) ... our meeting.

As you all know, 2) ... is to discuss the new project. At the end of the meeting we should have a clear idea of how to implement it. Before we make any decisions 3)

4) ... , there are four items for us to discuss. Speaking about the time, I know you are all busy with other projects, too. So 5) by 3 p.m. OK, the first item on the agenda is an overview of the project plan.

Rick, 6)?

Task 22. For beginnings 1-8 choose the correct ending A-H.

1. Let's go over the main	a) in the summary documents in front of you.
2. Currently we study the opportunity	b) very effective so far.
3. If no one has anything to say,	c) out of time.
4. The results of the research are outlined	d) that our advertising is not working well.
5. From this report it is clear	e) so that we can discuss them later.
6. All our efforts haven't been	f) points of the last meeting.
7. Unfortunately we are almost	g) of expanding our business abroad.
8. Could you submit your ideas on this issue	h) let's move on to today's agenda.

 **Task 23. Sell your business idea.**

Give a presentation to potential investors and convince them that your business will be a good investment. Use the information below, but feel free to add or remove any information you'd like. Address the following points:

- Thoroughly describe your business idea. What will you sell or make? Who is your target group? How many employees will you hire? etc.
- Explain why you will be successful. Is there a market for your product? How will you reach your target group? Why is your business the best idea? What experience do you have in this field?
- Outline your future start-up costs (equipment, materials, employees' salaries, advertising, etc.) Give a total.
- Outline your possible profits. Give your potential lenders a detailed repayment plan.

Give your presentation a clear structure and attractive visuals. Make sure to use active, dynamic language and rhetorical style. You are selling your idea, so be persuasive!!!

Vocabulary

agenda	порядок денний
AOB (any other business)	різне
apology	вибачення
appropriate	належний, підходящий
AV (audiovisual) aids	аудіо- та відео засоби
brush up	<i>розм.</i> покращувати
carry out	виконувати
chairperson	головуючий
chart	схема, графік
clarify	роз'яснювати
complain	скаржитися
complicated	складний, заплутаний
convince	переконувати
deliver (the message)	донести (ідею, повідомлення)
engage (the audience)	здійювати (аудиторію)
fail	не вдаватися, провалити
feedback	відгук
find out	дізнаватися
follow (rules)	дотримуватися (правил)
guide	спрямовувати, керувати
handouts	роздавальні матеріали
hold people's interest	тримати увагу людей
important point	важливий аспект
improve	покращувати
inspire	надихати, стимулювати
issue	проблема
item	річ, пункт
keep a record = make notes	вести записи, занотовувати
memo	меморандум, пам'ятна записка
minutes	протокол (засідання, зборів тощо)
movement	рух
objective	ціль, мета
outline	висвітлювати, пояснювати
overview	огляд
participant	учасник
put pressure (on)	тиснути (на)
recite	декламувати, читати напам'ять
relevant	доречний; що стосується справи
signpost language	фрази, які використовує доповідач, з метою контролювати увагу слухачів
simplify	спрощувати
submit	подавати (документи)
tool	засіб, інструмент
venue	місце проведення масового заходу (презентації, виступу)
vote	голосувати

MODULE 5 Telephoning and e-mail

Lead in

Task 1. How do you contact your friends, your parents, your classmates? Choose from the list and discuss in pairs.

- send an email;
- write a letter;
- send a text message;
- make a phone call;
- meet face to face;
- leave a message (on the answering machine);
- write down a note



Part A Telephone Conversations

Task 2. Imagine you have to phone a business partner who speaks English and ask him/her details delivery of new computers. Will you make a plan of your conversation? How will you structure your conversation?

Task 3. Read and translate the text.

FIVE STEPS TO EFFECTIVE CALLS

There are five main things you can do to make sure that your telephone calls are effective:

1. Have an agenda. Think about the key points you want to discuss. Also ask the other person if he or she would like to add anything. Imagine you are going to discuss some matters about the delivery. You say: “*John, I think there are three things we need to discuss about the deliveries — quantities, frequency and delivery points. Do you have anything to add?*”

If you introduce and create an agenda for the call, it has two positive effects. First, it puts you in control. Second, it limits the call only to necessary spheres.

2. Have a time limit. We are all busy. So tell the other person how much time the call should take: “*Hi, John. I’m just calling about details for your visit. Do you have the time now? It should take about 10 minutes.*”

But this may not be appropriate if you are phoning someone at a much higher level — the chairman of your company, for example. In that case, ask the other person how much time he or she has.

3. Ask questions. By asking the right questions, you can focus the other person’s thoughts and start coming to conclusions: “*What if we deliver to three warehouses rather than four?*” “*Wouldn’t that be just as effective?*” You can use their answers to move towards an agreement and conclusion.

4. Mini-summaries. Summarize the call at regular intervals. This is good telephone practice in any language, but it is very important when you are working in a second language: “*So what we’ve said so far is ...*”; “*I just need to make sure I’ve understood everything you’ve said ...*”.

After summarizing, get the agreement of the other person that your summary was correct: “*Have I missed anything?*” Otherwise, you might miss something important that the other person can then add to your summary.

5. E-mail follow-up: At the end of your conversation tell your partner that you will send him or her e-mail to confirm “what we have just discussed.” This way, you can check that you have both understood your conversation.

By using these simple tools, you can make effective and time-saving calls. This is what you usually want in your busy working life – and the person at the other end of the line will also appreciate it.

Task 4. Answer the questions to the text.

1. What positive effects does an agenda have for the call?
2. Why should you set a time limit? Is a time limit always appropriate?
3. What can help you focus the other person’s thoughts?
4. When is summarizing the calls especially important? How can it help?
5. How can you check that your conversation has been understood by both of you?

Task 5. Fill in the words from the box.

responsible ° engaged ° fluent ° message ° put you through ° directory ° dial ° answering machine ° text ° hold on

1. I don’t remember the Mayor’s phone number but I’ll look it up in the
2. Yesterday I phoned our business partner but the line was
3. I can’t call back later, as I am going out. Can I leave a ... for Mr. Grant?
4. Thanks to technology, now you can leave a message on the
5. Can you ... , please? Mr. Smith won’t be long. He knows you are waiting.
6. Yes, Mr Boyd is in his office. I’ll ... to him in a moment.
7. Nowadays people don’t have to ... phone numbers as all of them are in their smartphones.
8. Although Jane is a very young assistant, she is ... for telephone conversations with foreign partners because of her ... English.
9. During the conference Angela couldn’t phone her boss, so she decided to ... him.

Task 6. Complete the telephone conversation with sentences A – E.

- A. Hold the line, please.
- B. May I help you?
- C. I’m putting you through.
- D. Can I take a message?
- E. Who is calling, please?

- A: Hello, Susan Pelly speaking. 1) ?
- B: Yes, can I speak to Mrs. Mitchell please?
- A: Sorry sir, but Mrs. Mitchell is not here at the moment. 2)?
- B: No thank you. Can I speak to Mr. Smith please?
- A: Mr. Smith, right. 3)?
- B: This is Mr. Franklin from the Jackson & Perkins Law firm.

- A: All right Mr. Franklin. 4)?
 B: Is it going to be long?
 A: No. 5) right now.
 B: Ok. Thank you very much.

Task 7. Complete the telephone conversation with sentences A – I. There are four sentences you don't need to use.

- A. Is there a problem?
 B. The line is busy.
 C. How may I help you?
 D. One moment, please.
 E. You're welcome.
 F. Who is calling, please?
 G. I'll you through.
 H. Hold on a minute.
 I. I won't be able to come tomorrow.
- A: Good afternoon, Yan's Pizzas. 1)?
 B: Hello, I have an interview with Mr. Black at 4:30pm tomorrow for a part-time summer job.
 A: 2) ?
 B: It's Ken Bowman.
 A: Ah yes, Mr. Bowman.3)?
 B: Well, unfortunately I won't be able to come tomorrow. Could I possibly have another appointment for 12:30 on Thursday instead?
 A: 4)I'll just check. Yes, that'll be fine.
 B: Thank you very much.
 A: 5)I'll inform Mr. Black of the change. Thank you for calling.

Task 8. Role-play the following telephone conversations. Remember that sometimes you have to be polite and sometimes you have to apologize even if you believe something is not your fault.

!!! When you role play it is suggested to stand with your back to your partner so that you cannot see him/her.

Partner A	Partner B
SITUATION 1	
You are a journalist for "Life" magazine. You want to interview Lady Gaga and have a photo session with her as soon as possible.	You are Lady Gaga's secretary. Explain that now she has a very busy schedule and has many concerts around Europe.
SITUATION 2	
You are a young computer specialist and have a creative idea for you startup. You want Mark Zuckerberg to support your idea.	You are a manager of startup projects at Facebook. Explain that it takes some time to get support from Facebook and criteria are very strict.

SITUATION 3	
You are a manager of a company. One of the good and reliable employees has been off work for a few days. You want to know what has happened.	You have been off work because you have had several job interviews this week for a new position. You don't want your employer to know about this.
SITUATION 4	
You want to invite a politician to take part in a talk show and discuss some important topics (think about the topics yourself).	You are a politician. You don't want to take part in any talk shows now as you know they are going to debate many controversial and unpleasant topics.
SITUATION 5	
Recently your company received new copying machines but some of them do not work.	You are a representative of the computer store. Apologize for the damaged equipment. But you think that it was damaged during the transportation. Promise to send a specialist to check this equipment for faults.
SITUATION 6	
You are an editor of a newspaper. One of the journalists hasn't submitted his/her article.	You are a journalist. You had to prepare an article for this week's edition but the person you had to interview didn't turn up. You have 12 hours till the deadline. Suggest that you could submit some other material
SITUATION 7	
Your idea: ...	Your idea: ...

