

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ
ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ АВТОНОМНОЕ ОБРАЗОВАТЕЛЬНОЕ
УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ
«СЕВЕРО-КАВКАЗСКИЙ ФЕДЕРАЛЬНЫЙ УНИВЕРСИТЕТ»

Методические указания

по выполнению практических работ
по дисциплине «Английский язык для академических целей» для студентов
направления подготовки специальности 13.03.02 Электроэнергетика и
электротехника

ПОЯНИТЕЛЬНАЯ ЗАПИСКА

Целями освоения дисциплины «Английский язык для академических целей» является развитие и углубление магистрантами профессионально ориентированной языковой компетенции, уровень которой позволяет практически использовать иностранный язык в профессиональной деятельности в соответствии с требованиями ФГОС ВО по направлению подготовки 13.03.02 "Электроснабжение"

Данная цель определяет задачи изучения дисциплины «Английский язык для академических целей» в высшей школе, а именно:

развитие магистрантами языковой и коммуникативной компетенции, необходимой для изучения зарубежного опыта в деловой сфере;

формирование практических навыков поиска работы, составления резюме и прохождения собеседования на иностранном языке;

формирование навыков выступления на научных конференциях и общения с иностранными коллегами.

Дисциплина «Английский язык для академических целей» относится к базовой части, ее освоение происходит в 1,2,3,4 семестрах.

Данное учебно-методическое пособие подготовлено в соответствии с требованиями программы по дисциплине «Английский язык для академических целей» для неязыковых вузов и направлено, прежде всего, на формирование основ знаний профессиональной терминологии, необходимых для успешной профессиональной деятельности.

Основной целью данного учебно-методического пособия является развитие навыков работы с текстом официально-делового стиля. Данный практикум призван научить студентов участвовать в обсуждении тем, связанных с бизнесом, и пользоваться специальной терминологией.

Основой пособия послужили неадаптированные тексты на английском языке из оригинальных зарубежных источников.

Учебно-методическое пособие предусматривает работу над языковым материалом, позволяющим использовать иностранный язык в сфере бизнеса. Особое внимание уделяется закреплению словаря и лексических структур официально-делового стиля.

Структура пособия включает тексты профессионально-ориентированной направленности, объединенные определенной тематикой, а также комплекс упражнений для овладения рецептивными и продуктивными видами речевой деятельности для закрепления полученных знаний, умений и навыков, что предполагает реализацию

следующих *целей*:

- повышение уровня учебной автономии и способности к самообразованию;
- развитие когнитивных и исследовательских умений;
- развитие информационной культуры;
- расширение кругозора и повышение общей культуры студентов;
- развитие навыков чтения, понимания и перевода литературы по специальности с английского языка на русский;
- развитие навыков устной речи на английском языке;
- закрепление лексического и грамматического материала при помощи различных упражнений;
- выработка умения аннотировать и реферировать прочитанный материал;
- применение научной терминологии и основных научных категорий, формирование общих моделей анализа по соответствующим дисциплинам;
- практическое владение системой английского языка и принципами ее функционирования применительно к различным сферам речевой коммуникации, речевого воздействия;
- ведение беседы по прочитанному или прослушанному тексту, правильно используя лексический и грамматический минимум;
- краткая передача содержания текста, анализ текста, его характеристика;
- чтение про себя и понимание без перевода на русский язык оригинального текста средней трудности профессиональной направленности и публицистического жанра;
- написание орфографически правильно в пределах активного лексического минимума.

Практическое занятие № 1 *WORKING WITH ACADEMIC VOCABULARY*

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHY DO WE STUDY FOREIGN LANGUAGES?
2. WORLD LANGUAGE LOCAL OR GLOBAL?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

business card	визитная карточка
contact	контакт
greet	приветствовать
greeting	приветствие
introduce	представлять
introduction	представление
job title	должность
legal	юридический
law	Закон
nationality	гражданство
qualification	квалификация

qualify

обладать квалификацией

software

программное обеспечение

Задания

Задание 1. Прочитайте и переведите текст:

Foreign Languages in the Life of an Educated Person

Today it is quite evident that everyone should know at least one foreign language.

Knowing one or more foreign languages makes it possible to get acquainted with different ways of thinking, to understand a new civilization. Learning a foreign language stimulates mental abilities and gives you a chance to appreciate a new literature, a different culture and to broaden your horizons.

Besides, knowing foreign languages has a practical value. It makes it easier to choose a profession and provides job promotion. It helps to improve the quality of your work, because it reduces the time lost on obtaining the necessary information. At present many professions, such as a pilot, a doctor, an engineer, a cosmonaut and many others, require a working knowledge of at least one foreign language.

People all over the world speak almost 3,000 languages. Some languages are spoken by millions of people, others by only hundreds of them. The most widespread language in the world is Chinese. 350 million people speak English as their first language. About the same number use it as a second language. Russian is also one of the most prevalent, expressive and rich languages in the world. 240 million people speak Russian nowadays.

Among the great number of languages that exist on our planet today there are some which stand out. Scientists distinguish 13 great languages. These are the languages that are spoken by no less than 50 per cent of people on the Earth. They are Chinese, English, Russian, Spanish, Hindi and Urdu, Indonesian, Arabic, Bengali, Portuguese, Japanese, German, French, Italian.

A person who knows these languages can speak to and understand almost 2 thousand million people and doesn't suffer from the language barrier. To state the significance of this or that language one must take into consideration not only its prevalence but the quantity of printed production. For instance, the largest number of books is published in Russian including technical literature. The greatest number of press production is published in English. As far as books are concerned, the largest number of them is translated from English, Russian, French and German accordingly.

Today there are a lot of people in Europe and Asia who know several languages. A person who knows several languages is called a polyglot. They are not few. The name of Henrich Schlimann, a famous German archaeologist who discovered Troy is known all over the world. It took him two years to learn the first two foreign languages. Later on it took him several weeks to master another foreign language.

Among polyglots there are champions. Thus, Cardinal Mezzophanti who lived in the middle of the last century knew 100 languages. Professor Hesstermann from Germany knew 132 languages. The more languages man knows the easier is the way he masters a new one. As polyglots say it is difficult to begin. But when you start learning a third language «everything is going on swimmingly». It is within everyone's power to know, read and speak a foreign language. But one should regard learning a foreign language as a very important and serious task. The knowledge of other languages is very useful, especially if you have to work abroad or if you must read foreign literature in the original. If you know the language of a foreign country, you can talk to its people and understand what they are speaking about without anybody's help. The knowledge of foreign languages also helps young people of different countries to develop friendship.

Many people are learning English, because in the recent years it has become not only an international language, it is now a number one language in the world. Besides, English is becoming a lingua franca. It is used a great deal by businessmen from different countries, which don't have a common language, in order to do business. It is already a lingua franca at international conferences. Besides, every person who travels in Europe, Asia or Africa, even in the South America gets around by using English. So English is becoming more and more the “language for practical use”.

English has become the world's most important language in politics, science, trade and cultural relations, aviation, international sport and pop music. It is nowadays second only to Chinese. It is the official language in 44 countries: the United Kingdom of Great Britain and Northern Ireland, the United States of America, Australia, New Zealand and others. It is used as one of the official languages in Canada, the Irish Republic. It is also spoken as a second language by many people in India, Pakistan and numerous countries in Africa, to say nothing of people all over the world who know English as a foreign language. From the British Isles English spread all over the world. 75 per cent of the world's mail is in English, 60 per cent of the world's radio stations broadcast in English and more than a half of the world's periodicals are printed in English.

It is known that different languages can come into fashion or go out of it. It is generally considered that the most fashionable language in the world nowadays is English. Spanish also becomes very popular. It is learnt nowadays more often than earlier. Oriental languages are also widespread today. Learning a foreign language has a practical value but the choice of a foreign language sometimes depends on a fashion (this fashion turns out to be the demands of life and society). Thus, the knowledge of a foreign language today is a life necessity.

Задание 2. Найдите в тексте информацию об этих числах

1 44 _____

2 132_____

3 60 _____

4 75_____

5 50 _____

6 13 _____

7 350 _____

8 3000 _____

Задание 3. Перечитайте текст “Foreign Languages in the Life of an Educated Person” и определите, являются ли данные ниже утверждения истинными (true) или ложными (false):

- 1 English is the official language in 76 countries.
- 2 The greatest number of press production is published in English.
- 3 People all over the world speak almost 3,000 languages.
4. At present only few professions, such as a pilot, a doctor, an engineer, a cosmonaut require a working knowledge of at least one foreign language.
- 5 A person who knows these languages can speak to and understand almost 4 thousand million people and doesn't suffer from the language barrier.

Задание 4. Вставьте нужную форму глагола *to be*:

- 1 _____ you a student?
- 2 Ali _____ a student. He's an accountant.
- 3 Leo and Elena _____ from Russia.
- 4 I _____ Chinese.
- 5 _____ Mr Amery the head of the company?
- 6 We _____ from the USA We're British.
- 7 Dominique _____ an engineer.
- 8 _____ SMGP an Indian bank?

Задание 5. Вставьте нужную форму глагола *to be*. Используйте сокращенные формы там, где возможно:

John: _____ you Rob Shaw?

Rob: Yes, I _____ .

John: Hi. I _____ John Devlin. I'm with Karlsco.

Rob: Hi, John. _____ Karlsco an American company?

John: No, it _____ a German company. You _____ with Retcorp, aren't you?

Rob: Yes, I _____. _____ you an engineer?

John: No, I _____. I _____ a sales manager.

Задание 6. Заполните пропуски данными ниже словами. Используйте неопределенный артикль *a / an* там, где необходимо:

Accountant, designer, architect, teacher, mechanic, salesperson, lawyer, receptionist

1 Laura is _____ - she helps people with legal problems.

2 Marco is _____ - he builds offices.

3 Stella is _____ - she's good with cars.

4 I'm _____ - I work with money.

5 Gregor and Sam are _____ - they give lessons at the college.

6 Philo is _____ - she's good at art.

7 Ronaldo and I work at Walmart - we're _____.

8 Helen is _____ - she welcomes visitors to the company.

Задание 7. Вставьте нужную форму глагола *to be* или артикль *a/an, the*:

1 A _____ you Desmond Drake?

B No, I' _____ Howard Drake.

2 A Sabine and Martine _____ from France.

B That's right. Sabine _____ from Paris.

3 A _____ you and George American?

B No, we _____. We' _____ British.

4 A _____ Helma _____ designer?

B No, she _____. She's _____ engineer.

5 A _____ Ravi and Ali accountants?

B Yes, they _____. They work in _____ finance department.

Задание 8. Заполните пропуски названиями стран или национальностей:

- 1 Mariella is from Barcelona - she's_____.
- 2 Apple is an American company. It's based in_____.
- 3 Serona is an _____company. It has offices in Rome and Milan.
- 4 Wei and Fang are_____. Their home is in Shanghai.
- 5 Elena is _____. She has an apartment in Moscow.
- 6 I often visit France on business, but I don't speak_____.
- 7 We have business contacts in Sao Paulo in_____.
- 8 Many _____businesses have offices in Delhi.

Задание 9. Составьте вопросительные предложения:

- 1 you / from / are / Where ?
- 2 company / with / you / What / are ?
- 3 do / you / What / do ?
- 4 your / name / What's ?

Заполните пропуски составленными вопросами:

- 1 _____
Diego Rossini.
- 2 _____
Brazil.
- 3 _____
I'm a human resources manager.
- 4 _____
Hemingway Consultants - it's an American company.

Практическое занятие № 2 WHAT IS SPECIAL ABOUT ACADEMIC ENGLISH

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков;

ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT DO YOU KNOW ABOUT THE SYSTEM OF EDUCATION IN RUSSIA?
2. HIGHER EDUCATION IN RUSSIA.

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

1.academic subjects – учебные предметы

2.competition – зд. конкурс

3.fierce — жесткий

4.public — государственный

5.bachelor's degree – диплом бакалавра

6.specialist's degree – диплом инженера

7.master's degree – диплом магистра

8.higher education — высшее образование

9.institutions of higher education — высшие учебные заведения

Задания

Задание 1. Прочитайте и переведите текст:

Education in Russia

All Russian children have the right to education, but it is not only a right, it is a duty, too. Education in our country is **compulsory** and now lasts eleven years. It consists of primary **education and secondary education**.

Primary education starts at the age of 6 or 7 and continues for four years. After finishing primary school pupils go on to **secondary school**. The school year starts in September and ends in May. Generally there 4 school terms with holidays up to 10 days between them. The summer holidays last from June to September.

Most schools in Russia are **comprehensive**, which take pupils of all abilities without **entrance exams**. As a rule, students go to school 5 days a week. But there are also **specialized schools**, lyceums and gymnasiums, which give **profound knowledge** in various **academic subjects**. In lyceums and gymnasiums students study 6 days a week.

After finishing the 9th form students must take 4 examinations. Then young people can choose to stay at school, enter a college or a technical school. But to **enter a university** they have to study for two more years (either at school or at college).

Higher education in Russia.

There are many colleges and universities in our country, but it is not easy to **enter a university** or college as the **competition** is rather **fierce**. Most of the colleges and universities are **public** and students do not have to pay for their education.

After 4 years of study students can pass examinations and get a **bachelor's degree**, after 5 years a **specialist's degree** and after 6 years a **master's degree**.

There are a lot of **institutions of higher education** in our country:

- the Moscow State University (Московский Государственный Университет)
- the Linguistic University, known as Maurice Thorez Institute of Foreign Languages (Лингвистический Университет, известный как Институт иностранных языков имени Мориса Терезы)
- People's Friendship University of Russia (Российский Университет Дружбы Народов)

They are well-known not only in Russia but also abroad.

Задание 2. *Retell the text to make sure that you have remembered the words:*

- 1.study academic subjects
- 2.there is a fierce competition
- 3.take entrance exams
- 4.enter a university
- 5.get profound knowledge
- 6.get a bachelor's degree
- 7.get higher education
- 8.various institutions of higher education

Задание 3. Раскройте скобки, используя правильную форму глагола в **Present Simple**:

- a At midnight, I (write) a report and send it to the team.
- b We (have) a video conference every Monday.
- c My company (be) in London but I (work) with an international team.
- d She (work) in Dubai.
- e The team (have) a meeting every week.

Задание 4. Заполните пропуски, используя один из данных ниже глаголов в нужной форме:

have (x2) start (x2) work (x2) drive (x2) meet live

I _____ in a house with two people, Andrea and Rob. We _____ for the same company, but in different departments. Andrea is a design manager, and Rob _____ in HR. Andrea usually _____ to work because she _____ her job at 8:00am. Rob and I _____ work at 9:30am, so we often travel by train. On Friday, we all start at 9:00am and we _____ to the office together. Rob often goes out and _____ lunch in a restaurant, but Andrea and I usually _____ lunch at our desks because we're busy. On Thursday, we _____ colleagues from other departments after work.

Задание 5. Определите место наречий частотности в следующих предложениях:

- a Colleagues work on international projects. **OFTEN**
- b In traditional teams, people work for the same company. **USUALLY**
- c This helps the team to decide if an idea is good or bad. **SOMETIMES**
- d Teams are not formal. **ALWAYS**

Задание 6. Подчеркните правильную форму глагола в Present Simple:

- 1 Jacob *live / lives* in Manchester.
- 2 I *work / works* in the city centre.
- 3 We *catch / catches* the 7:50 train to work.
- 4 She *eat / eats* lunch in the staff restaurant.
- 5 You *have / has* eight members in your team.
- 6 He *leave / leaves* work early on Monday.

Задание 7. Найдите и исправьте ошибки в следующих предложениях. Не все предложения содержат ошибки:

- 1 Francis has a meeting on Friday always.
- 2 We usually have lunch in a cafe.
- 3 Kelly often is late for work.
- 4 I leave the office never at six o'clock.

- 5 The CEO is always in his office at 830.
- 6 They have sometimes a video conference in the morning.
- 7 We go to often team meetings.
- 8 Josh and Mia listen to other people's opinions never.

Практическое занятие № 3 KEY NOUNS

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT DO WE STUDY?
2. THE WORLD OF OPPORTUNITIES AFTER UNIVERSITY

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

base	база
company	компания
employee	сотрудник
employ	принимать на работу
employer	работодатель
factory	предприятие
headquarters	штаб-квартира

manufacture	производить
manufacturing	производство
manufacturer	производитель
profit	прибыль
profitable	прибыльный
retail	розничная продажа
retail outlet	торговая точка
retailer	розничный торговец
sector	сектор
service industry	индустрия обслуживания
specialise	специализироваться
specialist	специалист

Задания

Задание 1. Прочитайте и переведите текст:

Back to School: The First Day of Classes

Most college students tend to share similar feelings of anxiety mixed with hope towards their first day of class. Everyone... even the worst of students... tends to enter "back to school" mode with a genuine sense of motivation. Many of us become ironically eager to purchase new textbooks, to see new teachers, and to adjust to a new schedule. We even convince ourselves that we are going to excel this semester... that we are going to live up to our "full potential" and score perfect marks even if we've never come close to doing so in the past! What could possibly go wrong?

What usually goes wrong is poor planning. Overly-creative, highly intelligent students begin each semester with genuine hope and personal promise but typically end the semester with a sense of underachievement and dissolution that had begun to set in even before mid-terms. How can a student avoid this? Break each semester down into little, sub-goals first. You wouldn't leap up an entire flight of stairs...you'd walk them each one at a time. The same principle applies here: Don't even look at the first quiz or test yet... it's probably still a long way off in the grand scheme of the academic term. Look at the FIRST lesson to be taught. Worry about how to excel at THAT lesson and ONLY at that lesson. Don't think of the mid-

term or any other assessment yet to come. Concentrate only on what is to be expected of you in the very next class and focus all of your time and energy on achieving a mastery over that one subtopic. Do this for each class and when it finally does become time for an examination-- you'll hardly need to study... you'll only need to "review." The secret is truly in the psychology and it's far easier said than done... We challenge you to make it happen this year!!!

Задание 1. Составьте предложения:

- 1 speaking / Sam / Hello, / Reynolds
- 2 Lorco / say / you / Sorry, / did ?
- 3 right / that's / Yes,
- 4 please / spell / you / Can / that, ?
- 5 say / again, / please / you / Could / that ?
- 6 your / help / Thanks / for

Задание 2. Сделайте следующие предложения отрицательными:

- 1 Ulla works in Lisbon.
- 2 The company has 200 employees.
- 3 We make computers.
- 4 Alice and Cheung sell mobile phones.
- 5 Kyle organises conferences.

Задание 3. Заполните пропуски, используя *do, does, don't* или *doesn't*:

- A _____you work for Westfield Electronics?
- B No, I_____. I work for Danemart.
- A _____Grace Davies work for Danemart?
- B Yes, she _____. She works in the marketing department.
- A _____your company manufacture televisions?
- B No, it_____. It makes radios.

Задание 4. Заполните пропуски, используя *a, an* или *the*:

- 1 Clive works for_____bank in London._____Queen of England banks there.
- 2 Jardin Care is _____Canadian company and _____headquarters are in Toronto.

3 I can meet you at_____station or you can get_____taxi.

4 Wavetel is_____big IT company with three finance directors. Geraldine is_____finance director there.

Задание 5. Retell the text

Практическое занятие № 4 KEY VERBS

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT ARE YOU GOING TO DO AFTER GRADUATING FROM UNIVERSITY?
2. WHAT ARE YOUR FAVORITE SUBJECTS AND WHY?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

analysis	анализ
desk	рабочий стол
equipment	оборудование
file	папка
furniture	мебель
office	офис

organised	организованный
organisation	организация
organise	организовать
share	использовать совместно
stationery	канцелярские принадлежности
tidy	аккуратный

Задания

Задание 1. Прочитайте и переведите текст:

Exams – How to Deal with Anxiety

Many students have stress, worries and anxieties when thinking about or taking an exam. You should start with attending all of your classes; you will already be partially prepared because of your attendance in the classroom. Complete all of your assignments, these assignments are for your continued understanding of the materials and will aid you in your realizing that the subject is comprehensible by you. Once you have mastered the basics in the classroom and material understanding the rest will come easily. There will never be a guarantee by anyone that you will do well on an exam no matter how much you should study, but in understanding the materials you should feel confident enough to take the exam.

Avoidance of stress in your life should be another top priority as your exam time approaches. Keep regular hours; your body will notice a difference and your mind will be tired if you don't keep regular sleeping habits. This theory also applies to the all-nighters that some students pull. Studying away all-night to complete or cram for a test will deplete your mind and body of you balance until you get the rest you need. Start studying for a test at least two weeks before the exam; giving your self-breaks between studying will help you retain more knowledge. Eating from a regular diet also helps you build concentration and the feeling of self-confidence. If you are eating straight chocolate and chips for a week your body will feel depleted of nutrients needed to keep you motivated.

Keeping your body and mind in tune with your on going classes and studying needs will give you extra motivation needed to conquer an exam. As you prepare to head to class to take the actual exam, make sure you have all of the needed supplies – pens, paper, calculator, and eraser – anything that keeps you in control. Being afraid of the exam or test, it is a normal feeling that many students have and face everyday. You will find that some students need to crack jokes before a test,

have a quick jog, or even some may need to take a nap before a big exam to feel relaxed and in control of their feelings as they approach the testing time.

Задание 2. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 Use your *printer* / *pen* to write notes.
- 2 There's a problem with my computer - the *monitor* / *shredder* doesn't work.
- 3 The dictionary is in the *sofa* / *bookcase*.
- 4 Put the stationery in the *keyboard* / *cupboard*, please.
- 5 Do you want an *envelope* / *mouse* for your letter?
- 6 I need to attach a document to this letter. Do you have a *file* / *paperclip*?
- 7 Make three copies of this document on the *photocopier* / *stapler*.
- 8 Is the contract in the *chair* / *filing cabinet*?

Задание 3. Заполните пропуски предложениями:

- 1 There is a PC and a telephone ... the desk. The printer is ... the desk. There's a bookcase ... the filing cabinet.
- 2 My desk is ... the door. The monitor is ... the printer. All my files are ... the cupboard. It's ... the photocopier and the bookcase.
- 3 I sit ... my sofa with a laptop. The sofa is ... the door. There's a bookcase ... the sofa. There are two filing cabinets ... the bookcase.

Задание 4. Сделайте предложения побудительными, используя глаголы в скобках:

- 1 The window is closed. (open)
- 2 The printer is on. (turn off)
- 3 It isn't a good idea to press the button. (not press)
- 4 The cupboard is open. (close)
- 5 It isn't a good idea to move the PC. (not move)
- 6 The lights are off. (turn on)

Задание 5. Заполните пропуски, используя одно из данных слов а-с:

- A _____ me. How do I _____ to the station, please?
- B It's _____ Weston road.

A _____ is Weston road?

B _____ right after the post office. Then take the first turning
_____ the left. Go _____ on and the station is opposite
the museum.

A Thanks for your _____.

1	a Listen	b Excuse	c Speak
2	a get	b go	c arrive
3	a from	b at	c in
4	a Who	b What	c Where
5	a Turn	b Take	c Look
6	a at	b on	c in
7	a right	b left	c straight
8	a help	b talk	c helping

Практическое занятие № 5 Key adjectives

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам повседневного общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT UNIVERSITIES DO YOU KNOW?
2. WHAT IS THE BEST UNIVERSITY AND WHY?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

client	клиент
corporate event	корпоративное мероприятие
entertain	развлекать
entertainment	развлечение
event	мероприятие
guest	гость
health and safety	охрана труда
order	заказывать
presentation	презентация
present	представлять
reception	прием
socialise	общаться
special occasion	особый случай
waiter, waitress	официант, официантка

Задания

Задание 1. Прочитайте и переведите текст:

British Universities

There are about 90 universities in Britain. They are divided into three types: the old universities (Oxford, Cambridge and Edinburgh Universities), the 19th century universities such as London and Manchester universities, and the new universities. Some years ago there were also polytechnics. After graduating from a polytechnic a student got a degree, but it was not a university degree. 31 former polytechnics were given university status in 1992.

Full courses of study offer the degree of Bachelor of Arts or Science. Most degree courses at universities last 3 years, language courses 4 years (including a year spent abroad). Medicine and dentistry courses are longer (5-7 years).

Students may receive grants from their Local Education Authority to help pay for books, accommodation, transport and food. This grant depends on the income of their parents.

Most students live away from home, in flats or halls of residence. Students don't usually have a job during term time because the lessons, called lectures, seminars, classes or tutorials (small groups), are full time. However, many students now have to work in the evenings.

University life is considered «an experience». The exams are competitive but the social life and living away from home are also important. The social life is excellent with a lot of clubs, parties, concerts, bars.

There are not only universities in Britain but also colleges. Colleges offer courses in teacher training, courses in technology and some professions connected with medicine.

Pupils going on to higher education or professional training usually take «A» level examinations in two or three subjects. Universities accept students mainly on the basis of their «A» level results, although they may interview them as well. In 1971 the Open University was started, where these formal qualifications are not necessary. Nearly a quarter of all adult part-time students follow its degree courses on radio and television.

There are forty-seven universities in Britain and thirty former polytechnics (now also universities), plus 350 colleges and institutes of higher education (some of which train teachers).

Undergraduate courses normally take three years of full-time study, although a number of subjects take longer, including medicine, architecture and foreign languages (where courses include a year abroad). They lead in most cases to a Bachelor's degree in Arts or Science. There are various postgraduate degrees, including Master and Doctor of Philosophy. The last two are awarded for research in arts or sciences.

Degrees are awarded either by the institution itself, or by the Council for National Academic Awards, particularly in vocational areas. Students of law, architecture and some other professions can take qualifications awarded by their own professional bodies instead of degrees.

At present, students who have been accepted by universities or other institutions of higher education receive a grant from their local authority, which covers the cost of the course, and may cover living expenses. Parents with higher incomes are

expected to make a contribution. Until 1990 the grant did not have to be paid back, but now a system of loans has been introduced.

The most famous universities are Oxford and Cambridge, called «Oxbridge». They are famous for their academic excellence of higher education.

Задание 2. Retell the text

Задание 3. Соотнесите вопросы 1-6 с ответами a-f:

- 1 Do you like football?
- 2 What can I get you to eat, sir?
- 3 Would you like a cup of coffee?
- 4 Does he like films?
- 5 When would he like to have the lunch meeting?
- 6 What do Zoe and Mark like to do at the weekend?

- a I'd like roast chicken, please.
- b Yes, he goes to the cinema three times a week.
- c They like to go for a long walk.
- d Yes, I like all sports.
- e Thursday at 12:30.
- f Actually, I'd like tea if that's OK

Задание 4. Заполните пропуски, используя *can* and *can't*:

Pete: Hi, Gina this is Pete. ... you do the presentation on Friday? I have a conference in Berlin.

Gina: Hello, Pete. I'm afraid ... I have a meeting on Friday.

Pete: That's OK. I ... ask Claude to do it.

Gina: Pete, ... you finish the report before you go to the conference?

Pete: I'm sorry, I ... I leave for the airport in 20 minutes.

Gina: Well, ... you email the information? I need it for the meeting.

Pete: Yes, no problem.

Gina: Thanks. So, the conference is in Berlin. ...you speak German?

Pete: No, I ..., but that's OK - the conference is in English!

can

Задание 5. Найдите и исправьте ошибки в следующих предложениях:

- 1 Frank can't to drive a car.
- 2 Can do you finish the report today?
- 3 Moira cans get a taxi to the airport.
- 4 Can I to use your pen, please?
- 5 We can no go to the meeting.
- 6 No, I'm sorry, we cann't.

Задание 6. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 I *would like / like* fish, but I don't like prawns.
- 2 *Would you like / Do you like* a cup of coffee?
- 3 The CEO *would like / likes* to see you in his office now.
- 4 *Would you like / Do you like* the new restaurant in Park Street?
- 5 *I'd like / I like* chicken and rice, please.
- 6 *I like / I'd like* to book a table for six people, please.

Задание 7. Заполните пропуски, используя данные слова и фразы:

I'm afraid not could you can
I'd like would you like certainly
problem

A ... something to drink?

B Yes, ... a fruit juice, please.

A ... give me the bread, please?

B ... Here you are. ... I smoke in here?

A ... It's a non-smoking restaurant.

B No

Практическое занятие № 6 Key adverbs

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT DO YOU KNOW ABOUT NCFU ?

2. WHAT DO YOU KNOW ABOUT MGU?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

to train specialists

готовить специалистов

branch

отрасль

higher technical education

высшее техническое образование

economics

экономика

law

право

successfully

успешно

to carry out

проводить

well-organized educational complex

хорошо организованный

образовательный комплекс

research center

научно-исследовательский центр

to possess

обладать

wide range	широкий спектр
resource	источник
to teach	обучать
yearly	ежегодно
department/ faculty	факультет
natural science	естественные науки
humanities	гуманитарные науки
mechanical engineering	машиностроение
civil engineering	гражданское строительство
power engineering	энергетика
oil and gas	нефть и газ
food industry	пищевая промышленность
finance	финансы
psychology	психология
translator	переводчик
chemistry-technological	химико-технологический
associate professor	доцент
candidate of sciences	кандидат наук
corresponding member of RAS	член-корреспондент РАН
to take pride in	гордиться

Задание 1. Прочитайте и переведите текст:

I study at North Caucasus Federal University in Stavropol. It was founded in 1971. It was organized to train specialists for many branches of industry. During

the last few years our University has become a large center of higher technical education as well as the center for training specialists in economics, law and linguistics. Fundamental research and applied investigations as well as experimental work are being successfully carried out at the University.

At present the university is a well-organized educational complex and research center possessing a wide range of financial and technical resources. NCFU is actively becoming integrated into the international educational system, participates in international educational projects, and has agreements on cooperation and student exchange with educational and research centers in the USA, Canada, West Europe, South-Eastern Asia and Africa.

The University teaches more than 20 thousand Russian and foreign students yearly in 11 departments by more than 70 specialties in engineering, natural science, economics and humanities.

These departments are: Civil Engineering Department, Economics and Finance Department, Humanities Department, Information Technologies and Telecommunications Department, Law Department, Department of Electronics, Nanotechnologies and Chemical Industry Department, Department of Foodstuffs Biotechnology, Department of Oil and Gas, Department of Power Engineering, Machine Building and Transport.

There are about 800 teachers in our University. Among them, 65 are professors and doctors of science, 7 academicians and corresponding members of RAS, 530 are associate professors and candidates of science. The University takes pride in its highly qualified scientific and pedagogic staff. Among the NCSTU professors are outstanding scholars, doctors of science, full and associate professors, honored scientists of the RF, honored educationalists, full members of Russian and International Academies of different branches.

Today students must assimilate a large quantity of new information which is increasing every day. Lectures and seminars alternate with laboratory works, discussions, research work and self-training.

The academic year begins in September and lasts 10 months till July. There are 3 terms in the course of the academic year, so the students take examinations three times a year. During the terms students have to attend lectures, carry out laboratory tests and practical training. At lectures students listen to the lecturers, take notes and ask questions. In seminars they raise problems and discuss them under the direction of their teachers.

Students of the first and second years study maths, physics, chemistry, foreign languages, elements of machines, mechanical drawing, strength of materials, history, philosophy, psychology etc. From the third year they start to study special subjects and carry out research works in their student scientific societies. Many students get student grant, the sum of money which depends on their success in studies. There are 3 hostels near the main building and the students from other towns and villages can live there paying a small quantity of money for rent.

University complex comprises different educational institutions, libraries, sports facilities and clubs, cultural center, students theater, medical center.

The students take an active part in public life of our University; they issue wall newspapers, give concerts, take part in different conferences and meetings. Each faculty has its own KVN team and they take part in the University championship gathering full concert hall of grateful audience. Students go in for different kinds of sports. Our football team as well as our volleyball and basketball players take part in the city championships.

I think it is worth studying at this University.

Задание 2. Ответьте на вопросы:

1. What University do you study at?
2. What specialists does it train?

3. How many students, teachers and departments are there in your University?

4. When will you graduate from the University?
5. What subjects do you like to study and what is your favourite subject?
6. Is it difficult for you to study and learn here? Why?
7. Do you take part in the social life of your department, university?
8. Do you attend lectures and seminars regularly?
9. What do you think to be after graduating from the University?
10. What do you like and dislike most of all in our University? Why?

Задание 3. Переведите предложения на английский язык:

1. Я выбрал эту специальность потому, что в будущем хочу получить перспективную и хорошо оплачиваемую работу.
2. Я окончу университет через 5 лет и буду работать юристом на предприятии.
3. В России молодежь имеет все возможности учиться.
4. У нас есть все возможности проводить научно-исследовательскую работу.
5. Наш университет сочетает теоретическое обучение с практической работой и практикой на предприятиях.
6. Я должен сдать свой курсовой проект в субботу.
7. Если мне разрешат, я буду пересдавать этот экзамен через несколько дней.
8. Работая над дипломным проектом, мы проводим много времени в читальном зале университета.
9. Мне бы хотелось работать в научно-исследовательском институте.
10. После получения диплома мне бы хотелось поступить в аспирантуру.

11. Я хочу стать высококвалифицированным специалистом в области нефтяной (газовой) промышленности.

12. Специалисты в области нефти и газа востребованы в нашей стране и за рубежом.

Задание 4. Заполните пропуски артиклем *a/an* или неопределенным местоимением *some*:

- 1 We want ... employee to work on a new project.
- 2 I have ... news about the exchange rate.
- 3 Can you send Gina ... email with our prices?
- 4 Do they have ... problem with their computers?
- 5 The bank wants ... information about your account.

Задание 5. Заполните пропуски, используя *some, any, much or many*:

- a Does she have ... news?
- b Would you like ... cash?
- c Do we have ... information?
- d Could I have ... coins, please?
- e How ... minutes is it until the presentation starts?
- f How ... time do you have?
- g They don't have ... documents.

Задание 6. Заполните пропуски, используя *some, any, much* или *many*:

Customer: Good morning, I'd like to change ... money. Do you have ... Australian dollars?

Sales assistant: Yes, sir. How ... dollars would you like?

Customer: 1,500. How ... is the commission?

Sales assistant: 1%. Do you need ... other currencies, sir?

Customer: Yes. Can I have ... Mexican pesos, please?

Sales assistant: How...?

Customer: 2,000, please.

Задание 7. Заполните пропуски данными ниже словами и фразами:

How many, how much, some, any, an, a

A ... time do you spend on the internet?

B Nine or ten hours ... week.

A Do you buy ... products online?

B Yes, I buy ... things, for example, books and DVDs.

A ... emails do you send every morning?