Task 9. Read the text about conference calls.

Choose from (A–H) the one which best fits each space (1–6).

There are two choices you do not need to use.

- A. and give you time to reflect on how the call is going.
- B. both internally and outside of their company.
- C. sometimes helpful to describe your body language.
- D. show your enthusiasm by the way you speak.
- E. if the other participants are not used to it.
- F. let more fluent speakers dominate the conference call.
- G. have native-speaker participants.
- H. there are several second-language speakers.

MAKING THE BEST OF CONFERENCE CALLS

A **conference call** is a telephone call in which someone talks to several people at the same time. Businesses use conference calls (1) Usually they are for client meetings or sales presentations, regular team meetings, training classes and communication to employees who work in different locations. Conference calls help cut travel costs and allow workers

to be more productive by not having to go out-of-office for meetings. Taking part in an international telephone conference is hard work. Here are some tips to help you:

1. **Call from a quiet location.** This is very important when (2) ... from different parts of the world involved. Background noise can prevent us understanding each other.
2. **Speak slowly.** Speak at the speed you want to be spoken to. This is important when you (3) They will often mirror the speed of the other participants. Give them a good example to follow, so that you are not continually asking them to slow down. But if participants do speak too quickly, don't wait – get them to slow down, and ask them to repeat or explain.
3. **Speak clearly.** Everyone has an accent. Your accent can be difficult to understand (4) Accents sound more extreme over the phone, so speak clearly. Get some feedback on how you sound on the phone. If you have a strong accent, slow down and try to say your words carefully.
4. **Speak with energy.** Put some energy and enthusiasm into your voice. The others cannot see your face, so you have to (5) Energetic voices energize the other participants. Energetic voices are easier to listen to. They strengthen the key messages, so that misunderstandings are less frequent.
5. **Ask for breaks.** In long telephone conferences, you should ask for 'bio breaks'. We are not just ears! The rest of our bodies need attention too. Short breaks help to concentrate (6)

If you follow these rules, your participation in telephone conferences is sure to be a success, and other participants will be glad you took part.

Part B E-Mail

Task 10. By phone or by e-mail?

Look at the following tasks and decide whether it would be better for you to communicate by telephone or email. (There is no absolute answer here. The right answer is the one that works best for you in your situation. Think about the reasons for your choices).

- You need to fix a time for a meeting with a colleague in another department.
- You want to ask someone to send you an electronic file, such as a Word document or a presentation.
- You are planning a team meeting and need to find time that suits all five team members.
- You want to tell someone about a schedule change.

Task 11. Read useful tips for writing a business e-mail.

TIPS FOR WRITING A GOOD BUSINESS E-MAIL

When communicating with business partners, it is important to choose the best channel. The fastest way is often by telephone, but emails give you a written record of what was said and agreed. You also have the time before writing to think about what you want to say and to look up words in a dictionary, if necessary. Sometimes, it can take longer to get an

answer with emails, but the increasing use of smartphones makes this less of a problem than in the past.

E-mails in business sphere often have a formal style and use formal language. Nevertheless, the level of formality depends on who you are writing to.

To write a good business letter, try to follow these useful tips:

Structure:

A good e-mail has the following parts:

Formal greeting – *Dear Sir/Madam, Dear Mr/Ms Green, To whom it may concern*

Introduction – opening remarks and reasons for writing

Main body – development of the subject(s)

Conclusion – closing remarks and other important information

Formal ending – *Yours faithfully, Yours sincerely, (Best) Regards*

Useful email phrases

- a) Starting** If you're not sure what level of formality is appropriate, choose the same style as the person writing to you:
 - Dear Mr/Ms/Dr/Professor Smith (formal)
 - Dear Sir or Madam (formal)
 - Dear John/Mary (informal)
 - Hi, Peter/Jo (informal)
 - Hi (informal)
- b) Saying why you are writing**
 - I'm writing to let you know ...
 - I am writing because ...
- c) Communicating information**
 - I am pleased to inform you that ...
 - We have completed all stages of the project.
 - I can send you the shipment next week.
- d) Talking about information you are sending**
 - Please find attached the file you asked for.
 - Here is the information you asked for.
 - I've attached the information you wanted.
- e) Asking for something**
 - Would it be possible to send us a new version of the project timeline?
 - Could you please send me the information by Friday?
- f) Confirming details**
 - I am writing to confirm that the goods will be shipped from our logistics centre today.
 - This is just to let you know the next meeting is scheduled for Monday afternoon.
- g) Thanking and offering help**
 - Thank you in advance.
 - Please call me if you have any questions.
 - Please contact me if you need more information.
- h) Ending**
 - Yours sincerely
 - Kind/Best regards

 **TIP:** Collect phrases and vocabulary from emails that you receive from business partners. You can then use them in your own emails.

Task 12. Read the text of the e-mail below and explain.

- what kind of project is being implemented by the company
- why this project is important for the company
- what role Patricia Malone and her team will play in the project.



From: spencer_patrick@hotmail.com
To: Patricia Malone
Subject: Project proposal and budget

Dear Patricia

I'm writing to let you know that the proposal for introduction of the new section ('English for Business Communication') in our magazine has been positively met at the board of directors. It is predicted that implementation of the project will increase sales of the magazine in France and in Germany.

As it was previously agreed, your team of language specialists will be responsible for the content of the new section. Please find attached an overview of the project and the role that your team will be playing.

You can also see the budget for the overall project. What do you think about the special budget for your team? Could you please tell me by Thursday if this budget is OK for you?

Thank you in advance. I look forward to hearing from you and working with you again.

Kind regards

Patrick

Analyze e-mail structure and its language. Task 11. will help you.

Task 13. a) Read the following e-mail. Is everything clear? Are there ways to improve it?




Hi Stacy

Could I ask you for a favour? I'll be driving all day today and I won't have internet in the car, and I'm not sure if I'll have it in the hotel this evening, so I was wondering if you could do the following things for me. Could you book me a flight to Cairo? I'd like to fly with LuftHansa if possible and need to arrive on Thursday, 24 November before 3 pm at the very latest, but an earlier flight is, of course, good, too. I'll have two suitcases, one of the bags contains product samples, so we'll just have to pay the extra charge if there is one. I would prefer a window seat, and if the airline offers a choice of meals, please select a vegetarian meal for me. It should be possible to pay with the company credit card. If you don't know

what to do, just ask Cathy in Accounts and she can give you the details. I'd also appreciate it if you could book two nights at a hotel within 5 km of the office there. Please send me the flight details and hotel name in a text message and don't forget to give the travel information to Cathy, too, as she's responsible for expense accounts and has to know about all business trips. Thank you! I really appreciate this.

Regards
Patrick

 **TIP:** Break up the text into separate paragraphs or use bullet points. If readers don't understand your message quickly, they may simply stop reading your mail.


b) Rewrite the e-mail using paragraphs and bullet points.

Hi Stacy
Could I ask you for a favour? I'll be driving all day today and I won't have Internet. Please do the following for me:

- Travel:**
- Book me a a) _____ . I'll need to fly on b) _____ and arrive by c) _____ .
 - I'll have d) _____ , one with product samples. Extra charge is OK.
 - If possible, select a e) _____ and a f) _____ .
 - Please also book g) _____ that is h) _____ .


- Administration:**
- Pay with the i) _____ . Ask Cathy in Accounts for the j) _____ .
 - Send me a text message with the k) _____ and l) _____ .
 - Don't forget to give the m) _____ .

Thank you! I really appreciate this.
Regards
Ben

 **Task 14. Abbreviations are common in the subject line of an e-mail, and often within the email text, too. Here are the definitions of some common abbreviations. Write them out in full.**

1. OOO _____	The sender is away on holiday.
2. EOM _____	The subject line is the entire text of this mail.
3. FW/FWD _____	This is a mail the sender received from someone else.
4. NNTR _____	The sender does not expect an answer.

5. BTW _____	This is something you might find interesting.
6. FYI _____	This is some additional information. No action required.
7. THX _____	The sender is grateful for something.
8. PLS _____	The sender is giving a polite request or instruction.
9. LDL/LTL _____	We should speak about this rather than write about it.
10. ASAP _____	This action must be done quickly.

 **TIP:** A long string of abbreviations can be confusing. For example: ‘FWD: RE: BTW: THX for that!’ Also make sure that the message in your e-mail refers to the same topic as in the subject line.

Task 15. Each student chooses a situation and writes an e-mail. Students are not limited to the situations below and may invent their own situations.

SITUATION 1

Your company wants to advertise a new product (e.g. a toothpaste, a smartphone, sunglasses etc.). You have already worked with ‘AdLabs’ advertising agency that made a successful advertising campaign for your previous product last year.

Write an e-mail to ‘AdLabs’ and ask for their help. Invite their representatives to discuss the budget of the next advertising campaign and don’t forget to mention the success of their previous campaign.

SITUATION 2

Employees are not satisfied with the working conditions in your company: they have to work overtime and on days-off. Although the company has increased its profits in the last year, the salary remains the same. In this respect the workers want a pay rise, otherwise they threaten to go on strike.

As a trade union leader write a letter to the company management and explain them the situation in order to avoid negative consequences for the company.

SITUATION 3

Your department/company is responsible for implementing a very important project (e.g. advertising campaign, testing a new engine, building a new store etc.). Unfortunately you cannot complete it to deadline. Besides you need additional financial support to complete it.

Write an e-mail to company management and explain the situation and ask them to review the budget of the project.

SITUATION 4

Your company is organizing a presentation of a new product (e.g. a car, a perfume, software etc.). Write an invitation letter to your business partner who might be interested in the product. Describe the product and tell about its advantages. In the letter say, that all the guests will be accommodated in a local hotel if necessary.