B About ten - I always send ... email to each member of my team. Then I reply to all the emails I receive.

Задание 8. Из выделенных курсивом слов выберите подходящее по смыслу:

Impact furniture

Not / Don't buy an / any office furniture until you see our prices! Our products are great and we do / can deliver to any country in the world. And we don't have some / any delivery charges! We have a retail outlet in / on most cities. Looking / Look at our map to find a store near / between you. Would / Do you like to see our new price list? Don't visit / Visit our website today for an / some ideas for your office.

Задание 9. Подчеркните лишнее слово в каждой группе:

1	printer	keyboard	mouse	stapler
2	beef	salmon	lamb	chicken
3	boiled	roast	drink	fried
4	notepad	envelope	sofa	pen
5	COD	water	tea	fruit juice
6	cupboard	bookcase	supplier	desk
7	carrots	lemons	potatoes	onions
8	furniture	menu	stationery	equipment

Заполните пропуски, используя одно из данных выше слов:

- 1 I use my _____ to type information into my computer.
- 2 _____ is meat from a cow.
- 3 You cook _____ vegetables in water.
- 4 Do you want an _____ for your letter?

- 5 Would you like a hot drink? _____ or coffee?
- 6 Our stationery _____ isn't expensive - he gives us a 15% discount.
- 7 _____ are orange, not red.
- 8 I have a sofa and a chair, but I need more _____ for my new house.

Задание 10. Заполните пропуски, используя одно из данных ниже слов:

Discount, total, price, account, invoice, code, free

- A Hello. I have a problem with my _____.
- B OK. What's your _____ number?
- A It's GJT 384827.
- B And what is the problem?
- A The _____ of the product is wrong.
- B Oh. What is the product _____ in the catalogue?
- A It's 3492J.
- B OK, the price is £70.
- A Yes, but there is a 10 per cent _____.
- B Oh, yes, sorry. So the correct _____ is £63.
- A Yes, but can I check - is it necessary to pay for delivery?
- B No, delivery is _____.

Задание 11. Соотнесите начало и конец предложений:

- 1 I'd like to
- 2 How much
- 3 Can I have your
- 4 How many
- 5 Is there
- 6 We can offer

- a account number?
- b a discount?
- c place an order?
- d are the printers?

e a 10% discount?

f would you like?

Практическое занятие № 7 Phrasal verbs in academic English

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What can you tell us about your university?
2. What do you know about science and research at NCFU?
3. What are admission rules for entrants?
4. What can you say about university staff?
5. WHY IS IT WORTH STUDYING AT NCFU?

Задания

Задание 1. Подготовьте проект на следующей теме: «A new speciality in NCFU»

Задание 2. Выпишите из текста (практическое занятие №6) все глаголы в Past Simple.

Задание 3. Используйте глаголы в скобках в Past Simple:

Three Canadian students (work) together on a college project last year and their idea (make) them a million dollars in ten months. IT students Carl Newman, Elizabeth New and Janet Collins (start) a website to help people with computer problems. Their teachers (say) that it (be) a good idea. More and more people from all around the world (visit) the website. In June they (sell) the idea to an international media corporation. Their college course (finish) three months ago. Now the three friends live in Toronto and have a successful IT company.

Задание 4. Заполните пропуски, используя предлоги *in, on, at* там, где необходимо:

- 1 The project started ... May 2007.
- 2 Are you free ... Monday morning?
- 3 Charles visited the factory ... last February.
- 4 What do you usually do ... New Year's Day?
- 5 Ask Sunil to finish the budget ... the morning.
- 6 The client wanted to see the plans ... three thirty.

Задание 5. Заполните пропуски предложениями *in, on, at* там, где необходимо:

- 1 They started the meeting ____ 10am.
- 2 Francis went to Geneva ____ July.
- 3 I'm flying to Bucharest ____ this afternoon.
- 4 Did you go to the gym ____ last night?
- 5 He can see you ____ Thursday afternoon.
- 6 Give me the report ____ the morning.
- 7 I went to the cinema ____ the weekend.
- 8 Is Gerard free ____ Tuesday, 16th May?
- 9 They finished the building ____ the summer.
- 10 Mark started his job ____ Monday 2nd January 2006.

Задание 6. Заполните пропуски, используя данные ниже слова:

First, then, finally, after that, next

- 1 _____, we decided who to have as project leader.
- 2 _____ we agreed a budget.

- 3 _____ we talked to customers about what they want.
4 _____ we had a meeting with the design team.
5 _____, we built a test product and showed it to the CEO.

Практическое занятие № 8 Key quantifying expressions

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. GIVE THE DEFINITION OF THE WORD “SOLUTION”?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

agriculture	сельское хозяйство
complain	подавать претензию
complaint	претензия
create	создавать
creative	творческий
electricity	электричество
electric, electrical	электрический

emergency	опасная ситуация
energy	энергия
fix	устранять неисправность
invent	изобретать
invention	изобретение
power	мощность
solution	решение
solve	решать
work	работа

Задания

Задание 1. Прочитайте и переведите текст:

Lighting up the world

LED lights help in areas without electricity

Dr Irvine-Halliday is a professor of electrical engineering at the University of Calgary in Canada. Dr Irvine-Halliday went on a walking trip to Nepal in 1997 and he saw that people in the villages used lanterns to light their homes. The lanterns were smelly and dangerous and the light wasn't very bright. Dr Irvine-Halliday wanted to help solve the problem. So, he started the Light Up The World Foundation. It is a charity that gives LED lights to thousands of people around the world.

About 1.6 billion people worldwide don't have electricity. They use oil in their lamps. But it is an expensive fuel. It is also inefficient and causes indoor and outdoor air pollution.

LED lights are an ideal solution to the problem. They only need a little power and this means that people can use them in areas where there is no electricity. They can run on AA batteries, or solar power. LEDs can give up to 100 times more light than lanterns, and they last a long time. When people began to use LED lights, it changed their lives. They increased productivity and it gave them more time to study. It also reduced health problems and accidental fires.

Now, it is important to make LEDs less expensive. For example, families in rural Kenya spend about \$7 a month on oil for lighting. A solar-powered LED lamp lasts longer, but many people cannot afford the \$25 to \$50 that the lamps cost to buy. When charities and other organisations find a solution to the price problem, the future could be bright.

Задание 2. Просмотрите текст “Lighting up the world” и ответьте на вопросы:

- 1 What countries does the article mention?
- 2 What are the disadvantages of oil lanterns?
- 3 What are the four ways that LED lights helped people?

Задание 3. Заполните пропуски информацией из текста:

- 1 Dr Irvine-Halliday_____on a walking trip to Nepal.
- 2 People in the villages_____ lanterns to light their homes.
- 3 He_____the Light Up The World Foundation.
- 4 When people began to use LED lights, it_____their lives.—

Задание 4. Сделайте следующие предложения отрицательными:

- 1 Dr Irvine-Halliday went on a walking trip to Norway.
- 2 The villagers used electricity in their homes.
- 3 The lanterns were very bright.
- 4 Dr Irvine-Halliday was a professor of medicine.
- 5 He made a profit from the LED lights.
- 6 The LED lights increased health problems.

Задание 5. Заполните пропуски, используя *did, didn't, was, wasn't, were* и *weren't*:

- 1 When _____Alessandro Volta invent the battery?
- 2 I think it _____ in 1928.
- 3 No, it_____. It_____ in 1800.
- 4 _____ Percy Shaw invent the microwave oven?
- 5 No, he_____. The inventor _____ Percy LeBaron Spencer.
- 6 Who_____ Bernard Silver and Norman Woodland?

7 _____they writers?

8 No, they_____. They_____ postgraduate students who invented the barcode.

Задание 6. Составьте вопросительные предложения:

- 1 Theodore Maiman / build / first laser?
- 2 When / IBM / produce / first personal computer?
- 3 John Logie Baird / invent / radio?
- 4 Who / Carlton C Magee?
- 5 What /Alexander Graham Bell / invent?
- 6 What country / Guglielmo Marconi / from?

Задание 7. Задайте вопросы в Past Simple:

like / school? *Did you like school?*

visit / other countries?

have / a pet animal?

live / city?

play / sport?

go / college?

Задание 8. Прочитайте текст:

Finding solutions: Thomas Alva Edison

Thomas Edison was a great inventor. He thought that every technological problem had a solution. Edison developed more than 1,093 inventions. They included the electric light bulb, the typewriter and an early movie camera. Sometimes he did thousands of experiments to get an invention right. He worked on some ideas for many years to improve the product. Edison thought that his failures were important because he and his scientists learned from each one. 'I failed my way to success,' he said.

Important dates

1847 Edison was born in Ohio in the USA. At school, his teachers thought that he wasn't clever so his mother educated him at home.

1871 Married Mary Stilwell.

1878 He created the Edison Electric Light

Company. Later it became the General Electric Company. 1887 He built an invention factory in Menlo Park, near New York City. It was the world's first research laboratory. A team of scientists helped Edison develop his inventions.

1931 Died in New Jersey, USA.——

Задание 9. Ответьте на вопросы по тексту “Finding solutions: Thomas Alva Edison”:

- 1 Where was Edison born?
- 2 Did all Edison's inventions succeed the first time?
- 3 Who helped him develop his inventions?

Задание 10. Составьте вопросительные предложения в Past Simple и ответьте на них:

- 1 Edison's teachers / think he was clever?
- 2 Edison / develop / 1,303 inventions?
- 3 Why / Edison / think / failures / be / important?
- 4 Who / he / marry?
- 5 When / Edison / create / Edison Electric Light Company?
- 6 What / Edison Electric Light Company / become?
- 7 Where / he / build / his research laboratory?
- 8 When / he / die?

Задание 11. Заполните пропуски, используя глаголы в скобках или краткие ответы в Past Simple:

A Thank you for helping with our market research. Here is the first question.

What electrical products _____(you / buy) last year?

B I _____(buy) a digital radio and a computer.

A What _____(you / do) with your old electrical products?

B Well, I _____(offer) the computer to my friend, but he _____(not want) it.

A So, _____(you / take) the computer somewhere to recycle it?

B No, I _____. I _____(not have) time.

A _____(you have) the address of a company that recycles computers?

B Yes, I _____, but it _____(be) 40 kilometres from my town.

A OK. Well, we _____(build) a new recycling factory in your town last month.

B Great!

Задание 12. Из выделенных курсивом слов выберите подходящее по смыслу:

1 Hugh Oxley is a *manager / professor* at the *university / company* in Dundee. He teaches communications to MBA students.

2 We built a new *laboratory / office* for our Research and Development department. Our *students / scientists* do experiments and test new products there.

3 The machine isn't working - take it to the electronics *room / workshop*. The *researcher / technician* can fix it.

Задание 13. Заполните пропуски, используя данные ниже слова:

In, off, fix, wrong, work

1 There's something _____with the printer.

2 It doesn't _____.

3 He plugged _____ the photocopier.

4 Did you turn _____ the computer?

5 Can you _____ it?

Литература: [1, 5].

Практическое занятие № 9 Words with several meanings

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над

текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT DO YOU KNOW ABOUT LONDON TUBE?
2. THE HISTORY OF LONDON TUBE

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

describe	описывать
description	описание
feature	характеристика
packaging	упаковка
package	упаковка
product	продукт
product description	описание продукта
production	производство
produce	производить
shape	форма
size	размер
useful	полезный
weight	масса
weigh	весить

Задания

Задание 1. Прочитайте и переведите текст:

Playtime

Toy manufacturers make adults feel young again

Two things are often true about toy production. First, toys are usually made cheaply in low-cost economies. And secondly, toy manufacturers generally need a large population of children to sell their products to. Japan is big, expensive and rich. It also has a low population of children. So, do toys sell badly in the Japanese market?

The surprising answer is no. In fact, 1 _____. One reason that the market is and the toys a success is that 2 _____ are well designed. Another reason is that many manufacturers now market toys to adults as well as children.

Toy makers happily design more and more new toys for adults. Some of the toys are very expensive. There is a walking robot toy that is popular with middle-aged men. It has a 100-page instruction manual and costs ¥126,000 (\$1,105). And there is a talking boy doll that is popular with women over 40. Not all the toys use modern technology. 3 _____ that are also popular. One example is a baseball game with small plastic players.

Why are toys so popular with adults? One reason is that modern employees work hard. 4 _____. These toys help people to relax and play. Some of the products now sell well in other countries, too. 5 _____. Toys for adults could soon be in a toyshop near you.

Задание 2. Заполните пропуски в тексте “Playtime” следующими фразами и предложениями:

- a Some manufacturers now produce simple toys and games
- b They want to come home and forget the office
- c Japan uses modern technology
- d The top-selling toys in the USA and Europe are often Japanese
- e Japan has a successful toy industry

Задание 3. Перечитайте текст и ответьте на вопросы:

- 1 What is surprising about Japan's success in the toy market?
- 2 How old are the men that buy robots?
- 3 Is the walking robot a simple toy? Give reasons for your answer.

- 4 What toy is popular with women?
5 What do the toys help people to do?–

Задание 4. Заполните пропуски данными ниже глаголами и назовите предметы, о которых идет речь:

clean travel play listen

- 1 People used it to _____ video cassettes.
2 I use mine to _____ to music when I go jogging.
3 You use it to _____ the floor.
4 It was a new way to _____ in cities.

Задание 5. Найдите антонимичные пары:

1 unreliable <u>reliable</u>	6 cheap _____
2 large _____	7 unattractive _____
3 heavy _____	8 fast _____
4 unpopular _____	9 boring _____
5 short _____	10 bad _____

a good	f popular
b slow	g expensive
c interesting	h reliable
d small	i light
e attractive	j long

Задание 6. Заполните пропуски прилагательными из задания 5:

- 1 *The test group all like Revelation. Revelation is popular.*
2 *But they think it costs a lot of money. It's _____.*
3 *65 per cent said that the bottle looks good. The bottle is _____.*
4 *But 35 per cent said it didn't look interesting. It looks _____.*
5 *The packaging isn't light. The packaging is _____.*
6 *This product does what you expect it to do. It's a _____ product.*

Задание 7. Заполните пропуски данными ниже прилагательными и существительными:

Boring, new, bag, large, job, heavy, expensive, meeting, apartment, perfume

1 A Do you still work for ICI?

B No, I have a _____ with General Motors now.

2 A Did Gina buy that small house in Turin?

B No, she bought a _____ in Rome.

3 A Can I help you? That _____ looks really _____.

B No, it's fine, thanks. I can carry it.

4 A Is this an _____?

B Yes, it cost \$140, but it smells great.

5 A Was the product presentation interesting?

B Yes, it was, but then we had a _____ for two hours.

Задание 8. Заполните пропуски в тексте, заменяя данные в скобках прилагательные на соответствующие наречия:

Toy storage box

Product information

You can make the toy storage box _____ (quick) and _____ (easy). It is _____ (attractive) designed in wood and plastic and is very _____ (good) made. Read the instructions _____ (careful). Do not place the box near heat as this may _____ (bad) damage the product.

Задание 9. Из выделенных курсивом слов выберите подходящее по смыслу:

1 We can manufacture the product in two months - it is very *easy* / *easily* to make.

2 This machine works *efficient* / *efficiently*.

3 Is the computer system *simple* / *simply* to operate?

4 Do you think that the product is too *expensive* / *expensively*?

5 It's *beautiful* / *beautifully* made, but what do you use it for?

6 This product description is *unreliable* / *unreliably*.

7 The new model sold *good* / *well* in Bulgaria.

8 I spoke *slow* / *slowly* in the product presentation. It helped my nerves.

Задание 10. Составьте предложения:

- 1 a / It / design / modern / is
- 2 a / it / reliable / Is / product ?
- 3 style / unpopular / This / is
- 4 laptop / His / heavy / is
- 5 boring / Was / conference / the ?
- 6 good / Their / catalogue / is

Задание 11. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 This catalogue has some *interesting* / *interestingly* products.
- 2 Aya is doing *good* / *well* in her job.
- 3 We want to manufacture *cheap* / *cheaply* and then sell the products for a profit.
- 4 He runs a *successful* / *successfully* company.
- 5 The workers aren't *happy* / *happily* with the directors.
- 6 My investments did *had* / *badly* this month.

Задание 12. Из выделенных курсивом слов выберите подходящее по смыслу:

Bill Bowerman *was* / *were* a teacher and sports trainer at the University of Oregon. He *met* / *meeted* and trained a student called Phil Knight, and *in* / *on* 1964 they started a sports company together. The company's name *was* / *were* Blue Ribbon Sports (BRS). The company *introduces* / *introduced* a *new* / *newly* style of trainer and they *called* / *call* it 'Nike'. The designers *not wanted* / *didn't want* the new trainer to be heavy; they wanted it to be *lightly* / *light*, to help athletes run *fast* / *fastly*. The product was successful and the company expanded *quick* / *quickly*. The company *changed* / *change* its name to Nike in 1978. Then, *at* / *in* the 1990s, Nike opened a *hugely* / *huge* retail outlet called NikeTown. Later, it *sold* / *sell* its products on the internet. Today, Nike's logo is *famous* / *famously* all over the world.

Задание 13. Заполните пропуски, используя одно из данных ниже слов а-с:

I bought a _____ car at the weekend. It's a Cherokee Jeep. It was very _____ - it cost more than £30,000. My last car was small, but the Jeep is _____. I also bought a new table for my apartment. It's _____ of glass. It was difficult to get it into the apartment because it's very _____ also a very unusual _____ - it's triangular.

1 a new	b newly	c light
2 a expensively	b expensive	c cheaply
3 a tiny	b metal	c huge
4 a make	b made	c makes
5 a heavy	b light	c small
6 a size	b material	c shape

Задание 14. Составьте вопросительные предложения:

- 1 it / What / is ?
- 2 for / What's / it ?
- 3 made / What's / of / it ?
- 4 big / How / it / is ?
- 5 shape / is / it / What ?
- 6 heavy / is / How / it ?
- 7 it / features / any / have / special / Does ?

Соотнесите вопросы 1-7 с ответами а-г:

- a It's digital and it has a clock on it.
- b Plastic.
- c It's 20cm long and 18cm wide.
- d Rectangular.
- e It's a radio.
- f Listening to music.
- g Two kilos.

Литература: [1, 5].

Практическое занятие № 10 Metaphors and idioms

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. IS IT GOOD OR BAD TO COMPETE IN BUSINESS?
2. FUTURE TRANSPORT. WHAT IS THIS?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

architect	архитектор
competitor	конкурент
compete	конкурировать
competition	конкуренция
competitive	конкурентоспособный
marketing	маркетинг
market	рынок
opportunity	возможность
range	линейка (продуктов)

strength	сильная сторона
strong	сильный
threat	угроза
weakness	слабая сторона
weak	слабый

Задания

Задание 1. Прочитайте и переведите текст:

The shy architect

How Ratan Tata is changing India's biggest company

Ratan Tata trained to be an architect. Then he worked for the family firm, the Tata Group - one of the biggest companies in India. It has companies in many different sectors, including the car industry and the steel industry. The company's latest project is producing a car that costs under \$3,000.

Mr Tata does not drink or smoke and he does not like publicity. He became chairperson in 1991. At that time, Tata was a difficult organisation to manage. There were more than 300 different companies in the group and some were old-fashioned. Today, there are only 96 companies and the group is more modern.

In the past, it was difficult for Tata to trade outside India because of competition from other countries. Now it exports internationally. The Tata Group is also buying companies in different countries. At the moment, one of the companies in the group, Tata Steel, is trying to buy Corus, a European steel company. But it has a competitor CSN, a Brazilian company, also wants to buy Corus.

Ratan Tata is making changes to the company. Many of these changes help make the group more competitive. But he isn't changing all the group's traditions. For example, the Tata Group still tries to help its workers - the children of Tata's steelworkers first started to have free education in 1917. Two thirds of the Tata Group is owned by charitable foundations, and today they are still helping people in India. Investors sometimes ask: 'Is Tata doing the right thing? Is charity good for business?' But Mr Tata thinks it is possible to help people and be competitive at the same time.

Задание 2. Определите, какое из следующих предложений передает основную идею текста “The shy architect”:

- a A successful chairman is only interested in profit.
- b A company can be competitive and help people.
- c A group with a lot of companies is easy to manage.

Задание 3. Ответьте на вопросы по тексту “The shy architect”:

- 1 Which two sectors does the Tata Group have companies in?
- 2 How much does Tata's new car cost?
- 3 What doesn't Ratan Tata do?
- 4 What doesn't he like?
- 5 When did he become chairperson?
- 6 When did Tata first give free education to employees' children?
- 7 How much of the group is owned by charitable foundations?
- 8 Who asks if helping people is good for business?

Задание 4. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 Shell and Esso are *competition* / *competitors* in the oil market.
- 2 Did they *publicise* / *publicity* the launch date of their new product range?
- 3 Giles is working as a *trade* / *trader* on the Japanese stock market.
- 4 We lost a lot of money - it was a bad *investment* / *investor*.
- 5 Westfern run *training* / *trainer* courses for financial organisations.
- 6 How long did you work as a *management* / *manager* at Dell?
- 7 Do Lancome *export* / *exporter* to Taiwan?

Задание 5. Заполните пропуски данными ниже словами, используя их до или после слова market:

Asian, leader, share, research, luxury, place, budget, domestic

market _____	_____market
market_____	_____market
market_____	_____market
market_____	_____market

Соотнесите данные выше словосочетания со следующими определениями:

- 1 _____ the area where products are cheap to make and buy
- 2 _____ people and activities involved in buying and selling a particular product
- 3 _____ how much of the market buys a company's products or services
- 4 _____ surveys to find out what customers think about a company
- 5 _____ the area where products are expensive to make and buy
- 6 _____ customers in, for example, Japan, Thailand and China
- 7 _____ the product or service that most people buy
- 8 _____ the market in a company's own country

Задание 6. Подчеркните правильный вариант:

- 1 I *work/ am working* for Corns plc. I started here seven years ago.
- 2 What *do you do / are you doing* at the moment?
- 3 I *organise / am organising* a project in Rotterdam this month.
- 4 What time *do they have / are they having* breakfast in the morning?
- 5 Martina *finishes / is finishing* a report at the moment.
- 6 How do you usually *travel / are travelling* to work?
- 7 I'm *driving / drive* at the moment, but usually I'm *taking / take* the train.
- 8 Are they *send / sending* the report now?

Задание 7. Исправьте ошибки в следующих предложениях:

- 1 What did you doing at the moment?
- 2 He be organising a project in Jakarta.
- 3 We not giving the presentation now - we're having coffee.
- 4 Is they sending the documents today?
- 5 Valerie is finish the memo now.
- 6 Jason is don't working today because he's on holiday.

Литература: [1, 5].

Практическое занятие № 11 *Word combinations.*

Nouns and the words they combine with

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. AIR POLLUTION.
2. TRAFFIC JAMS.

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

abroad	за рубежом
average	средний
climate	климат
culture	культура
emigrate	эмигрировать
emigration	эмиграция
healthcare	здравоохранение

location	расположение
locate	располагаться
quality of life	качество жизни
temperature	температура

Задания

Задание 1. Прочитайте и переведите текст:

Over there

Why British people are moving to other countries

More and more Britons are living in other countries. A recent report said that almost 200,000 Britons left the country last year with no plans to return. A British person emigrates every three minutes, and 5.5m British people now live abroad.

Many younger people leave - a lot of students go abroad to study. Older people are usually retired and want a warmer climate to live in. Two thirds of the people that emigrate are workers. Some are managers and others do manual or administrative jobs. Australia is the favourite country for English people to emigrate to. Spain and the USA are also popular.

Why do people leave? Many want to find a better job. A quarter of people say that they want to leave Britain because the cost of living is high. Homeowners with expensive houses can buy a bigger place abroad; young people want to move because houses in other countries are cheaper than in Britain. Research suggests that the quality of life in Britain is worse than in some other countries. But most people leave for positive reasons: many think that living in another country is more interesting -they leave because they want to have a happier life.

It is becoming more difficult for British people to emigrate to countries outside the European Union. Most countries want professional or skilled workers, for example, builders, engineers and doctors. But other skills are also popular in some countries - Australia, for example, needs hairdressers.

Задание 2. Выберите правильный вариант а-с, чтобы закончить предложение:

The writer thinks most British people move to other countries because they

a don't like Britain

b speak a lot of languages

c want a new life.

Задание 3. Впишите номер абзаца 1-4, содержащего следующую информацию:

a where the British go paragraph __

b the reasons why people want to leave Britain paragraph __

c how many people leave paragraph __

d popular skills and jobs in other countries paragraph__

Задание 4. Из выделенных курсивом слов выберите подходящее по смыслу:

Working abroad

The *more /most* important thing to do before working in another country is to think about these things:

■ Do you want a *better / best* job or a *more / most* interesting life?

■ It is *easier/ easiest* to live in another country when you speak the language. Start lessons before you leave.

■ What is the *most expensive / cheapest* way to arrange the move? What is the *nicer / nicest* area to live in?

■ Could the move make your quality of life *worse/ worst* than it is now? The *more / most* beautiful location in the world is no fun when you are working 60 hours a week.

Задание 5. Заполните пропуски данными ниже словами:

Professional, retired, managerial, skilled, administrative, voluntary, manual

1 Someone who is over 65 and no longer works is _____ .

2 _____workers do a lot of paperwork, usually in an office.

3 Lawyers and doctors are_____people.

4 A person in charge of other employees has a_____position.

5 _____workers do physical jobs, for example, on farms or in factories.

6 People who do_____work don't receive any pay.

7 A_____ worker has special training or knowledge to do a job.

Задание 6. Поставьте данные ниже прилагательные в сравнительную степень и найдите антонимичные пары:

Big, warm, cheap, popular, low, easy, interesting

- 1 cooler _____
- 2 more boring _____
- 3 more difficult _____
- 4 smaller _____
- 5 higher _____
- 6 more expensive _____
- 7 more unpopular _____

Задание 7. Заполните пропуски, используя прилагательные из задания 6:

- 1 In terms of size, Ireland is _____ Spain.
- 2 Ireland had a _____ pay increase _____ Australia in 2007
- 3 Canada is _____ in summer _____ the USA.
- 4 Spain is _____ with British people _____ the USA.
- 5 Spain is _____ in summer _____ Canada.
- 6 In terms of size, the USA is _____ Australia.
- 7 Canada had a _____ pay increase _____ Spain in 2007.
- 8 The temperature in summer in Ireland is _____ in Spain.

Задание 8. Заполните пропуски, используя сравнительную или превосходную степень прилагательных:

- 1 London is _____ (warm) in summer than in spring.
- 2 The Majestic is the _____ (expensive) hotel in town.
- 3 What is the _____ (good) way to get to the airport?
- 4 Is the quality of life here _____ (bad) than in other countries?
- 5 It's _____ (important) to drive safely than to arrive on time.
- 6 He's the _____ (popular) manager in the department.
- 7 The staff are _____ (happy) in their new office than they were in the old building.

8 Cairo was the _____ (interesting) city that we visited.

Практическое занятие № 12 Adjectives and noun combinations

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What do you know about Russian science?
2. WHAT IS ANOTHER WORD FOR 'TEMPORARY WORKERS'?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

apply	подавать заявку
application form	бланк заявки
career	карьера
conditions	условия
curriculum vitae (CV)	резюме
employment agency	кадровое агентство
per (per annum)	ежегодно
pension	пенсия
promotion	повышение в должности

promote	ПОВЫШАТЬ В ДОЛЖНОСТИ
retired	пенсионер
retire	ВЫХОДИТЬ НА ПЕНСИЮ
salary	зарплата

Задания

Задание 1. Прочитайте и переведите текст:

The world of work

Work has changed around the world

Manpower has been a successful employment agency for about 60 years. It has supplied temporary employees to companies since 1948. That's when the first office opened in Milwaukee, in the USA. Two lawyers started the company when they were unable to find temporary help with a project. Today, it is a global company with offices all around the world.

Employment agencies supply companies with different types of workers. These include professional and administrative workers in offices, and manual workers in factories and on building sites. Temporary workers (also called 'temps') now make up between one and three per cent of the total workforce in most countries. Multinational companies have employed temps for a long time. Now smaller companies also use temporary workers.

Have careers changed very much since the 1990s? A decade ago, people expected to work for the same company until they retired. Today, nobody expects a job for life any more. People move from job to job, working in different companies or in different departments. Training is important because it improves workers' skills. This can help employees to find better jobs or get a promotion.

In some jobs there aren't enough skilled workers. Some companies want retired people with skills to return to work. Japan, Australia and Italy have started to employ older workers. Companies need organisations like Manpower to arrange training for older employees, for example to use computers or to work with a younger boss.

Задание 2. Ответьте на вопросы по тексту “The world of work”:

- 1 When did Manpower start?
- 2 What do employment agencies do?
- 3 What is another word for 'temporary workers'?
- 4 What did people expect in their career ten years ago?
- 5 What can help a worker who wants to improve their career opportunities?
- 6 What have Japan, Australia and Italy started to do?

Задание 3. Ответьте на следующие вопросы:

- 1 Have you ever worked for an employment agency?
- 2 What temporary jobs have you done?
- 3 Is it a good idea for retired people to return to work? Why? / Why not?

Задание 4. Соотнесите термины 1-8 с описаниями a-h:

- 1 full-time worker
- 2 temporary worker
- 3 permanent worker
- 4 part-time worker
- 5 freelance worker
- 6 pension
- 7 promotion
- 8 flexible hours

Задание 5. Определите последовательность шагов при поиске работы 1-6.

- ___ a Phone or email the company and ask for an application form.
- ___ b Go for a job interview.
- ___ c Read a job advertisement on a website or in a newspaper.
- ___ d Start work.
- ___ e Apply for the job - send the application form and a CV to the company.
- ___ f Receive and accept a job offer.

Задание 6. Используя информацию из объявления (1) и резюме (2), заполните пропуски в следующем отрывке из письма:

I saw your job advertisement in _____ magazine and I am interested in the position of _____ manager at _____.

I went to Warwick University and did a degree in _____. Then I studied for an _____ in 2005 at INSEAD.

I have worked as a _____ for a transport company and I now work in a customer services department where I manage an _____. I can speak German, French and _____. I have lived in Europe and I am happy to travel in my job.

1. Advertisement

Have you worked in customer services?

Ardis is the biggest transport company in Europe and we are looking for a manager for our international customer services team. We have offices in Barcelona, London and Berlin. This is an exciting opportunity for someone who wants to travel and has experience managing teams.

€76,000 pa + pension

2. Curriculum Vitae

Rosa Clifford Curriculum Vitae

1 _____

Rosa Clifford

44 South Road

Stamford, LC23 4FT

a _____

2 _____

2005

INSEAD Business School, France

2001-2004

b _____

3 _____

MBA

2005

BSc 2:1 International Management 2004

4 _____

Customer Services Wade International Services 2007-present

I manage an international team in the customer services department.

Project manager DSV Transport, Spain 2005-2007

c _____

5 _____

Tennis and swimming

d _____

6 _____

e _____

Languages: German, French, Spanish

Задание 7. Перечитайте объявление о приеме на работу (задание 6) и ответьте на вопросы:

1. What sort of company is Ardis?
2. What is the job?
3. What is the salary?

Задание 8. Заполните пропуски 1-6 CV (задание 6), используя следующие слова и словосочетания:

Qualifications Interests Education Contact details

Additional information Work experience

Задание 9. Заполните пропуски а-е CV (задание 6), используя следующими фразами:

Good computer skills

Photography

1 organised projects to improve customer services.

Warwick University, UK

Telephone number: 01264 44293821

Задание 10. Заполните пропуски, используя глаголы в скобках в Present Perfect:

- 1 Sanjay _____ (live) in many different countries.
- 2 I _____ (never speak) to a famous person.
- 3 _____ you ever _____ (give) a presentation in English?
- 4 We _____ (not eat) at the new Italian restaurant. Is it good?
- 5 _____ Monica ever _____ (work) in a finance department?
- 6 They _____ (never try) to learn a foreign language.

Задание 11. Подчеркните правильный вариант:

- 1 I *went* / *have been* to Rome in 2005.
- 2 *Did you ever play* / *Have you ever played* tennis?
- 3 Jack *hasn't visited* / *didn't visit* the Delhi office last month.
- 4 *Have you sent* / *Did you send* your CV to Ardis yesterday?
- 5 We've never *been* / *gone* to Mumbai.

Задание 12. Заполните пропуски, используя *ever*, *never*, *for* или *since*.

- 1 Laura has _____ eaten salmon because she doesn't like fish.
- 2 Maurice and Joel have worked here _____ 1998.
- 3 Have you _____ sent a text message?
- 4 We have _____ visited Morocco. Is it nice?
- 5 Kenway have been the market leader _____ twenty years.
- 6 You haven't spoken to your clients _____ March.
- 7 Has Julian _____ met the CEO?
- 8 They've been in the meeting _____ two hours.
- 9 Have Alan's investments _____ made a profit?
- 10 The sales team have been in a presentation _____ three o'clock.

Задание 13. Подчеркните правильный вариант:

MDH Properties is *sell* / *selling* an unusual place to live. It is a house in a tree. The CEO, Karl Howard says, 'It's our *most* / *more* interesting property.' House prices are *more* / *most* expensive today than they *move been* / *were* in 2005. More and more people *are* / *is* buying property as an investment. The tree house is a *good* /

best idea for people who want a small holiday home. It is *cheaper* / *cheapest* than MDH's other properties. Karl Howard says, 'We have *ever* / *never* sold a tree house. But a lot of people want to see it - and it *has* / *is* only been on the market *for* / *since* last Tuesday.

Задание 14. Заполните пропуски в тексте, используя следующие слова:

management *market* *trade*
competitor *export* *investment*
domestic *training*

Franklin Wade sell electrical equipment to different countries around the world. They have been an _____ company since 2002. They _____ with Japan, the USA and Brazil, and they don't sell any goods in the _____ market. Franklin Wade's main _____ is Drengard, a Danish company. Franklin Wade hope to be the _____ leader soon. They are _____ their staff to use a new computer system. The _____ think that it is a good _____ for the company.

Задание 15. Заполните пропуски, используя одно из слов а-с:

- 1 Federico finished work when he was 65, so he's _____ now.
a professional b retired c manual
- 2 My company has _____ hours, so I can choose when I start and finish work.
a voluntary b permanent c flexible
- 3 Kate and Alex have _____ jobs. They work three days a week.
a part-time b full-time c pension
- 4 You have worked hard on this project and we want to give you a _____.
a freelance b temporary c promotion
- 5 I trained to use the equipment - it's a _____ job.
a administrative b skilled c managerial
- 6 We did a lot of market _____ before we designed the new product.

a share b research c leader

Задание 16. Составьте предложения:

- 1 things / how / are / Hi, ?
- 2 met / We / a / at / conference / Bucharest / in
- 3 you / working / moment / Are / the / at / Romania / in ?
- 4 the / Dubai / at / No, / office / I'm
- 5 good / again / to / you / see / It / was

Задание 17. Заполните пропуски в диалоге данными ниже словами:

opinion sure do

thing think because

A _____you think that it's a good idea to move office?

B Yes, in my _____, the office we are in now is too small.

A _____the new office is too big. There are only six people in the design department.

B I like it_____it has big windows.

A I'm not_____. Big windows make it hot in summer.

B Yes, but they're a good _____because designers need lots of light.

Задание 18. Соотнесите вопросы 1-6 с ответами a-f:

- 1 What do you do in your free time?
- 2 Can you tell me about your present job?
- 3 Why do you want this job?
- 4 Do you enjoy working with people?
- 5 How long have you been in the sales department?
- 6 Have you ever worked in finance?

a Two years.

b Yes, I like working in a team.

c At the moment, I'm working on a project to export products to Asia.

d Yes, after university I worked for a finance company for six months.

e Because I think finance is very interesting.

f I play tennis and football.

Практическое занятие № 13 Verbs and the words they combine with

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. Are possibilities important in business?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

bar chart	столбчатая диаграмма
bionic	бионик
decrease	снижаться
full-surround	объемный
graph	диаграмма
increase	увеличиваться
nuclear	ядерный
pie chart	секторная диаграмма
prediction	предсказание
predict	предсказывать

trend

тенденция

Задания

Задание 1. Прочитайте и переведите текст:

The phone of the future

Experts talk about big changes for the telephone

It is easy to imagine what mobile phones will look like in a year or two -they'll probably be smaller. But what will they look like ten or fifteen years from now? Perhaps they'll be so small that we won't be able to see them. Maybe we'll have phones in jewellery such as rings, and fashion items like sunglasses.

People in Japan can already use mobile phones to buy things in shops. In some countries it is also possible to use a phone as a train ticket and office pass. So, what new functions will phones have in the future? One thing that is certain is that phones will do more of the things that PCs do today. Some people also think that we'll use phones as house keys, passports, computer games, maps and video recorders. The phone will be our 'remote control for life'. In a decade's time, many phones will have enough memory to video all of a person's life.

Companies are developing phones built into glasses. This will be useful when looking for directions -a map will appear inside the glass of the lens. Maybe we'll be able to use our phone to label people at a party or conference. We'll never forget a name again.

Some experts think that in the future we'll use our voice instead of our fingers to put data into a phone. Stuart Wolf, a professor at the University of Virginia, predicts that in 20 years' time people will use their thoughts to communicate with each other. We won't need phones at all!

Задание 2. Ответьте на вопросы по тексту “The phone of the future”:

- 1 What does the writer think phones will look like in two years' time?
- 2 Which of the following are possible at the moment?
 - a phone in jewellery b paying for shopping using a phone c
 - phone as a ticket for travelling d phone as house keys
- 3 What will a typical phone's memory allow it to do?

- 4 How does the writer think a phone will help us at a party?
- 5 How will people input data into a phone?

Задание 3. Раскройте скобки, используя Future Simple:

- a In 20 years' time people (use) their thoughts to communicate.
- b We (not need) phones at all.
- c What they (look) like ten or fifteen years from now?
- d Perhaps they (be) so small that we (not be) able to see them.
- e Maybe we (have) phones in jewellery and fashion items.
- f They probably (be) smaller.

Задание 4. Заполните пропуски, используя *will / won't, perhaps / maybe*.

- 1 _____ it _____ rain later, but I think it'll be fine. (not sure)
- 2 It _____ rain - look at the blue sky. (sure)
- 3 Yes, of course computers _____ be much smaller in ten years' time.
(sure)
- 4 Jim _____ be on time for the meeting. He's always late. (sure)
- 5 _____ we _____ be able to have holidays on the moon in the Future. (not sure)
- 6 Our profits _____ rise. Look at our increase in sales for the last three Months.
(sure)
- 7 Our profits _____ rise - our prices are too high. (sure)
- 8 _____ our profits _____ rise one day, but not this year. (not sure)

Задание 5. Заполните пропуски, используя *to+infinitive* там, где необходимо:

- 1 We could _____ go to the cinema tonight.
- 2 They shouldn't _____ work at the weekend .
- 3 Do you want _____ visit the factory?
- 4 Do you think you should _____ ask for a new office?
- 5 We arranged _____ meet our new supplier.
- 6 Carla and Wei plan _____ arrive at 9:30.

Задание 6. Составьте предложения, используя Present Continuous (запланированное действие в будущем):

- 1 Jane / meet / the design team / next week.
- 2 We / fly / Athens / next Thursday.
- 3 Polly and Tom / leave / in a moment.
- 4 Douglas / move / Prague / next year?
- 5 I / do / a presentation / the day after tomorrow.
- 6 you / see / the HR manager / later today?
- 7 they / sell / the company / in six months' time?
- 8 The finance director / not come / to the meeting / tomorrow.

Задание 7. Подчеркните правильный вариант:

What *will / are* offices be like in the future? Some people think that in ten years' time company offices *aren't / won't be* necessary because we *won't / will* all work from home. A different idea is that we *could / are* make our offices more like home. CEO Alexis Parks wants - / *to* make her company's offices more comfortable. She also thinks that she should *to / -* create an environment that makes her workers feel happy. Next year, her company *is building / builds* new offices with a gym and swimming pool. Alexis asked staff for suggestions. They said that the new offices could *to / -* have sofas, TVs and places to sleep. She thinks that her company *should / shouldn't* do more to help the staff to enjoy themselves in their free time, so the new offices will also include a cinema and a karaoke bar. Alexis thinks that in the future her employees *don't / won't* want to go home!

Задание 8. Подчеркните лишнее слово:

- 1 fly plane sail airport
- 2 newspaper TV radio mug
- 3 drive station car park
- 4 brand logo Volvo half price
- 5 merchandise pen key ring internet

Заполните пропуски, используя данные выше слова:

- 1 You can_____from Stansted airport in the UK to Charles de Gaulle airport in Paris.
- 2 I have a_____of coffee with my breakfast.
- 3 I usually_____to work.
- 4 This CD is_____ - it's a sales promotion.
- 5 I think we should order more_____for the exhibition next month.

Задание 9. Подчеркните правильный вариант:

- 1 When will you *make* / *do* a decision?
- 2 It's a good product, but we should *make* / *do* more research.
- 3 It's good to *make* / *do* business with you.
- 4 Did our investment *make* / *do* a profit last year?
- 5 Would anyone like to *make* / *do* a suggestion?
- 6 I could *make* / *do* the accounts this afternoon.

Задание 10. Заполните пропуски, используя одно из слов а-с:

- 1 I'm_____that Azzopardi will be the next president.
a possible b certain c likely
- 2 Do you think that the population will _____in the next ten years?
a plus b minus c increase
- 3 It cost \$40 in February 2007 and \$40 in February 2008, so prices remained _____for a year.
a steady b per cent c equals
- 4 Unemployment was 15% last year and it's 5% this year. That's a 10%_____in unemployment.
a increase b remain steady c decrease
- 5 We didn't sell many products. So it's _____that we will make a profit this year.
a likely b unlikely c certain

Практическое занятие № 14 Prepositional phrases

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What is a CV?
2. WRITE YOUR PERSONAL CV.

Задание 1. Прочитайте текст без помощи словаря. Передайте по-английски основное содержание текста.

A Jobclub is a place, where long term unemployed people work at finding a job in a professional and systematic way by adopting a businesslike approach. The first Jobclubs, developed from work done in North America, were opened in 1984. They proved popular and successful and the service expanded rapidly. Jobclubs take a bold and positive stance: there is a job available for each member.

Aim: to provide people who are unemployed for 26 weeks or more with facilities to enable them to find the best possible job within the shortest possible time. Jobclubs provide a simple, straightforward approach to help clients find jobs. Jobclub members agree to attend four half days per week. The Jobclub provides use of photocopiers, telephones and typewriters free of charge. Trade magazines and specialist magazines are also available. There may be special types of Jobclubs to help disadvantaged people, i.e. (id est = in other words) former detainees and people nearing release from prison.

Executive and Management Jobclubs are also available in some areas, which provide support for middle and senior managers. The Work Trials can be regarded as an extended interview. Work Trials offer an employer a period of up to 15 days to observe the jobseeker within the workplace. They also give the jobseeker the opportunity to demonstrate their skills and experience to that employer. In addition, they enable the jobseeker to determine their own suitability for that job. Jobplan Workshops are to help people who have been out of work for 12 months or more back into work or training. Jobplan aims to build participants' resilience to setbacks they may encounter whilst looking for work.

Attendance at a Jobplan Workshop gives priority access to ED programmes (education programmes). Job Review Workshops. Aim: to help unemployed

people who are unlikely to return to their normal occupation, or who are looking to broaden their jobsearch, make an informed choice of alternative career opportunities. These workshops are particularly suitable for people with professional, executive and managerial backgrounds who have been unemployed for about 13 weeks. Job review workshops are demanding and are particularly suitable for unemployed managers, professional and executive who have been out of work for about 13 weeks; The workshops are facilitated by tutors who can help clients assess what they have to offer in a range of jobs. Participants will have the benefit of a computerized guidance system to help them select the most suitable jobs and men research the most suitable options.

Text 2.

Задание 2.

Прочитайте и переведите текст:

RESUME

A CV (curriculum vitae) is essential if you're applying for a new job or for promotion within your own company, or even to register as a delegate at a conference. Some information might be given in your CV, some in your letter of application - and perhaps some on a Supplementary Information sheet (giving information relevant to the particular job you're applying for). There are no fixed international rules about this: different countries have different practices.

But you can follow some hints by writing your CV:

- Always type it on unlined white paper, preferably a single sheet.
- Write your name, address and telephone number.
- Put your health record, date of birth and marital status.
- In the next section, note down your education. Put any qualifications on the next line.
- Next, detail your work history, starting with your most recent job. Give dates, employers and describe your duties.
- List hobbies and interests and put extra information in a separate section.
- End by saying that two referees are available on request – not naming them leaves you free to choose the best ones for particular jobs. Remember the longer an application, the less chance it has of being read.

- Never send a photo-copied letter – it looks as though you don't care.
- Always be positive and never apologize for being You.

Задание 3.

Определите, какие из нижеперечисленных пунктов могут быть наиболее пригодными для CV (т. е. curriculum vitae):

- Your name, address and telephone number.
- The title and reference number of the job.
- Your date of birth.
- Your marital status.
- The name and address of present (or last) employer.
- Your hobbies and leisure interests.
- The sports you play.
- Details of all the jobs you have had.
- The languages you speak, read or write.
- Details of the examinations you passed at school.
- Details of the professional diplomas or degrees you have gained.
- Details of training courses you have attended.
- Details of your achievements and responsibilities in your working career.
- Your suitability for the job advertised.
- Your reasons for applying for this job.
- When you are available for interview.
- Details of your present (or last) job.
- Your current (or last) salary.
- The salary you would expect to receive.
- The names and addresses of two or three referees.

Задание 4.

Прочитайте и переведите объявления

Qualified secretary/shorthand-typist required by importers Photographic equipment, Tilport. Good pay and prospects For suitable applicant. Five-day week. Write Box X. 1234.

Join our PR team – top salary! We need someone to join our team who can manage to do ten things at once while remaining cool! And calm in crisis! We are a leading PR Company and we can offer you a fulfilling and challenging role working with our Director of Travel. You will need to be hard-working, flexible, well-organized and energetic. You'll be attending presentations, arranging meetings, travel and lunches, and liaising with executives of major international companies. This is a superb opportunity for the right kind of person and we'll pay you a top salary with bonuses.

Call or write today and tell us about yourself!

Jim Brown, Anglo-European PR, 99B Baker Street, London, W1J9PQ telephone 01 670 8071

Задание 5.

Прочитайте, переведите письмо и составьте свое собственное:

5, Micawber Road,
Liverpool
25th August 200...
BoxX. 1234

Dear Sirs,

I am writing to apply for the post of secretary/ shorthand-typist, which was advertised in today's "News". I took my O-levels in English, history, geography and French at Barchester Girls' High School and then studied secretarial and commercial subjects at Barsetshire Technical College. Since leaving the Technical College, I have been working in an insurance office in Liverpool. For the past two years I have been secretary to the Assistant Manager, Claims Department. For the personal reasons, however, I should like to find employment in the Tilport area.

I enclose a copy of the certificate that I obtained from the Barsetshire Technical College. I can also refer you to the following persons for information as to my character and ability. You may also apply to my present employers if you wish. Their name and addresses are:

Cassandra Fire and Life Insurance Company, Ltd.,
Jeremiah Street,
Liverpool 4.

Yours faithfully,
Elizabeth Groves

Задание 6.

Прочитайте диалог - собеседование с работодателем.

Mr. Green: You are applying for a post here. I have read your letter, but now I want to ask you a few personal questions. First, how old are you?

Elizabeth: Twenty-four, sir.

Mr. Green: I see. So you left school about seven years ago. What were your best subjects at school?

Elizabeth: English and history. I liked French, too. And art. I didn't like mathematics or science much. Chemistry was my worst subject.

Mr. Green: Mathematics is sometimes very useful in office work.

Elizabeth: Oh, well. I can do simple arithmetic and I have studied bookkeeping.

Mr. Green: What have you been doing for the last seven years? I believe you have had some secretarial and, commercial training.

Elizabeth: Yes, I have. When I left school I went to Barsetshire Technical College and took a course in shorthand-typing, bookkeeping, office practice and some other subjects.

Mr. Green: How long was this course?

Elizabeth: One year.

Mr. Green: And what did you do when you left the technical college?

Elizabeth: I went to work in an insurance company in Liverpool.

Mr. Green: Did you stay there long?

Elizabeth: I have been there for six years. I'm still working there.

Mr. Green: You have been in the same office ever since you left the technical college?

Elizabeth: Yes, I have.

Задание 7.

Переведите предложения, запомните и используйте их для составления диалога:

The post is a demanding one. This position demands a high degree of integrity. Mr. Brown has applied for a post with our company. He has given your name as reference. We should be grateful if you would give us information about him. Have you been satisfied with his services? We require someone adaptable (flexible). Your information will be treated in the strictest confidence. The position includes a company car. A housing will be provided free of charge by the company. We can offer you a 35-hour week, a 6-day week, 6-week paid holiday per year. A flexible time scheme is in operation. Applicants should be prepared to work overtime. There is a company pension scheme. Please, give the names of two people who would be prepared to serve as references. One of the references should be your present employer. We are prepared to pay a salary of at least.... They pay salary according to age and experience. Our salary is negotiable, but we can offer high salaries. Salary of no less than... per year (per month). The salary is ...net. A bonus is payable. Approximately ...% is deducted for tax. The salary is tax-free. We have vacancies for...

To commence duties on... To replace our retiring export manager... I saw (knew) from your advertisement in... I wish to apply for this post. Please send me further details of the post. As you will see from the enclosed curriculum vitae... I have considerable experience in this type of work. I think I can meet the requirements of this post. I am currently working for an export firm. I am looking for a similar post. Now I wish to change my job. I speak fluent English. I have qualifications in... (a diploma in..., a degree in..., a basic knowledge of....) My typing speed (my shorthand speed) is ... per minute. I can operate the computer. I have used a word processor. My minor is... Then I worked for ... years for a firm ... I spent ... years abroad. I was promoted to department manager in 2012. I was made redundant/ let go in 2011. I have been unemployed since then. I wish to work for a larger organization with international links. I am looking for a position with more

responsibility (with better perspectives). I wish to improve my chances of promotion. I wish to make use of my knowledge of languages. I enclose copies of references from my last two employers, and copies of my diplomas. I enclose a stamped addressed envelope. I would be pleased to provide you with any future information you may require. I have applied for the post of... And I should be grateful if you would agree to act as reference on my behalf. Should you wish to invite me for an interview I can come to be interviewed at any time.

Задание 8.

Составьте и разыграйте в лицах собственные диалоги. Воспользуйтесь следующими подсказками:

- As you see from my enclosed CV, I have been working for this company for ...
- I had spent years taking a full-time diploma course ...
- I'm 29, unmarried, fit and healthy ...
- I've got all the qualifications and experience to make me the ideal.
- I'm sure I would be able to manage the department successfully ...
- I'm ambitious and my present job doesn't offer me the chance to expand.
- I enclose a CV, which gives full details of my qualifications and work experience.
- In support of my application, I should like to mention the following points ...
- I'm looking for a more rewarding and challenging post ...
- I would be grateful if I could discuss the post available in person ...
- I have obtained the certificate from the University of Oxford ...

Задание 9.

Внимательно прочитайте образец письма к работодателю, в котором отражена персональная карьера (an individual career). Составьте собственное письмо к работодателю, используя слова и фразы из письма-образца

A Letter of Application

Dear Sir,

I should like to be considered for the post of Personal Manager at your Croydon factory, which was advertised in the "Sunday Chronicle" on February 15th 2002. The relevant information concerning my education and professional experience is as follows.

From 1980 to 1983 I studied Sociology at the University of Harrogate and graduated with a Second Class Honours Degree (Lower Division) in that subject. The main degree Course was concerned with basic sociological topics, such as the history and theory of sociology, but there were also a number of optional courses available. From amongst these I selected The History of Industrial Sociology and The Psychology of Management. In order to satisfy part of the requirements for my

Finals Examination I had to submit a short dissertation involving original research. I wrote a paper on Nineteenth Century Industrial Relations in Yorkshire and for this section of my examination received a mark of distinction.

Whilst at university I took an active part in a number of social activities, and was secretary of both the Drama Society and the Student Sociological Society.

On leaving university I was a student for a year at the North York Business College, where I was successful in obtaining a Diploma in Industrial Management, Class I. Courses at this college covered a wide field relevant to the management studies in general and I was able to supplement my theoretical knowledge with a great deal of practical experience of such things as office management, personnel selection and the development of modification of work schedules. But it was in the area of personnel management and control that I found my interests satisfying fully and I took all available opportunities of increasing my knowledge of theory and practice in this field.

From July 1984, when I left Business College, until September 1988, I was employed as an Assistant Personal Officer with Messrs. James Bradley, at their Leeds factory. The company manufactures a wide range of small components for use in the electronics and motor industries, and employed at that time a Labour force of approximately five hundred men and women.

I enjoyed the work at Bradley's very much, especially in that it kept me closely in touch with both workers and management, but after four years' experience there, and in the absence of any prospects of promotion I applied for the post of Deputy Personal Manager with Yorkshire Engineers Ltd. I began to work there in September 1988 and am still employed in the same post.

My work at Yorkshire Engineers is in many ways similar to that which I was doing previously. The work is absorbing and rewarding, but now I feel that at this stage in my career I should like more responsibility.

In your advertisement you asked applicants to provide information on leisure activities, which may be considered relevant. First, I have continued ever since university to read widely in the literature relevant to my occupation I find time to contribute articles to several of the journals in this field. Details of my publications are provided on an attached sheet. Second, I began doing some voluntary social work while at business college and have gradually extended my commitment in this direction ever since.

I enclose copies of two recent testimonials, and the names and addresses of two people – who are prepared to act as my referees.

I hope that the information I have provided in this letter and the enclosures is sufficient for your purposes, but I shall of course be glad to expand it should you wish.

Yours faithfully,
Robert Drayton

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Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What are advantages and disadvantages of working in office?
2. WOULD YOU LIKE TO WORK IN OFFICE?

Задание 1. Внимательно прочитайте дефиниции основного офисного оборудования и впишите их русские эквиваленты:

word processor – displays text on a screen _____
dictating machine – is used for recording letters onto tape _____
telex – is used for sending and receiving messages _____
facsimile machine – is for sending copies of documents, pictures, etc.

Задание 2. (Канцелярские принадлежности и их назначение.) Найдите соответствия:

stapler
hole punch
ruler
Tippex fluid
paper clips
reinforcement rings
paper glue
rubber
pencil sharpener
stick one piece of paper to another
fix pieces of paper together
make holes in paper stronger
erase mistakes
make holes in paper
correct mistakes
draw straight lines

sharpen pencils'
hold pieces of paper together

Задание 3. (Почтовые отправления.) Запомните значения слов и фраз и заполните пропуски:

carbon paper (copу – копирка
courier – курьер
duplicate – дублировать, копировать
general delivery (Am.)/ post restates (Br.) – доставка обычной почтой
photocopy – фотокопия (на ксероксе)
postage and packing – упаковка (бандероль)
to mail (Am.)/to post (Br.) – отправлять по почте
printed matter – печатный материал
registered – заказное отправление
return mail (Am.)/return post (Br.) – с уведомлением
RSVP (répondez s'il vous plaît) –
пожалуйста, (ответьте (please reply)
separate cover – отдельная упаковка
stationery – канцелярские принадлежности, почтовая бумага

1. A package can be delivered by the mailman (Am.) or the postman (Br.) or by a private _____ service.
2. Purchases usually carry an extra charge for _____ if they, are sent by _____.
3. An important or valuable document is best sent by _____ mail.
4. It shows that you are efficient if you reply to a letter by _____.
5. If you want people to reply to an invitation, put _____ at the bottom.
6. If you send some documents in a separate envelope from your letter, these documents are sent under _____.
7. If you are sending someone a letter, you should keep a _____ or a _____, so that you can keep a _____ for your files.
8. It is often cheaper (though less quick) to send catalogues through the mail as _____ instead of by letter post.
9. Envelopes, ball-points, felt tips and paper clips are all items of _____.
10. A letter can be collected from, a-post office if it's addressed _____.

Задание 4. Представьте, что вы менеджер по кадрам. Обсудите с персоналом удобные рабочие часы (flexible Working hours):

The facts

The office opens at the moment from 9 am to 5 pm with a lunch hour from 1 to 2 pm. Three quarters of the staff work a 35-hour week. The rest are part-time. During office hours telephones have to be answered and visitors to be received.

Management proposals

Only certain days in the week should be designated “flexidays”. There should be a period of core time, which is non-negotiable except for normal exceptions.

Staff suggestions

Some secretaries would like to leave earlier on (days other than Thursdays as the shops do not stay open later and so are fuller. Clerical staff are prepared to work during the present lunch hour. An extension of working hours is acceptable if they are credited later. One department has proposed a “pairing” system, where you always have someone else to cover for you in your absence.

Staff requests

There are a number of part-time workers, all women, about 25% of the office staff, who would prefer to work the majority of their 17 hours in the mornings. Several people have requested time to take their children to pre-school and school and also to fetch them in the afternoon. They would prefer to start at 10 on certain days. The canteen must stay open longer at lunchtime, if necessary.

Задание 5. (Вопрос о пользе собраний.) Выразите свое согласие или несогласие:

- More time is wasted at meetings than in any other business activity.
- The purpose of meetings is to decide when the next one will take place.
- A meeting is a group of people who can decide nothing alone and who decide together that nothing can be done.
- It's better to send everyone a memo about a new procedure than to have a meeting.
- The most important person at a meeting is the chairman.
- The most important piece of paper at a meeting is the agenda.
- The most meetings are unnecessary, they're just a way of making people think they're important.
- It's better to talk to each person individually than to have a meeting.
- A meeting may be the only chance the members of a group actually have to see each other face to face.
- Meetings lead to better decisions, because of the exchange of ideas.

Задание 6. Прочитайте диалог. Отметьте незнакомые слова и выражения.

Susan: I've just run into that office designer chap...

Hillary: Mr. Harris?

Susan: That's right. Anyway, he had a pile of papers and a tape measure in his hands. What's going on? Do you know, Hillary?

Hillary: Well, I'm not supposed to tell you, but...

Susan: This sounds interesting! Go on.

Hillary: We are going open plan.

Susan: Does that mean we're going to be sharing a room with the bosses?

Hillary: No, not exactly, but we're going to share the office with some of the other

secretaries. It's all part of the new development, but the bosses haven't agreed on the details yet.

Susan: I suppose that with the new extension going up, there will be some more jobs.

Hillary: Have you seen the plans?

Susan: Yes, it's going to be huge.

Hillary: Well, I haven't seen them, but I've heard they want to move all the departments around...

чар – парень

pile – груда, кипа

open plan office — большой офис без внутренних перегородок

Задание 7. В любом офисе много табличек на дверях. Дайте их русские соответствия:

Accounting manager – Bookkeeping – Canteen - Ladies' toilet Gents' toilet – Personnel manager

– Photocopying room – Post room – Secretary – Systems analyses – Typing pool – Reception –

Restroom – Data Processing – Stationery store

Задание 8. Внимательно прочитайте нижеследующие положения. Скажите, какие из них наиболее важны, если вы только начинаете работать в офисе.

- Be punctual.
- Wear your smartest clothes (not trousers if you're a woman).
- Go to the hairdresser's the day before.
- Smile at everybody you meet.
- Find out what the canteen food is like.
- Offer to pay for your own coffee.
- Make a note of everything anyone tells you.
- As if you can start work as soon as possible.
- Show your new colleagues pictures of your family.
- If you are a smoker, don't smoke in an office you share with someone.
- If you are a non-smoker, say you don't mind if the person you share the office with wants to smoke.
- Wait until you have been introduced before you speak to anyone else.
- Apply to go on a special training course.
- Ask where to get your luncheon vouchers.
- Inquire about the company pension scheme.
- Ask who is the trade union representative.

Задание 9. Прочитайте по ролям диалог между менеджером и служащими. Расскажите по-английски о претензиях каждого из служащих.

Hillary: Karen, have you got a few minutes? I'd like to have a word with you.

Karen: Yes, of course, Hillary.

Hillary: And is Helen around?

Karen: Yes, she's just gone over to Finance. She'll be back in a minute... oh, here she is now.

Hillary: Helen, could I have a word with you and Karen?

Helen: Yes, of course.

Hillary: OK. Let's go into Alice's office. She's away today, and then we can talk a bit more privately.

Helen: OK.

Karen: OK.

Hillary: Right, now I've heard that-the two of you have been complaining a bit... about the extra work you are expected to do. So I thought we could perhaps discuss it and see if we can sort it out. Is that OK?

Karen: Yes, it's a good idea.

Helen: Yes, fine.

Hillary: OK, Karen, can you tell me what your problems are?

Karen: Well, it's just that I can't manage to get through all my marketing work. I just seem to have too many other things to do.

Hillary: Go on.

Karen: Well, first I often have to type letters for the departmental managers.

Hillary: You mean outside marketing?

Karen: Yes, for Mr. Ford, for example. When Katty and Sally

Hillary: I see.

Karen: And then I sometimes have to type up minutes of meetings, which isn't really my job at all.

Hillary: No, that's right. That isn't your job. Anything else?

Karen: Well, then there's the post. Occasionally I'm asked to sort through it.

Hillary: Do you ever have to distribute it?

Karen: No, rarely. I mean Helen does that normally. I only do it when she's away or too busy.

Hillary: And how about dictation?

Karen: Well, that's normally once a day, but that's not too bad because it's usually in marketing – so I don't mind. It's really all the other jobs that I get.

Hillary: I see, so the problems are mainly the letters - and typing the minutes.

Karen: Yes, I suppose so.

Hillary: OK. Helen, what about you?

Helen: Well, at the moment! always distribute the mail. But I thought it would be shared – not always me.

Hillary: I see. And what about sorting?

Helen: Well, I do that twice a day, but it doesn't take -very long. And any way, that's part of my normal job.

Hillary: And what about meetings taking minutes or typing them?

Helen: Well, I take minutes at the board meeting every month... and again that's part of my job. But I'm also asked to type up minutes from other meetings.

Hillary: How often?

Helen: I suppose I get some every week to type up... and they're not from marketing.

Hillary: I see. And how about dictation and letters?

Helen: Well, I suppose I do a dictation daily ... but it's often for other managers. I mean they just walk in and...

Hillary: OK, Helen. I understand. And what about letters?

Helen: I rarely type letters these days. I never have time.

Hillary: I see. So I suppose you just give them to Karen.

Helen: Well, not exactly give them...

* * *

Hillary: Alice, are you busy?

Alice: As usual. But what can I do for you?

Hillary: I've just opened the suggestions box, and I wanted to have a word with you about some of the suggestions.

Alice: OK.

Hillary: The first one is about the morning tea break. At present it's at 11.00, and the suggestion is to change it to 10.30.

Alice: Well, and what do you think?

Hillary: I think we should have it a bit earlier, if that's OK.

Alice: I have no objections at all.

Hillary: Good. The second one is about the printer.

Alice: Another complaint about the noise?

Hillary: Afraid so.

Alice: Well, we can't replace it. But it might be a good idea to fit a better cover so that it isn't as noisy.

Hillary: OK, I'll investigate. Right, the next one says 'What about having a non-smoking office?'

Alice: A nice idea, but unfortunately unrealistic with so many people working in the same office. But why don't you talk informally to the office staff and see if the smokers can agree to smoke outside the office or something?

Hillary: OK, I'll do that. The next one is about flextime. Don't you think we should consider it? Most of the other companies in Southtown have already introduced it.

Alice: I'm afraid the Managing Director has already said no to that one, and I agree with him for the moment. I think we should look at it again next year.

Hillary: Fine. OK, just two more. How about a company Christmas party?

Alice: Yes, I'm all in favor. We've got plenty of time if we start thinking about it now. Why don't you start planning after the summer?

Hillary: OK, I'll enjoy organizing that. And finally, there's a suggestion about reorganizing the

furniture in the main office. The secretaries all say that they are very cramped. Don't you think we should do something about it?

Alice: Yes, absolutely It's been on my mind for quite a while now. I suggest that we have a word with Christine Adams, the Office Manager, and see what can be done.

Hillary: Good, that's all. Thanks very much.

Задание 10. Работа в парах. Составьте мини-диалоги по следующему образцу:

– I think it would be a good idea if all firms had facilities for looking after pre-school children.

– I can see what you mean, but it would be a difficult thing to introduce.

Практическое занятие № 16 Nouns and prepositions

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. Are good relationships between colleagues important? Why?

Задание 1. Внимательно прочитайте диалог между Hillary Beacham и госпожой Wright. Ответьте на следующие вопросы:

- What kind of job is Mrs. Wright looking for?
- Where did she work before?
- What does Hillary Beacham do (in the company)?

H.B.: I think I'd better take this opportunity to explain to you exactly who's who in the company. You'll need to know who to go to if you want to contact a particular

manager. Let's start right at the top: David Burton is the Managing Director and his Personal Assistant is Mary Wilkins. The company is divided into four departments: Production, Personnel, Marketing und Finance. OK?

W.: Right. Let's deal with each one in turn. Michael Stout looks after Production, and his title is Production Manager, and Daniel Harkin works as Personal Assistant in the Production Department. Then there are two secretaries. Is that so?

H.B.: Yes.

W.: Moving on to Personnel, we've got Sheila Polson, and her title is Personnel Director. Jane Hargreaves works for Sheila Polson as Personal Assistant. And then there are two secretaries in the department. OK?

H.B.: Yes, fine. As you know, I'm the Marketing Manager and for the next two months you are going to work as my Personal Assistant. Helen Wright and Karen Williams, the two secretaries in the department, will report to you. Is that clear? And finally... Paul Cummins is responsible for the Finance Department. His PA (Personal Assistant) is Judith Walker. And then there are three secretaries in the department. You've met one already. I think. So that's a brief overview of the structure of the company. Do you have any questions?..

Задание 2. Прочитайте внимательно текст, в котором речь идет о том, каким должен быть современный руководитель. Свое мнение высказывают три члена комиссии: Джон Рейнолдс, Марк Причард, Сюзен Стейнтон. Продолжите обсуждение кандидатур, используя модели диалога.

Reporter: In the second part of this interview I'd like to ask each of• you in turn what you consider to be the three most important qualities for a good manager. Perhaps we could hear your ideas first, Mr. Reynolds.

Reynolds: I think that at present the most important quality is the ability to deal with other people. I know we are a manufacturing industry, but I feel very strongly that we also have a great responsibility towards our personnel. Secondly... let me see. Yes, in my opinion the second most important quality is the ability to talk to our personnel about their jobs, their futures, their problems, etc. To be able to relate to them, you know. And thirdly... I suppose I'd put adaptability as the third most important quality. I think that fits in with the other two points I mentioned to give my idea of a good manager.

Reporter: Thank you for your opinions, Mr. Reynolds. Perhaps we could hear your views now, Mr. Pritchard.

Pritchard: I consider the present situation requires a rather different approach to the whole question of management and therefore different qualities for managers. I believe that a good manager is one who can persuade people that his way is right. Isn't that why he is a manager? Getting people to accept his decisions and to follow his leadership – that, in my view, is the mark of a good manager. Secondly, I feel that he should be firm with his people – that's how they'll come to respect him. And thirdly,... I'm of the opinion that he should be physically fit. In this day and

age the pressures and strains are so great that only the fittest can survive, and those are the ones who should be the managers. Mentally competent. Yes, but physically competent, also.

Reporter: Thanks, Mr. Pritchard. Could we hear what you think, Mrs. Stainton?

Stainton: Yes, certainly. I think my views probably represent a mixture of synthesis of my colleagues' opinions. The most important quality is, in my opinion, the ability to think flexibly – to find new answers and new solutions. Secondly, I feel that as managers we should be able to handle people, as I'm sure that for the company good labor relations mean a happy and secure future. But this doesn't mean that we should be too lenient or too dogmatic. No, the third quality should be, in my view, the ability to direct and control people effectively.

Reporter: Thank you all for your opinions.

Задание 3. Запомните следующие слова и выражения. Составьте собственные предложения и мини-диалоги:

to be able to deal with other people – умение общаться с другими людьми

to be responsible (to smb.) – нести ответственность перед кем-либо

to be able to talk to the personnel - уметь разговаривать с персоналом

to be able to relate to people - уметь взаимодействовать с людьми

to be adaptable – уметь приспосабливаться

to fit in with smth. – совпадать с чем-либо, вписываться во что-либо

to be able to persuade people – уметь убеждать людей

to get along with smb. – ладить с кем-либо

* * *

to get people to accept smb's decisions – склонять людей к согласию с решением (руководства)

to get people to follow smb's leadership – заставлять людей выполнять требования руководства

to be firm with people – быть требовательным к подчиненным

to be physically fit – быть в хорошей физической форме

to be mentally competent – обладать живым умом

to be able to think flexibly – уметь гибко мыслить

to be able to handle people – уметь управлять людьми

to be lenient – быть уступчивым

to be dogmatic - быть категоричным, догматичным

to direct people effectively – управлять людьми эффективно

to be strong in body – быть физически сильным

to keep fit – держать себя в форме

to be well-organized – быть хорошо организованным

to be punctual – быть пунктуальным

to be enthusiastic – быть оптимистично настроенным

to be suitable for position – соответствовать должности

to be creative – обладать творческим отношением к делу

to be well-bred – быть хорошо воспитанным

Задание 4. Используя приведенные ниже выражения, попытайтесь составить портрет идеального руководителя.