SITUATION 5

Last year you bought new equipment for your car factory but it keeps breaking down all the time. This causes huge losses for your company. Write a letter to the supplier and explain the situation. Ask them to repair the equipment (or ask for proper refund).

Task 16. Exchange your texts. Let your partners read them and write a response to your letters.

Task 17. Technically speaking: improve your vocabulary of e-mail and electronic documents. Use the words from the box to complete the sentences.

client, clip, compressed, encoded, outgoing e-mail, incoming mail, file, receipt, spam, subject
--

1. A folder containing several documents may have to be ... before it is sent.
2. There are usually limits to the size of a ... that can be sent with an e-mail.
3. The symbol for an attached document is a “paper ...”.
4. E-mails with attachments are automatically considered ... by some programs.
5. Information that is secret may be ... so it can't be read easily.
6. Some programs provide a “read ...”, a notice that the mail has been opened.
7. An interface such as Outlook, which lets you read and send mails, is called an “e-mail ...”.
8. It is polite to write ... to all your messages which explain their main topic.
9. I am not afraid of getting messages with a virus because my provider checks all the ... for virus threats.
10. I always save a copy of So I know what messages, when and whom I have sent.

Task 18. Complete the text with the words from the box.

community ° shake ° behavior ° formal ° impress ° paragraph ° capital ° polite
° respect ° spelling ° instead ° misunderstanding

NETIQUETTE IN BUSINESS CORRESPONDENCE

People in the West usually **1)** ... hands when they first meet. Good friends in Middle Eastern cultures kiss each other three times on the cheeks and the Japanese bow their heads to show **2)** The online **3)** ... , too, has its own culture and customs. Good Internet **4)** ... is called Netiquette.

Netiquette in business e-mails includes more than good **5)** ... and grammar. Typing in all upper case is bad as it is the same as SHOUTING. Not starting your sentences with **6)** ... letters is lazy.

Try to use **7)** ... or semiformal style. So start you letters with “Dear sir/madam” and use phrases like “Thank you for ... ”.

Do not use slang. You will not **8)** ... your supervisors by typing LOL **9)** ... of a period (.) after each sentence. Make sure your notes are clear and logical. It’s perfectly possible to write a **10)** ... that contains no errors in grammar or spelling, but still makes no sense at all.

Finally, be pleasant and **11)** Primarily you should never make jokes about people from other cultures as this can lead to **12)** ... and bad feelings. Don’t use offensive language, and don’t be confrontational for the sake of confrontation.

Task 19. Look at the different parts of some e-mails. Choose what phrases you should use for.

- | | |
|--|-------------------------------|
| a) Starting | e) Asking for something |
| b) Saying why you are writing | f) Confirming details |
| c) Communicating information | g) Thanking and offering help |
| d) Talking about information you are sending | h) Ending |

We have pleasure in informing you ...

Yours sincerely.

In reply to your letter dated ...

We look forward to a visit of the President

We wish to inform you ...

Further to our telephone conversation

Yours faithfully.

We thank you for your letter dated 23rd March, 2016.

We have to inform you ...

I’m looking forward to meeting you soon.

We enclose with the letter the design documents

Dear Mr/Ms Green

Best regards.

We highly appreciate the work you have done for us ...

It allows us to make a decision ...

Please, contact us as soon as possible.

You are kindly requested to study this material and inform us about the decision at your earliest convenience.

To whom it may concern.

I look forward to hearing from you.

We are ready to assist you in this endeavor.

We have attached the payment documents to the letter.

Task 20. Complete the letter with the missing vowels.

Susan is a busy person who gets lots of e-mails every day. She is going on a business trip and will be out of office for a while? She has prepared an e-mail that will automatically be sent as a reply to any incoming mail. Read the letter and complete it with the missing vowels.



Thank you for your m _ ss _ g _ .

I am _ _ t of the office at the m _ m _ nt and will be b _ ck on Tuesday, 5 December. I will r _ pl _ to your e-mail as soon as p _ ss _ bl _ when I r _ t _ rn.

In the m _ _ nt _ m _ , if your m _ ss _ g _ c _ nc _ rns an urgent delivery, please c _ nt _ ct my _ ss _ st _ nt, Brian Smith, on +44 (0) 20 8848 8687 or at b.smith@galote.com.

General product enquiries sh _ _ ld be sent to Susan Waters at s.waters@galote.com.

B _ st r _ g _ rds.

Susanne Robins

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Vocabulary

answering machine	автовідповідач
apologize	вибачатися
appreciate	цінувати
attached (file)	прикріплений (файл)
bullet point	жирна крапка (використовується для упорядкування списків)
busy schedule	напружений графік (розклад)
conclusion	висновок
confirm	підтверджувати
confusing	заплутаний, суперечливий
controversial (topic)	суперечлива (тема)
conversation	розмова
deadline	крайній термін
dial (a phone number)	набирати (телефонний номер)
directory	телефонний довідник
engaged (line)	зайнята (телефонна лінія)
fault	помилка
favour	послуга
feedback	відгук
fluent	плавний, швидкий, вільний (про мову)
follow-up e-mail	лист-підтвердження
helpful	корисний
hold on	залишатися на лінії
implement (a project)	втілювати, реалізовувати (проект)
impress	вражати
location	місце
misunderstanding	непорозуміння
offensive language	образлива мова
paragraph	абзац
project timeline	часова шкала (виконання проекту)
put sb. through	з'єднувати (по телефону)
refer (to)	послатися (на)
reflect (on)	розмірковувати (над, про)
refund	відшкодування, компенсація
reply	відповідь
spelling	правопис
subject	тема
supplier	постачальник
voice	голос
warehouse	склад

Module 6. Advertising

Lead in _____

Task 1. Look at the advertising posters and answer the questions.

You can...
Canon



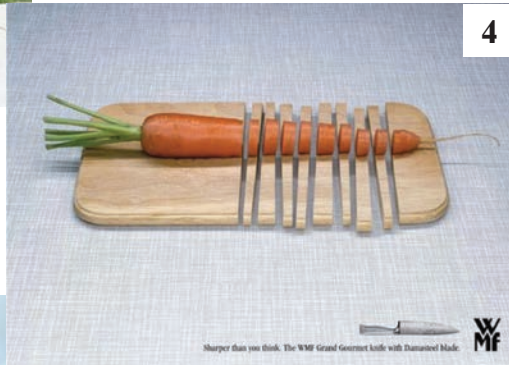
1



2



3



4



5

-
1. What does each poster **advertise**?
 2. What selling or informing ideas are **highlighted** in each poster?
 3. What makes adverts **catchy** or **memorable** (image, humor, **slogan** etc.)?
 4. Where do you usually hear or see advertisements?
 5. Which advert **catches your attention** most (on TV, city lights)?
 6. Name your favourite **brands** and their products. Explain why you love them.
 7. Do you think people are easily influenced by advertisements?
 8. What is **non-profit advertising**? How does it differ from commercial adverts?

Part A Business and Advertising

Task 2. Read and translate the following text.

ADVERTISING

This is an age of advertising. Companies spend big sums of money on it. No one can escape advertising, because it has become universal. It is there on the railway platforms, bus stops, trains and buses, at the market places, magazines, and newspapers, on the small screen of TV and even on electricity and telephone bills. They come in amazingly various forms like slogans, neon-signs, announcements, leaflets, cartoons etc.

Some people say that advertising is a waste of money. However, nearly every successful business advertises its products in some way. Advertisement is a great psychological weapon to invite customers. They catch our eyes, appeal to our senses, exploit us psychologically and then invite us to buy the product. The good advertisements are colourful, inviting, catching, novel and brilliant. They are often repeated to make a desirable impression on the viewers and listeners.

Any advertisement is an attack on our pockets and incomes as they pressurize us to buy something. Besides, advertising increases the price of goods and services. Britain spends over £2.5 billion on advertising every year. This adds three per cent to the price Britons pay for goods, or £325 a year for the average household. In the USA, the figures are much higher even than these. The annual advertising bill is \$102 billion, or an amazing \$365 for every man, woman and child.

Good advertisements inform consumers about the existence and benefits of products and offer consumers a greater choice. This leads to a healthy competition among producers and sellers, which sometimes result in reduction of prices.

The best form of advertising is probably word-of-mouth advertising, which happens when people tell their friends about the benefits of products or services that they have bought. But, of course, no company relies on this alone. They use paid advertising instead. Many of them use the services of large advertising agencies which have more knowledge about all aspects of advertising and advertising media than a single company.

Advertising industry generates wealth for a country. That is to say, taxes paid on goods sold help governments to pay for services such as education and health care. Moreover, the number of jobs created for producing, marketing and servicing these goods helps to reduce the unemployment problem, which is also a great advantage for a country's economy. Without sponsorship from companies who advertise their products, many sporting and artistic events would disappear due to lack of funding. So we can say that advertising raises money for sports and artistic performances. In other words, although consumerism is promoted through advertising, it is beneficial to both the consumer and society.

However, many people feel that advertising is somehow dishonest. They claim that more than half of the adverts they see are not telling the truth. The question of honesty is a difficult one, although one thing is sure: advertising cannot turn a bad product into a successful one.

Task 3. The following are phrases from the text. Explain in your own words what each phrase means and say if you agree with them.

1. This is an age of advertising.
2. Advertising is a waste of money.
3. Any advertisement is an attack on our pockets and incomes.
4. Advertising leads to a healthy competition among producers and sellers.
5. Advertising helps reduce prices.
6. Advertising agencies have more knowledge about all aspects of advertising.
7. Advertising industry generates wealth for a country.
8. Advertising raises money for sports and artistic performances.
9. Advertising is somehow dishonest.

Task 4. Match the words to their definitions.