Expressing your opinion strongly you'll say (Подчеркивая ваше мнение, вы скажете):

I definitely think that...

I'm sure that...

I'm convinced that...

I really do think that...

Expressing your opinion neutrally you'll say (Просто выражая мнение, вы скажете):

As I see it,...

I think...

I consider...

I feel...

In my opinion...

To my mind...

Expressing your opinion weakly you'll say (Выражая мнение уклончиво, вы скажете):

I'm inclined to think that...

I tend to think...

I'm disposed to think...

I'm prone to think...

Задание 5. Переведите на русский язык следующие точки зрения по вопросу о том, каким должен быть руководитель. Определите, чьи это точки зрения.

1. to know how they are getting on with their jobs
to have the opportunity to discuss their work in detail with the boss
to discover their own weaknesses to find out what view the boss has of them
to know how to work more effectively
to discuss their future within the organization to see how their careers are developing

* * *

2. managers can profit from closer contact with individual employees
managers can find out what their employees do well or could do better
managers . can review the performance of their staff by interviewing them
the company can profit from interviews, because they create closer working relationships

interviews help the company (to) find out which people can be promoted
interviews help people believe in the company more
interviews help (to) find out which employees can benefit most from further training

Задание 6. Смоделируйте ситуации, в которых сначала вы выступите в роли подчиненного, а затем – в роли менеджера по кадрам.

First you are the employee:

1. You would like to bring up the subject of wanting to have more responsibility...
2. You aren't satisfied with what you have been doing so far...
3. You are looking for greater challenges...
4. You feel your qualifications and your experience mean that you need less supervision in your job...

Now you are the manager:

1. Several people in the department are under consideration by the management...
2. They are looking for someone who is prepared to show initiative and to work under the supervision of the personal assistant of the vice president/managing director...
3. The company is looking for someone who enjoys contact with people outside the company...
4. The company is looking for somebody who is prepared to travel a lot – and to be away from home sometimes at the weekends...

Задание 7. Переведите на русский язык следующие правила делового этикета.

Hints for the Office Manager or the Boss

You need not go around proving you're the boss if you are. So here are some suggestions:

- Don't order, ask and be polite! It amounts to the same thing, but it sounds – and works – better.
- Remember that people work with you? Not for you. People like to be spoken of as associates, not as slaves.
- Keep your promises. It's important to make note of every promise whether it is important or something you think less important.
- Criticize, if you must, only in private – and do it objectively. Never criticize anyone in public or in anger. And that goes for the mail clerk's well as you're your assistant.

* * *

The Secretary

In most companies a secretary is hired strictly for business. If you have so little office work for her that she has time to manage your (or her own) personal affairs, you don't need a secretary.

If you ask her to do something which is beyond the scope of her regular office work, realize that you ask a favor. However, this puts your relationship on a more personal basis...

Drawing room manners are out of place in an office, and you are not expected to jump to your feet and hold a chair for your secretary every time she comes into your office. But take care not to treat her as if she were nobody.

You should say a pleasant "Good morning" when you come in and "Please" and "Thank you" at every opportunity; don't expect her to carry in the chairs for your meeting; show a little interest in her health and mood.

Note: When you go out, let her know where you're going, how you can be reached and when you expect to return. She needs the information to fill for you in your absence.

This is what you should expect of your secretary:

- Polite handling of your telephone calls.
- Courteous handling of your visitors.

When someone has a definite appointment with you, he should not be kept waiting but should be shown to your office at precisely the time agreed upon.

But if you are really busy, your secretary should go out to your visitor in person, explain your absence, convey your apologies and then give a definite idea of how much delay is inevitable.

If the visitor chooses to wait, your secretary should then make sure that he is comfortable. It is by no means necessary for her to "entertain" the visitor. She should go on with her work as soon as she has seen that he is comfortable.

Задание 8. Переведите на русский язык следующие предложения:

(a) Definite frequency

1. The post is delivered twice a day.
2. The photocopier is serviced every three months.
3. Canteen tickets are sold once a week.
4. The telephones are checked annually.
5. The fire alarms are tested twice a year.
6. Training courses for new staff are held every month.

(b) Indefinite frequency

1. Compact employees rarely look at the notice boards.
2. Compact employees quite often eat in the company canteen.
3. Compact employees eat in the company canteen quite often.
4. Compact employees sometimes work overtime.
5. Compact employees always take their full holiday entitlement.

6. Compact employees usually come to work by car.
7. Compact employees often retire at 65.
8. Compact employees are never made free/redundant.

Задание 9. (Предварительная договоренность о встрече.) Прочитайте диалоги по ролям:

S - for Secretary, W - for Mrs. Wright, H.B. – for Hillary Beacham.

S.: Compact System. Good morning.

W.: Good morning. Could I speaking to Hillary Beacham?

S.: Who's calling, pleas

W.: My name is Adel Wright.

S.: Thank you. And what's it in connection with?

W.: The secretarial job advertised in last night's paper

S.: Thank you. One moment, please. I'm putting you through now.

W.: Thank you.

S.: I'm afraid there's no answer. Would you like to leave a message?

W.: No, thank you. I'll ring back later. What time do you think she'll be in her office?

S.: If you give me your name, I'll tell her you're going to call.

W.: OK. It's Wright, spelt W-R-I-G-H-T. And the first name's Adel.

S.: OK, Miss Wright.

W.: It's Mrs. Wright, actually.

S.: OK, Mrs. Wright.

W.: So, what time should I call back?

S.: She'll definitely be in after lunch, at 2.

W.: OK. I'll call back after 2, then. Thank you.

S.: Goodbye.

W.: Goodbye.

* * *

S.: Compact Systems. Good afternoon.

W.: Good afternoon. Could I please speak to Hillary Beacham?

S.: And your name is?

W.: Adel Wright.

S.: Thank you. What are you calling about, please?

W.: The secretarial job advertised in last night's paper.

S.: Ah yes. You rang this morning, didn't you?

W.: Yes, that's right.

S.: Hold on a moment, please, Mrs. Wright. I'll connect you right away.

W.: Thank you.

H.B.: Hillary Beacham speaking.

W.: Good afternoon. My name's Adel Wright. I'm calling in connection with the secretarial job advertised in last night's paper.

H.B.: Ah yes, Mrs. Wright. You rang this morning, didn't you?
W.: Yes.
H.B.: Can I ask you a few questions?
W.: Of course.
H.B.: I presume you've worked in a computer company?
W.: Yes, I've had four years with Date Base System.
H.B.: Are you still there now?
W.: Yes, I am.
H.B.: I see. And what are your duties there?
W.: I work in the sales department. I handle all the inquiries.
H.B.: I see. And are these written inquiries?
W.: Both written and phone calls.
H.B.: And do you have to do a lot of typing?
W.: No, in fact I use the phone for nearly all UK inquiries.
H.B.: And what about shorthand?
W.: Well, to be honest, it's a bit rusty,
H.B.: Good. So, perhaps you could tell me why you are interested in...

Задание 10. Запомните следующие слова и выражения:

to be familiar with the requirements of the job – знать требования, предъявляемые работой
in my previous position – на прежней должности
to be in charge of – отвечать за
opportunities for advancement – возможности продвижения по службе
a full-time job – штатная должность, полный рабочий день
a part-time job – работа на полставки, неполный рабочий день
well-paid job – хорошо оплачиваемая работа
temporary job – временная работа
job in one's field – работа по специальности
to work overtime – работать сверхурочно
length of service – стаж работы
cash award = bonus = premium – денежная премия
lay-off – сокращение, увольнение из-за отсутствия работы
benefits = fringe benefits = perks – льготы
probationary period – испытательный срок
to apply for position – подать заявление о приеме на работу
to ask for raise (Am.), rise (Br.) – просить повышения зарплаты
to take home pay = net salary – чистая зарплата (за вычетом всех налогов)
regular pay – основная зарплата
gross pay – общая сумма зарплаты (salary), сумма до вычета налогов
job vacancy = job opening – вакантная должность
high level job – высокая должность

top position - ведущая должность
managerial job – управленческая должность
administrative job - административная должность
job title – наименование должности
to resign – отказываться от должности
to fill a position – вступить в должность
deductions from the salary – вычеты из зарплаты
to be promoted to the position of ... – быть переведенным с повышением на должность...
to make a good impression on – произвести хорошее впечатление

Задание 11. Деловая игра. Используя лексику урока и выражения из задания 10, составьте диалоги.

В вашей фирме появилась вакансия на должность секретаря управляющего предприятием.

Вы выбрали претендента на эту должность и оговариваете с ним его распорядок дня.

Претендент на должность уточняет у вас необходимые детали для работы на новом месте.

Практическое занятие № 17 Fixed expressions

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What types of business letters do you know?

Задание 1. Прочитайте текст, стараясь не прибегать к помощи словаря. Выпишите незнакомые слова и выражения.

With the development of industry, technology, trade, and economic ties among the countries and ordinary people a great volume of business is done by mail. It is true that the telephone, telegraph, telex and fax to speed up transactions, but they also

increase expenses to such an extent that practical businessman and economic people use these modern means of communication only for matters requiring immediate action or for messages which can be expressed briefly.

Business letters concern us in our daily living, especially those of us who live abroad and deal with foreigners. People write business letters in many situations: finalizing contracts, booking a seat in an airplane, reserving hotel accommodation, booking theatre tickets, writing order-letters, letters of inquiry, claim letters (letters of complaint), cover letters, letters of confirmation and letters of guarantee.

A business letter, like a friendly or social letter, should make a favorable impression. In order that a letter may create this impression, it should be neatly written or typed, properly spaced on the page and correctly folded in the envelope.

The Flirts of a Business Letter

The basic outline for a business letter is that of any letter: the heading, the inside address, the salutation, the body of the letter, the complimentary close and the signature. If you forget something you mean to say in the letter, put it in a PS at the bottom of the page.

Задание 2. Выучите следующие слова и словосочетания и составьте с ними собственные предложения:

a great volume of business – большой объем работы

to speed – ускорять, содействовать

to speed transactions – ускорять сделки

to increase – увеличивать, поднимать

to increase expenses – увеличивать расходы

order-letter – письмо-заказ

inquiry letter – письмо-запрос

clam letter (letters of complaint) – письмо-жалоба (письмо-рекламация)

cover letter – сопроводительное (препроводительное) письмо

letter of confirmation – письмо-подтверждение

to space – размещать, отделять

to fold – складывать, сгибать

heading – заголовок

salutation – приветствие

inside address – адрес получателя

body of the letter – текст письма

complimentary dose заключительная формула вежливости

signature – подпись

circular letter – циркуляр

registered letter – заказное письмо

dead letter – недоставленное письмо

letter of congratulation – поздравительное письмо

letter of introduction – рекомендательное письмо

registered letter with statement of value – ценное письмо

statement – ведомость
remittance – денежный перевод
to be called for = poste restante – до востребования
date of the postmark – дата почтового штемпеля
certified copy – заверенная копия
Consignment note = way bill – накладная
to send by parcel post – отправлять почтовой посылкой
to post = to mail – отправлять почтой
urgent telegram – срочная телеграмма
to refer to smth. – ссылаться на что-либо
first-printed copy – первый экземпляр
copy on approval – контрольный экземпляр
in duplicate = in two copies – в 2 экземплярах
to renew correspondence – возобновлять переписку
addressee – адресат
sender – отправитель
receiver – получатель
in triplicate = in three copies – в 3 экземплярах
receipt – расписка

Задание 3. Выберите нужное слово из рамки и заполните пропуски:

to type
the complimentary
closing
extent
salutation
volume
concern
envelope

1. _____ a polite way of the ending of a letter.
2. The name and address of the company written to are usually _____ on the left-hand side against the margin.
3. The normal form of _____ for letters addressed to organization is "Dear Sirs". "Dear Mr. Smith" has tended to replace "Dear Sir".
4. The _____ of passenger travel on the railways is decreasing.
5. A flat-paper container for a letter is called _____.
6. This clause of the contract _____ very much.
7. I was surprised at the _____ of his knowledge.

Задание 4. Прочитайте текст. Выразите свое согласие или несогласие с суждениями после текста.

Layout of Commercial Correspondence

Business letters exchanged by commercial firms, companies, publishing houses, institutions, etc. are usually written on business letterheads with the name and address of the firm or office already printed above the letter.

The usual layout for the official business letter today is known as the blocked style. In this style all new lines of typing are ranged to the left including paragraph openings and the concluding salutation. There is no punctuation in the address and the greetings. The same style is followed on the envelope.

This streamline style is considered to be efficient, modern and is designed to save the typist time.

However, there are companies and firms which favor the indented or step form style. In this style paragraph openings are indented, the address and greetings are punctuated. The complimentary close and signature are in the middle or even on the right.

The indented style in business letters now has somewhat a traditional appearance, though it can look more balanced, especially for personal letters.

Following are some business letters written on letterheads in the modern streamline block style.

* * *

1. The usual layout for the official business letter today is known as the blocked style.
2. There is no punctuation in the address and the greetings.
3. The streamline style is considered to be efficient, modern and is designed to make a letter more beautiful.
4. In the indented or step form style paragraph openings are indented, the address and the greetings are punctuated.
5. The complimentary close and signature in the step form style can be only in the middle.
6. The indented style in business letters has a different appearance each time.

Задание 5. Внимательно прочитайте образцы деловых писем. Объясните, чем различаются эти письма.

Heading University High School
155 East 44th Street
New York 17. New York
September 4. 200...

Inside address

Mr. H. Buford Fisher. Chief
Public Information Service
United Nations, UN Plaza
New York, New York

Salutation → Dear Mr. Fisher.

Body

Our oral-English class¹ occasionally sends speakers to other oral-English classes as part of our program of work during the term. This year we would like to aid in publicizing UN activity during the forthcoming annual Assembly² of the United Nations due to open this September.

Body

In order to get information about the activities of the United Nations and the importance of this World organization, we should like to have a good speaker who can give us information, such as a member of the UN Secretariat. Would you be kind enough to suggest a speaker who is not too formal, but who would talk conversationally³ and interestingly. His talk should not last over an hour. I enclose a self-addressed stamped envelope,⁴ and we shall be grateful for any suggestions you may make.

Close → Very truly yours,

1 oral-English class – группа разговорного английского языка

2 the forthcoming annual Assembly — предстоящая ежегодная Ассамблея

3 to talk conversationally — владеть разговорной речью

4 self-addressed stamped envelope — маркированный конверт с обратным адресом

Signature → Laura Winston

Stamp

Edward J. Dawson

R.R. I, Box 148

Stockton,

Mr. George L.

Smith

39 West Locust
Avenue

Stamp
Richard M.
Marshall,
1387 Brown
Hinson Manufacturing
Company,
1795 Connecticut
Street.

Задание 6. Внимательно изучите структуру делового письма (Задание 5) и ответьте на следующие вопросы:

1. What kind of letter is it?
2. Does the salutation "Dear Mr. Fisher" show that the correspondent is unknown to the author or known to him personally?
3. What does the body of the letter deal with?
4. Is the complimentary close formal or informal?

Задание 7. Напишите письма по следующим адресам:

- а) в Англию на фирму "Smith & Sons LTD", Лондон СВ.Б., Куин Виктория 25, на имя менеджера по экспорту
- б) на фирму «Лондон Метал Уоркс», в Лондоне Н.В. 7, по улице Минсннг Лэйн 37, на имя секретаря
- в) в Манчестер, 15, улица Марпл Роуд, дом 37, на фирму «Астлей Бразерз».

Задание 8. Внимательно изучите следующую таблицу и напишите по одному письму каждого типа.

Different Kinds of Salutation and Complimentary Close

Kind of a Letter	Salutation	Complimentary Close
Formal letters to officials	5	
and supervisors	6	
	Sir:	
	Madam:	
	Yours respectfully.	

Respectfully yours.
Yours very respectfully
Letters to business firms
and companies
Gentlemen:
Ladies:
Yours truly
Answers to advertisements
giving no name of person or
firm
Gentlemen: (or omit the
salutation)
Yours truly
Letters to persons
unknown or slightly known to
writer
My dear Mr. Moore:
Dear Mr. Johnson:
My dear Mrs. Slock:
Dear Sir:
Dear Sir and Madam:
Yours truly. Sincerely yours.
Yours very truly. Very truly
yours.
Letters to persons well-
known to writer
Dear Mr. Warren:
Dear Miss Macy:
Dear Mrs. Jenkins:
Dear Professor Lewis:
Very sincerely yours,
Cordially yours,
Yours cordially,
Very cordially yours.

5 ' official — служащий
6 supervisor — должностное лицо

Задание 9. Поставьте глагол в скобках в нужную форму

21st June, 200...
Dear Mr. Brown,
I just _____ (to read) your promotion to sales manager. Let me

(to offer) my warmest congratulations.

I _____ (not to have) to tell you that all of us _____ (to wish) you best of luck in your new position.

We _____ (to be sure) we _____ (to read) more good news about you in the trade papers in the future.

Yours sincerely,

F. Popov

25th November, 200...

* * *

16th July, 200...

Dear Sir,

Your order No 1355

We _____ (to write) to inform you that we (to ship) the first grinding machine against

the above order by the m.v. St. Petersburg this morning. Acknowledgment of receipt in good and

condition _____ (to be appreciated).

Задание 10. Переведите на английский язык:

1. Умение писать деловые письма имеет огромное значение для нормального ведения коммерческой деятельности.
2. В письмах можно использовать некоторые общепринятые стандартные обороты.
3. Деловые письма обычно пишутся на фирменных бланках, отпечатанных типографским способом.
4. Заголовок к тексту письма сообщает его тему, тем самым давая возможность получателю сразу понять, о чем письмо.
5. Письмо должно быть посвящено лишь одному вопросу.
6. Деловые письма подписываются от руки четко и разборчиво.

Задание 11. Выучите заключительные фразы деловой переписки:

We expect your early reply – Надеемся на быстрый ответ

Please inform us in the shortest possible time – Просим сообщить нам как можно скорее

We are looking forward to your consent (approval) – Ожидаем Вашего согласия (одобрения)

Awaiting your reply – Ждем Вашего ответа

Yours faithfully = Faithfully yours = Yours truly = Yours sincerely = Sincerely yours – С

уважением

Задание 12. Переведите предложения и выражения, используйте их при написании письма:

We have the pleasure to inform you that.... Please accept our apologies for... We are sorry to have remind you that... In connection with your letter of... In confirmation of the cable of... In view of above... We are sending this letter in duplicate. At your request, we are sending you... We have considerable interest in... With reference to your order... In reply to your letter of... Please let us have your instructions for shipping. This is to confirm our order of.... We have an inquiry for...

Accept our apologies for the delay. The delay was caused by... The delay occurred through no fault of ours. Reasons beyond our control. In due course. Damage occurred during transporting. Through an oversight, for lack of time. In case of non-payment. Trusting for a favorable reply to our application. We are honored to invite you to participate in our forth-coming conference on...

Should our offer be of interest to you, we shall be glad to see your representative. Thank you for your order and you can be sure the goods will be supplied within next week as usual. Unfortunately, we cannot see our way to accept your order with a discount of 10%. Please, inform us if this special cash discount of 5% is acceptable for you. We are pleased to tell you how glad we were with your order because it represents our first business transaction with you. We enclose a free leaflet and new quotations. The lowest quotations today are as follows... We confirm the receipt of your order No 215 of 11 October. Please let us know when the goods are ready for shipment. We thank you for your inquiry. Please state what discount you allow for quantities and cash payment. We'll give you a discount, if you increase your order. We enclose our price-list with this letter. Please do not hesitate to contact us. A 5 per cent discount off (from) the price. This price is subject to confirmation. What's your idea of the price?

Задание 13. Внимательно прочитайте образец письма к менеджеру по кадрам и выучите слова и словосочетания, которые помогут вам лучше понять содержание письма:

The Firs,
Long Lane,
Bickley, Surrey
The Personnel Manager,
Harper & Grant Ltd.,
Great West Road,
London, W. 25.

1st October, 2000..,

Dear Sir,

I am writing to ask you if you have a vacancy on your staff for an assistant accountant.

I am twenty-two years of age and have been working in the costing department of the Bedford Furnishing Company, Bedford House; London, E.C.1.", for the past two years. I am studying Accountancy and Business Management at the Polytechnic and wish to complete my course there, which has another two years to run.

The only reason for, my seeking new employment is, that Bedford Furnishing is moving shortly to a development area in the north-west, where its main works is already located.

If there is some chance of a vacancy occurring in-the near future, I would greatly appreciate being given an interview. My present employers would gladly give reference.

Yours faithfully,

Simon Deeds

Задание 14. Деловая игра. Составьте деловые письма по заданным ситуациям, используя выражения:

письмо-предложение о (поставках оборудования), письмо-подтверждение о (поставках оборудования), письмо-приглашение (на работу, на совещание), письмо-просьба, письмо-благодарность, письмо-поздравление, письмо-отказ, жалоба на задержку с ответом, принятие предложения, письмо-претензия на качество товара, просьба о предоставлении информации по какому-либо вопросу, письмо об изменении условий или сроков поставок.

Практическое занятие № 18 Summarising lesson

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What is management?
2. Who is a manager?

Задание 1. Постарайтесь понять текст без словаря. Кратко перескажите его основное содержание.

The management of the company is called the Board of Directors (not Managers) headed by the Chairman (= the President Am.). There is usually a Managing Director and in the case of big companies there may be several Joint Managing Directors.

A Manager in British companies is the person who is head of a department – Sales, Export, Works (Production), Staff, etc. So there are Sales Managers, Export Managers, Works (Production) Managers, Staff Managers, etc.

A general Manager has managers, working under his control, and receives his instructions from the Managing Director.

By British Company Law (the Companies Acts of 1948 and 1985) a limited company (public or private) must have a Company Secretary whose duties are manifold. First he is the clerk to the Directors: he is to keep Registers of Directors and Members, arrange for proceedings at Directors' and shareholder's meetings, prepare notices for the calling of these meetings, attend them and advise directors at board meetings on the legal, accounting and tax implications of any proposed business move as well as keep minutes and write reports (the minutes of a meeting are usually concise records of resolutions or decisions reached, and the reports are more extensive and give details of discussions, arguments for or against the resolutions, and so on), Second he represents his company and in this capacity he supervises the working of the staff and the maintenance of staff records (if there is no special staff manager) finally he is often responsible for the accounting and handling of contracts. Thus he is the link between the company and the members, between the company and the staff and between the company and the public.

The Company Secretary must be a properly qualified person, and be able to fulfill his routine duties well. He is supposed to have training in company law, accountancy and many other subjects. He is expected to be a part-lawyer, part-economist, part-administrator and part-accountant.

But it takes a good deal more than professional qualifications to make a good company secretary: "he must be businessman and humanitarian, lawyer and visionary" (as one of the English newspapers puts it).

Задание 2. Выберите нужное слово из рамки и заполните пропуски:

department
staff
head
management
activities
shareholders
supervise

handling
minutes

1. Accounting and advertising are important _____.
2. Most companies are made up of three groups of people _____ (who provide the capital), the _____ and the workforces.
3. If the production plan is not met, then a manager must be penalized along with the workers he _____.
4. _____ shows the financial picture of the firm.
5. Senior managers _____ the various _____ or functions within a company.
6. Machinery packed in crates needs a special bottom of facilitate _____.

Задание 3. Найдите синонимы среди следующих слов:

- to maintain, to attend, to propose, can, ordinary, to carry out, to advise of
- to suggest, to keep, to visit, to be able, routine, to fulfill, to inform

Задание 4. Ответьте на вопросы:

1. What is the management of the company called?
2. Who heads the Board of Directors?
3. What managers are there in British companies?
4. What does a General Manager do?
5. What are the duties of a Company Secretary?
6. What qualities must a Company Secretary have?
7. How did one of the English newspapers describe a good Company Secretary?

Задание 5. Изучите схему управления английской компании:

Executive Vice-President
President
Chief of The
Credit Department
Marketing
Research Manager
Product Research
Manager
Research and
Development
Sales
Manager
Production

Manager
Controller

Задание 6. Используя модели, перестройте предложения в пассивном залоге.

*Model 1: The manager examines the organizational structure of the firm. →
The organizational structure of the firm is examined by the manager.*

1. The vice-president gives orders to employees.
2. I receive orders from the sales manager.
3. My friend holds the position of general manager.
4. The personnel office receives resumes from prospective candidates.
5. Staff departments do different services to line departments.
6. He takes the orders and usually fulfills the task very quickly.

*Model 2: The Production Manager is examining the organizational chart. →
The organizational chart is being examined by the Production Manager.*

1. I am sending my annual report to my immediate superior.
2. The foreman is firing his immediate subordinate.
3. Comptroller is giving the orders to his employees.
4. We are changing the organizational structure of our company.
5. The board of directors is enlarging the staff of the company.

*Model 3: I have invested my money in real estate. →
My money has been invested in real estate.*

1. We have considered the advantages and disadvantages of partnership.
2. I have bought shares of IBM (International Business Machines company).
3. This business has involved big financial resources.
4. We have elected the board of directors.
5. The board of directors has chosen the company officers.

Задание 7. Прочитайте фрагмент вступительной речи управляющего по кадрам перед группой секретарей, начинающих работать в компании (Personnel Manager — P.M.; Secretary — S.). В чем, по-вашему, основные сложности в организации работы?

P.M.: Good morning, I'd like to welcome you to our organization. Now you all know which departments you are going to, but before you go off I am going to tell you a little bit about us and about the rules and regulations which we try to adhere to. And the reason why we have these rules is that they help us all to know what

we can do, what we must do, and what we shouldn't do – and in the long run make this a happy place to work.

S.: And what can you tell us about flextime system?

P.M.: First of all the flextime system. Most of you can choose what time you are going to start and finish. However, you must all be here for core time which is from 10 till 3. You should all work for a minimum of 37 hours a week and not more than 41 hours. If you look at your job descriptions you'll see that you should put in an average of 38 hours a week. This means you can put in up to an extra 2 hours per week. However, at the end of a month you shouldn't have more than 10 hours overtime, because only 10 hours can be claimed, is that clear?

S.: We would like also know about daily working hours.

P.M.: As far as your daily working hours are concerned, you should tell the departmental heads on the Friday, what times you are going to start the following week. You need's start each day at the same time; but you must be here between 10 and 3, and you mustn't put in less than 37 hours in a week. And one more point, you needn't specify in advance what time you are going to finish.

S.: How long does our holiday last?

P.M.: You all have 18 days holiday a year. Ten of these 18 days must be taken during July when the company will be closed. The other eight days may be taken in either one or two installments, for example five days and three days or six days and two days, etc. But you can't have eight separate single days off or four 2-day periods off.

S.: Could you possibly tell us about lunch hours? We have a canteen here where you can have lunch. Lunch tickets are on sale on Monday mornings only and this means you must buy your tickets then for the rest of the week. The canteen is open between 12.30 and 2 o'clock and there are two sittings. You should decide on Monday which sitting you are going to attend and tell the supervisor when you buy your tickets. So, any more questions about these three points – flextime, holidays and lunch – before I move on to the next matter?

Задание 8. Прочитайте по ролям диалог и кратко перескажите его содержание.

Allocating the Budget

Chairperson: Well, let's move on to Point 5 on the agenda – the allocation of the 660,000 donated by George Smethurst. We've had 5 proposals put forward, which you've all got on your agendas.

Well, who'd like to start the ball rolling? Yes, Bill.

Bill: Well, I think there are two key areas where improvements are really necessary and where I think we should spend the money. These are, firstly, office accommodations and the workshop. I'd like to suggest that the money be equally allocated between these two areas.

Chairperson: Charles, I can see from your frown that you don't agree.

Charles: It's not that I disagree entirely with what Bill has suggested. I think it's certainly a good idea to spend some of the money on improving the workshops – and I'm all in favor of that. But I don't think that office accommodations is a priority at the moment, and therefore I'm not, really for spending money on that. What I do feel we should allocate the money to is improving the company's recreational facilities.

Chairperson: Thanks, Charles. And what do you think, Mike?

Mike: Well, if you ask me, I don't think we need to worry about either the workshops or the recreation area, and I am firmly against spending money on those two proposals. What I would like to see is something done about the canteen – and the Food served in it.

Chairperson: Mary, you look ready to say something.

Mary: Yes. I can't possibly agree to Mike's proposal about the canteen. The food, in my opinion, is certainly adequate and I don't see why we need to spend any money on food. It's not intended to be a three-star restaurant. If they don't like the food here, and remember it's subsidized by US, they can always make their own arrangements. I'm inclined to agree with Bill – that we should spend the money on the workshops and the office accommodations.

Chairperson: Thanks, Mary. Susan.

Susan: I'm inclined to agree with Mary's idea about spending the money on the workshop, but I'm rather against improving office accommodations at the moment. Not that it doesn't need it. It does. But it's rather a luxury. Now you may think my ideas are rather bizarre, but I think we should seriously consider investing some of the money – perhaps in antiques or paintings. You may well smile, but a little outside investment will at least give us something to fall back on.

Chairperson: I think the best thing to do now would be to vote on the issue. All those in favor.

Задание 9. Используйте данные выражения в собственных диалогах:

- I think we should spend the money on office accommodations.
- I think some of the money should be spent on the canteen.
- I think we should spend most of the money on the workshop.
- I think all of the money (should) be spent on the recreation area.
- I suggest that a little of the money should be spent on the canteen.
- I think we should spend most of the money on office accommodations.
- I suggest we spend most of the money on antiques.
- I think the canteen needs urgent attention.
- I suggest we pay attention to the recreation area as well.
- I think the workshop is in a disgusting condition.
- I think the best thing we could do at the moment is invest the money in a bank.
- I suggest we also invest some of the money in paintings.
- I think that a new recreation area will solve all our problems.
- I suggest that the working conditions should first be improved.

- I think we should have more workers on the Board of Management.

Задание 10. Прочитайте по ролям диалог между служащим фирмы (А.) и менеджером (В.). Составьте сами подобный диалог.

A.: Well, it's a management meeting so the distribution list is all departmental managers and the managing director.

B.: How many items have we got for the agenda?

A.: I've got four. And then I've received some suggestions from the other managers. Those are on that piece of paper there. We'll have to see how many of those can be included with the time we have available. So, firstly, I'll present the European marketing effort.

B.: So what should I put on the agenda?

A.: Call that one "Marketing report: European market".

B.: Right – "Marketing report: European market".

A.: Now I think that'll take about 45 minutes with questions. We mustn't let it go on too long. Once we've discussed that, we'll go on to consider the Far East market. So put that down as the second point on the agenda: "Marketing report: Far East market".

B.: OK – "Marketing report: Far East market". And thirdly?

A.: Next we'll get onto the forthcoming advertising campaign. Oh, and before I forget, will you remember to get those advertising proofs out of the file for me and leave them on my desk, please?

B.: Certainly. So, what's the last thing on the agenda? By the way, what about this suggestion for an item on "Review of market research activities"?

A.: Oh thanks, Hillary. Yes, we should try and include that. Right – put "Review of market research activities" third.

B.: OK. That means that we'll take the advertising campaign fourth?

A.: Yes. So forth we've got the advertising campaign. B.: What should I call it on the agenda?

A.: Let's call it "Advertising". No, "Advertising campaign". Have you got that?

B.: Yes, "Advertising campaign".

A.: The last thing I've got for the agenda is the computerization of the market research program. But perhaps we can take the item on "Investment in new equipment" fifth. Yes, let's do that. So, fifth we've got "Investment in new equipment". OK?

B.: So, point 5 is "Investment in new equipment".

A.: So that just leaves "Computerization of the market research program" as my final point for the agenda. In fact I doubt if we'll have time for anything else.

B.: So finally we've got "Computerization of the market research program".

A.: Yes. And then don't forget to add AOB. Then we can mention the other points that we haven't had time to discuss and decide when we are going to go over them.

Задание 11. Переведите на русский язык следующие словосочетания:

minutes of last meeting; marketing reports: France and Germany; program for next year; date of the next meeting; changes in work schedules; "No smoking" arrangements; holiday arrangements; next year's pay rise; arrangements for sick leave; general discussion; on their long-term prospects; short-term prospects; of their competitiveness; with regard to domestic market; information on their credit status and reliability; for health reasons; parent organization; risk contract; due and faithful performance of a contract; non-fulfillment of contractual obligations; after a careful study of all the evidence; putting these questions aside.

Задание 12. Переведите следующие дефиниции:

agenda – list of points to be discussed at a meeting
available – free
to attend – to be there
distribution list — list of people who should receive a document
forthcoming – happening in the near future
campaign – connected set of actions intended to obtain a particular business result (e.g. advertising campaign)
review – careful consideration
market research – gathering of market information especially before designing a new product
computerization – introduction of computers into a company or department
investment – putting money in
AOB – abbreviation for "Any Other Business"

Задание 13. Деловая игра.

Руководитель фирмы проводит производственное совещание со своими заместителями и активом. Повестка совещания: «Улучшение работы фирмы». Вносятся и обсуждаются предложения по улучшению рекламы, изучению новой конъюнктуры рынка, ценообразованию, установке нового оборудования.

Практическое занятие № 19 At academic institutions

APPLICATION AND APPLICATION FORMS

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение

и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

3. WHY DO WE STUDY FOREIGN LANGUAGES?
4. WORLD LANGUAGE LOCAL OR GLOBAL?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

business card	визитная карточка
contact	контакт
greet	приветствовать
greeting	приветствие
introduce	представлять
introduction	представление
job title	должность
legal	юридический
law	Закон
nationality	гражданство
qualification	квалификация
qualify	обладать квалификацией
software	программное обеспечение

Задания

Задание 1. Прочитайте и переведите текст:

Foreign Languages in the Life of an Educated Person

Today it is quite evident that everyone should know at least one foreign language.

Knowing one or more foreign languages makes it possible to get acquainted with different ways of thinking, to understand a new civilization. Learning a foreign language stimulates mental abilities and gives you a chance to appreciate a new literature, a different culture and to broaden your horizons.