1. sponsor	a) an ad on television or radio.
2. cartoon	b) the good side of something, an advantage.
3. slogan	c) a short film that is made up of many drawings or pictures.
4. commercial	d) people who are the aim of an advertising campaign.
5. advertising agency	e) a company that financially supports a sporting or artistic event in return for advertising.
6. leaflet	f) a short and catchy phrase that is easy to remember.
7. benefit	g) notice, paper with information on it.
8. target group	h) a person who buys products and services.
9. consumer	i) a company that creates advertising material.

Task 5. Cross the odd word out. Explain your choice.

1. sponsor – adverts – commercials – advertisements
2. products – materials – goods – services
3. billboard – shopaholic – leaflet – cartoon
4. consumer – advertiser – slogan – customer

Task 6. Match a part of each section to make a full sentence.

1. It is very important to find out ...	a) ... a lot of people very quickly.
2. Television and the Internet can reach ...	b) ... in different sections of their papers.
3. Media broadcast ...	c) ... in charge of creating shop windows.
4. Newspapers sell advertising space ...	d) ... when a product appears in a film, TV show or other media.
5. Product placement is an advertising technique ...	e) ... which type of media can advertise the product best.
6. Some ads use catchy slogans ...	f) ... to better deliver the message to a consumers.
7. Billboards are owned ...	g) ... commercials many times a day.
8. Many stores have their own department ...	h) ... by companies that rent them to advertisers.



ACROSS CULTURES

Product placement is an agreement between a product manufacturer and the media company. The manufacturer will often pay a fee to have their product displayed in a movie or show. For example Toyota might pay to have one of the characters drive their newest automobile.

Through product placement, companies hope that moviegoers will notice the products used by the characters, and therefore think more strongly about using the products themselves.

Task 7. Which of these statements reflects the advantages/disadvantages of advertising?

Through advertising, people sometimes buy products that they may not need and often cannot afford, leads to a throwaway society.	Children (actually the main target of advertisers) sometimes don't know which products are good for them and buy the wrong things.	Without it some free radio and TV channels wouldn't be able to exist.
		Consumers pay for advertising through higher product prices.
Advertising educates consumers about new products and services that can help them improve their lives.	Advertising helps the economy and gives jobs to many people.	It increases sales so that companies can produce things at lower costs and make things cheaper.

- ▲▲ **Task 8. Work in groups of four. Summarize positive and negative aspects of advertising. Organize your ideas in a table. There are some ideas in each column to help you get started.**

Positives	Disadvantages
— consumers are informed about new products	— advertising can influence people in a negative way (<i>smoking</i>)
— ...	— ...

- Task 9. Before reading the text describe the process of making an advertisement. Discuss it with your groupmates. Read the following text.**

WORK OF AN ADVERTISING AGENCY

As we know most ads are created by specialized advertising agencies. How this is done is different from agency to agency, but the basic steps are more or less the same. Here is a sort outline:

1. The client meets the account manager and the creative team of an advertising agency and explains which goods or services he wants to advertise.
2. The **account manager** writes a **creative brief** based on this information. Creative brief is used to instruct the both the team and the client with the best advertising strategies. This may include market analysis, budget, proposed advertising media, timeline and eventually, **sign off** from the client.
3. The creative director interprets the needs of their clients and tells his ideas to the creative team who make a memorable image or design to attract attention of people and deliver messages. The creative team works on the project for several days or weeks and brings the first round of ideas to the creative director.
4. The creative director analyzes the results and usually rejects ideas that are not working, and asks the team to explore other good ideas.
5. The creative team will continue to work on the ideas. They create new catchy slogans and images or series of funny cartoons.
6. At some point the creative director **approves** the final ideas, and the creative team presents them to the client.
7. The client will go away and discuss the advertising product with his colleagues, before giving feedback to the agency. This may result in a reworking of ideas. At this point, a budget and timeline will once again be changed.
8. Once the client approves, the ads are published, be it online, in print, outdoor, on the air, or any other media.
9. The agency will monitor the efficiency of advertising campaign and give the feedback to the client.
10. The client pays the agency.

That is a very simplistic way to look at the day-to-day workings of an ad agency, but that gives you a brief insight into the process.

- Task 10. Decide if the following statements are true (T) or false (F).**

1. The client prepares a creative brief.
2. A creative brief is a document that outlines a plan of advertisement preparation.

3. The account manager invents ideas for the advertising campaign.
4. The creative director is ‘a boss’ of the creative team.
5. Only the creative director may reject or approve the advertising product.
6. The budget and the timeline of the project are changed several times in the process of advertisement preparation.
7. The client monitors the success of advertising campaign and gives the feedback to the advertising agency.

Part B Advertising Techniques and Ethics

Task 11. Read the text about advertising techniques.

ADVERTISING TECHNIQUES

Companies spend millions of euros every year advertising their products. Their ads tell us that if we buy their mp3 players, people will admire us more, if we eat their food, we will be happier, and, unless we wear their clothes, we won’t look good. Advertising agencies use a variety of clever techniques to persuade us to buy their products. Here are some of them:

The Bandwagon appeal: A marketing strategy is based on the idea that, since everyone uses this product, so should you. Many viewers purchase the product so they also fit in with the general concept or they just assume that ‘as everyone else is using it, it has to be good’.

Celebrities: One of the oldest tricks is using a celebrity in order to promote the product. Viewers who respect or love these celebrities are more likely to buy the product.

Emotional appeal: Such techniques are used to play with the emotions of the viewers. Emotions like fear, sadness, excitement, or happiness are implicitly or explicitly present in order to make people buy the product or service. Emotional appeal can be reached by using songs. Concentrating on sentiments by showing images of parent-child moments or cute animals, advertisers tend to distract the viewers and in addition, try to minimize their rational thinking.

Humor: These kinds of commercials concentrate on making the viewers laugh. At times, the information of the product is not enough. However, the idea behind this is both to get the commercial idea to the viewers’ minds in a positive way and influence them into buying it.

Anti-bandwagon appeal: These persuasive advertising techniques try to take a different route because they try to get the viewers to think differently, celebrate their own style and individuality, and rebel against what everyone says, does, or buys. The word “individuality” is what they’re hinting at.



Slogans: ‘Nokia – connecting people’, ‘You can Canon’, ‘Just do it’ are just a few examples of slogans that many people know. These catchy phrases become a part of our everyday life and language. We associate with them and products, and the next time we’re out shopping, we’re tempted to buy them.

Glittering generality: They are filled with words that have positive connotations at-

tached to them, words like “good”, “healthy”, “low fat”, “sensational”, or “tasty” are all examples of glittering generality.

Product comparison: Is a strategy of comparing two products which are in competition with one another, and as a result, trying to show that the other product is inferior. Take the example of advertising wars between BMW and Audi: ‘What an Audi does well BMW does brilliantly’

No matter whichever technique is being used their common goal is to ‘convince’ the customer to incorporate that particular persuasive statement and “adopt” the new attitude as a part of their core belief system.

Task 12. Discuss the following questions.

1. Why do most companies use advertising agencies?
2. What marketing techniques can be used by advertising agencies? Which of them might influence you to buy the product?
3. Are there any products that you have bought recently because of the adverts?
4. Have you bought something recently which wasn’t as good as the advertisement made you think?
5. Think of adverts which use the following to sell a product:
 - a celebrity;
 - humor;
 - emotional appeal;
 - a good slogan;
 - Bandwagon or anti-bandwagon appeal.

👁️ **Task 13. Advertisers use various techniques to attract consumers. Use the Internet and the library to find information on other advertising techniques (think about special offers, product placement etc.). Make a report in class.**

Task 14. a) Find an advertisement you like and analyze it. Use the table below as a guide.

ADVERT	
Picture	
What is being advertised?	
Brandname	
Slogan	
Target audience	
Message	
Advertising techniques	
Personal opinion	

b) Report in class.

Task 15. Read the text below and choose the best option from: A, B, C, or D.

UNHEALTHY AND DANGEROUS SPONSORS

Chocolate giant Cadbury **1)** ... the sponsor of the 2000 Olympic Games in Sydney without a problem. The company also sponsored the Commonwealth Games in 2002 and 2006. But something changed in the last few years as the decision to make Cadbury a sponsor of the 2012 London Olympics was strongly **2)** ... by many groups who say the government must help stop the obesity crisis.

Health campaigners want to stop sponsorship of companies that sell unhealthy products. They criticize organizers for **3)** ... with companies like Coca Cola and McDonald's. They say unhealthy foods can be as dangerous to health **4)** ... alcohol, tobacco and gambling, and cannot be **5)** ... with sport. Many people, especially children shouldn't get 'the wrong **6)** ... ' and think that if they exercise they don't have to watch what they are eating.

Advertisers though **7)** ... by saying that the impact of advertising isn't so severe, and without their sponsorship we wouldn't have **8)** ... like the World Cup to inspire young people, not to mention the thousands of advertising-funded programs which **9)** ... to keep kids active and healthy.

BP (British Petroleum) spends lots of money on advertising. But after the oil spill in the Mexican Gulf they should spend more money and **10)** ... into cleaning the Gulf of Mexico and not on advertising to protect their image.

1	A	benefited	B	became	C	created	D	started
2	A	agreed	B	surprised	C	supported	D	criticised
3	A	partnering	B	partnered	C	inform	D	informed
4	A	similar	B	such	C	as	D	like
5	A	image	B	associated	C	interpret	D	join
6	A	message	B	idea	C	news	D	call
7	A	persuade	B	approve	C	reject	D	respond
8	A	performances	B	opportunities	C	events	D	products
9	A	objective	B	aim	C	concept	D	mind
10	A	strategy	B	distract	C	feedback	D	effort



ACROSS CULTURES

In the past a consumer had almost no protection from false advertising. Today, however, many laws and organizations provide this protection. The Advertising Standards Authority (ASA) in the UK is a good example. Although it was set up by the advertising industry itself, it is independent and has real power to make sure that advertising is legal, *decent*, honest and truthful. It invites complaints from the public, does its own checks and takes action when necessary.