Besides, knowing foreign languages has a practical value. It makes it easier to choose a profession and provides job promotion. It helps to improve the quality of your work, because it reduces the time lost on obtaining the necessary information. At present many professions, such as a pilot, a doctor, an engineer, a cosmonaut and many others, require a working knowledge of at least one foreign language.

People all over the world speak almost 3,000 languages. Some languages are spoken by millions of people, others by only hundreds of them. The most widespread language in the world is Chinese. 350 million people speak English as their first language. About the same number use it as a second language. Russian is also one of the most prevalent, expressive and rich languages in the world. 240 million people speak Russian nowadays.

Among the great number of languages that exist on our planet today there are some which stand out. Scientists distinguish 13 great languages. These are the languages that are spoken by no less than 50 per cent of people on the Earth. They are Chinese, English, Russian, Spanish, Hindi and Urdu, Indonesian, Arabic, Bengali, Portuguese, Japanese, German, French, Italian.

A person who knows these languages can speak to and understand almost 2 thousand million people and doesn't suffer from the language barrier. To state the significance of this or that language one must take into consideration not only its prevalence but the quantity of printed production. For instance, the largest number of books is published in Russian including technical literature. The greatest number of press production is published in English. As far as books are concerned, the largest number of them is translated from English, Russian, French and German accordingly.

Today there are a lot of people in Europe and Asia who know several languages. A person who knows several languages is called a polyglot. They are not few. The name of Henrich Schlimann, a famous German archaeologist who discovered Troy is known all over the world. It took him two years to learn the first two foreign languages. Later on it took him several weeks to master another foreign language. Among polyglots there are champions. Thus, Cardinal Mezzophanti who lived in the middle of the last century knew 100 languages. Professor Hesstermann from Germany knew 132 languages. The more languages man knows the easier is the way he masters a new one. As polyglots say it is difficult to begin. But when you start learning a third language «everything is going on swimmingly». It is within everyone's power to know, read and speak a foreign language. But one should

regard learning a foreign language as a very important and serious task. The knowledge of other languages is very useful, especially if you have to work abroad or if you must read foreign literature in the original. If you know the language of a foreign country, you can talk to its people and understand what they are speaking about without anybody's help. The knowledge of foreign languages also helps young people of different countries to develop friendship.

Many people are learning English, because in the recent years it has become not only an international language, it is now a number one language in the world. Besides, English is becoming a lingua franca. It is used a great deal by businessmen from different countries, which don't have a common language, in order to do business. It is already a lingua franca at international conferences. Besides, every person who travels in Europe, Asia or Africa, even in the South America gets around by using English. So English is becoming more and more the "language for practical use".

English has become the world's most important language in politics, science, trade and cultural relations, aviation, international sport and pop music. It is nowadays second only to Chinese. It is the official language in 44 countries: the United Kingdom of Great Britain and Northern Ireland, the United States of America, Australia, New Zealand and others. It is used as one of the official languages in Canada, the Irish Republic. It is also spoken as a second language by many people in India, Pakistan and numerous countries in Africa, to say nothing of people all over the world who know English as a foreign language. From the British Isles English spread all over the world. 75 per cent of the world's mail is in English, 60 per cent of the world's radio stations broadcast in English and more than a half of the world's periodicals are printed in English.

It is known that different languages can come into fashion or go out of it. It is generally considered that the most fashionable language in the world nowadays is English. Spanish also becomes very popular. It is learnt nowadays more often than earlier. Oriental languages are also widespread today. Learning a foreign language has a practical value but the choice of a foreign language sometimes depends on a fashion (this fashion turns out to be the demands of life and society). Thus, the knowledge of a foreign language today is a life necessity.

Задание 2. Найдите в тексте информацию об этих числах

- 1 44 _____
- 2 132 _____
- 3 60 _____
- 4 75 _____
- 5 50 _____

- 6 13 _____
7 350 _____
8 3000 _____

Задание 3. Перечитайте текст “Foreign Languages in the Life of an Educated Person” и определите, являются ли данные ниже утверждения истинными (true) или ложными (false):

- 1 English is the official language in 76 countries.
- 2 The greatest number of press production is published in English.
- 3 People all over the world speak almost 3,000 languages.
- 4 At present only few professions, such as a pilot, a doctor, an engineer, a cosmonaut require a working knowledge of at least one foreign language.
- 5 A person who knows these languages can speak to and understand almost 4 thousand million people and doesn't suffer from the language barrier.

Задание 4. Вставьте нужную форму глагола *to be*:

- 1 _____ you a student?
- 2 Ali _____ a student. He's an accountant.
- 3 Leo and Elena _____ from Russia.
- 4 I _____ Chinese.
- 5 _____ Mr Amery the head of the company?
- 6 We _____ from the USA We're British.
- 7 Dominique _____ an engineer.
- 8 _____ SMGP an Indian bank?

Задание 5. Вставьте нужную форму глагола *to be*. Используйте сокращенные формы там, где возможно:

John: _____ you Rob Shaw?

Rob: Yes, I _____ .

John: Hi. I _____ John Devlin. I'm with Karlsco.

Rob: Hi, John. _____ Karlsco an American company?

John: No, it _____ a German company. You _____ with

Retcorp, aren't you?

Rob: Yes, I _____. _____ you an engineer?

John: No, I _____. I _____ a sales manager.

Задание 6. Заполните пропуски данными ниже словами. Используйте неопределенный артикль *a / an* там, где необходимо:

Accountant, designer, architect, teacher, mechanic, salesperson, lawyer, receptionist

1 Laura is _____ - she helps people with legal problems.

2 Marco is _____ - he builds offices.

3 Stella is _____ - she's good with cars.

4 I'm _____ - I work with money.

5 Gregor and Sam are _____ - they give lessons at the college.

6 Philo is _____ - she's good at art.

7 Ronaldo and I work at Walmart - we're _____.

8 Helen is _____ - she welcomes visitors to the company.

Задание 7. Вставьте нужную форму глагола *to be* или артикль *a/an, the*:

1 A _____ you Desmond Drake?

B No, I' _____ Howard Drake.

2 A Sabine and Martine _____ from France.

B That's right. Sabine _____ from Paris.

3 A _____ you and George American?

B No, we _____. We' _____ British.

4 A _____ Helma _____ designer?

B No, she _____. She's _____ engineer.

5 A _____ Ravi and Ali accountants?

B Yes, they _____. They work in _____ finance department.

Задание 8. Заполните пропуски названиями стран или национальностей:

1 Mariella is from Barcelona - she's _____.

2 Apple is an American company. It's based in _____.

3 Serona is an _____ company. It has offices in Rome and Milan.

- 4 Wei and Fang are _____. Their home is in Shanghai.
- 5 Elena is _____. She has an apartment in Moscow.
- 6 I often visit France on business, but I don't speak _____.
- 7 We have business contacts in Sao Paulo in _____.
- 8 Many _____ businesses have offices in Delhi.

Задание 9. Составьте вопросительные предложения:

- 6 you / from / are / Where ?
- 7 company / with / you / What / are ?
- 8 do / you / What / do ?
- 9 your / name / What's ?

Заполните пропуски составленными вопросами:

1 _____

Diego Rossini.

2 _____

Brazil.

3 _____

I'm a human resources manager.

4 _____

Hemingway Consultants - it's an American company.

Практическое занятие № 20 COLLEGE AND UNIVERSITY: THE UK SYSTEM

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT DO YOU KNOW ABOUT THE SYSTEM OF EDUCATION IN RUSSIA?
2. HIGHER EDUCATION IN RUSSIA.

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

10.academic subjects – учебные предметы

11.competition – зд. конкурс

12.fierce — жесткий

13.public — государственный

14.bachelor's degree – диплом бакалавра

15.specialist's degree – диплом инженера

16.master's degree – диплом магистра

17.higher education — высшее образование

18.institutions of higher education — высшие учебные заведения

Задания

Задание 1. Прочитайте и переведите текст:

Education in Russia

All Russian children have the right to education, but it is not only a right, it is a duty, too. Education in our country is **compulsory** and now lasts eleven years. It consists of primary **education and secondary education**.

Primary education starts at the age of 6 or 7 and continues for four years. After finishing primary school pupils go on to **secondary school**. The school year starts in September and ends in May. Generally there 4 school terms with holidays up to 10 days between them. The summer holidays last from June to September.

Most schools in Russia are **comprehensive**, which take pupils of all abilities without **entrance exams**. As a rule, students go to school 5 days a week. But there are also **specialized schools**, lyceums and gymnasiums, which give **profound knowledge** in various **academic subjects**. In lyceums and gymnasiums students study 6 days a week.

After finishing the 9th form students must take 4 examinations. Then young people can choose to stay at school, enter a college or a technical school. But to **enter a university** they have to study for two more years (either at school or at college).

Higher education in Russia.

There are many colleges and universities in our country, but it is not easy to **enter a university** or college as the **competition** is rather **fierce**. Most of the colleges and universities are **public** and students do not have to pay for their education.

After 4 years of study students can pass examinations and get a **bachelor's degree**, after 5 years a **specialist's degree** and after 6 years a **master's degree**.

There are a lot of **institutions of higher education** in our country:

- the Moscow State University (Московский Государственный Университет)
- the Linguistic University, known as Maurice Thorez Institute of Foreign Languages (Лингвистический Университет, известный как Институт иностранных языков имени Мориса Терезы)
- People's Friendship University of Russia (Российский Университет Дружбы Народов)

They are well-known not only in Russia but also abroad.

Задание 2. *Retell the text to make sure that you have remembered the words:*

9.study academic subjects

10.there is a fierce competition

11.take entrance exams

12.enter a university

13.get profound knowledge

14.get a bachelor's degree

15.get higher education

16.various institutions of higher education

Задание 3. Раскройте скобки, используя правильную форму глагола в **Present Simple**:

- a At midnight, I (write) a report and send it to the team.
- b We (have) a video conference every Monday.
- c My company (be) in London but I (work) with an international team.
- d She (work) in Dubai.
- e The team (have) a meeting every week.

Задание 4. Заполните пропуски, используя один из данных ниже глаголов в нужной форме:

have (x2) start (x2) work (x2) drive (x2) meet live

I _____ in a house with two people, Andrea and Rob. We _____ for the same company, but in different departments. Andrea is a design manager, and Rob _____ in HR. Andrea usually _____ to work because she _____ her job at 8:00am. Rob and I _____ work at 9:30am, so we often travel by train. On Friday, we all start at 9:00am and we _____ to the office together. Rob often goes out and _____ lunch in a restaurant, but Andrea and I usually _____ lunch at our desks because we're busy. On Thursday, we _____ colleagues from other departments after work.

Задание 5. Определите место наречий частотности в следующих предложениях:

- a Colleagues work on international projects. OFTEN
- b In traditional teams, people work for the same company. USUALLY
- c This helps the team to decide if an idea is good or bad. SOMETIMES
- d Teams are not formal. ALWAYS

Задание 6. Подчеркните правильную форму глагола в Present Simple:

- 1 Jacob *live* / *lives* in Manchester.
- 2 I *work* / *works* in the city centre.
- 3 We *catch* / *catches* the 7:50 train to work.
- 4 She *eat* / *eats* lunch in the staff restaurant.
- 5 You *have* / *has* eight members in your team.
- 6 He *leave* / *leaves* work early on Monday.

Задание 7. Найдите и исправьте ошибки в следующих предложениях. Не все предложения содержат ошибки:

- 1 Francis has a meeting on Friday always.
- 2 We usually have lunch in a cafe.
- 3 Kelly often is late for work.
- 4 I leave the office never at six o'clock.
- 5 The CEO is always in his office at 830.
- 6 They have sometimes a video conference in the morning.
- 7 We go to often team meetings.

8 Josh and Mia listen to other people's opinions never.

Практическое занятие № 21 SYSTEMS COMPARED: THE USA AND THE UK

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT DO WE STUDY?

2. THE WORLD OF OPPORTUNITIES AFTER UNIVERSITY

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

base	база
company	компания
employee	сотрудник
employ	принимать на работу
employer	работодатель
factory	предприятие
headquarters	штаб-квартира
manufacture	производить
manufacturing	производство
manufacturer	производитель

profit	прибыль
profitable	прибыльный
retail	розничная продажа
retail outlet	торговая точка
retailer	розничный торговец
sector	сектор
service industry	индустрия обслуживания
specialise	специализироваться
specialist	специалист

Задания

Задание 1. Прочитайте и переведите текст:

Back to School: The First Day of Classes

Most college students tend to share similar feelings of anxiety mixed with hope towards their first day of class. Everyone... even the worst of students... tends to enter "back to school" mode with a genuine sense of motivation. Many of us become ironically eager to purchase new textbooks, to see new teachers, and to adjust to a new schedule. We even convince ourselves that we are going to excel this semester... that we are going to live up to our "full potential" and score perfect marks even if we've never come close to doing so in the past! What could possibly go wrong?

What usually goes wrong is poor planning. Overly-creative, highly intelligent students begin each semester with genuine hope and personal promise but typically end the semester with a sense of underachievement and dissolution that had begun to set in even before mid-terms. How can a student avoid this? Break each semester down into little, sub-goals first. You wouldn't leap up an entire flight of stairs...you'd walk them each one at a time. The same principle applies here: Don't even look at the first quiz or test yet... it's probably still a long way off in the grand scheme of the academic term. Look at the FIRST lesson to be taught. Worry about how to excel at THAT lesson and ONLY at that lesson. Don't think of the mid-term or any other assessment yet to come. Concentrate only on what is to be expected of you in the very next class and focus all of your time and energy on achieving a mastery over that one subtopic. Do this for each class and when it

finally does become time for an examination-- you'll hardly need to study... you'll only need to "review." The secret is truly in the psychology and it's far easier said than done... We challenge you to make it happen this year!!!

Задание 1. Составьте предложения:

- 1 speaking / Sam / Hello, / Reynolds
- 2 Lorco / say / you / Sorry, / did ?
- 3 right / that's / Yes,
- 4 please / spell / you / Can / that, ?
- 5 say / again, / please / you / Could / that ?
- 6 your / help / Thanks / for

Задание 2. Сделайте следующие предложения отрицательными:

- 3 Ulla works in Lisbon.
- 4 The company has 200 employees.
- 3 We make computers.
- 4 Alice and Cheung sell mobile phones.
- 5 Kyle organises conferences.

Задание 3. Заполните пропуски, используя *do, does, don't* или *doesn't*:

- A _____you work for Westfield Electronics?
- B No, I_____. I work for Danemart.
- A _____Grace Davies work for Danemart?
- B Yes, she _____. She works in the marketing department.
- A _____your company manufacture televisions?
- B No, it_____. It makes radios.

Задание 4. Заполните пропуски, используя *a, an* или *the*:

- 1 Clive works for_____bank in London._____Queen of England banks there.
- 2 Jardin Care is _____Canadian company and _____headquarters are in Toronto.
- 3 I can meet you at_____station or you can get_____taxi.
- 4 Wavetel is_____big IT company with three finance directors. Geraldine is_____finance director there.

Задание 5. Retell the text

Практическое занятие № 22 ACADEMIC COURSES

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT ARE YOU GOING TO DO AFTER GRADUATING FROM UNIVERSITY?
2. WHAT ARE YOUR FAVORITE SUBJECTS AND WHY?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

analysis	анализ
desk	рабочий стол
equipment	оборудование
file	папка
furniture	мебель
office	офис
organised	организованный
organisation	организация
organise	организовать

share

ИСПОЛЬЗОВАТЬ СОВМЕСТНО

stationery

канцелярские принадлежности

tidy

аккуратный

Задания

Задание 1. Прочитайте и переведите текст:

Exams – How to Deal with Anxiety

Many students have stress, worries and anxieties when thinking about or taking an exam. You should start with attending all of your classes; you will already be partially prepared because of your attendance in the classroom. Complete all of your assignments, these assignments are for your continued understanding of the materials and will aid you in your realizing that the subject is comprehensible by you. Once you have mastered the basics in the classroom and material understanding the rest will come easily. There will never be a guarantee by anyone that you will do well on an exam no matter how much you should study, but in understanding the materials you should feel confident enough to take the exam.

Avoidance of stress in your life should be another top priority as your exam time approaches. Keep regular hours; your body will notice a difference and your mind will be tired if you don't keep regular sleeping habits. This theory also applies to the all-nighters that some students pull. Studying away all-night to complete or cram for a test will deplete your mind and body of you balance until you get the rest you need. Start studying for a test at least two weeks before the exam; giving your self-breaks between studying will help you retain more knowledge. Eating from a regular diet also helps you build concentration and the feeling of self-confidence. If you are eating straight chocolate and chips for a week your body will feel depleted of nutrients needed to keep you motivated.

Keeping your body and mind in tune with your on going classes and studying needs will give you extra motivation needed to conquer an exam. As you prepare to head to class to take the actual exam, make sure you have all of the needed supplies – pens, paper, calculator, and eraser – anything that keeps you in control. Being afraid of the exam or test, it is a normal feeling that many students have and face everyday. You will find that some students need to crack jokes before a test, have a quick jog, or even some may need to take a nap before a big exam to feel relaxed and in control of their feelings as they approach the testing time.

Задание 2. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 Use your *printer* / *pen* to write notes.
- 2 There's a problem with my computer - the *monitor* / *shredder* doesn't work.
- 3 The dictionary is in the *sofa* / *bookcase*.
- 4 Put the stationery in the *keyboard* / *cupboard*, please.
- 5 Do you want an *envelope* / *mouse* for your letter?
- 6 I need to attach a document to this letter. Do you have a *file* / *paperclip*?
- 7 Make three copies of this document on the *photocopier* / *stapler*.
- 8 Is the contract in the *chair* / *filing cabinet*?

Задание 3. Заполните пропуски предложениями:

- 1 There is a PC and a telephone ... the desk. The printer is ... the desk. There's a bookcase ... the filing cabinet.
- 2 My desk is ... the door. The monitor is ... the printer. All my files are ... the cupboard. It's ... the photocopier and the bookcase.
- 3 I sit ... my sofa with a laptop. The sofa is ... the door. There's a bookcase ... the sofa. There are two filing cabinets ... the bookcase.

Задание 4. Сделайте предложения побудительными, используя глаголы в скобках:

- 1 The window is closed. (open)
- 2 The printer is on. (turn off)
- 3 It isn't a good idea to press the button. (not press)
- 4 The cupboard is open. (close)
- 5 It isn't a good idea to move the PC. (not move)
- 6 The lights are off. (turn on)

Задание 5. Заполните пропуски, используя одно из данных слов а-с:

- A _____ me. How do I _____ to the station, please?
- B It's _____ Weston road.
- A _____ is Weston road?
- B _____ right after the post office. Then take the first turning
_____ the left. Go _____ on and the station is opposite
the museum.

A Thanks for your _____.

1	a Listen	b Excuse	c Speak
2	a get	b go	c arrive
3	a from	b at	c in
4	a Who	b What	c Where
5	a Turn	b Take	c Look
6	a at	b on	c in
7	a right	b left	c straight
8	a help	b talk	c helping

Практическое занятие № 23 Study habits and skills

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам повседневного общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT UNIVERSITIES DO YOU KNOW?
2. WHAT IS THE BEST UNIVERSITY AND WHY?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и

словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

client	клиент
corporate event	корпоративное мероприятие
entertain	развлекать
entertainment	развлечение
event	мероприятие
guest	гость
health and safety	охрана труда
order	заказывать
presentation	презентация
present	представлять
reception	прием
socialise	общаться
special occasion	особый случай
waiter, waitress	официант, официантка

Задания

Задание 1. Прочитайте и переведите текст:

British Universities

There are about 90 universities in Britain. They are divided into three types: the old universities (Oxford, Cambridge and Edinburgh Universities), the 19th century universities such as London and Manchester universities, and the new universities. Some years ago there were also polytechnics. After graduating from a polytechnic a student got a degree, but it was not a university degree. 31 former polytechnics were given university status in 1992.

Full courses of study offer the degree of Bachelor of Arts or Science. Most degree courses at universities last 3 years, language courses 4 years (including a year spent abroad). Medicine and dentistry courses are longer (5-7 years).

Students may receive grants from their Local Education Authority to help pay for books, accommodation, transport and food. This grant depends on the income of their parents.

Most students live away from home, in flats or halls of residence. Students don't usually have a job during term time because the lessons, called lectures, seminars, classes or tutorials (small groups), are full time. However, many students now have to work in the evenings.

University life is considered «an experience». The exams are competitive but the social life and living away from home are also important. The social life is excellent with a lot of clubs, parties, concerts, bars.

There are not only universities in Britain but also colleges. Colleges offer courses in teacher training, courses in technology and some professions connected with medicine.

Pupils going on to higher education or professional training usually take «A» level examinations in two or three subjects. Universities accept students mainly on the basis of their «A» level results, although they may interview them as well. In 1971 the Open University was started, where these formal qualifications are not necessary. Nearly a quarter of all adult part-time students follow its degree courses on radio and television.

There are forty-seven universities in Britain and thirty former polytechnics (now also universities), plus 350 colleges and institutes of higher education (some of which train teachers).

Undergraduate courses normally take three years of full-time study, although a number of subjects take longer, including medicine, architecture and foreign languages (where courses include a year abroad). They lead in most cases to a Bachelor's degree in Arts or Science. There are various postgraduate degrees, including Master and Doctor of Philosophy. The last two are awarded for research in arts or sciences.

Degrees are awarded either by the institution itself, or by the Council for National Academic Awards, particularly in vocational areas. Students of law, architecture and some other professions can take qualifications awarded by their own professional bodies instead of degrees.

At present, students who have been accepted by universities or other institutions of higher education receive a grant from their local authority, which covers the cost of the course, and may cover living expenses. Parents with higher incomes are expected to make a contribution. Until 1990 the grant did not have to be paid back, but now a system of loans has been introduced.

The most famous universities are Oxford and Cambridge, called «Oxbridge». They are famous for their academic excellence of higher education.

Задание 2. Retell the text

Задание 3. Соотнесите вопросы 1-6 с ответами a-f:

- 1 Do you like football?
- 2 What can I get you to eat, sir?
- 3 Would you like a cup of coffee?
- 4 Does he like films?
- 5 When would he like to have the lunch meeting?
- 6 What do Zoe and Mark like to do at the weekend?

- a I'd like roast chicken, please.
- b Yes, he goes to the cinema three times a week.
- c They like to go for a long walk.
- d Yes, I like all sports.
- e Thursday at 12:30.
- f Actually, I'd like tea if that's OK

Задание 4. Заполните пропуски, используя *can* and *can't*:

Pete: Hi, Gina this is Pete. ... you do the presentation on Friday? I have a conference in Berlin.

Gina: Hello, Pete. I'm afraid ... I have a meeting on Friday.

Pete: That's OK. I ... ask Claude to do it.

Gina: Pete, ... you finish the report before you go to the conference?

Pete: I'm sorry, I ... I leave for the airport in 20 minutes.

Gina: Well, ... you email the information? I need it for the meeting.

Pete: Yes, no problem.

Gina: Thanks. So, the conference is in Berlin. ...you speak German?

Pete: No, I ..., but that's OK - the conference is in English!

can

Задание 5. Найдите и исправьте ошибки в следующих предложениях:

- 1 Frank can't to drive a car.
- 2 Can do you finish the report today?
- 3 Moira cans get a taxi to the airport.

- 4 Can I to use your pen, please?
- 5 We can no go to the meeting.
- 6 No, I'm sorry, we cann't.

Задание 6. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 I *would like* / *like* fish, but I don't like prawns.
- 2 *Would you like* / *Do you like* a cup of coffee?
- 3 The CEO *would like* / *likes* to see you in his office now.
- 4 *Would you like* / *Do you like* the new restaurant in Park Street?
- 5 *I'd like* / I *like* chicken and rice, please.
- 6 I *like* / *I'd like* to book a table for six people, please.

Задание 7. Заполните пропуски, используя данные слова и фразы:

I'm afraid not *could you* *can*
I'd like *would you like* *certainly*
problem

- A ... something to drink?
B Yes, ... a fruit juice, please.
A ... give me the bread, please?
B ... Here you are. ... I smoke in here?
A ... It's a non-smoking restaurant.
B No

Практическое занятие № 24 Online learning

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над

текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT DO YOU KNOW ABOUT NCFU ?

2. WHAT DO YOU KNOW ABOUT MGU?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

to train specialists

готовить специалистов

branch

отрасль

higher technical education

высшее техническое образование

economics

экономика

law

право

successfully

успешно

to carry out

проводить

well-organized educational complex

хорошо организованный

образовательный комплекс

research center

научно-исследовательский центр

to possess

обладать

wide range

широкий спектр

resource

источник

to teach

обучать

yearly	ежегодно
department/ faculty	факультет
natural science	естественные науки
humanities	гуманитарные науки
mechanical engineering	машиностроение
civil engineering	гражданское строительство
power engineering	энергетика
oil and gas	нефть и газ
food industry	пищевая промышленность
finance	финансы
psychology	психология
translator	переводчик
chemistry-technological	химико-технологический
associate professor	доцент
candidate of sciences	кандидат наук
corresponding member of RAS	член-корреспондент РАН
to take pride in	гордиться

Задание 1. Прочитайте и переведите текст:

I study at North Caucasus Federal University in Stavropol. It was founded in 1971. It was organized to train specialists for many branches of industry. During the last few years our University has become a large center of higher technical education as well as the center for training specialists in economics, law and linguistics. Fundamental research and applied investigations as well as experimental work are being successfully carried out at the University.

At present the university is a well-organized educational complex and research center possessing a wide range of financial and technical resources. NCFU is actively becoming integrated into the international educational system, participates in international educational projects, and has agreements on cooperation and student exchange with educational and research centers in the USA, Canada, West Europe, South-Eastern Asia and Africa.

The University teaches more than 20 thousand Russian and foreign students yearly in 11 departments by more than 70 specialties in engineering, natural science, economics and humanities.

These departments are: Civil Engineering Department, Economics and Finance Department, Humanities Department, Information Technologies and Telecommunications Department, Law Department, Department of Electronics, Nanotechnologies and Chemical Industry Department, Department of Foodstuffs Biotechnology, Department of Oil and Gas, Department of Power Engineering, Machine Building and Transport.

There are about 800 teachers in our University. Among them, 65 are professors and doctors of science, 7 academicians and corresponding members of RAS, 530 are associate professors and candidates of science. The University takes pride in its highly qualified scientific and pedagogic staff. Among the NCSTU professors are outstanding scholars, doctors of science, full and associate professors, honored scientists of the RF, honored educationalists, full members of Russian and International Academies of different branches.

Today students must assimilate a large quantity of new information which is increasing every day. Lectures and seminars alternate with laboratory works, discussions, research work and self-training.

The academic year begins in September and lasts 10 months till July. There are 3 terms in the course of the academic year, so the students take examinations three times a year. During the terms students have to attend lectures, carry out laboratory tests and practical training. At lectures students listen to the lecturers,

take notes and ask questions. In seminars they raise problems and discuss them under the direction of their teachers.

Students of the first and second years study maths, physics, chemistry, foreign languages, elements of machines, mechanical drawing, strength of materials, history, philosophy, psychology etc. From the third year they start to study special subjects and carry out research works in their student scientific societies. Many students get student grant, the sum of money which depends on their success in studies. There are 3 hostels near the main building and the students from other towns and villages can live there paying a small quantity of money for rent.

University complex comprises different educational institutions, libraries, sports facilities and clubs, cultural center, students theater, medical center.

The students take an active part in public life of our University; they issue wall newspapers, give concerts, take part in different conferences and meetings. Each faculty has its own KVN team and they take part in the University championship gathering full concert hall of grateful audience. Students go in for different kinds of sports. Our football team as well as our volleyball and basketball players take part in the city championships.

I think it is worth studying at this University.

Задание 2. Ответьте на вопросы:

2. What University do you study at?
3. What specialists does it train?
4. How many students, teachers and departments are there in your University?
5. When will you graduate from the University?
6. What subjects do you like to study and what is your favourite subject?
7. Is it difficult for you to study and learn here? Why?

8. Do you take part in the social life of your department, university?
9. Do you attend lectures and seminars regularly?
10. What do you think to be after graduating from the University?
11. What do you like and dislike most of all in our University? Why?

Задание 3. Переведите предложения на английский язык:

1. Я выбрал эту специальность потому, что в будущем хочу получить перспективную и хорошо оплачиваемую работу.
2. Я окончу университет через 5 лет и буду работать юристом на предприятии.
3. В России молодежь имеет все возможности учиться.
4. У нас есть все возможности проводить научно-исследовательскую работу.
5. Наш университет сочетает теоретическое обучение с практической работой и практикой на предприятиях.
6. Я должен сдать свой курсовой проект в субботу.
7. Если мне разрешат, я буду пересдавать этот экзамен через несколько дней.
8. Работая над дипломным проектом, мы проводим много времени в читальном зале университета.
9. Мне бы хотелось работать в научно-исследовательском институте.
10. После получения диплома мне бы хотелось поступить в аспирантуру.
11. Я хочу стать высококвалифицированным специалистом в области нефтяной (газовой) промышленности.

12. Специалисты в области нефти и газа востребованы в нашей стране и за рубежом.

Задание 4. Заполните пропуски артиклем *a/an* или неопределенным местоимением *some*:

- 1 We want ... employee to work on a new project.
- 2 I have ... news about the exchange rate.
- 3 Can you send Gina ... email with our prices?
- 4 Do they have ... problem with their computers?
- 5 The bank wants ... information about your account.

Практическое занятие № 25 *Ways of talking about...*

Sources

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

6. What can you tell us about your university?
7. What do you know about science and research at NCFU?
8. What are admission rules for entrants?
9. What can you say about university staff?
10. WHY IS IT WORTH STUDYING AT NCFU?

Задания

Задание 1. Подготовьте проект на следующей теме: «A new speciality in NCFU»

Задание 2. Выпишите из текста (практическое занятие №6) все глаголы в Past Simple.

Задание 3. Используйте глаголы в скобках в Past Simple:

Three Canadian students (work) together on a college project last year and their idea (make) them a million dollars in ten months. IT students Carl Newman, Elizabeth New and Janet Collins (start) a website to help people with computer problems. Their teachers (say) that it (be) a good idea. More and more people from all around the world (visit) the website. In June they (sell) the idea to an international media corporation. Their college course (finish) three months ago. Now the three friends live in Toronto and have a successful IT company.

Задание 4. Заполните пропуски, используя предлоги *in, on, at* там, где необходимо:

- 1 The project started ... May 2007.
- 2 Are you free ... Monday morning?
- 3 Charles visited the factory ... last February.
- 4 What do you usually do ... New Year's Day?
- 5 Ask Sunil to finish the budget ... the morning.
- 6 The client wanted to see the plans ... three thirty.

Задание 5. Заполните пропуски предлогами *in, on, at* там, где необходимо:

- 1 They started the meeting ____ 10am.
- 2 Francis went to Geneva ____ July.
- 3 I'm flying to Bucharest ____ this afternoon.
- 4 Did you go to the gym ____ last night?
- 5 He can see you ____ Thursday afternoon.
- 6 Give me the report ____ the morning.
- 7 I went to the cinema ____ the weekend.
- 8 Is Gerard free ____ Tuesday, 16th May?

9 They finished the building ____the summer.

10 Mark started his job____Monday 2nd January 2006.

Задание 6. Заполните пропуски, используя данные ниже слова:

First, then, finally, after that, next

1 _____, we decided who to have as project leader.

2 _____ we agreed a budget.

3 _____ _____we talked to customers about what they want.

4 _____we had a meeting with the design team.

5 _____, we built a test product and showed it to the CEO.

Практическое занятие № 26 Facts, evidence and data

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. GIVE THE DEFINITION OF THE WORD “SOLUTION”?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

agriculture

сельское хозяйство

complain	подавать претензию
complaint	претензия
create	создавать
creative	творческий
electricity	электричество
electric, electrical	электрический
emergency	опасная ситуация
energy	энергия
fix	устранять неисправность
invent	изобретать
invention	изобретение
power	мощность
solution	решение
solve	решать
work	работа

Задания

Задание 1. Прочитайте и переведите текст:

Lighting up the world

LED lights help in areas without electricity

Dr Irvine-Halliday is a professor of electrical engineering at the University of Calgary in Canada. Dr Irvine-Halliday went on a walking trip to Nepal in 1997 and he saw that people in the villages used lanterns to light their homes. The lanterns were smelly and dangerous and the light wasn't very bright. Dr Irvine-Halliday wanted to help solve the problem. So, he started the Light Up The World Foundation. It is a charity that gives LED lights to thousands of people around the world.

About 1.6 billion people worldwide don't have electricity. They use oil in their lamps. But it is an expensive fuel. It is also inefficient and causes indoor and outdoor air pollution.

LED lights are an ideal solution to the problem. They only need a little power and this means that people can use them in areas where there is no electricity. They can run on AA batteries, or solar power. LEDs can give up to 100 times more light than lanterns, and they last a long time. When people began to use LED lights, it changed their lives. They increased productivity and it gave them more time to study. It also reduced health problems and accidental fires. Now, it is important to make LEDs less expensive. For example, families in rural Kenya spend about \$7 a month on oil for lighting. A solar-powered LED lamp lasts longer, but many people cannot afford the \$25 to \$50 that the lamps cost to buy. When charities and other organisations find a solution to the price problem, the future could be bright.

Задание 2. Просмотрите текст “Lighting up the world” и ответьте на вопросы:

- 1 What countries does the article mention?
- 2 What are the disadvantages of oil lanterns?
- 3 What are the four ways that LED lights helped people?

Задание 3. Заполните пропуски информацией из текста:

- 1 Dr Irvine-Halliday_____on a walking trip to Nepal.
- 2 People in the villages_____ lanterns to light their homes.
- 3 He_____the Light Up The World Foundation.
- 4 When people began to use LED lights, it_____their lives.—

Задание 4. Сделайте следующие предложения отрицательными:

- 1 Dr Irvine-Halliday went on a walking trip to Norway.
- 2 The villagers used electricity in their homes.
- 3 The lanterns were very bright.
- 4 Dr Irvine-Halliday was a professor of medicine.
- 5 He made a profit from the LED lights.
- 6 The LED lights increased health problems.

Задание 5. Заполните пропуски, используя *did, didn't, was, wasn't, were* и *weren't*:

- 1 When _____ Alessandro Volta invent the battery?
- 2 I think it _____ in 1928.
- 3 No, it _____. It _____ in 1800.
- 4 _____ Percy Shaw invent the microwave oven?
- 5 No, he _____. The inventor _____ Percy LeBaron Spencer.
- 6 Who _____ Bernard Silver and Norman Woodland?
- 7 _____ they writers?
- 8 No, they _____. They _____ postgraduate students who invented the barcode.

Задание 6. Составьте вопросительные предложения:

- 9 Theodore Maiman / build / first laser?
- 10 When / IBM / produce / first personal computer?
- 11 John Logie Baird / invent / radio?
- 12 Who / Carlton C Magee?
- 13 What / Alexander Graham Bell / invent?
- 14 What country / Guglielmo Marconi / from?

Практическое занятие № 27 Numbers

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

3. WHAT IS A BUSINESS PRODUCT?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

describe	описывать
description	описание
feature	характеристика
packaging	упаковка
package	упаковка
product	продукт
product description	описание продукта
production	производство
produce	производить
shape	форма
size	размер
useful	полезный
weight	масса
weigh	весить

Задания

Задание 1. Прочитайте и переведите текст:

Playtime

Toy manufacturers make adults feel young again

Two things are often true about toy production. First, toys are usually made cheaply in low-cost economies. And secondly, toy manufacturers generally need a large population of children to sell their products to. Japan is big, expensive and rich. It also has a low population of children. So, do toys sell badly in the Japanese market?

The surprising answer is no. In fact, 1 _____. One reason that the market is and the toys a success is that 2_____are well designed. Another reason is that many manufacturers now market toys to adults as well as children.

Toy makers happily design more and more new toys for adults. Some of the toys are very expensive. There is a walking robot toy that is popular with middle-aged men. It has a 100-page instruction manual and costs ¥126,000 (\$1,105). And there is a talking boy doll that is popular with women over 40. Not all the toys use modern technology. 3_____ that are also popular. One example is a baseball game with small plastic players.

Why are toys so popular with adults? One reason is that modern employees work hard. 4_____. These toys help people to relax and play. Some of the products now sell well in other countries, too. 5_____. Toys for adults could soon be in a toyshop near you.

Задание 2. Заполните пропуски в тексте “Playtime” следующими фразами и предложениями:

- a Some manufacturers now produce simple toys and games
- b They want to come home and forget the office
- c Japan uses modern technology
- d The top-selling toys in the USA and Europe are often Japanese
- e Japan has a successful toy industry

Задание 3. Перечитайте текст и ответьте на вопросы:

- 1 What is surprising about Japan's success in the toy market?
- 2 How old are the men that buy robots?
- 3 Is the walking robot a simple toy? Give reasons for your answer.
- 4 What toy is popular with women?
- 5 What do the toys help people to do?–

Задание 4. Заполните пропуски данными ниже глаголами и назовите предметы, о которых идет речь:

clean travel play listen

- 1 People used it to _____video cassettes.

- 2 I use mine to _____ to music when I go jogging.
- 3 You use it to _____ the floor.
- 4 It was a new way to _____ in cities.

Задание 5. Найдите антонимичные пары:

1 unreliable <u>reliable</u>	6 cheap _____
2 large _____	7 unattractive _____
3 heavy _____	8 fast _____
4 unpopular _____	9 boring _____
5 short _____	10 bad _____

a good	f popular
b slow	g expensive
c interesting	h reliable
d small	i light
e attractive	j long

Задание 6. Заполните пропуски прилагательными из задания 5:

- 1 *The test group all like Revelation. Revelation is popular.*
- 2 *But they think it costs a lot of money. It's _____.*
- 3 *65 per cent said that the bottle looks good. The bottle is _____.*
- 4 *But 35 per cent said it didn't look interesting. It looks _____.*
- 5 *The packaging isn't light. The packaging is _____.*
- 6 *This product does what you expect it to do. It's a _____ product.*

Задание 7. Заполните пропуски данными ниже прилагательными и существительными:

Boring, new, bag, large, job, heavy, expensive, meeting, apartment, perfume

- 1 A Do you still work for ICI?
- B No, I have a _____ with General Motors now.
- 2 A Did Gina buy that small house in Turin?
- B No, she bought a _____ in Rome.
- 3 A Can I help you? That _____ looks really _____.

B No, it's fine, thanks. I can carry it.

4 A Is this an _____?

B Yes, it cost \$140, but it smells great.

5 A Was the product presentation interesting?

B Yes, it was, but then we had a _____ for two hours.

Задание 8. Заполните пропуски в тексте, заменяя данные в скобках прилагательные на соответствующие наречия:

Toy storage box

Product information

You can make the toy storage box _____ (quick) and _____ (easy). It is _____ (attractive) designed in wood and plastic and is very _____ (good) made. Read the instructions _____ (careful). Do not place the box near heat as this may _____ (bad) damage the product.

Задание 9. Из выделенных курсивом слов выберите подходящее по смыслу:

1 We can manufacture the product in two months - it is very *easy* / *easily* to make.

2 This machine works *efficient* / *efficiently*.

3 Is the computer system *simple* / *simply* to operate?

4 Do you think that the product is too *expensive* / *expensively*?

5 It's *beautiful* / *beautifully* made, but what do you use it for?

6 This product description is *unreliable* / *unreliably*.

7 The new model sold *good* / *well* in Bulgaria.

8 I spoke *slow* / *slowly* in the product presentation. It helped my nerves.

Задание 10. Составьте предложения:

1 a / It / design / modern / is

2 a / it / reliable / Is / product ?

3 style / unpopular / This / is

4 laptop / His / heavy / is

5 boring / Was / conference / the ?

6 good / Their / catalogue / is

Задание 11. Из выделенных курсивом слов выберите подходящее по смыслу:

1 This catalogue has some *interesting* / *interestingly* products.

2 Aya is doing *good* / *well* in her job.

3 We want to manufacture *cheap* / *cheaply* and then sell the products for a profit.

4 He runs a *successful* / *successfully* company.

5 The workers aren't *happy* / *happily* with the directors.

6 My investments did *had* / *badly* this month.

Задание 12. Из выделенных курсивом слов выберите подходящее по смыслу:

Bill Bowerman *was* / *were* a teacher and sports trainer at the University of Oregon. He *met* / *meeted* and trained a student called Phil Knight, and *in* / *on* 1964 they started a sports company together. The company's name *was* / *were* Blue Ribbon Sports (BRS). The company *introduces* / *introduced* a *new* / *newly* style of trainer and they *called* / *call* it 'Nike'. The designers *not wanted* / *didn't want* the new trainer to be heavy; they wanted it to be *lightly* / *light*, to help athletes run *fast* / *fastly*. The product was successful and the company expanded *quick* / *quickly*. The company *changed* / *change* its name to Nike in 1978. Then, *at* / *in* the 1990s, Nike opened a *hugely* / *huge* retail outlet called NikeTown. Later, it *sold* / *sell* its products on the internet. Today, Nike's logo is *famous* / *famously* all over the world.

Задание 13. Заполните пропуски, используя одно из данных ниже слов а-с:

I bought a _____ car at the weekend. It's a Cherokee Jeep. It was very _____ - it cost more than £30,000. My last car was small, but the Jeep is _____. I also bought a new table for my apartment. It's _____ of glass. It was difficult to get it into the apartment because it's very _____ also a very unusual _____ - it's triangular.

1 a new	b newly	c light
2 a expensively	b expensive	c cheaply
3 a tiny	b metal	c huge
4 a make	b made	c makes
5 a heavy	b light	c small
6 a size	b material	c shape

Задание 14. Составьте вопросительные предложения:

- 1 it / What / is ?
- 2 for / What's / it ?
- 3 made / What's / of / it ?
- 4 big / How / it / is ?
- 5 shape / is / it / What ?
- 6 heavy / is / How / it ?
- 7 it / features / any / have / special / Does ?

Соотнесите вопросы 1-7 с ответами a-g:

- a It's digital and it has a clock on it.
- b Plastic.
- c It's 20cm long and 18cm wide.
- d Rectangular.
- e It's a radio.
- f Listening to music.
- g Two kilos.

Литература: [1, 5].

Практическое занятие № 28 Statistics

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение

и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. IS IT GOOD OR BAD TO COMPETE IN BUSINESS?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

architect	архитектор
competitor	конкурент
compete	конкурировать
competition	конкуренция
competitive	конкурентоспособный
marketing	маркетинг
market	рынок
opportunity	возможность
range	линейка (продуктов)
strength	сильная сторона
strong	сильный
threat	угроза
weakness	слабая сторона
weak	слабый

Задания

Задание 1. Прочитайте и переведите текст:

The shy architect

How Ratan Tata is changing India's biggest company

Ratan Tata trained to be an architect. Then he worked for the family firm, the Tata Group - one of the biggest companies in India. It has companies in many different sectors, including the car industry and the steel industry. The company's latest project is producing a car that costs under \$3,000.

Mr Tata does not drink or smoke and he does not like publicity. He became chairperson in 1991. At that time, Tata was a difficult organisation to manage. There were more than 300 different companies in the group and some were old-fashioned. Today, there are only 96 companies and the group is more modern.

In the past, it was difficult for Tata to trade outside India because of competition from other countries. Now it exports internationally. The Tata Group is also buying companies in different countries. At the moment, one of the companies in the group, Tata Steel, is trying to buy Corus, a European steel company. But it has a competitor CSN, a Brazilian company, also wants to buy Corus.

Ratan Tata is making changes to the company. Many of these changes help make the group more competitive. But he isn't changing all the group's traditions. For example, the Tata Group still tries to help its workers - the children of Tata's steelworkers first started to have free education in 1917. Two thirds of the Tata Group is owned by charitable foundations, and today they are still helping people in India. Investors sometimes ask: 'Is Tata doing the right thing? Is charity good for business?' But Mr Tata thinks it is possible to help people and be competitive at the same time.

Задание 2. Определите, какое из следующих предложений передает основную идею текста “The shy architect”:

- a A successful chairman is only interested in profit.
- b A company can be competitive and help people.
- c A group with a lot of companies is easy to manage.

Задание 3. Ответьте на вопросы по тексту “The shy architect”:

- 1 Which two sectors does the Tata Group have companies in?
- 2 How much does Tata's new car cost?

- 3 What doesn't Ratan Tata do?
- 4 What doesn't he like?
- 5 When did he become chairperson?
- 6 When did Tata first give free education to employees' children?
- 7 How much of the group is owned by charitable foundations?
- 8 Who asks if helping people is good for business?

Задание 4. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 Shell and Esso are *competition* / *competitors* in the oil market.
- 2 Did they *publicise* / *publicity* the launch date of their new product range?
- 3 Giles is working as a *trade* / *trader* on the Japanese stock market.
- 4 We lost a lot of money - it was a bad *investment* / *investor*.
- 5 Westfern run *training* / *trainer* courses for financial organisations.
- 6 How long did you work as a *management* / *manager* at Dell?
- 7 Do Lancome *export* / *exporter* to Taiwan?

Практическое занятие № 29 Graphs and diagrams

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT DO YOU KNOW ABOUT NCFU ?
2. WHAT DO YOU KNOW ABOUT MGU?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

to train specialists	готовить специалистов
branch	отрасль
higher technical education	высшее техническое образование
economics	экономика
law	право
successfully	успешно
to carry out	проводить
well-organized educational complex	хорошо организованный образовательный комплекс
research center	научно-исследовательский центр
to possess	обладать
wide range	широкий спектр
resource	источник
to teach	обучать
yearly	ежегодно
department/ faculty	факультет
natural science	естественные науки
humanities	гуманитарные науки
mechanical engineering	машиностроение

civil engineering	гражданское строительство
power engineering	энергетика
oil and gas	нефть и газ
food industry	пищевая промышленность
finance	финансы
psychology	психология
translator	переводчик
chemistry-technological	химико-технологический
associate professor	доцент
candidate of sciences	кандидат наук
corresponding member of RAS	член-корреспондент РАН
to take pride in	гордиться

Задание 1. Прочитайте и переведите текст:

I study at North Caucasus Federal University in Stavropol. It was founded in 1971. It was organized to train specialists for many branches of industry. During the last few years our University has become a large center of higher technical education as well as the center for training specialists in economics, law and linguistics. Fundamental research and applied investigations as well as experimental work are being successfully carried out at the University.

At present the university is a well-organized educational complex and research center possessing a wide range of financial and technical resources. NCFU is actively becoming integrated into the international educational system, participates in international educational projects, and has agreements on cooperation and student exchange with educational and research centers in the USA, Canada, West Europe, South-Eastern Asia and Africa.

The University teaches more than 20 thousand Russian and foreign students yearly in 11 departments by more than 70 specialties in engineering, natural science, economics and humanities.

These departments are: Civil Engineering Department, Economics and Finance Department, Humanities Department, Information Technologies and Telecommunications Department, Law Department, Department of Electronics, Nanotechnologies and Chemical Industry Department, Department of Foodstuffs Biotechnology, Department of Oil and Gas, Department of Power Engineering, Machine Building and Transport.

There are about 800 teachers in our University. Among them, 65 are professors and doctors of science, 7 academicians and corresponding members of RAS, 530 are associate professors and candidates of science. The University takes pride in its highly qualified scientific and pedagogic staff. Among the NCSTU professors are outstanding scholars, doctors of science, full and associate professors, honored scientists of the RF, honored educationalists, full members of Russian and International Academies of different branches.

Today students must assimilate a large quantity of new information which is increasing every day. Lectures and seminars alternate with laboratory works, discussions, research work and self-training.

The academic year begins in September and lasts 10 months till July. There are 3 terms in the course of the academic year, so the students take examinations three times a year. During the terms students have to attend lectures, carry out laboratory tests and practical training. At lectures students listen to the lecturers, take notes and ask questions. In seminars they raise problems and discuss them under the direction of their teachers.

Students of the first and second years study maths, physics, chemistry, foreign languages, elements of machines, mechanical drawing, strength of materials, history, philosophy, psychology etc. From the third year they start to study special subjects and carry out research works in their student scientific

societies. Many students get student grant, the sum of money which depends on their success in studies. There are 3 hostels near the main building and the students from other towns and villages can live there paying a small quantity of money for rent.

University complex comprises different educational institutions, libraries, sports facilities and clubs, cultural center, students theater, medical center.

The students take an active part in public life of our University; they issue wall newspapers, give concerts, take part in different conferences and meetings. Each faculty has its own KVN team and they take part in the University championship gathering full concert hall of grateful audience. Students go in for different kinds of sports. Our football team as well as our volleyball and basketball players take part in the city championships.

I think it is worth studying at this University.

Задание 2. Ответьте на вопросы:

1. What University do you study at?

2. What specialists does it train?

3. How many students, teachers and departments are there in your University?

4. When will you graduate from the University?

5. What subjects do you like to study and what is your favourite subject?

6. Is it difficult for you to study and learn here? Why?

7. Do you take part in the social life of your department, university?

8. Do you attend lectures and seminars regularly?

9. What do you think to be after graduating from the University?

10. What do you like and dislike most of all in our University? Why?

Задание 3. Переведите предложения на английский язык:

1. Я выбрал эту специальность потому, что в будущем хочу получить перспективную и хорошо оплачиваемую работу.

2. Я окончу университет через 5 лет и буду работать юристом на предприятии.

3. В России молодежь имеет все возможности учиться.

4. У нас есть все возможности проводить научно-исследовательскую работу.

5. Наш университет сочетает теоретическое обучение с практической работой и практикой на предприятиях.

6. Я должен сдать свой курсовой проект в субботу.

7. Если мне разрешат, я буду пересдавать этот экзамен через несколько дней.

8. Работая над дипломным проектом, мы проводим много времени в читальном зале университета.

9. Мне бы хотелось работать в научно-исследовательском институте.

10. После получения диплома мне бы хотелось поступить в аспирантуру.

11. Я хочу стать высококвалифицированным специалистом в области нефтяной (газовой) промышленности.

12. Специалисты в области нефти и газа востребованы в нашей стране и за рубежом.

Задание 4. Заполните пропуски артиклем *a/an* или неопределенным местоимением *some*:

1 We want ... employee to work on a new project.

2 I have ... news about the exchange rate.

3 Can you send Gina ... email with our prices?

- 4 Do they have ... problem with their computers?
5 The bank wants ... information about your account.

Задание 5. Заполните пропуски, используя *some, any, much or many*:

- a Does she have ... news?
b Would you like ... cash?
c Do we have ... information?
d Could I have ... coins, please?
e How ... minutes is it until the presentation starts?
f How ... time do you have?
g They don't have ... documents.

Задание 6. Заполните пропуски, используя *some, any, much* или *many*:

Customer: Good morning, I'd like to change ... money. Do you have ... Australian dollars?

Sales assistant: Yes, sir. How ... dollars would you like?

Customer: 1,500. How ... is the commission?

Sales assistant: 1%. Do you need ... other currencies, sir?

Customer: Yes. Can I have ... Mexican pesos, please?

Sales assistant: How...?

Customer: 2,000, please.

Задание 7. Заполните пропуски данными ниже словами и фразами:

How many, how much, some, any, an, a

A ... time do you spend on the internet?

B Nine or ten hours ... week.

A Do you buy ... products online?

B Yes, I buy ... things, for example, books and DVDs.

A ... emails do you send every morning?

B About ten - I always send ... email to each member of my team. Then I reply to all the emails I receive.

Задание 8. Из выделенных курсивом слов выберите подходящее по смыслу:

Impact furniture

Not / Don't buy an / any office furniture until you see our prices! Our products are great and we do / can deliver to any country in the world. And we don't have some / any delivery charges! We have a retail outlet in / on most cities. Looking / Look at our map to find a store near / between you. Would / Do you like to see our new price list? Don't visit / Visit our website today for an / some ideas for your office.

Задание 9. Подчеркните лишнее слово в каждой группе:

1	printer	keyboard	mouse	stapler
2	beef	salmon	lamb	chicken
3	boiled	roast	drink	fried
4	notepad	envelope	sofa	pen
5	COD	water	tea	fruit juice
6	cupboard	bookcase	supplier	desk
7	carrots	lemons	potatoes	onions
8	furniture	menu	stationery	equipment

Заполните пропуски, используя одно из данных выше слов:

- 1 I use my _____ to type information into my computer.
- 2 _____ is meat from a cow.
- 3 You cook _____ vegetables in water.
- 4 Do you want an _____ for your letter?
- 5 Would you like a hot drink? _____ or coffee?
- 6 Our stationery _____ isn't expensive - he gives us a 15% discount.
- 7 _____ are orange, not red.
- 8 I have a sofa and a chair, but I need more _____ for my new house.

Задание 10. Заполните пропуски, используя одно из данных ниже слов:

Discount, total, price, account, invoice, code, free

- A Hello. I have a problem with my _____.
- B OK. What's your _____ number?
- A It's GJT 384827.
- B And what is the problem?

- A The _____ of the product is wrong.
- B Oh. What is the product _____ in the catalogue?
- A It's 3492J.
- B OK, the price is £70.
- A Yes, but there is a 10 per cent _____.
- B Oh, yes, sorry. So the correct _____ is £63.
- A Yes, but can I check - is it necessary to pay for delivery?
- B No, delivery is _____.

Задание 11. Соотнесите начало и конец предложений:

- 1 I'd like to
 - 2 How much
 - 3 Can I have your
 - 4 How many
 - 5 Is there
 - 6 We can offer
-
- a account number?
 - b a discount?
 - c place an order?
 - d are the printers?
 - e a 10% discount?
 - f would you like?

Практическое занятие № 30 Money and education

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над

текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What can you tell us about your university?
2. What do you know about science and research at NCFU?
3. What are admission rules for entrants?
4. What can you say about university staff?
5. WHY IS IT WORTH STUDYING AT NCFU?

Задания

Задание 1. Подготовьте проект на следующей теме: «A new speciality in NCFU»

Задание 2. Выпишите из текста (практическое занятие №6) все глаголы в Past Simple.

Задание 3. Используйте глаголы в скобках в Past Simple:

Three Canadian students (work) together on a college project last year and their idea (make) them a million dollars in ten months. IT students Carl Newman, Elizabeth New and Janet Collins (start) a website to help people with computer problems. Their teachers (say) that it (be) a good idea. More and more people from all around the world (visit) the website. In June they (sell) the idea to an international media corporation. Their college course (finish) three months ago. Now the three friends live in Toronto and have a successful IT company.

Задание 4. Заполните пропуски, используя предлоги *in, on, at* там, где необходимо:

- 1 The project started ... May 2007.
- 2 Are you free ... Monday morning?
- 3 Charles visited the factory ... last February.

- 4 What do you usually do ... New Year's Day?
- 5 Ask Sunil to finish the budget ... the morning.
- 6 The client wanted to see the plans ... three thirty.

Задание 5. Заполните пропуски предложениями *in, on, at* там, где необходимо:

- 1 They started the meeting ____ 10am.
- 2 Francis went to Geneva ____ July.
- 3 I'm flying to Bucharest ____ this afternoon.
- 4 Did you go to the gym ____ last night?
- 5 He can see you ____ Thursday afternoon.
- 6 Give me the report ____ the morning.
- 7 I went to the cinema ____ the weekend.
- 8 Is Gerard free ____ Tuesday, 16th May?
- 9 They finished the building ____ the summer.
- 10 Mark started his job ____ Monday 2nd January 2006.

Задание 6. Заполните пропуски, используя данные ниже слова:

First, then, finally, after that, next

- 1 _____, we decided who to have as project leader.
- 2 _____ we agreed a budget.
- 3 _____ we talked to customers about what they want.
- 4 _____ we had a meeting with the design team.
- 5 _____, we built a test product and showed it to the CEO.

Практическое занятие № 31 Time

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование

потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. GIVE THE DEFINITION OF THE WORD “SOLUTION”?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

agriculture	сельское хозяйство
complain	подавать претензию
complaint	претензия
create	создавать
creative	творческий
electricity	электричество
electric, electrical	электрический
emergency	опасная ситуация
energy	энергия
fix	устранять неисправность
invent	изобретать
invention	изобретение
power	мощность
solution	решение
solve	решать
work	работа

Задания

Задание 1. Прочитайте и переведите текст:

Lighting up the world

LED lights help in areas without electricity

Dr Irvine-Halliday is a professor of electrical engineering at the University of Calgary in Canada. Dr Irvine-Halliday went on a walking trip to Nepal in 1997 and he saw that people in the villages used lanterns to light their homes. The lanterns were smelly and dangerous and the light wasn't very bright. Dr Irvine-Halliday wanted to help solve the problem. So, he started the Light Up The World Foundation. It is a charity that gives LED lights to thousands of people around the world.

About 1.6 billion people worldwide don't have electricity. They use oil in their lamps. But it is an expensive fuel. It is also inefficient and causes indoor and outdoor air pollution.

LED lights are an ideal solution to the problem. They only need a little power and this means that people can use them in areas where there is no electricity. They can run on AA batteries, or solar power. LEDs can give up to 100 times more light than lanterns, and they last a long time. When people began to use LED lights, it changed their lives. They increased productivity and it gave them more time to study. It also reduced health problems and accidental fires.

Now, it is important to make LEDs less expensive. For example, families in rural Kenya spend about \$7 a month on oil for lighting. A solar-powered LED lamp lasts longer, but many people cannot afford the \$25 to \$50 that the lamps cost to buy. When charities and other organisations find a solution to the price problem, the future could be bright.

Задание 2. Просмотрите текст “Lighting up the world” и ответьте на вопросы:

- 1 What countries does the article mention?
- 2 What are the disadvantages of oil lanterns?
- 3 What are the four ways that LED lights helped people?

Задание 3. Заполните пропуски информацией из текста:

- 1 Dr Irvine-Halliday_____on a walking trip to Nepal.
- 2 People in the villages_____ lanterns to light their homes.

3 He_____the Light Up The World Foundation.

4 When people began to use LED lights, it_____their lives.—

Задание 4. Сделайте следующие предложения отрицательными:

1 Dr Irvine-Halliday went on a walking trip to Norway.

2 The villagers used electricity in their homes.

3 The lanterns were very bright.

4 Dr Irvine-Halliday was a professor of medicine.

5 He made a profit from the LED lights.

6 The LED lights increased health problems.

Задание 5. Заполните пропуски, используя *did, didn't, was, wasn't, were* и *weren't*:

1 When _____Alessandro Volta invent the battery?

2 I think it _____ in 1928.

3 No, it_____. It_____ in 1800.

4 _____ Percy Shaw invent the microwave oven?

5 No, he_____. The inventor _____ Percy LeBaron Spencer.

6 Who_____ Bernard Silver and Norman Woodland?

7 _____they writers?

8 No, they_____. They_____ postgraduate students who invented the barcode.

Задание 6. Составьте вопросительные предложения:

1 Theodore Maiman / build / first laser?

2 When / IBM / produce / first personal computer?

3 John Logie Baird / invent / radio?

4 Who / Carlton C Magee?

5 What /Alexander Graham Bell / invent?

6 What country / Guglielmo Marconi / from?

Задание 7. Задайте вопросы в Past Simple:

like / school? *Did you like school?*

visit / other countries?

have / a pet animal?

live / city?

play / sport?

go / college?

Задание 8. Прочитайте текст:

Finding solutions: Thomas Alva Edison

Thomas Edison was a great inventor. He thought that every technological problem had a solution. Edison developed more than 1,093 inventions. They included the electric light bulb, the typewriter and an early movie camera. Sometimes he did thousands of experiments to get an invention right. He worked on some ideas for many years to improve the product. Edison thought that his failures were important because he and his scientists learned from each one. 'I failed my way to success,' he said.

Important dates

1847 Edison was born in Ohio in the USA. At school, his teachers thought that he wasn't clever so his mother educated him at home.

1871 Married Mary Stilwell.

1878 He created the Edison Electric Light

Company. Later it became the General Electric Company. **1887** He built an invention factory in Menlo Park, near New York City. It was the world's first research laboratory. A team of scientists helped Edison develop his inventions.

1931 Died in New Jersey, USA.——

Задание 9. Ответьте на вопросы по тексту “Finding solutions: Thomas Alva Edison”:

- 1 Where was Edison born?
- 2 Did all Edison's inventions succeed the first time?
- 3 Who helped him develop his inventions?

Задание 10. Составьте вопросительные предложения в Past Simple и ответьте на них:

- 1 Edison's teachers / think he was clever?

- 2 Edison / develop / 1,303 inventions?
- 3 Why / Edison / think / failures / be / important?
- 4 Who / he / marry?
- 5 When / Edison / create / Edison Electric Light Company?
- 6 What / Edison Electric Light Company / become?
- 7 Where / he / build / his research laboratory?
- 8 When / he / die?

Задание 11. Заполните пропуски, используя глаголы в скобках или краткие ответы в Past Simple:

A Thank you for helping with our market research. Here is the first question.
What electrical products _____(you / buy) last year?

B I _____(buy) a digital radio and a computer.

A What _____(you / do) with your old electrical products?

B Well, I _____(offer) the computer to my friend, but he _____(not want) it.

A So, _____(you / take) the computer somewhere to recycle it?

B No, I _____. I _____(not have) time.

A _____(you have) the address of a company that recycles computers?

B Yes, I _____, but it _____(be) 40 kilometres from my town.

A OK. Well, we _____(build) a new recycling factory in your town last month.

B Great!

Задание 12. Из выделенных курсивом слов выберите подходящее по смыслу:

1 Hugh Oxley is a *manager / professor* at the *university / company* in Dundee. He teaches communications to MBA students.

2 We built a new *laboratory / office* for our Research and Development department. Our *students / scientists* do experiments and test new products there.

3 The machine isn't working - take it to the electronics *room / workshop*. The *researcher / technician* can fix it.

Задание 13. Заполните пропуски, используя данные ниже слова:

In, off, fix, wrong, work

- 1 There's something _____ with the printer.
- 2 It doesn't _____ .
- 3 He plugged _____ the photocopier.
- 4 Did you turn _____ the computer?
- 5 Can you _____ it?

Литература: [1, 5].

Практическое занятие № 32 Cause and effect

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT IS A BUSINESS PRODUCT?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

describe

описывать

description	описание
feature	характеристика
packaging	упаковка
package	упаковка
product	продукт
product description	описание продукта
production	производство
produce	производить
shape	форма
size	размер
useful	полезный
weight	масса
weigh	весить

Задания

Задание 1. Прочитайте и переведите текст:

Playtime

Toy manufacturers make adults feel young again

Two things are often true about toy production. First, toys are usually made cheaply in low-cost economies. And secondly, toy manufacturers generally need a large population of children to sell their products to. Japan is big, expensive and rich. It also has a low population of children. So, do toys sell badly in the Japanese market?

The surprising answer is no. In fact, 1 _____. One reason that the market is and the toys a success is that 2_____are well designed. Another reason is that many manufacturers now market toys to adults as well as children.

Toy makers happily design more and more new toys for adults. Some of the toys are very expensive. There is a walking robot toy that is popular with middle-aged men. It has a 100-page instruction manual and costs ¥126,000 (\$1,105). And there is a talking boy doll that is popular with women over 40. Not all the toys use

modern technology. 3_____ that are also popular. One example is a baseball game with small plastic players.

Why are toys so popular with adults? One reason is that modern employees work hard. 4_____. These toys help people to relax and play. Some of the products now sell well in other countries, too. 5_____. Toys for adults could soon be in a toyshop near you.

Задание 2. Заполните пропуски в тексте “Playtime” следующими фразами и предложениями:

- a Some manufacturers now produce simple toys and games
- b They want to come home and forget the office
- c Japan uses modern technology
- d The top-selling toys in the USA and Europe are often Japanese
- e Japan has a successful toy industry

Задание 3. Перечитайте текст и ответьте на вопросы:

- 1 What is surprising about Japan's success in the toy market?
- 2 How old are the men that buy robots?
- 3 Is the walking robot a simple toy? Give reasons for your answer.
- 4 What toy is popular with women?
- 5 What do the toys help people to do?–

Задание 4. Заполните пропуски данными ниже глаголами и назовите предметы, о которых идет речь:

clean travel play listen

- 1 People used it to _____ video cassettes.
- 2 I use mine to _____ to music when I go jogging.
- 3 You use it to _____ the floor.
- 4 It was a new way to _____ in cities.

Задание 5. Найдите антонимичные пары:

1 unreliable <u>reliable</u>	6 cheap_____
2 large_____	7 unattractive_____
3 heavy_____	8 fast_____

4 unpopular_____

9 boring_____

5 short_____

10 bad_____

a good

f popular

b slow

g expensive

c interesting

h reliable

d small

i light

e attractive

j long

Задание 6. Заполните пропуски прилагательными из задания 5:

1 *The test group all like Revelation. Revelation is popular.*

2 *But they think it costs a lot of money. It's_____.*

3 *65 per cent said that the bottle looks good. The bottle is _____.*

4 *But 35 per cent said it didn't look interesting. It looks_____.*

5 *The packaging isn't light. The packaging is_____.*

6 *This product does what you expect it to do. It's a_____product.*

Задание 7. Заполните пропуски данными ниже прилагательными и существительными:

Boring, new, bag, large, job, heavy, expensive, meeting, apartment, perfume

1 A Do you still work for ICI?

B No, I have a _____ with General Motors now.

2 A Did Gina buy that small house in Turin?

B No, she bought a _____ in Rome.

3 A Can I help you? That _____ looks really_____.

B No, it's fine, thanks. I can carry it.

4 A Is this an _____?

B Yes, it cost \$140, but it smells great.

5 A Was the product presentation interesting?

B Yes, it was, but then we had a _____ for two hours.

Задание 8. Заполните пропуски в тексте, заменяя данные в скобках прилагательные на соответствующие наречия:

Toy storage box

Product information

You can make the toy storage box _____ (quick) and _____ (easy). It is _____ (attractive) designed in wood and plastic and is very _____ (good) made. Read the instructions _____ (careful). Do not place the box near heat as this may _____ (bad) damage the product.

Задание 9. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 We can manufacture the product in two months - it is very *easy* / *easily* to make.
- 2 This machine works *efficient* / *efficiently*.
- 3 Is the computer system *simple* / *simply* to operate?
- 4 Do you think that the product is too *expensive* / *expensively*?
- 5 It's *beautiful* / *beautifully* made, but what do you use it for?
- 6 This product description is *unreliable* / *unreliably*.
- 7 The new model sold *good* / *well* in Bulgaria.
- 8 I spoke *slow* / *slowly* in the product presentation. It helped my nerves.

Задание 10. Составьте предложения:

- 1 a / It / design / modern / is
- 2 a / it / reliable / Is / product ?
- 3 style / unpopular / This / is
- 4 laptop / His / heavy / is
- 5 boring / Was / conference / the ?
- 6 good / Their / catalogue / is

Задание 11. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 This catalogue has some *interesting* / *interestingly* products.
- 2 Aya is doing *good* / *well* in her job.
- 3 We want to manufacture *cheap* / *cheaply* and then sell the products for a profit.

- 4 He runs a *successful* / *successfully* company.
- 5 The workers aren't *happy* / *happily* with the directors.
- 6 My investments did *had* / *badly* this month.

Задание 12. Из выделенных курсивом слов выберите подходящее по смыслу:

Bill Bowerman *was* / *were* a teacher and sports trainer at the University of Oregon. He *met* / *meeted* and trained a student called Phil Knight, and *in* / *on* 1964 they started a sports company together. The company's name *was* / *were* Blue Ribbon Sports (BRS). The company *introduces* / *introduced* a *new* / *newly* style of trainer and they *called* / *call* it 'Nike'. The designers *not wanted* / *didn't want* the new trainer to be heavy; they wanted it to be *lightly* / *light*, to help athletes run *fast* / *fastly*. The product was successful and the company expanded *quick* / *quickly*. The company *changed* / *change* its name to Nike in 1978. Then, *at* / *in* the 1990s, Nike opened a *hugely* / *huge* retail outlet called NikeTown. Later, it *sold* / *sell* its products on the internet. Today, Nike's logo is *famous* / *famously* all over the world.

Задание 13. Заполните пропуски, используя одно из данных ниже слов а-с:

I bought a _____ car at the weekend. It's a Cherokee Jeep. It was very _____ - it cost more than £30,000. My last car was small, but the Jeep is _____. I also bought a new table for my apartment. It's _____ of glass. It was difficult to get it into the apartment because it's very _____ also a very unusual _____ - it's triangular.

1 a new	b newly	c light
2 a expensively	b expensive	c cheaply
3 a tiny	b metal	c huge
4 a make	b made	c makes
5 a heavy	b light	c small
6 a size	b material	c shape

Задание 14. Составьте вопросительные предложения:

- 1 it / What / is ?
- 2 for / What's / it ?
- 3 made / What's / of / it ?
- 4 big / How / it / is ?
- 5 shape / is / it / What ?
- 6 heavy / is / How / it ?
- 7 it / features / any / have / special / Does ?