Task 16. Fill in the blanks with words from the box.

appear, broadcast, cartoon, catchy, consumer, creative, develop,
famous, habits, remember, repetition, services, slogans special, status

Advertising tells people about products and _____ and tries to make us buy. Ads do their jobs in many different ways.

Some ads use _____ or _____ phrases that are easy to _____. Advertising agencies often get a _____ person, like an actor or actress, to talk about a product. _____ characters can also be connected with a certain product and become famous with it.

One of the most important techniques of advertising is _____. Ads are _____ many times a week for weeks or months. When people see them they might want the product.

Advertising is often done by _____ firms. First they try to get information about the buying _____ of their customers – who buys a certain product and why. The age, sex and social _____ of a _____ are also important.

The people in the _____ departments of advertising companies _____ ideas and themes. They prepare images, photos and text and decide where the ad should _____.

 **Task 17. Advertise your product.**

a) Imagine that you are advertising a new product. This can be food, a beverage, mobile phone, a piece of clothing, car or any other electronic gadget.

Make an advert about ‘your’ product. Use pictures, slogans and text to make it as interesting as possible.

You may include the following points:

- give your product a name
- tell what is good about the product and why people should buy it
- why it is better than a different product
- the price
- slogan
- logo

b) Make an advertising poster and stick it on the classroom wall.

c) Divide into groups of 3-4 students. Choose three advertisements which you think are the most effective. Rank them in order of popularity and tell the class why you thought these advertisements are effective.

Vocabulary

account manager	рекламний агент
announcement	оголошення
annual	щорічний
approve	затверджувати, погоджувати
assume	припускати
attitude	ставлення
bandwagon effect	ефект наслідування
beneficial	вигідний, корисний
benefit	перевага, користь
cartoon	комікс
character	персонаж
claim	заявляти
commercial	комерційна реклама
comparison	порівняння
competition	змагання, конкурс
consumer	споживач
convince	переконувати
creative brief	креативна платформа (документ, який визначає цілі та описує план рекламної кампанії)
customer	покупець
decent	пристойний, чемний
desirable impression	бажане враження
exploit	експлуатувати, використовувати
habit	звичка
implicit	прихований
lack (of funding)	брак (фінансування)
leaflet	листівка, рекламний флаєр
manufacturer	виробник
memorable image	зображення, яке запам'ятовується
persuade	переконувати
product placement	прихована реклама продукту (в фільмах, серіалах, книгах)
reduction (of price)	зниження (ціни)
reject	відхиляти
tax	податок
throwaway society	споживацьке суспільство
trick	трюк, фокус
various	різноманітний
wealth	багатство
word-of-mouth advertising	усна реклама

Module 7. Business Trip Abroad

Lead in

Speak out

1. Which countries have you been to? Which countries would you like to visit? Are there any countries you wouldn't want to visit? Why?
2. Do you know anyone who travels frequently on business (e.g. your uncle, your friend's father etc.) What kind of business is s/he in?
3. How often does s/he travel? Which countries does s/he travel to?
4. What do you think are some of the problems a business traveler might face?
5. Would you like to travel as a businessperson someday? Why (not)?



Part A Travelling by Plane

Task 1. Read the invitation below and find out.

- what event is going to take place
- the venue and date of the event
- who is being invited
- where the guests of the event will possibly stay

INVITATION

Dear Colleagues and Friends.

It gives us great pleasure to invite you to participate in the 18th Beijing Auto Show, which will take place in Beijing, August 8-13. The aim of the exhibition is to demonstrate the achievements of automotive and related products in China. The exhibition “Autoparts. Autoshow” is a platform for meetings of representatives of the largest companies in the automotive business. The venue of Auto Show is Beijing Imperial Plaza, surrounded by many good hotels with convenient facilities.

It is a pleasure for us not only to invite you to attend this important event, but also to present Beijing – a city of ancient cultural heritage and modern achievements.

Your participation is highly welcomed. We would be honored by your participation.

Sincerely,
Jing Cheng

Task 2. Read and translate the text.

GOING ON A BUSINESS TRIP

John Thompson is an international sales representative for a large multinational corporation with its headquarters in Liverpool. He often has to travel overseas to visit factories and meet with foreign clients. Next week, he will be visiting an Auto Show in Beijing for three days before going on to Shanghai to see his clients.

His secretary, Tracy Fisher, usually handles his travel arrangements. She calls the travel agency to make the reservation. She has to consider factors such as the check-in time, departure and arrival times, and visa requirements (if any).

Once Mr. Thompson has his tickets and travel documents in order, Tracy calls the travel agency again to confirm his reservation. Tracy is also responsible for making his hotel reservations. Since Mr. Thompson often has to meet guests at his hotel, he wants her to make sure that a large suite will be ready for him when he arrives at his destination.

When he goes abroad for business, his company pays for his flights. Thompson usually travels in business class. When he has enough frequent flyer miles, he can upgrade to first class. He is such an experienced traveler that when there is turbulence, he usually sleeps right through it. His only complaint is that he often suffers from jet lag, especially on long trips.

He usually arrives at the airport two hours before his flight is scheduled to depart. There, he checks in and receives his boarding pass. He is also informed of his gate and seat number. If he has enough time, he may visit the duty-free shops in the airport. This time he arrived early at the airport and so he is doing some shopping for his relatives.

When he arrives at his destination, he makes sure his passport, visa, and arrival card are in order so he can quickly go through customs and immigration. He has the following advice for business travelers:

“Always pack lightly. I usually take one check-in and one carry-on baggage. As a business traveler, you will constantly be on the move, so bring the essentials and leave the rest at home.”

“Don’t carry a lot of cash. You should take most of your money in cards. They can be used almost anywhere.”

“Try to get plenty of rest before and after your flight. If you are travelling from New York to Beijing, you don’t want to suffer from jet lag.”

“Last but not least, remember the old saying — ‘When in Rome, do as the Romans do.’ Try to learn as much as possible about the country you are travelling to and follow the local customs.”



Task 3. Decide if the following statements are true (T), false (F) or not in the text (N). Comment on your opinion.

1. The company has factories in Liverpool.
2. Tracy helps Mr Thompson organize his trips abroad.
3. Mr Thompson travels both by sea and by plane.
4. Mr Thompson travels only by business class.
5. Mr Thompson wears a suit on his business trips abroad.
6. Mr Thompson arrives a few hours before his flight.
7. Usually he doesn't have large luggage.
8. When he travels, Mr Thompson has problems with sleep.
9. Before travelling abroad Mr Thompson reads information about foreign countries.

Task 4. Match the words to their definitions.

1. headquarters	a) a place, for example at an airport, where you can buy goods at a cheaper price than usual, because no tax is paid on them.
2. suite	b) a piece of paper for boarding an aircraft, given to passengers when they check in.
3. destination	c) the place at an airport where officials check incoming goods, travellers, or luggage.
4. frequent-flyer program (FFP)	d) a hotel room with more space and furniture than a standard hotel room.
5. jet lag	e) the main office of a big company.
6. boarding pass	f) a place that people will visit.
7. customs	g) a loyalty program offered by to passengers who travel with the same airline.
8. duty-free shops	h) extreme tiredness felt by a person after a long flight across different time zones.

Task 5. Complete the sentences with the words from the box.

suites ° jet lag ° arrangements ° destination ° scheduled °
 FFP ° headquarters ° overseas ° reward ° host

1. Mr Grant is a busy person, so his assistant takes care of his travel
2. At the customs the passengers are often asked about their ... and how long they are going to stay.
3. Whenever I travel from London to New York I suffer from
4. Nowadays many airlines have introduced ... that aim to create a sense of loyalty among their clients and ... them with free airfare, upgrades and many more.

5. Our hotel ... are designed for business travelers who appreciate additional space and may use it to ... small meetings or entertain clients.
6. The conference was originally ... for October 12, but it had to be canceled.
7. Every morning all offices of our corporation get new instructions from ... in London.
8. After I graduated from university I went ... and worked as a journalist in Canada and the USA.

Task 6. Pack your suitcase.

You are going on a ten-day business trip. You will be travelling around quite a bit and must pack lightly. In fact, you can only bring 12 of the following items. Decide which items you will take.

<input type="checkbox"/> traveler's checks	<input type="checkbox"/> underwear
<input type="checkbox"/> shampoo	<input type="checkbox"/> soap / deodorant
<input type="checkbox"/> business cards	<input type="checkbox"/> cellular phone / mobile phone
<input type="checkbox"/> sneakers	<input type="checkbox"/> aspirin
<input type="checkbox"/> camera	<input type="checkbox"/> alarm clock
<input type="checkbox"/> diary	<input type="checkbox"/> video games
<input type="checkbox"/> toothbrush	<input type="checkbox"/> adaptor
<input type="checkbox"/> wallet	<input type="checkbox"/> travel documents
<input type="checkbox"/> MP3 player	<input type="checkbox"/> hairdryer
<input type="checkbox"/> briefcase	<input type="checkbox"/> gifts for hosts
<input type="checkbox"/> jeans	<input type="checkbox"/> socks
<input type="checkbox"/> laptop computer	<input type="checkbox"/> travel iron
<input type="checkbox"/> dictionary	<input type="checkbox"/> T-shirts
<input type="checkbox"/> credit cards	<input type="checkbox"/> a novel
<input type="checkbox"/> calculator	<input type="checkbox"/> formal shoes
<input type="checkbox"/> neckties	<input type="checkbox"/> hair brush / comb
<input type="checkbox"/> belt	<input type="checkbox"/> swim suit
<input type="checkbox"/> briefcase	<input type="checkbox"/> driving license

▲▲ Compare your answers with a partner and explain your choice.