Соотнесите вопросы 1-7 с ответами a-g:

- a It's digital and it has a clock on it.
- b Plastic.
- c It's 20cm long and 18cm wide.
- d Rectangular.
- e It's a radio.
- f Listening to music.
- g Two kilos.

Литература: [1, 5].

Практическое занятие № 33 *Options and ideas*

Talking about ideas

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. IS IT GOOD OR BAD TO COMPETE IN BUSINESS?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

architect	архитектор
competitor	конкурент
compete	конкурировать
competition	конкуренция
competitive	конкурентоспособный
marketing	маркетинг
market	рынок
opportunity	возможность
range	линейка (продуктов)
strength	сильная сторона
strong	сильный
threat	угроза
weakness	слабая сторона
weak	слабый

Задания

Задание 1. Прочитайте и переведите текст:

The shy architect

How Ratan Tata is changing India's biggest company

Ratan Tata trained to be an architect. Then he worked for the family firm, the Tata Group - one of the biggest companies in India. It has companies in many different sectors, including the car industry and the steel industry. The company's latest project is producing a car that costs under \$3,000.

Mr Tata does not drink or smoke and he does not like publicity. He became chairperson in 1991. At that time, Tata was a difficult organisation to manage. There were more than 300 different companies in the group and some were old-fashioned. Today, there are only 96 companies and the group is more modern.

In the past, it was difficult for Tata to trade outside India because of competition from other countries. Now it exports internationally. The Tata Group is also buying companies in different countries. At the moment, one of the companies in the group, Tata Steel, is trying to buy Corus, a European steel company. But it has a competitor CSN, a Brazilian company, also wants to buy Corus.

Ratan Tata is making changes to the company. Many of these changes help make the group more competitive. But he isn't changing all the group's traditions. For example, the Tata Group still tries to help its workers - the children of Tata's steelworkers first started to have free education in 1917. Two thirds of the Tata Group is owned by charitable foundations, and today they are still helping people in India. Investors sometimes ask: 'Is Tata doing the right thing? Is charity good for business?' But Mr Tata thinks it is possible to help people and be competitive at the same time.

Задание 2. Определите, какое из следующих предложений передает основную идею текста “The shy architect”:

- a A successful chairman is only interested in profit.
- b A company can be competitive and help people.
- c A group with a lot of companies is easy to manage.

Задание 3. Ответьте на вопросы по тексту “The shy architect”:

- 1 Which two sectors does the Tata Group have companies in?
- 2 How much does Tata's new car cost?
- 3 What doesn't Ratan Tata do?
- 4 What doesn't he like?
- 5 When did he become chairperson?
- 6 When did Tata first give free education to employees' children?
- 7 How much of the group is owned by charitable foundations?

8 Who asks if helping people is good for business?

Задание 4. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 Shell and Esso are *competition* / *competitors* in the oil market.
- 2 Did they *publicise* / *publicity* the launch date of their new product range?
- 3 Giles is working as a *trade* / *trader* on the Japanese stock market.
- 4 We lost a lot of money - it was a bad *investment* / *investor*.
- 5 Westfern run *training* / *trainer* courses for financial organisations.
- 6 How long did you work as a *management* / *manager* at Dell?
- 7 Do Lancome *export* / *exporter* to Taiwan?

Задание 5. Заполните пропуски данными ниже словами, используя их до или после слова market:

Asian, leader, share, research, luxury, place, budget, domestic

market _____ market

market _____ market

market _____ market

market _____ market

Соотнесите данные выше словосочетания со следующими определениями:

1 _____ the area where products are cheap to make and buy

2 _____ people and activities involved in buying and selling a particular product

3 _____ how much of the market buys a company's products or services

4 _____ surveys to find out what customers think about a company

5 _____ the area where products are expensive to make and buy

6 _____ customers in, for example, Japan, Thailand and China

7 _____ the product or service that most people buy

8 _____ the market in a company's own country

Задание 6. Подчеркните правильный вариант:

- 1 I *work/ am working* for Corns plc. I started here seven years ago.
- 2 What *do you do / are you doing* at the moment?
- 3 I *organise / am organising* a project in Rotterdam this month.
- 4 What time *do they have / are they having* breakfast in the morning?
- 5 Martina *finishes / is finishing* a report at the moment.
- 6 How do you usually *travel / are travelling* to work?
- 7 I'm *driving / drive* at the moment, but usually I'm *taking / take* the train.
- 8 Are they *send / sending* the report now?

Задание 7. Исправьте ошибки в следующих предложениях:

- 1 What did you doing at the moment?
- 2 He be organising a project in Jakarta.
- 3 We not giving the presentation now - we're having coffee.
- 4 Is they sending the documents today?
- 5 Valerie is finish the memo now.
- 6 Jason is don't working today because he's on holiday.

Литература: [1, 5].

Практическое занятие № 34 Reporting what others say

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. HAVE YOU EVER BEEN ABROAD?
2. IN WHAT COUNTRY WOULD YOU LIKE TO WORK AND WHY?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

abroad	за рубежом
average	средний
climate	климат
culture	культура
emigrate	эмигрировать
emigration	эмиграция
healthcare	здравоохранение
location	расположение
locate	располагаться
quality of life	качество жизни
temperature	температура

Задания

Задание 1. Прочитайте и переведите текст:

Over there

Why British people are moving to other countries

More and more Britons are living in other countries. A recent report said that almost 200,000 Britons left the country last year with no plans to return. A British person emigrates every three minutes, and 5.5m British people now live abroad.

Many younger people leave - a lot of students go abroad to study. Older people are usually retired and want a warmer climate to live in. Two thirds of the people that emigrate are workers. Some are managers and others do manual or administrative

jobs. Australia is the favourite country for English people to emigrate to. Spain and the USA are also popular.

Why do people leave? Many want to find a better job. A quarter of people say that they want to leave Britain because the cost of living is high. Homeowners with expensive houses can buy a bigger place abroad; young people want to move because houses in other countries are cheaper than in Britain. Research suggests that the quality of life in Britain is worse than in some other countries. But most people leave for positive reasons: many think that living in another country is more interesting -they leave because they want to have a happier life.

It is becoming more difficult for British people to emigrate to countries outside the European Union. Most countries want professional or skilled workers, for example, builders, engineers and doctors. But other skills are also popular in some countries - Australia, for example, needs hairdressers.

Задание 2. Выберите правильный вариант а-с, чтобы закончить предложение:

The writer thinks most British people move to other countries because they

a don't like Britain

b speak a lot of languages

c want a new life.

Задание 3. Впишите номер абзаца 1-4, содержащего следующую информацию:

a where the British go paragraph __

b the reasons why people want to leave Britain paragraph __

c how many people leave paragraph __

d popular skills and jobs in other countries paragraph__

Задание 4. Из выделенных курсивом слов выберите подходящее по смыслу:

Working abroad

The *more /most* important thing to do before working in another country is to think about these things:

- Do you want a *better / best* job or a *more / most* interesting life?
- It is *easier/ easiest* to live in another country when you speak the language. Start lessons before you leave.
- What is the *most expensive / cheapest* way to arrange the move? What is the *nicer / nicest* area to live in?
- Could the move make your quality of life *worse/ worst* than it is now? The *more / most* beautiful location in the world is no fun when you are working 60 hours a week.

Задание 5. Заполните пропуски данными ниже словами:

Professional, retired, managerial, skilled, administrative, voluntary, manual

- 1 Someone who is over 65 and no longer works is _____ .
- 2 _____workers do a lot of paperwork, usually in an office.
- 3 Lawyers and doctors are_____people.
- 4 A person in charge of other employees has a_____position.
- 5 _____workers do physical jobs, for example, on farms or in factories.
- 6 People who do_____work don't receive any pay.
- 7 A_____worker has special training or knowledge to do a job.

Задание 6. Поставьте данные ниже прилагательные в сравнительную степень и найдите антонимичные пары:

Big, warm, cheap, popular, low, easy, interesting

- 1 cooler _____
- 2 more boring_____
- 3 more difficult_____
- 4 smaller_____
- 5 higher_____
- 6 more expensive_____
- 7 more unpopular_____

Задание 7. Заполните пропуски, используя прилагательные из задания 6:

- 1 In terms of size, Ireland is_____ Spain.
- 2 Ireland had a_____pay increase_____Australia in 2007

- 3 Canada is_____ in summer_____ the USA.
- 4 Spain is_____ with British people_____ the USA.
- 5 Spain is_____ in summer_____ Canada.
- 6 In terms of size, the USA is _____ Australia.
- 7 Canada had a_____ pay increase_____ Spain in 2007.
- 8 The temperature in summer in Ireland is_____ in Spain.

Задание 8. Заполните пропуски, используя сравнительную или превосходную степень прилагательных:

- 1 London is_____ (warm) in summer than in spring.
- 2 The Majestic is the_____ (expensive) hotel in town.
- 3 What is the_____ (good) way to get to the airport?
- 4 Is the quality of life here_____ (bad) than in other countries?
- 5 It's_____ (important) to drive safely than to arrive on time.
- 6 He's the_____ (popular) manager in the department.
- 7 The staff are_____ (happy) in their new office than they were in the old building.
- 8 Cairo was the_____ (interesting) city that we visited.

Практическое занятие № 35 Analysis of results

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What do employment agencies do?
2. WHAT IS ANOTHER WORD FOR 'TEMPORARY WORKERS'?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

apply	подавать заявку
application form	бланк заявки
career	карьера
conditions	условия
curriculum vitae (CV)	резюме
employment agency	кадровое агентство
ра (per annum)	ежегодно
pension	пенсия
promotion	повышение в должности
promote	повышать в должности
retired	пенсионер
retire	выходить на пенсию
salary	зарплата

Задания

Задание 1. Прочитайте и переведите текст:

The world of work

Work has changed around the world

Manpower has been a successful employment agency for about 60 years. It has supplied temporary employees to companies since 1948. That's when the first office opened in Milwaukee, in the USA. Two lawyers started the company when they were unable to find temporary help with a project. Today, it is a global company with offices all around the world.

Employment agencies supply companies with different types of workers. These include professional and administrative workers in offices, and manual workers in

factories and on building sites. Temporary workers (also called 'temps') now make up between one and three per cent of the total workforce in most countries. Multinational companies have employed temps for a long time. Now smaller companies also use temporary workers.

Have careers changed very much since the 1990s? A decade ago, people expected to work for the same company until they retired. Today, nobody expects a job for life any more. People move from job to job, working in different companies or in different departments. Training is important because it improves workers' skills. This can help employees to find better jobs or get a promotion.

In some jobs there aren't enough skilled workers. Some companies want retired people with skills to return to work. Japan, Australia and Italy have started to employ older workers. Companies need organisations like Manpower to arrange training for older employees, for example to use computers or to work with a younger boss.

Задание 2. Ответьте на вопросы по тексту “The world of work”:

- 1 When did Manpower start?
- 2 What do employment agencies do?
- 3 What is another word for 'temporary workers'?
- 4 What did people expect in their career ten years ago?
- 5 What can help a worker who wants to improve their career opportunities?
- 6 What have Japan, Australia and Italy started to do?

Задание 3. Ответьте на следующие вопросы:

- 1 Have you ever worked for an employment agency?
- 2 What temporary jobs have you done?
- 3 Is it a good idea for retired people to return to work? Why? / Why not?

Задание 4. Соотнесите термины 1-8 с описаниями a-h:

- 1 full-time worker
- 2 temporary worker
- 3 permanent worker

4 part-time worker

5 freelance worker

6 pension

7 promotion

8 flexible hours

Задание 5. Определите последовательность шагов при поиске работы 1-6.

___ a Phone or email the company and ask for an application form.

___ b Go for a job interview.

___ c Read a job advertisement on a website or in a newspaper.

___ d Start work.

___ e Apply for the job - send the application form and a CV to the company.

___ f Receive and accept a job offer.

Задание 6. Используя информацию из объявления (1) и резюме (2), заполните пропуски в следующем отрывке из письма:

I saw your job advertisement in _____ magazine and I am interested in the position of _____ manager at _____.

I went to Warwick University and did a degree in _____. Then I studied for an _____ in 2005 at INSEAD.

I have worked as a _____ for a transport company and I now work in a customer services department where I manage an _____. I can speak German, French and _____. I have lived in Europe and I am happy to travel in my job.

1. Advertisement

Have you worked in customer services?

Ardis is the biggest transport company in Europe and we are looking for a manager for our international customer services team. We have offices in Barcelona, London and Berlin. This is an exciting opportunity for someone who wants to travel and has experience managing teams.

€76,000 pa + pension

2. Curriculum Vitae

Rosa Clifford Curriculum Vitae

1 _____

Rosa Clifford

44 South Road

Stamford, LC23 4FT

a _____

2 _____

2005

INSEAD Business School, France

2001-2004

b _____

3 _____

MBA

2005

BSc 2:1 International Management 2004

4 _____

Customer Services

Wade International Services

2007-present

I manage an international team in the customer services department.

Project manager

DSV Transport, Spain

2005-2007

c _____

5 _____

Tennis and swimming

d _____

6 _____

e _____

Languages: German, French, Spanish

Задание 7. Перечитайте объявление о приеме на работу (задание 6) и ответьте на вопросы:

1. What sort of company is Ardis?
2. What is the job?
3. What is the salary?

Задание 8. Заполните пропуски 1-6 CV (задание 6), используя следующие слова и словосочетания:

Qualifications Interests Education Contact details
Additional information Work experience

Задание 9. Заполните пропуски а-е CV (задание 6), используя следующими фразами:

Good computer skills

Photography

1 organised projects to improve customer services.

Warwick University, UK

Telephone number: 01264 44293821

Задание 10. Заполните пропуски, используя глаголы в скобках в Present Perfect:

- 1 Sanjay _____ (live) in many different countries.
- 2 I _____ (never speak) to a famous person.
- 3 _____ you ever _____ (give) a presentation in English?
- 4 We _____ (not eat) at the new Italian restaurant. Is it good?
- 5 _____ Monica ever _____ (work) in a finance department?
- 6 They _____ (never try) to learn a foreign language.

Задание 11. Подчеркните правильный вариант:

- 1 I *went* / *have been* to Rome in 2005.
- 2 *Did you ever play* / *Have you ever played* tennis?
- 3 Jack *hasn't visited* / *didn't visit* the Delhi office last month.
- 4 *Have you sent* / *Did you send* your CV to Ardis yesterday?
- 5 We've never *been* / *gone* to Mumbai.

Задание 12. Заполните пропуски, используя *ever*, *never*, *for* или *since*.

- 1 Laura has _____ eaten salmon because she doesn't like fish.

- 2 Maurice and Joel have worked here_____1998.
- 3 Have you _____sent a text message?
- 4 We have_____visited Morocco. Is it nice?
- 5 Kenway have been the market leader _____twenty years.
- 6 You haven't spoken to your clients_____ March.
- 7 Has Julian_____met the CEO?
- 8 They've been in the meeting_____two hours.
- 9 Have Alan's investments_____ made a profit?
- 10 The sales team have been in a presentation _____three o'clock.

Задание 13. Подчеркните правильный вариант:

MDH Properties is *sell / selling* an unusual place to live. It is a house in a tree. The CEO, Karl Howard says, 'It's our *most / more* interesting property.' House prices are *more / most* expensive today than they *move been / were* in 2005. More and more people *are / is* buying property as an investment. The tree house is a *good / best* idea for people who want a small holiday home. It is *cheaper / cheapest* than MDH's other properties. Karl Howard says, 'We have *ever / never* sold a tree house. But a lot of people want to see it - and it *has / is* only been on the market *for / since* last Tuesday.

Задание 14. Заполните пропуски в тексте, используя следующие слова:

management market trade
competitor export investment
domestic training

Franklin Wade sell electrical equipment to different countries around the world. They have been an _____company since 2002. They _____with Japan, the USA and Brazil, and they don't sell any goods in the _____market. Franklin Wade's main _____is Drengard, a Danish company. Franklin Wade hope to be the _____leader soon. They are _____their staff to use a new computer system. The_____think that it is a good_____for the company.

Задание 15. Заполните пропуски, используя одно из слов а-с:

1 Federico finished work when he was 65, so he's _____ now.

a professional b retired c manual

2 My company has _____ hours, so I can choose when I start and finish work.

a voluntary b permanent c flexible

3 Kate and Alex have _____ jobs. They work three days a week.

a part-time b full-time c pension

4 You have worked hard on this project and we want to give you a _____.

a freelance b temporary c promotion

1 I trained to use the equipment - it's a _____ job.

a administrative b skilled c managerial

6 We did a lot of market _____ before we designed the new product.

a share b research c leader

Задание 16. Составьте предложения:

1 things / how / are / Hi, ?

2 met / We / a / at / conference / Bucharest / in

3 you / working / moment / Are / the / at / Romania / in ?

4 the / Dubai / at / No, / office / I'm

5 good / again / to / you / see / It / was

Задание 17. Заполните пропуски в диалоге данными ниже словами:

opinion sure do

thing think because

A _____ you think that it's a good idea to move office?

B Yes, in my _____, the office we are in now is too small.

A _____ the new office is too big. There are only six people in the design department.

B I like it _____ it has big windows.

A I'm not _____. Big windows make it hot in summer.

B Yes, but they're a good _____ because designers need lots of light.

Задание 18. Соотнесите вопросы 1-6 с ответами a-f:

- 1 What do you do in your free time?
 - 2 Can you tell me about your present job?
 - 3 Why do you want this job?
 - 4 Do you enjoy working with people?
 - 5 How long have you been in the sales department?
 - 6 Have you ever worked in finance?
-
- a Two years.
 - b Yes, I like working in a team.
 - c At the moment, I'm working on a project to export products to Asia.
 - d Yes, after university I worked for a finance company for six months.
 - e Because I think finance is very interesting.
 - f I play tennis and football.

Практическое занятие № 36 Summarising lesson

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. Are possibilities important in business?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

bar chart	столбчатая диаграмма
bionic	бионик
decrease	снижаться
full-surround	объемный
graph	диаграмма
increase	увеличиваться
nuclear	ядерный
pie chart	секторная диаграмма
prediction	предсказание
predict	предсказывать
trend	тенденция

Задания

Задание 1. Прочитайте и переведите текст:

The phone of the future

Experts talk about big changes for the telephone

It is easy to imagine what mobile phones will look like in a year or two -they'll probably be smaller. But what will they look like ten or fifteen years from now? Perhaps they'll be so small that we won't be able to see them. Maybe we'll have phones in jewellery such as rings, and fashion items like sunglasses.

People in Japan can already use mobile phones to buy things in shops. In some countries it is also possible to use a phone as a train ticket and office pass. So, what new functions will phones have in the future? One thing that is certain is that phones will do more of the things that PCs do today. Some people also think that we'll use phones as house keys, passports, computer games, maps and video recorders. The phone will be our 'remote control for life'. In a decade's time, many phones will have enough memory to video all of a person's life.

Companies are developing phones built into glasses. This will be useful when looking for directions -a map will appear inside the glass of the lens. Maybe we'll be able to use our phone to label people at a party or conference. We'll never forget a name again.

Some experts think that in the future we'll use our voice instead of our fingers to put data into a phone. Stuart Wolf, a professor at the University of Virginia, predicts that in 20 years' time people will use their thoughts to communicate with each other. We won't need phones at all!

Задание 2. Ответьте на вопросы по тексту “The phone of the future”:

- 1 What does the writer think phones will look like in two years' time?
- 2 Which of the following are possible at the moment?
a phone in jewellery b paying for shopping using a phone c
phone as a ticket for travelling d phone as house keys
- 3 What will a typical phone's memory allow it to do?
- 4 How does the writer think a phone will help us at a party?
- 5 How will people input data into a phone?

Задание 3. Раскройте скобки, используя Future Simple:

- a In 20 years' time people (use) their thoughts to communicate.
- b We (not need) phones at all.
- c What they (look) like ten or fifteen years from now?
- d Perhaps they (be) so small that we (not be) able to see them.
- e Maybe we (have) phones in jewellery and fashion items.
- f They probably (be) smaller.

Задание 4. Заполните пропуски, используя *will / won't, perhaps / maybe*.

- 1 _____ it _____ rain later, but I think it'll be fine. (not sure)
- 2 It _____ rain - look at the blue sky. (sure)
- 3 Yes, of course computers _____ be much smaller in ten years' time.
(sure)
- 4 Jim _____ be on time for the meeting. He's always late. (sure)

5 _____we_____be able to have holidays on the moon in the Future. (not sure)

6 Our profits_____ rise. Look at our increase in sales for the last three Months. (sure)

7 Our profits_____ rise - our prices are too high. (sure)

8 _____our profits_____ rise one day, but not this year. (not sure)

Задание 5. Заполните пропуски, используя *to+infinitive* там, где необходимо:

1 We could_____go to the cinema tonight.

2 They shouldn't _____work at the weekend .

3 Do you want_____visit the factory?

4 Do you think you should _____ask for a new office?

5 We arranged _____meet our new supplier.

6 Carla and Wei plan _____arrive at 9:30.

Задание 6. Составьте предложения, используя Present Continuous (запланированное действие в будущем):

1 Jane / meet / the design team / next week.

2 We / fly / Athens / next Thursday.

3 Polly and Tom / leave / in a moment.

4 Douglas / move / Prague / next year?

5 I / do / a presentation / the day after tomorrow.

6 you / see / the HR manager / later today?

7 they / sell / the company / in six months' time?

8 The finance director / not come / to the meeting / tomorrow.

Задание 7. Подчеркните правильный вариант:

What *will* / *are* offices be like in the future? Some people think that in ten years' time company offices *aren't* / *won't be* necessary because we *won't* / *will* all work from home. A different idea is that we *could* / *are* make our offices more like home. CEO Alexis Parks wants - / *to* make her company's offices more comfortable. She also thinks that she should *to* / - create an environment that

makes her workers feel happy. Next year, her company *is building / builds* new offices with a gym and swimming pool. Alexis asked staff for suggestions. They said that the new offices could *to / -* have sofas, TVs and places to sleep. She thinks that her company *should / shouldn't* do more to help the staff to enjoy themselves in their free time, so the new offices will also include a cinema and a karaoke bar. Alexis thinks that in the future her employees *don't / won't* want to go home!

Задание 8. Подчеркните лишнее слово:

1	fly	plane	sail	airport
2	newspaper	TV	radio	mug
3	drive	station	car	park
4	brand	logo	Volvo	half price
5	merchandise	pen	key ring	internet

Заполните пропуски, используя данные выше слова:

- 1 You can _____ from Stansted airport in the UK to Charles de Gaulle airport in Paris.
- 2 I have a _____ of coffee with my breakfast.
- 3 I usually _____ to work.
- 4 This CD is _____ - it's a sales promotion.
- 5 I think we should order more _____ for the exhibition next month.

Задание 9. Подчеркните правильный вариант:

- 1 When will you *make / do* a decision?
- 2 It's a good product, but we should *make / do* more research.
- 3 It's good to *make / do* business with you.
- 4 Did our investment *make / do* a profit last year?
- 5 Would anyone like to *make / do* a suggestion?
- 6 I could *make / do* the accounts this afternoon.

Задание 10. Заполните пропуски, используя одно из слов а-с:

- 1 I'm _____ that Azzopardi will be the next president.
a possible b certain c likely

- 2 Do you think that the population will _____ in the next ten years?
a plus b minus c increase
- 3 It cost \$40 in February 2007 and \$40 in February 2008, so prices remained _____ for a year.
a steady b per cent c equals
- 4 Unemployment was 15% last year and it's 5% this year. That's a 10% _____ in unemployment.
a increase b remain steady c decrease
- 5 We didn't sell many products. So it's _____ that we will make a profit this year.
a likely b unlikely c certain

Практическое занятие № 37 Options and ideas Talking about meaning

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What is a CV?
2. WRITE YOUR PERSONAL CV.

Задание 1. Прочитайте текст без помощи словаря. Передайте по-английски основное содержание текста.

A Jobclub is a place, where long term unemployed people work at finding a job in a professional and systematic way by adopting a businesslike approach. The first Jobclubs, developed from work done in North America, were opened in 1984.

They proved popular and successful and the service expanded rapidly. Jobclubs take a bold and positive stance: there is a job available for each member.

Aim: to provide people who are unemployed for 26 weeks or more with facilities to enable them to find the best possible job within the shortest possible time. Jobclubs provide a simple, straightforward approach to help clients find jobs. Jobclub members agree to attend four half days per week. The Jobclub provides use of photocopiers, telephones and typewriters free of charge. Trade magazines and specialist magazines are also available. There may be special types of Jobclubs to help disadvantaged people, i.e. (id est = in other words) former detainees and people nearing release from prison.

Executive and Management Jobclubs are also available in some areas, which provide support for middle and senior managers. The Work Trials can be regarded as an extended interview. Work Trials offer an employer a period of up to 15 days to observe the jobseeker within the workplace. They also give the jobseeker the opportunity to demonstrate their skills and experience to that employer. In addition, they enable the jobseeker to determine their own suitability for that job. Jobplan Workshops are to help people who have been out of work for 12 months or more back into work or training. Jobplan aims to build participants' resilience to setbacks they may encounter whilst looking for work.

Attendance at a Jobplan Workshop gives priority access to ED programmes (education programmes). Job Review Workshops. Aim: to help unemployed people who are unlikely to return to their normal occupation, or who are looking to broaden their jobsearch, make an informed choice of alternative career opportunities. These workshops are particularly suitable for people with professional, executive and managerial backgrounds who have been unemployed for about 13 weeks. Job review workshops are demanding and are particularly suitable for unemployed managers, professional and executive who have been out of work for about 13 weeks; The workshops are facilitated by tutors who can help clients assess what they have to offer in a range of jobs. Participants will have the benefit of a computerized guidance system to help them select the most suitable jobs and then research the most suitable options.

Text 2.

Задание 2.

Прочитайте и переведите текст:

RESUME

A CV (curriculum vitae) is essential if you're applying for a new job or for promotion within your own company, or even to register as a delegate at a conference. Some information might be given in your CV, some in your letter of

application - and perhaps some on a Supplementary Information sheet (giving information relevant to the particular job you're applying for). There are no fixed international rules about this: different countries have different practices.

But you can follow some hints by writing your CV:

- Always type it on unlined white paper, preferably a single sheet.
- Write your name, address and telephone number.
- Put your health record, date of birth and marital status.
- In the next section, note down your education. Put any qualifications on the next line.
- Next, detail your work history, starting with your most recent job. Give dates, employers and describe your duties.
- List hobbies and interests and put extra information in a separate section.
- End by saying that two referees are available on request – not naming them leaves you free to choose the best ones for particular jobs. Remember the longer an application, the less chance it has of being read.
- Never send a photo-copied letter – it looks as though you don't care.
- Always be positive and never apologize for being You.

Задание 3.

Определите, какие из нижеперечисленных пунктов могут быть наиболее пригодными для CV (т. е. curriculum vitae):

- Your name, address and telephone number.
- The title and reference number of the job.
- Your date of birth.
- Your marital status.
- The name and address of present (or last) employer.
- Your hobbies and leisure interests.
- The sports you play.
- Details of all the jobs you have had.
- The languages you speak, read or write.
- Details of the examinations you passed at school.
- Details of the professional diplomas or degrees you have gained.
- Details of training courses you have attended.
- Details of your achievements and responsibilities in your working career.
- Your suitability for the job advertised.
- Your reasons for applying for this job.

- When you are available for interview.
- Details of your present (or last) job.
- Your current (or last) salary.
- The salary you would expect to receive.
- The names and addresses of two or three referees.

Задание 4.

Прочитайте и переведите объявления

Qualified secretary/shorthand-typist required by importers Photographic equipment, Tilport. Good pay and prospects For suitable applicant. Five-day week. Write Box X. 1234.

Join our PR team – top salary! We need someone to join our team who can manage to do ten things at once while remaining cool! And calm in crisis! We are a leading PR Company and we can offer you a fulfilling and challenging role working with our Director of Travel. You will need to be hard-working, flexible, well-organized and energetic. You'll be attending presentations, arranging meetings, travel and lunches, and liaising with executives of major international companies. This is a superb opportunity for the right kind of person and we'll pay you a top salary with bonuses.

Call or write today and tell us about yourself!

Jim Brown, Anglo-European PR, 99B Baker Street, London, W1J9PQ telephone 01 670 8071

Задание 5.

Прочитайте, переведите письмо и составьте свое собственное:

5, Micawber Road,
Liverpool
25th August 200...
BoxX. 1234

Dear Sirs,

I am writing to apply for the post of secretary/ shorthand-typist, which was advertised in today's "News". I took my O-levels in English, history, geography and French at Barchester Girls' High School and then studied secretarial and commercial subjects at Bassetshire Technical College. Since leaving the Technical College, I have been working in an insurance office in Liverpool. For the past two years I have been secretary to the Assistant Manager, Claims Department. For the personal reasons, however, I should like to find employment in the Tilport area.

I enclose a copy of the certificate that I obtained from the Bassetshire Technical College. I can also refer you to the following persons for information as to my character and ability. You may also apply to my present employers if you wish. Their name and addresses are:

Cassandra Fire and Life Insurance Company, Ltd.,

Jeremiah Street,
Liverpool 4.
Yours faithfully,
Elizabeth Groves

Задание 6.

Прочитайте диалог - собеседование с работодателем.

Mr. Green: You are applying for a post here. I have read your letter, but now I want to ask you a few personal questions. First, how old are you?

Elizabeth: Twenty-four, sir.

Mr. Green: I see. So you left school about seven years ago. What were your best subjects at school?

Elizabeth: English and history. I liked French, too. And art. I didn't like mathematics or science much. Chemistry was my worst subject.

Mr. Green: Mathematics is sometimes very useful in office work.

Elizabeth: Oh, well. I can do simple arithmetic and I have studied bookkeeping.

Mr. Green: What have you been doing for the last seven years? I believe you have had some secretarial and, commercial training.

Elizabeth: Yes, I have. When I left school I went to Barsetshire Technical College and took a course in shorthand-typing, bookkeeping, office practice and some other subjects.

Mr. Green: How long was this course?

Elizabeth: One year.

Mr. Green: And what did you do when you left the technical college?

Elizabeth: I went to work in an insurance company in Liverpool.

Mr. Green: Did you stay there long?

Elizabeth: I have been there for six years. I'm still working there.

Mr. Green: You have been in the same office ever since you left the technical college?

Elizabeth: Yes, I have.

Задание 7.

Переведите предложения, запомните и используйте их для составления диалога:

The post is a demanding one. This position demands a high degree of integrity. Mr. Brown has applied for a post with our company. He has given your name as reference. We should be grateful if you would give us information about him. Have you been satisfied with his services? We require someone adaptable (flexible). Your information will be treated in the strictest confidence. The position includes a company car. A housing will be provided free of charge by the company. We can offer you a 35-hour week, a 6-day week, 6-week paid holiday per year. A flexible

time scheme is in operation. Applicants should be prepared to work overtime. There is a company pension scheme. Please, give the names of two people who would be prepared to serve as references. One of the references should be your present employer. We are prepared to pay a salary of at least.... They pay salary according to age and experience. Our salary is negotiable, but we can offer high salaries. Salary of no less than... per year (per month). The salary is ...net. A bonus is payable. Approximately ...% is deducted for tax. The salary is tax-free. We have vacancies for...

To commence duties on... To replace our retiring export manager... I saw (knew) from your advertisement in... I wish to apply for this post. Please send me further details of the post. As you will see from the enclosed curriculum vitae... I have considerable experience in this type of work. I think I can meet the requirements of this post. I am currently working for an export firm. I am looking for a similar post. Now I wish to change my job. I speak fluent English. I have qualifications in... (a diploma in..., a degree in..., a basic knowledge of....) My typing speed (my shorthand speed) is ... per minute. I can operate the computer. I have used a word processor. My minor is... Then I worked for ... years for a firm ... I spent ... years abroad. I was promoted to department manager in 2012. I was made redundant/ let go in 2011. I have been unemployed since then. I wish to work for a larger organization with international links. I am looking for a position with more responsibility (with better perspectives). I wish to improve my chances of promotion. I wish to make use of my knowledge of languages. I enclose copies of references from my last two employers, and copies of my diplomas. I enclose a stamped addressed envelope. I would be pleased to provide you with any future information you may require. I have applied for the post of... And I should be grateful if you would agree to act as reference on my behalf. Should you wish to invite me for an interview I can come to be interviewed at any time.

Задание 8.

Составьте и разыграйте в лицах собственные диалоги. Воспользуйтесь следующими подсказками:

- As you see from my enclosed CV, I have been working for this company for ...
- I had spent years taking a full-time diploma course ...
- I'm 29, unmarried, fit and healthy ...
- I've got all the qualifications and experience to make me the ideal.
- I'm sure I would be able to manage the department successfully ...
- I'm ambitious and my present job doesn't offer me the chance to expand.
- I enclose a CV, which gives full details of my qualifications and work experience.
- In support of my application, I should like to mention the following points ...
- I'm looking for a more rewarding and challenging post ...
- I would be grateful if I could discuss the post available in person ...
- I have obtained the certificate from the University of Oxford ...

Задание 9.

Внимательно прочитайте образец письма к работодателю, в котором отражена персональная карьера (an individual career). Составьте собственное письмо к работодателю, используя слова и фразы из письма-образца

A Letter of Application

Dear Sir,

I should like to be considered for the post of Personal Manager at your Croydon factory, which was advertised in the "Sunday Chronicle" on February 15th 2002. The relevant information concerning my education and professional experience is as follows.

From 1980 to 1983 I studied Sociology at the University of Harrogate and graduated with a Second Class Honours Degree (Lower Division) in that subject. The main degree Course was concerned with basic sociological topics, such as the history and theory of sociology, but there were also a number of optional courses available. From amongst these I selected The History of Industrial Sociology and The Psychology of Management. In order to satisfy part of the requirements for my Finals Examination I had to submit a short dissertation involving original research. I wrote a paper on Nineteenth Century Industrial Relations in Yorkshire and for this section of my examination received a mark of distinction.

Whilst at university I took an active part in a number of social activities, and was secretary of both the Drama Society and the Student Sociological Society.

On leaving university I was a student for a year at the North York Business College, where I was successful in obtaining a Diploma in Industrial Management, Class I. Courses at this college covered a wide field relevant to the management studies in general and I was able to supplement my theoretical knowledge with a great deal of practical experience of such things as office management, personnel selection and the development of modification of work schedules. But it was in the area of personnel management and control that I found my interests satisfying fully and I took all available opportunities of increasing my knowledge of theory and practice in this field.