Task 7. Usually Tracy books tickets for Mr. Thompson. Put these steps in the right order.

STEPS TO BOOKING FLIGHT TICKETS ONLINE

___ On the **Confirmation page** she has to complete the passenger profile with personal information like title (Ms., Mrs. or Mr.), name, frequent flyer type and contact informa-

tion. In order to confirm the reservation and buy ticket, Tracy checks the box near the text 'I confirm that passenger name(s) are correct & accept above terms and conditions.'

___ On the 'Flight Search' page Tracy selects the flight type (Return/One way or Multi stop). Also she selects destination, departure date, class and number of passengers.

___ In a minute she receives an e-mail containing the details of itinerary when the ticket is issued.

___ After that she presses the **Search** button and the site redirects her to **Purchase your trip** page. It displays available flights with trip details and ticket cost. Here Tracy looks for flights on frequent-flier carriers first and chooses the best route and price.

___ Mr Thompson's business trips are well planned in advance. So, Tracy starts searching for tickets at least 21 days before the trip. In this case the company takes advantage of best ticket prices – airlines usually sell out cheap seats first.

___ On the "Payment method" page she selects the type of card: credit/debit and then presses 'Continue'.

▲▲ Check with your partner

Task 8. Travelling by plane.

a) Where do you go first when you travel by plane? Put these places in the correct order. Write 1-5 on the left.

___	passport control	___
___	baggage reclaim	___
1	the check-in desk	___
___	the plane	___
___	the arrival hall	___
___	the departure lounge	_a_

b) Read the conversations. Where are they? Write the letter next to the correct place on the right in a).

SITUATION A

A: Ah! BA 476 to Beijing. That's our flight.

B: Was it gate 4 or 14?

A: I couldn't hear. I think it was 4.

B: Ssssh! There it is again. It *is* gate 4.

A: OK. Come on!

SITUATION B

- A: Can I see your passport, please?
B: Yes, of course. Here you are.
A: Thank you very much. That's fine.

SITUATION C

- A: Can I have your ticket, please?
B: Yes, of course. Here you are.
A: Do you have just one suitcase?
B: Yes. This bag is hand luggage.
A: That's fine. Smoking or non-smoking?
B: Non-smoking, please. Oh ... and can I have a seat next to the window?
A: Yes, that's OK. Here's your boarding pass. Have a nice flight!

SITUATION D

- A: Can I have your tray please, sir?
B: Yes. Here you are.
A: Thank you. And can you fasten your seat belt? We land in ten minutes.
B: Yes, of course.

SITUATION E

- A Excuse me. I think that's my suitcase.
B I'm sorry. My suitcase is red, too.
A Is this yours?
B Yes, it is. Thank you very much.

SITUATION F

- A: Hello. Are you John Thompson from Los Angeles?
B: Yes, I am. Are you Mr. Cheng?
A: Yes, I am here to meet you. Welcome to Beijing, Mr. Thompson. Was your flight good?
B: Yes, it was, but I don't like flying.
A: Never mind. You're here safely now. Come on, the car's waiting for us outside.

Task 9. Read the conversations again carefully. Who are the people in each situation?

Task 10. Look at Appendix C "At the Airport" and Appendix D "On the Plane". Do the suggested tasks.

Part B Staying at the Hotel

Task 11. Read the text about hotels. Choose from (A–H) the one which best fits each space (1–6). Use all choices.

- A. which are the best and most expensive.
B. types of hotel accommodation.
C. usually employ about one staff member.

- D. fail to show up without cancelling your reservation.
- E. the housekeeping staff.
- F. overnight lodging for business people.
- G. includes breakfast, lunch and dinner.
- H. in good working order.

AT THE HOTEL

Whenever people travel on business they need to stay at hotel. Hotels provide (1) Its basic service is providing a room to sleep in. But most hotels also have at least one restaurant or a café. Many hotels also offer room and services for meetings, and some have shops and even offer entertainment.

Big and respectable hotels (2) ... for every two rooms. The hotel staff works around the clock to make the guests comfortable. (3) ... cleans each room daily. Bellhops carry luggage and packages to the guests' rooms. The engineering department keeps the hotel's electricity, plumbing, heat and air conditioning (4) Some hotel restaurants provide room service, by which guests can have food and beverages brought to their rooms.

However pleasant and polite receptionists may seem, most hotels have very strict policies. When you book a room you usually have to make a deposit. But if you cancel your reservation you lose it and if you (5) ... the hotel charges one night's room rate on your card. Also you have to check out by 12 pm, otherwise you'll be charged extra money.

Hotels are usually graded with stars from one-star to five-star, (6) You can also stay in a Bed & Breakfast (B&B) (also called Guest Houses) where you pay for a bedroom, possibly an ensuite (a room with private bathroom) and breakfast.

(7) ... are as follows:

- a single room: for one person with a single bed;
- a double room: for two people with one double bed;
- a twin room: for two people with two single beds;
- half board: includes breakfast and dinner;
- full board: (8) ... ;
- B&B: just the room and breakfast.

Task 12. Complete the sentences with the words of 'hotel' use.

facilities ° lobby ° damage charge ° check out ° housekeeping ° downtown °
complimentary ° shower ° deposit ° laundry ° check in

1. All rooms in the hotel have both bath and
2. I need this shirt washed. Do you have a ... service?
3. I'll meet you downstairs in the
4. We will have to add a ... for the broken mirror in your bathroom.
5. Are there any ... for business meetings in this hotel?
6. Put a sign on the door if you want ... to clean your room early in the morning
7. All of our rooms have ... soap, shampoo and coffee.
8. The hotel is located in ... so we are close to all the amenities.
9. You can ... at any time after 4 pm.
10. You won't get your ... back if you cancel the reservation
11. You must ... by midday otherwise you will be charged a ten pound late charge.

Task 13. Look at Appendix E “In a hotel room” and do the suggested exercises.

Task 14. Put the lines from telephone conversation between the receptionist and client in the right order.

Receptionist: Hello, the Grand Hotel. Sarah speaking. How can I help you?

Client: reservation / make / like / I'd / to / please

Receptionist: Certainly. When is it for?

Client: It's for two nights, the thirteenth and the fourteenth of this month.

Receptionist: single / want / do / room / or / double / a / And / you / a

Client: A single please.

Receptionist: OK. Yes that's fine. I have a room for you. And your name is?

Client: Frank Donoghue

Receptionist: you / spell / name / can / the

Client: Sure. It's F-r-a-n-k D-o-n-o-g-h-u-e
much / you / Can / it / tell / how / is / me

Receptionist: Yes. That's 95 dollars a night.

have / number / Can / a credit card / I / please?

Client: Yes, sure. It's a Visa. 4532 9867 5564

Receptionist: Thank you.

Number / could / And / phone / I / have / a

Client: It's 69435 732480

Receptionist: That's fine.

forward / look / seeing / on / you / We / to / thirteenth / the

Client: Thanks a lot. Goodbye.

Task 15. Read this conversation in a hotel and put the lines in the correct order.

- Certainly. A single room or double?
- Just this one bag.
- Yes, sure. Do you want my address too?
- Here is your key. Your room number is 311. If you need something, dial '0' for the reception area. I hope you enjoy your stay.
- Single, please.
- Good evening. Can I help you?
- A shower. How much is the room?
- Yes, please. Can I have a room for the night?
- No, thanks. Just breakfast. Can I pay by credit card?
- No. Just a signature. Do you have any luggage?
- Yes, of course. We take Visa and Master Card. Could you sign the register, please?
- Yes. I'd like a wakeup call at 6.30 am.
- Would you like a room with a shower or a bath?
- 72 dollars for the room and breakfast. Would you like an evening meal?
- Thanks.
- Would you like a wake-up call?

Task 16. You arrive at a hotel. Make a dialogue between you and a receptionist. Use the following notes.

<p>Receptionist asks:</p> <ul style="list-style-type: none"> — Name (spell it)? — Nationality? — Company? — Number of nights? — Type of room? — Method of payment? — Breakfast/dinner? — Morning call? — Explain check out rules 	<p>You say:</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
--	--

Task 17. Match hotel staff to their duties.

A hotel manager	A porter	A concierge
A receptionist	A maid/housekeeper	A cleaner/maintenance person

_____ is responsible for making guests feel welcome. Also this person deals with room bookings and cancellations, and handles general requests made by guests during their stay.

_____ helps hotel guests with their luggage and shows them to their rooms. Sometimes they also answer questions and run errands like calling a taxi.

_____ makes sure that hotel rooms are clean and tidy. This person changes bed linen and towels, makes beds, vacuums floors, dusts and polishes furniture, cleans bathrooms, brings new guests supplies (such as shampoo and soap).

_____ is responsible for cleaning the inside of all types of buildings and transport to make sure they are safe, healthy and pleasant to live or work in.

_____ oversees all aspects of running a hotel, from housekeeping and general maintenance to budget management and marketing.

_____ helps guests with various tasks like making restaurant reservations, arranging for spa services, recommending nightclubs, getting tickets to special events and assisting with various travel arrangements and tours of interesting places to visit.

Task 18. Advertise a hotel.

Recently a new hotel has opened in your city. It is aimed both at people visiting the city on business and tourists. The hotel management has hired you to help them advertise the hotel. In your advertising materials mention the following:

- Hotel name
- Hotel category (stars)
- Location
- Types of rooms
- Restaurant
- Business meeting and event facilities
- Entertainment facilities
- Hotel policies
- Check in/check out times
- Cancellation
- Payment methods

Part C Business Etiquette Abroad

Task 19. Imagine you are on a business meeting with a foreign partner. Which of the things you think are appropriate for you during the meeting. Explain your point of view.

- It's possible to arrive at the business meeting a few minutes later after the scheduled time.
- It's a good idea to exchange business cards at the beginning.
- A male can shake hands with a female business partner.
- Discuss business only before meal.
- Avoid physical contact while discussing business (e.g. pat him/her on the shoulder).
- Giving presents at business meetings is forbidden.
- Avoid alcohol and smoking.
- Don't say 'no' even if you disagree with your partner.
- Always say 'thank you' for a lunch/dinner organized by your business partners.



Task 20. Read the text and find out how culture influences business etiquette.

CULTURE MATTERS ...

Every culture is different, and has different styles of etiquette. Every day deals are lost because cultural misunderstandings. These misunderstandings do not have to be huge to have a negative effect on your business – a poor first impression could leave your prospective partner with a bad feeling. Knowing the right etiquette can help you avoid this and save you a great deal of time and money. Mr Thompson shares what he has learned from his experience:

Greeting. Handshakes are the typical form of physical greeting in most countries. But they are longer in the Middle East than in Western countries. It is recommended that you wait for the other person to withdraw his/her hand before you do. If you are a man greeting an Arab businesswoman, wait for her to initiate a hand shake as some conservative women may choose to not shake hands with men.

Time and Space. Being punctual is one of the easiest ways to make a good impression without a lot of effort. In some cultures, it is not expected that people will be on time. For example in Latin America it is acceptable to be a little late. But if your colleague or customer is late for a meeting, it is best to take a relaxed view.



People from different cultures also have different ideas about personal space. Standing close or touching another person during the conversation is considered appropriate. In Mexico, it is OK to give a friendly pat on the back, but in China you should never touch the other person.

Business cards. Nowadays people rarely use business cards in the U.S and in Europe because you can do more things with a smartphone. But in many countries you won't be taken seriously if you don't have a business card to give someone when you greet. The business card exchange is extremely important in Japan – almost ceremonial. Always give business cards with two hands and remember to admire and examine the card when you receive it. The more time you spend looking at it indicates the more respect you have for the person.

Meals. Very often international business is negotiated and discussed at social events, like business lunches and dinners. Never eat with your hands, even if it is a sandwich or a pizza. Use a napkin or other utensils. In the US business may be conducted over breakfast, lunch or dinner. In Germany business matters are usually discussed before or after the meal; never during. The Chinese do not discuss business at any meal. In Japan you should never service yourself to pour a drink. Your host, or someone else at the table, will fill your glass for you.

In Australia, alcohol is discouraged at business lunches. Drinking moderately at business meals is acceptable in Germany; in Russia, you are expected to drink to establish closer relationships.

In most European countries and in the US it is considered polite to thank your host for a meal. But never do this in India – it is considered a form of payment and, therefore, insulting.

Gifts. Depending on where you're going, gifts in business may be expected in some countries, and could be considered a bribe in others. Always wrap your gifts for Japanese partners. The value of a gift is less important than thoughtfulness with which it was prepared. In China you have to give and receive gifts with both hands. Besides, it's considered rude to open a gift in front of the person who gave it. On the contrary in Africa, gifts are opened immediately upon receipt. Many US companies discourage or limit gift giving as it may be seen as a bribe. Mostly it is polite to give small



gifts when meeting someone, but avoid giving very expensive gifts. Otherwise this can make your partner might feel uncomfortable.

Agreeing and disagreeing. When offering a deal to your business partner you are expecting a 'yes' response. But be ready for the unexpected. For example, the Japanese typically respond with 'yes' as you talk to them even if they disagree with you. They say it just to acknowledge that they understand what you are saying. It is similar to Indian culture where saying 'no' is impolite. So instead of saying 'no', respond with 'possibly', 'I'll try', 'we'll see'. And remember that Bulgarians nod if they disagree with you and shake their heads to say 'yes'.


Task 21. Decide if the following statements are true (T), false (F) to check how you have understood the text. Comment on your opinion.

1. In Brazil it is acceptable to be a bit late for the meeting.
2. Women don't do business in Saudi Arabia.
3. Business cards are losing popularity all over the world.
4. Give business cards with both hands in China.
5. In Germany business matters are usually discussed during the meal.
6. It's not appropriate to eat pizza or sandwich with your hands.
7. In Japan you can help yourself if you want a drink.
8. In the US gifts may be regarded as a bribe.
9. In China your business partners open gifts as they receive them.
10. If Japanese says 'I'll try' or 'possibly' it is likely to mean 'no'.

 **Task 22. Write a short comment on the following phrase 'When in Rome do as the Romans do'. Use the words to express your thoughts.**

- respect/respectful
- behave
- appropriate
- be expected to
- conform/adapt

Say what a person should do if rules of his/her country are very different from the rules of the country they are visiting. Provide examples.

 **Task 23. Do your own research and make a list of appropriate and not appropriate business behaviors in your country.**

Task 24. Read the text below and choose the best option from: A, B, C, or D.**SOMETHING WENT WRONG**

A Saudi Arabian delegation arrived 1) ... Copenhagen to finalize an important business deal for which the initial talks had already taken place in Saudi Arabia. In Copenhagen, they 2) ... with the middle aged top manager of the Danish company and his young smart intelligent assistant. After a week of 3) ... , the Arabians told the Danish firm that the contract would be awarded to them.

As a mark of 4) ... , on the last day before their departure the Arabian delegation was invited by the manager for a dinner hosted in their 5) After the dinner, around midnight, the manager said, "Gentlemen, I have to catch a very early flight tomorrow morning for London. So, I have to leave now and hope that you will not mind it. My assistant will 6) ... that you get back to your hotel safely. And then she will drive you to the airport tomorrow morning ... '

Next morning, on the way to the airport, the Saudi Arabians informed the assistant that they had decided not to sign that contract after what happened last night. On returning from the airport the assistant sat in her office trying to make out what exactly went 7) ... last night. To find the reason for the 8) ... she called her previous boss, who had spent nearly eight years in Saudi Arabia. He said that Saudi Arabia is a hierarchical culture where women are not 9) ... seriously. And the senior manager demonstrated huge lack of 10) ... by leaving the Arabian delegation with a young lady ...

1	A	at	B	in	C	to	D	with
2	A	discussed	B	responded	C	interacted	D	accepted
3	A	negotiations	B	conversation	C	agreement	D	deal
4	A	religion	B	courtesy	C	response	D	etiquette
5	A	requirement	B	occasion	C	part	D	honour
6	A	sure	B	insure	C	ensure	D	resure
7	A	acceptable	B	wrong	C	out	D	inside
8	A	event	B	question	C	failure	D	success
9	A	regarded	B	appropriate	C	consider	D	believed
10	A	demand	B	intellect	C	ignorance	D	respect

Task 25. Reserving a room. Complete the sentences with suitable words or phrases.

- Ritz Hotel. How can I 1)you?
- I'm phoning to 2)a room.
- When is it 3) ?
- The first of July.
- How many 4) are you going to 5)?
- Two nights.
- What kind of room would you 6)? A single room or a 7)
- I need a suite.
- Just a 8)I'll check. Yes, that's fine. We have a nice room on the second 9) for this date.
- How 10)is it?
- It's \$85 per night and breakfast is 11)
- That's a good price. I'd like to make a 12)for that room, please.
- Very well. May I have your 13)please?
- Robert McFadden.
- Could you 14) your last name, please?
- It's M – C – F – A – D – D – E - N.
- Can I have your credit card 15) , please?
- Yes, sure. It's a Visa. 3452 6557 6984
- Thank you for your reservation. We are looking 16) seeing you in our hotel on the first of July.
- Thanks 17) Goodbye.

👁 **Task 26. Make a poster on business etiquette for a particular country. Follow these steps.**

- Choose one foreign country (e.g. Germany, the USA, Japan etc.);
- Use the Internet to find information about business etiquette in this country;
- Think about different aspects of etiquette (e.g. greeting, gifts, table manners, seniority, gender, religion);
- Collect information on what you have to do and what is not allowed;
- Organize information on a poster;
- Use pictures to illustrate the poster;
- Present your information in classroom.

Vote and choose the most interesting and the most creative poster in group.

Vocabulary

accept	приймати, погоджуватися
acceptable	прийнятний
appreciate	цінувати
available (flights)	доступні, наявні (авіарейси)
baggage reclaim	повернення багажу
beverage	напій
boarding pass	посадковий талон
bribe	хабар
cancel (reservation)	відмінити (замовлення)
charge (extra money)	брати (додаткову платню)
check in	реєстрація
check out	виселення (з готелю)
complimentary	додатковий
confirm (reservation)	підтвердити (замовлення)
consider	розглядати
courtesy	ввічливість, чемність
cultural heritage	культурний спадок
customs	митниця
deal	угода
departure	відправлення
departure lounge	зал очікування
deposit	давати завдаток
destination	місце призначення
establish (relationships)	встановити (стосунки)
facilities	зручності (в готелі)
failure	невдача
headquarters	штаб-квартира
host	приймати (гостей)
ignorance	необізнаність
item	річ, предмет
itinerary	маршрут
jet lag	порушення біоритмів організму, через зміну часових поясів
laundry	пральня
maintenance person = cleaner	прибиральник
negotiation	перемовини, переговори
porter	носильник
regard	вважати, розцінювати
request	запитувати
respond	відповідати
route	маршрут
search (for)	шукати
shake hands	тиснути руки (для привітання)
suite	номер в готелі
travel arrangements	приготування до подорожі

Appendix A At Reception



- | | |
|------------------------|----------------------------------|
| 1. visitor | відвідувач |
| 2. visitor badge | бейджик |
| 3. registration form | реєстраційна форма |
| 4. clipboard | папка з затискачем |
| 5. business card | візитівка |
| 6. pen | ручка |
| 7. computer screen | екран комп'ютера |
| 8. headset | наушники |
| 9. receptionist | секретар |
| 10. desk | письмовий стіл |
| 11. letter tray | лоток для паперів |
| 12. swivel chair | стілець на коліщатах |
| 13. mouse | мишка |
| 14. keyboard | клавіатура |
| 15. receiver | слухавка |
| 16. telephone system | телефонна система |
| 17. notepad | записник |
| 18. diary | щоденник |
| 19. appointment book | записник для ділових зустрічей |
| 20. (company) brochure | презентаційний буклет (компанії) |
| 21. briefcase | портфель |

A warm welcome

Use the words from the list to complete the text.

The **a**) _____, Patrick Spencer, arrives at reception.

"Hello, I'm Patrick Spencer, from LifeStyle magazine. I've got a meeting with Messier Bernard."

He hands his **b**) _____ to Katherine Delacroix, the **c**) _____. Ms Delacroix looks in the **d**) _____ to check the time of the meeting with Messier Bernard. "Welcome to Peugeot, Mr Spencer," she says. "Could you fill in this **e**) _____, please?" The piece of paper is firmly attached to a **f**) _____.

"I'm afraid I haven't got anything to write with," Mr Spencer says. "Could you lend me a **g**) _____?" "Sure," answers Ms Delacroix, "there's one right here." After Mr Spencer has finished writing, Ms Delacroix prepares his **h**) _____.

"Please take a seat," she says. "I'll tell Messier Bernard you're here. Would you like to look at our **i**) _____ while you're waiting?" "No thanks," replies Mr Spencer, "I've got plenty to read in my **j**) _____"

Appendix B Preparing for a Presentation



- | | |
|------------------------------|-----------------------|
| 1. flip chart | фліпчарт |
| 2. stand/tripod | тринога |
| 3. pie chart | кругова діаграма |
| 4. table | таблиця |
| 5. microphone | мікрофон |
| 6. speaker/presenter | доповідач |
| 7. remote control | пульт |
| 8. laser pointer | лазерна указка |
| 9. loudspeaker | гучномовець |
| 10. (pull-down) screen | підвісний екран |
| 11. slide | слайд |
| 12. graph | діаграма |
| 13. podium | трибуна |
| 14. participant | учасник зборів |
| 15. refreshments | напої і легка закуска |
| 16. (data) projector | проектор |
| 17. extension cord | шнур |
| 18. socket | розетка |
| 19. handout(s) | роздавальний матеріал |
| 20. mobile phone, cell phone | мобільний телефон |

A presentatoin

Use the words from the list to complete the text.

Andrea Alberts is a bit nervous because she'll be the first **a)** _____ at the meeting, so she checks that she has everything she needs. Her presentation is on her laptop, which will be connected to a **b)** _____ at the centre of the room. This allows her to show her presentation on the **c)** _____ at the front wall. She'll use a **d)** _____ to switch from one Powerpoint **e)** _____ to the next. By speaking into a **f)** _____, she can be sure everyone will be able to hear her, and a set of external **g)** _____ will carry the sound to the back of the room. In case her computer should fail, Andrea has set up a **h)** _____ in the corner. On it, she has the main elements of her talk; the product names are arranged in a **i)** _____ and the market share is illustrated with a **j)** _____. She'll also distribute the information in her presentation on a three-page **k)** _____.

Appendix C At the Airport



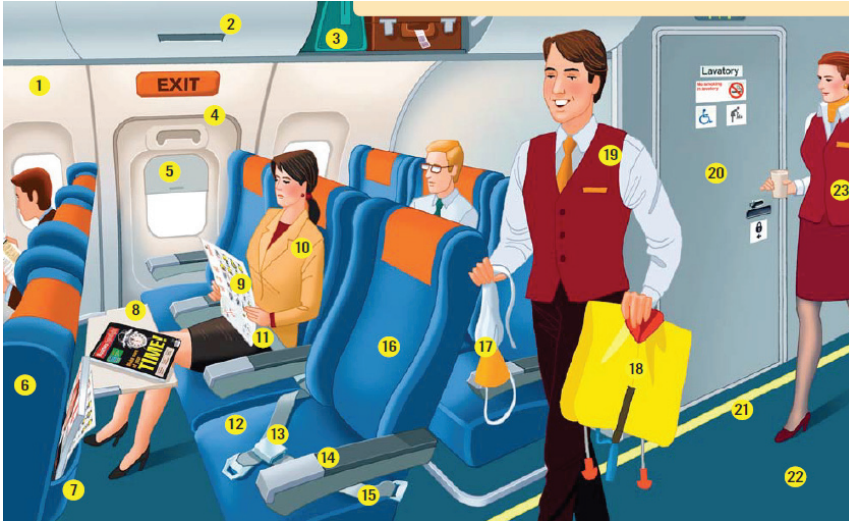
- | | |
|-------------------------|---------------------|
| 1. arrivals | прибуття |
| 2. baggage reclaim | отримання багажу |
| 3. border agency | паспортний контроль |
| 4. customs | митниця |
| 5. check-in | реєстрація |
| 6. suitcase | валіза |
| 7. hand luggage | ручний багаж |
| 8. trolley, cart | візок |
| 9. luggage | багаж |
| 10. bulky luggage | громіздкий багаж |
| 11. passport control | паспортний контроль |
| 12. conveyor belt | конвейєр |
| 13. security checkpoint | контрольний пункт |
| 14. X-ray machine | рентген |
| 15. metal detector | металодетектор |
| 16. ground transport | наземний транспорт |
| 17. domestic flights | внутрішні рейси |
| 18. connecting flights | сполучувальні рейси |
| 19. departures | відправлення |

Airport procedures

Use the words from the list to complete

To save time at the airport, have your flight details ready when you go to the a) _____. Make sure your b) _____ contains no sharp objects, such as knives or scissors. Please be aware that there are limits on the weight and size of each c) _____. There is a charge of 90 for overweight bags or d) _____. Once your e) _____ is checked in, you can continue to f) _____. Have your passport and boarding pass ready. At the g) _____ you will, pass through a(n) h) _____ and be asked to place coats, shoes and bags on the i) _____. Your personal items will pass through a(n) j) _____. Cameras, laptops and electronic equipment will not be damaged by it.

Appendix D On the Plane



- | | |
|----------------------------|--------------------------|
| 1. cabin | салон літака |
| 2. overhead locker | верхня шафка |
| 3. hand baggage | ручний багаж |
| 4. emergency exit | аварійний вихід |
| 5. window shade | шторка |
| 6. row | ряд |
| 7. seat pocket | кишеня |
| 8. tray table | столік-полиця |
| 9. safety card | інструкція з безпеки |
| 10. passenger | пасажир |
| 11. seat belt, safety belt | ремінь безпеки |
| 12. seat | сидіння |
| 13. buckle | пряжка, застібка |
| 14. armrest | бильце крісла |
| 15. strap | ремінь |
| 16. seat back | спинка крісла |
| 17. oxygen mask | киснева маска |
| 18. life jacket | рятівний жилет |
| 19. cabin crew | бригада бортпровідників |
| 20. lavatory | туалет |
| 21. floor-level lighting | підсвітка підлоги |
| 22. aisle | прохід |
| 23. flight attendant | бортпровідник, стюардеса |

Safety first!

Complete the text with words from the list.

“Ladies and gentlemen. Please give us your full attention as our a) _____ demonstrate the safety features on board. Be sure to securely fasten your b) _____ for take-off and landing. Put your c) _____ in an upright position and close the d) _____. Place your e) _____ underneath your seat or in a(n) f) _____. As this is a non-smoking flight, smoking is prohibited throughout the g) _____, including the h) _____. There are four i) _____, which are clearly marked. j) _____ will guide you to the exits. If needed, k) _____ will automatically drop from compartments above you. You will find a(n) l) _____ under your seat. Please also look at the safety card, which you’ll find in the m) _____ in front of you. We wish you a pleasant flight. Thank you for choosing our airline!”

Appendix E In a Hotel Room



- | | |
|--------------------|-------------------|
| 1. pillowcase | наволочка |
| 2. dressing gown | халат |
| 3. pillow | подушка |
| 4. sheet | простинь |
| 5. mattress | матрац |
| 6. duvet (UK), | пухова ковдра |
| 7. blanket | ковдра |
| 8. queen-sized bed | 2-спальне ліжко |
| 9. kettle | чайник |
| 10. ironing board | прасувальна дошка |
| 11. hanger | вішалка |
| 12. iron | праска |
| 13. wardrobe | гардероб |
| 14. bathroom | ванна кімната |
| 15. toiletries | туалетні |
| 16. hairdryer | фен |
| 17. shower | душ |
| 18. bath | ванна |
| 19. desk | стіл |
| 20. mirror | дзеркало |
| 21. towel | рушник |
| 22. armchair | крісло |

Our hotel rooms.

Complete the text with words from the list.

Settle into one of our 60 comfortable guest rooms. For a good night's sleep, we offer single (twin) beds or a) _____. Each bed has an extra-firm b) _____, covered in the finest cotton c) _____. Rest your head on feather-soft d) _____. All rooms offer clean, modern e) _____, with a(n) f) _____ or bath, where you'll find complimentary soap and other g) _____. We provide a(n) h) _____ for drying your hair quickly. For visits to the hotel sauna, extra i) _____ are available on request. Each room has a(n) j) _____, so you won't have to wait for your morning cup of coffee or tea. An iron and k) _____ are provided, should your clothing be creased from travelling.



НАВЧАЛЬНЕ ВИДАННЯ

ПАСІЧНИК Олександр Сергійович

Англійська мова для ділового спілкування

**English
For Business Communication**

(анг. мовою)

*Навчальний посібник елективного курсу з англійської мови
для учнів старших класів профільної школи*

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