From July 1984, when I left Business College, until September 1988, I was employed as an Assistant Personal Officer with Messrs. James Bradley, at their Leeds factory. The company manufactures a wide range of small components for use in the electronics and motor industries, and employed at that time a Labour force of approximately five hundred men and women.

I enjoyed the work at Bradley's very much, especially in that it kept me closely in touch with both workers and management, but after four years' experience there, and in the absence of any prospects of promotion I applied for the post of Deputy Personal Manager with Yorkshire Engineers Ltd. I began to work there in September 1988 and am still employed in the same post.

My work at Yorkshire Engineers is in many ways similar to that which I was doing previously. The work is absorbing and rewarding, but now I feel that at this stage in my career I should like more responsibility.

In your advertisement you asked applicants to provide information on leisure activities, which may be considered relevant. First, I have continued ever since university to read widely in the literature relevant to my occupation I find time to contribute articles to several of the journals in this field. Details of my publications are provided on an attached sheet. Second, I began doing some voluntary social work while at business college and have gradually extended my commitment in this direction ever since.

I enclose copies of two recent testimonials, and the names and addresses of two people – who are prepared to act as my referees.

I hope that the information I have provided in this letter and the enclosures is sufficient for your purposes, but I shall of course be glad to expand it should you wish.

Yours faithfully,
Robert Drayton

Практическое занятие № 38 Research and study aims

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What are advantages and disadvantages of working in office?
2. WOULD YOU LIKE TO WORK IN OFFICE?

Задание 1. Внимательно прочитайте дефиниции основного офисного оборудования и впишите их русские эквиваленты:

word processor – displays text on a screen _____

dictating machine – is used for recording letters onto tape _____

telex – is used for sending and receiving messages _____

facsimile machine – is for sending copies of documents, pictures, etc. _____

Задание 2. (Канцелярские принадлежности и их назначение.) Найдите соответствия:

stapler
hole punch
ruler
Tippex fluid
paper clips
reinforcement rings
paper glue
rubber
pencil sharpener
stick one piece of paper to another
fix pieces of paper together
make holes in paper stronger
erase mistakes
make holes in paper
correct mistakes
draw straight lines
sharpen pencils'
hold pieces of paper together

Задание 3. (Почтовые отправления.) Запомните значения слов и фраз и заполните пропуски:

carbon paper (сору – копирка
courier – курьер
duplicate – дублировать, копировать
general delivery (Am.)/ post restates (Br.) – доставка обычной почтой
photocopy – фотокопия (на ксероксе)
postage and packing – упаковка (бандероль)
to mail (Am.)/to post (Br.) – отправлять по почте
printed matter – печатный материал
registered – заказное отправление
return mail (Am.)/return post (Br.) – с уведомлением
RSVP (répondez s'il vous plaît) –
пожалуйста, (ответьте (please reply)
separate cover – отдельная упаковка
stationery – канцелярские принадлежности, почтовая бумага

1. A package can be delivered by the mailman (Am.) or the postman (Br.) or by a private _____ service.
2. Purchases usually carry an extra charge for _____ if they, are sent by _____.
3. An important or valuable document is best sent by _____ mail.

4. It shows that you are efficient if you reply to a letter by _____.
5. If you want people to reply to an invitation, put _____ at the bottom.
6. If you send some documents in a separate envelope from your letter, these documents are sent under _____.
7. If you are sending someone a letter, you should keep a _____ or a _____, so that you can keep a _____ for your files.
8. It is often cheaper (though less quick) to send catalogues through the mail as _____ instead of by letter post.
9. Envelopes, ball-points, felt tips and paper clips are all items of _____.
10. A letter can be collected from, a-post office if it's addressed _____.

Задание 4. Представьте, что вы менеджер по кадрам. Обсудите с персоналом удобные рабочие часы (flexible Working hours):

The facts

The office opens at the moment from 9 am to 5 pm with a lunch hour from 1 to 2 pm. Three quarters of the staff work a 35-hour week. The rest are part-time. During office hours telephones have to be answered and visitors to be received.

Management proposals

Only certain days in the week should be designated "flexidays". There should be a period of core time, which is non-negotiable except for normal exceptions.

Staff suggestions

Some secretaries would like to leave earlier on (days other than Thursdays as the shops do not stay open later and so are fuller. Clerical staff are prepared to work during the present lunch hour. An extension of working hours is acceptable if they are credited later. One department has proposed a "pairing" system, where you always have someone else to cover for you in your absence.

Staff requests

There are a number of part-time workers, all women, about 25% of the office staff, who would prefer to work the majority of their 17 hours in the mornings. Several people have requested time to take their children to pre-school and school and also to fetch them in the afternoon. They would prefer to start at 10 on certain days. The canteen must stay open longer at lunchtime, if necessary.

Задание 5. (Вопрос о пользе собраний.) Выразите свое согласие или несогласие:

- More time is wasted at meetings than in any other business activity.
- The purpose of meetings is to decide when the next one will take place.
- A meeting is a group of people who can decide nothing alone and who decide together that nothing can be done.
- It's better to send everyone a memo about a new procedure than to have a meeting.
- The most important person at a meeting is the chairman.
- The most important piece of paper at a meeting is the agenda.

- The most meetings are unnecessary, they're just a way of making people think they're important.
- It's better to talk to each person individually than to have a meeting.
- A meeting may be the only chance the members of a group actually have to see each other face to face.
- Meeting lead to better decisions, because of the exchange of ideas.

Задание 6. Прочитайте диалог. Отметьте незнакомые слова и выражения.

Susan: I've just run into that office designer chap...

Hillary: Mr. Harris?

Susan: That's right. Anyway, he had a pile of papers and a tape measure in his hands. What's going on? Do you know, Hillary?

Hillary: Well, I'm not supposed to tell you, but...

Susan: This sounds interesting! Go on.

Hillary: We are going open plan.

Susan: Does that mean we're going to be sharing a room with the bosses?

Hillary: No, not exactly, but we're going to share the office with some of the other secretaries. It's all part of the new development, but the bosses haven't agreed on the details yet.

Susan: I suppose that with the new extension going up, there will be some more jobs.

Hillary: Have you seen the plans?

Susan: Yes, it's going to be huge.

Hillary: Well, I haven't seen them, but I've heard they want to move all the departments around...

chap – парень

pile – груда, кипа

open plan office — большой офис без внутренних перегородок

Задание 7. В любом офисе много табличек на дверях. Дайте их русские соответствия:

Accounting manager – Bookkeeping – Canteen - Ladies' toilet Gents' toilet – Personnel manager

– Photocopying room – Post room – Secretary – Systems analyses –Typing pool – Reception –

Restroom – Data Processing – Stationery store

Задание 8. Внимательно прочитайте нижеследующие положения. Скажите, какие из них наиболее важны, если вы только начинаете работать в офисе.

- Be punctual.
- Wear your smartest clothes (not trousers if you're a woman).
- Go to the hairdresser's the day before.
- Smile at everybody you meet.
- Find out what the canteen food is like.
- Offer to pay for your own coffee.
- Make a note of everything anyone tells you.
- As if you can start work as soon as possible.
- Show your new colleagues pictures of your family.
- If you are a smoker, don't smoke in an office you share with someone.
- If you are a non-smoker, say you don't mind if the person you share the office with wants to smoke.
- Wait until you have been introduced before you speak to anyone else.
- Apply to go on a special training course.
- Ask where to get your luncheon vouchers.
- Inquire about the company pension scheme.
- Ask who is the trade union representative.

Задание 9. Прочитайте по ролям диалог между менеджером и служащими. Расскажите по-английски о претензиях каждого из служащих.

Hillary: Karen, have you got a few minutes? I'd like to have a word with you.

Karen: Yes, of course, Hillary.

Hillary: And is Helen around?

Karen: Yes, she's just gone over to Finance. She'll be back in a minute... oh, here she is now.

Hillary: Helen, could I have a word with you and Karen?

Helen: Yes, of course.

Hillary: OK. Let's go into Alice's office. She's away today, and then we can talk a bit more privately.

Helen: OK.

Karen: OK.

Hillary: Right, now I've heard that-the two of you have been complaining a bit... about the extra work you are expected to do. So I thought we could perhaps discuss it and see if we can sort it out. Is that OK?

Karen: Yes, it's a good idea.

Helen: Yes, fine.

Hillary: OK, Karen, can you tell me what your problems are?

Karen: Well, it's just that I can't manage to get through all my marketing work. I just seem to have too many other things to do.

Hillary: Go on.

Karen: Well, first I often have to type letters for the departmental managers.

Hillary: You mean outside marketing?

Karen: Yes, for Mr. Ford, for example. When Katty and Sally

Hillary: I see.

Karen: And then I sometimes have to type up minutes of meetings, which isn't really my job at all.

Hillary: No, that's right. That isn't your job. Anything else?

Karen: Well, then there's the post. Occasionally I'm asked to sort through it.

Hillary: Do you ever have to distribute it?

Karen: No, rarely. I mean Helen does that normally. I only do it when she's away or too busy.

Hillary: And how about dictation?

Karen: Well, that's normally once a day, but that's not too bad because it's usually in marketing – so I don't mind. It's really all the other jobs that I get.

Hillary: I see, so the problems are mainly the letters - and typing the minutes.

Karen: Yes, I suppose so.

Hillary: OK. Helen, what about you?

Helen: Welt, at the moment! always distribute the mail. But I thought it would be shared – not always me.

Hillary: I see. And what about sorting?

Helen: Well, I do that twice a day, but it doesn't take -very long. And any way, that's part of my normal job.

Hillary: And what about meetings taking minutes or typing them?

Helen: Well, I take minutes at the board meeting every month... and again that's part of my job. But I'm also asked to type up minutes from other meetings.

Hillary: How often?

Helen: I suppose I get some every week to type up... and they're not from marketing.

Hillary: I see. And how about dictation and letters?

Helen: Well, I suppose I do a dictation daily ... but it's often for other managers. I mean they just walk in and...

Hillary: OK, Helen. I understand. And what about letters?

Helen: I rarely type letters these days. I never have time.

Hillary: I see. So I suppose you just give them to Karen.

Helen: Well, not exactly give them...

* * *

Hillary: Alice, are you busy?

Alice: As usual. But what can I do for you?

Hillary: I've just opened the suggestions box, and I wanted to have a word with you about some of the suggestions.

Alice: OK.

Hillary: The first one is about the morning tea break. At present it's at 11.00, and the suggestion is to change it to 10.30.

Alice: Well, and what do you think?

Hillary: I think we should have it a bit earlier, if that's OK.

Alice: I have no objections at all.

Hillary: Good. The second one is about the printer.

Alice: Another complaint about the noise?

Hillary: Afraid so.

Alice: Well, we can't replace it. But it might be a good idea to fit a better cover so that it isn't as noisy.

Hillary: OK, I'll investigate. Right, the next one says 'What about having a non-smoking office?'

Alice: A nice idea, but unfortunately unrealistic with so many people working in the same office. But why don't you talk informally to the office staff and see if the smokers can agree to smoke outside the office or something?

Hillary: OK, I'll do that. The next one is about flextime. Don't you think we should consider it? Most of the other companies in Southtown have already introduced it.

Alice: I'm afraid the Managing Director has already said no to that one, and I agree with him for the moment. I think we should look at it again next year.

Hillary: Fine. OK, just two more. How about a company Christmas party?

Alice: Yes, I'm all in favor. We've got plenty of time if we start thinking about it now. Why don't you start planning after the summer?

Hillary: OK, I'll enjoy organizing that. And finally, there's a suggestion about reorganizing the

furniture in the main office. The secretaries all say that they are very cramped. Don't you think we should do something about it?

Alice: Yes, absolutely. It's been on my mind for quite a while now. I suggest that we have a word with Christine Adams, the Office Manager, and see what can be done.

Hillary: Good, that's all. Thanks very much.

Задание 10. Работа в парах. Составьте мини-диалоги по следующему образцу:

– I think it would be a good idea if all firms had facilities for looking after pre-school children.

– I can see what you mean, but it would be a difficult thing to introduce.

Практическое занятие № 39 Talking about points of view

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование

потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. Are good relationships between colleagues important? Why?

Задание 1. Внимательно прочитайте диалог между Hillary Beacham и госпожой Wright. Ответьте на следующие вопросы:

- What kind of job is Mrs. Wright looking for?
- Where did she work before?
- What does Hillary Beacham do (in the company)?

H.B.: I think I'd better take this opportunity to explain to you exactly who's who in the company. You'll need to know who to go to if you want to contact a particular manager. Let's start right at the top: David Burton is the Managing Director and his Personal Assistant is Mary Wilkins. The company is divided into four departments: Production, Personnel, Marketing und Finance. OK?

W.: Right. Let's deal with each one in turn. Michael Stout looks after Production, and his title is Production Manager, and Daniel Harkin works as Personal Assistant in the Production Department. Then there are two secretaries. Is that so?

H.B.: Yes.

W.: Moving on to Personnel, we've got Sheila Polson, and her title is Personnel Director. Jane Hargreaves works for Sheila Polson as Personal Assistant. And then there are two secretaries in the department. OK?

H.B.: Yes, fine. As you know, I'm the Marketing Manager and for the next two months you are going to work as my Personal Assistant. Helen Wright and Karen Williams, the two secretaries in the department, will report to you. Is that clear? And finally... Paul Cummins is responsible for the Finance Department. His PA (Personal Assistant) is Judith Walker. And then there are three secretaries in the department. You've met one already. I think. So that's a brief overview of the structure of the company. Do you have any questions?..

Задание 2. Прочитайте внимательно текст, в котором речь идет о том, каким должен быть современный руководитель. Свое мнение высказывают три члена комиссии: Джон Рейнолдс, Марк Причард, Сюзен Стейнтон. Продолжите обсуждение кандидатур, используя модели диалога.

Reporter: In the second part of this interview I'd like to ask each of• you in turn what you consider to be the three most important qualities for a good manager. Perhaps we could hear your ideas first, Mr. Reynolds.

Reynolds: I think that at present the most important quality is the ability to deal with other people. I know we are a manufacturing industry, but I feel very strongly that we also have a great responsibility towards our personnel. Secondly... let me see. Yes, in my opinion the second most important quality is the ability to talk to our personnel about their jobs, their futures, their problems, etc. To be able to relate to them, you know. And thirdly... I suppose I'd put adaptability as the third most important quality. I think that fits in with the other two points I mentioned to give my idea of a good manager.

Reporter: Thank you for your opinions, Mr. Reynolds. Perhaps we could hear your views now, Mr. Pritchard.

Pritchard: I consider the present situation requires a rather different approach to the whole question of management and therefore different qualities for managers. I believe that a good manager is one who can persuade people that his way is right. Isn't that why he is a manager? Getting people to accept his decisions and to follow his leadership – that, in my view, is the mark of a good manager. Secondly, I feel that he should be firm with his people – that's how they'll come to respect him. And thirdly,... I'm of the opinion that he should be physically fit. In this day and age the pressures and strains are so great that only the fittest can survive, and those are the ones who should be the managers. Mentally competent. Yes, but physically competent, also.

Reporter: Thanks, Mr. Pritchard. Could we hear what you think, Mrs. Stainton?

Stainton: Yes, certainly. I think my views probably represent a mixture of synthesis of my colleagues' opinions. The most important quality is, in my opinion, the ability to think flexibly – to find new answers and new solutions. Secondly, I feel that as managers we should be able to handle people, as I'm sure that for the company good labor relations mean a happy and secure future. But this doesn't mean that we should be too lenient or too dogmatic. No, the third quality should be, in my view, the ability to direct and control people effectively.

Reporter: Thank you all for your opinions.

Задание 3. Запомните следующие слова и выражения. Составьте собственные предложения и мини-диалоги:

to be able to deal with other people – умение общаться с другими людьми

to be responsible (to smb.) – нести ответственность перед кем-либо

to be able to talk to the personnel - уметь разговаривать с персоналом

to be able to relate to people - уметь взаимодействовать с людьми

to be adaptable – уметь приспосабливаться

to fit in with smth. – совпадать с чем-либо, вписываться во что-либо

to be able to persuade people – уметь убеждать людей

to get along with smb. – ладить с кем-либо

* * *

to get people to accept smb's decisions – склонять людей к согласию с решением (руководства)

to get people to follow smb's leadership – заставлять людей выполнять требования руководства
to be firm with people – быть требовательным к подчиненным
to be physically fit – быть в хорошей физической форме
to be mentally competent – обладать живым умом
to be able to think flexibly – уметь гибко мыслить
to be able to handle people – уметь управлять людьми
to be lenient – быть уступчивым
to be dogmatic – быть категоричным, догматичным
to direct people effectively – управлять людьми эффективно
to be strong in body – быть физически сильным
to keep fit – держать себя в форме
to be well-organized – быть хорошо организованным
to be punctual – быть пунктуальным
to be enthusiastic – быть оптимистично настроенным
to be suitable for position – соответствовать должности
to be creative – обладать творческим отношением к делу
to be well-bred – быть хорошо воспитанным

Задание 4. Используя приведенные ниже выражения, попытайтесь составить портрет идеального руководителя.

Expressing your opinion strongly you'll say (Подчеркивая ваше мнение, вы скажете):

I definitely think that...

I'm sure that...

I'm convinced that...

I really do think that...

Expressing your opinion neutrally you'll say (Просто выражая мнение, вы скажете):

As I see it,...

I think...

I consider...

I feel...

In my opinion...

To my mind...

Expressing your opinion weakly you'll say (Выражая мнение уклончиво, вы скажете):

I'm inclined to think that...

I tend to think...

I'm disposed to think...

I'm prone to think...

Задание 5. Переведите на русский язык следующие точки зрения по вопросу о том, каким должен быть руководитель. Определите, чьи это точки зрения.

1. to know how they are getting on with their jobs
to have the opportunity to discuss their work in detail with the boss
to discover their own weaknesses to find out what view the boss has of them
to know how to work more effectively
to discuss their future within the organization to see how their careers are developing

* * *

2. managers can profit from closer contact with individual employees
managers can find out what their employees do well or could do better
managers . can review the performance of their staff by interviewing them
the company can profit from interviews, because they create closer working relationships

interviews help the company (to) find out which people can be promoted
interviews help people believe in the company more
interviews help (to) find out which employees can benefit most from further training

Задание 6. Смоделируйте ситуации, в которых сначала вы выступите в роли подчиненного, а затем – в роли менеджера по кадрам.

First you are the employee:

1. You would like to bring up the subject of wanting to have more responsibility...
2. You aren't satisfied with what you have been doing so far...
3. You are looking for greater challenges...
4. You feel your qualifications and your experience mean that you need less supervision in your job...

Now you are the manager:

1. Several people in the department are under consideration by the management...
2. They are looking for someone who is prepared to show initiative and to work under the supervision of the personal assistant of the vice president/managing director...
3. The company is looking for someone who enjoys contact with people outside the company...
4. The company is looking for somebody who is prepared to travel a lot – and to be away from home sometimes at the weekends...

Задание 7. Переведите на русский язык следующие правила делового этикета.

Hints for the Office Manager or the Boss

You need not go around proving you're the boss if you are. So here are some suggestions:

- Don't order, ask and be polite! It amounts to the same thing, but it sounds – and works – better.
- Remember that people work with you? Not for you. People like to be spoken of as associates, not as slaves.
- Keep your promises. It's important to make note of every promise whether it is important or something you think less important.
- Criticize, if you must, only in private – and do it objectively. Never criticize anyone in public or in anger. And that goes for the mail clerk's well as you're your assistant.

* * *

The Secretary

In most companies a secretary is hired strictly for business. If you have so little office work for her that she has time to manage your (or her own) personal affairs, you don't need a secretary.

If you ask her to do something which is beyond the scope of her regular office work, realize that you ask a favor. However, this puts your relationship on a more personal basis...

Drawing room manners are out of place in an office, and you are not expected to jump to your feet and hold a chair for your secretary every time she comes into your office. But take care not to treat her as if she were nobody.

You should say a pleasant "Good morning" when you come in and "Please" and "Thank you" at every opportunity; don't expect her to carry in the chairs for your meeting; show a little interest in her health and mood.

Note: When you go out, let her know where you're going, how you can be reached and when you expect to return. She needs the information to fill for you in your absence.

This is what you should expect of your secretary:

- Polite handling of your telephone calls.
- Courteous handling of your visitors.

When someone has a definite appointment with you, he should not be kept waiting but should be shown to your office at precisely the time agreed upon.

But if you are really busy, your secretary should go out to your visitor in person, explain your absence, convey your apologies and then give a definite idea of how much delay is inevitable.

If the visitor chooses to wait, your secretary should then make sure that he is comfortable. It is by no means necessary for her to "entertain" the visitor. She should go on with her work as soon as she has seen that he is comfortable.

Задание 8. Переведите на русский язык следующие предложения:

(a) Definite frequency

1. The post is delivered twice a day.
2. The photocopier is serviced every three months.
3. Canteen tickets are sold once a week.
4. The telephones are checked annually.
5. The fire alarms are tested twice a year.
6. Training courses for new staff are held every month.

(b) Indefinite frequency

1. Compact employees rarely look at the notice boards.
2. Compact employees quite often eat in the company canteen.
3. Compact employees eat in the company canteen quite often.
4. Compact employees sometimes work overtime.
5. Compact employees always take their full holiday entitlement.
6. Compact employees usually come to work by car.
7. Compact employees often retire at 65.
8. Compact employees are never made free/redundant.

Задание 9. (Предварительная договоренность о встрече.) Прочитайте диалоги по ролям:

S - for Secretary, W - for Mrs. Wright, H.B. – for Hillary Beacham.

S.: Compact System. Good morning.

W.: Good morning. Could I speaking to Hillary Beacham?

S.: Who's calling, pleas

W.: My name is Adel Wright.

S.: Thank you. And what's it in connection with?

W.: The secretarial job advertised in last night's paper

S.: Thank you. One moment, please. I'm putting you through now.

W.: Thank you.

S.: I'm afraid there's no answer. Would you like to leave a message?

W.: No, thank you. I'll ring back later. What time do you think she'll be in her office?

S.: If you give me your name, I'll tell her you're going to call.

W.: OK. It's Wright, spelt W-R-I-G-H-T. And the first name's Adel.

S.: OK, Miss Wright.

W.: It's Mrs. Wright, actually.

S.: OK, Mrs. Wright.

W.: So, what time should I call back?
S.: She'll definitely be in after lunch, at 2.
W.: OK. I'll call back after 2, then. Thank you.
S.: Goodbye.
W.: Goodbye.

* * *

S.: Compact Systems. Good afternoon.
W.: Good afternoon. Could I please speak to Hillary Beacham?
S.: And your name is?
W.: Adel Wright.
S.: Thank you. What are you calling about, please?
W.: The secretarial job advertised in last night's paper.
S.: Ah yes. You rang this morning, didn't you?
W.: Yes, that's right.
S.: Hold on a moment, please, Mrs. Wright. I'll connect you right away.
W.: Thank you.
H.B.: Hillary Beacham speaking.
W.: Good afternoon. My name's Adel Wright. I'm calling in connection with the secretarial job advertised in last night's paper.
H.B.: Ah yes, Mrs. Wright. You rang this morning, didn't you?
W.: Yes.
H.B.: Can I ask you a few questions?
W.: Of course.
H.B.: I presume you've worked in a computer company?
W.: Yes, I've had four years with Date Base System.
H.B.: Are you still there now?
W.: Yes, I am.
H.B.: I see. And what are your duties there?
W.: I work in the sales department. I handle all the inquiries.
H.B.: I see. And are these written inquiries?
W.: Both written and phone calls.
H.B.: And do you have to do a lot of typing?
W.: No, in fact I use the phone for nearly all UK inquiries.
H.B.: And what about shorthand?
W.: Well, to be honest, it's a bit rusty.
H.B.: Good. So, perhaps you could tell me why you are interested in...

Задание 10. Запомните следующие слова и выражения:

to be familiar with the requirements of the job – знать требования,
предъявляемые работой
in my previous position – на прежней должности

to be in charge of –отвечать за
opportunities for advancement – возможности продвижения по службе
a full-time job – штатная должность, полный рабочий день
a part-time job – работа на полставки, неполный рабочий день
well-paid job – хорошо оплачиваемая работа
temporary job – временная работа
job in one's field – работа по специальности
to work overtime – работать сверхурочно
length of service – стаж работы
cash award = bonus = premium – денежная премия
lay-off – сокращение, увольнение из-за отсутствия работы
benefits = fringe benefits = perks – льготы
probationary period – испытательный срок
to apply for position – подать заявление о приеме на работу
to ask for raise (Am.), rise (Br.) – просить повышения зарплаты
to take home pay = net salary – чистая зарплата (за вычетом всех налогов)
regular pay – основная зарплата
gross pay – общая сумма зарплаты (salary), сумма до вычета налогов
job vacancy = job opening – вакантная должность
high level job – высокая должность
top position – ведущая должность
managerial job – управленческая должность
administrative job – административная должность
job title – наименование должности
to resign – отказываться от должности
to fill a position – вступить в должность
deductions from the salary – вычеты из зарплаты
to be promoted to the position of ... – быть переведенным с повышением на должность...
to make a good impression on – произвести хорошее впечатление

Задание 11. Деловая игра. Используя лексику урока и выражения из задания 10, составьте диалоги.

В вашей фирме появилась вакансия на должность секретаря управляющего предприятием.

Вы выбрали претендента на эту должность и оговариваете с ним его распорядок дня.

Претендент на должность уточняет у вас необходимые детали для работы на новом месте.

Практическое занятие № 40 Degrees of certainty

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What types of business letters do you know?

Задание 1. Прочитайте текст, стараясь не прибегать к помощи словаря. Выпишите незнакомые слова и выражения.

With the development of industry, technology, trade, and economic ties among the countries and ordinary people a great volume of business is done by mail. It is true that the telephone, telegraph, telex and fax to speed up transactions, but they also increase expenses to such an extent that practical businessman and economic people use these modern means of communication only for matters requiring immediate action or for messages which can be expressed briefly.

Business letters concern us in our daily living, especially those of us who live abroad and deal with foreigners. People write business letters in many situations: finalizing contracts, booking a seat in an airplane, reserving hotel accommodation, booking theatre tickets, writing order-letters, letters of inquiry, claim letters (letters of complaint), cover letters, letters of confirmation and letters of guarantee.

A business letter, like a friendly or social letter, should make a favorable impression. In order that a letter may create this impression, it should be neatly written or typed, properly spaced on the page and correctly folded in the envelope.

The Flirts of a Business Letter

The basic outline for a business letter is that of any letter: the heading, the inside address, the salutation, the body of the letter, the complimentary close and the signature. If you forget something you mean to say in the letter, put it in a PS at the bottom of the page.

Задание 2. Выучите следующие слова и словосочетания и составьте с ними собственные предложения:

a great volume of business – большой объем работы

to speed – ускорять, содействовать

to speed transactions – ускорять сделки

to increase – увеличивать, поднимать

to increase expenses – увеличивать расходы

order-letter – письмо-заказ

inquiry letter – письмо-запрос
clam letter (letters of complaint) – письмо-жалоба (письмо-рекламация)
cover letter – сопроводительное (препроводительное) письмо
letter of confirmation – письмо-подтверждение
to space – размещать, отделять
to fold – складывать, сгибать
heading – заголовок
salutation – приветствие
inside address – адрес получателя
body of the letter – текст письма
complimentary dose заключительная формула вежливости
signature – подпись
circular letter – циркуляр
registered letter – заказное письмо
dead letter – недоставленное письмо
letter of congratulation – поздравительное письмо
letter of introduction – рекомендательное письмо
registered letter with statement of value – ценное письмо
statement – ведомость
remittance – денежный перевод
to be called for = poste restante – до востребования
date of the postmark – дата почтового штемпеля
certified copy – заверенная копия
Consignment note = way bill – накладная
to send by parcel post – отправлять почтовой посылкой
to post = to mail – отправлять почтой
urgent telegram – срочная телеграмма
to refer to smth. – ссылаться на что-либо
first-printed copy – первый экземпляр
copy on approval – контрольный экземпляр
in duplicate = in two copies – в 2 экземплярах
to renew correspondence – возобновлять переписку
addressee – адресат
sender – отправитель
receiver – получатель
in triplicate = in three copies – в 3 экземплярах
receipt – расписка

Задание 3. Выберите нужное слово из рамки и заполните пропуски:

to type
the complimentary

closing
extent
salutation
volume
concern
envelope

1. _____ a polite way of the ending of a letter.
2. The name and address of the company written to are usually _____ on the left-hand side against the margin.
3. The normal form of _____ for letters addressed to organization is "Dear Sirs". "Dear Mr. Smith" has tended to replace "Dear Sir".
4. The _____ of passenger travel on the railways is decreasing.
5. A flat-paper container for a letter is called _____.
6. This clause of the contract _____ very much.
7. I was surprised at the _____ of his knowledge.

Задание 4. Прочитайте текст. Выразите свое согласие или несогласие с суждениями после текста.

Layout of Commercial Correspondence

Business letters exchanged by commercial firms, companies, publishing houses, institutions, etc. are usually written on business letterheads with the name and address of the firm or office already printed above the letter.

The usual layout for the official business letter today is known as the blocked style. In this style all new lines of typing are ranged to the left including paragraph openings and the concluding salutation. There is no punctuation in the address and the greetings. The same style is followed on the envelope.

This streamline style is considered to be efficient, modern and is designed to save the typist time.

However, there are companies and firms which favor the indented or step form style. In this style paragraph openings are indented, the address and greetings are punctuated. The complimentary close and signature are in the middle or even on the right.

The indented style in business letters now has somewhat a traditional appearance, though it can look more balanced, especially for personal letters.

Following are some business letters written on letterheads in the modern streamline block style.

* * *

1. The usual layout for the official business letter today is known as the blocked style.
2. There is no punctuation in the address and the greetings.

3. The streamline style is considered to be efficient, modern and is designed to make a letter more beautiful.
4. In the indented or step form style paragraph openings are indented, the address and the greetings are punctuated.
5. The complimentary close and signature in the step form style can be only in the middle.
6. The indented style in business letters has a different appearance each time.

Задание 5. Внимательно прочитайте образцы деловых писем. Объясните, чем различаются эти письма.

Heading University High School
155 East 44th Street
New York 17. New York
September 4. 200...

Inside address

Mr. H. Buford Fisher. Chief
Public Information Service
United Nations, UN Plaza
New York, New York

Salutation → Dear Mr. Fisher.

Body

Our oral-English class¹ occasionally sends speakers to other oral-English classes as part of our program of work during the term. This year we would like to aid in publicizing UN activity during the forthcoming annual Assembly² of the United Nations due to open this September.

Body

In order to get information about the activities of the United Nations and the importance of this World organization, we should like to have a good speaker who can give us information, such as a member of the UN Secretariat. Would you be kind enough to suggest a speaker who is not too formal, but who would talk conversationally³ and interestingly. His talk should not last over an hour. I enclose a self-addressed stamped envelope,⁴ and we shall be grateful for any suggestions you may make.

Close → Very truly yours,

- 1 oral-English class – группа разговорного английского языка
- 2 the forthcoming annual Assembly — предстоящая ежегодная Ассамблея
- 3 to talk conversationally — владеть разговорной речью
- 4 self-addressed stamped envelope — маркированный конверт с обратным адресом

Signature → Laura Winston

Stamp
Edward J. Dawson
R.R. I, Box 148
Stockton,
Mr. George L.
Smith
39 West Locust
Avenue

Stamp
Richard M.
Marshall,
1387 Brown
Hinson Manufacturing
Company,
1795 Connecticut
Street.

Задание 6. Внимательно изучите структуру делового письма (Задание 5) и ответьте на следующие вопросы:

- 1. What kind of letter is it?
- 2. Does the salutation "Dear Mr. Fisher" show that the correspondent is unknown to the author or known to him personally?
- 3. What does the body of the letter deal with?
- 4. Is the complimentary close formal or informal?

Задание 7. Напишите письма по следующим адресам:

а) в Англию на фирму "Smith & Sons LTD", Лондон СВ.Б., Куин Виктория 25, на имя менеджера по экспорту

- б) на фирму «Лондон Метал Уоркс», в Лондоне Н.В. 7, по улице Минсннг Лэйн 37, на имя секретаря
 в) в Манчестер, 15, улица Марпл Роуд, дом 37, на фирму «Астлей Бразерз».

Задание 8. Внимательно изучите следующую таблицу и напишите по одному письму каждого типа.

Different Kinds of Salutation and Complimentary Close

Kind of a Letter	Salutation	Complimentary Close
Formal letters to officials ⁵ and supervisors ⁶	Sir: Madam:	Yours respectfully. Respectfully yours. Yours very respectfully
Letters to business firms and companies	Gentlemen: Ladies:	Yours truly
Answers to advertisements giving no name of person or firm	Gentlemen: (or omit the salutation)	Yours truly
Letters to persons unknown or slightly known to writer	My dear Mr. Moore: Dear Mr. Johnson: My dear Mrs. Slock: Dear Sir: Dear Sir and Madam:	Yours truly. Sincerely yours. Yours very truly. Very truly yours.
Letters to persons well- known to writer	Dear Mr. Warren:	

Dear Miss Macy:
Dear Mrs. Jenkins:
Dear Professor Lewis:
Very sincerely yours,
Cordially yours,
Yours cordially,
Very cordially yours.

5 ' official — служащий
6 supervisor — должностное лицо

Задание 9. Поставьте глагол в скобках в нужную форму

21st June, 200...
Dear Mr. Brown,
I just _____ (to read) your promotion to sales manager. Let me

(to offer) my warmest congratulations.
I _____ (not to have) to tell you that all of us _____ (to wish) you best of luck
in your
new position.
We _____ (to be sure) we _____ (to read) more good news about you in
the trade
papers in the future.
Yours sincerely,
F. Popov
25th November, 200...

* * *

16th July, 200...
Dear Sir,
Your order No 1355
We _____ (to write) to inform you that we (to ship) the first grinding machine
against
the above order by the m.v. St. Petersburg this morning. Acknowledgment of
receipt in good and
condition _____ (to be appreciated).

Задание 10. Переведите на английский язык:

1. Умение писать деловые письма имеет огромное значение для нормального ведения коммерческой деятельности.
2. В письмах можно использовать некоторые общепринятые стандартные обороты.
3. Деловые письма обычно пишутся на фирменных бланках, отпечатанных типографским способом.
4. Заголовок к тексту письма сообщает его тему, тем самым давая возможность получателю сразу понять, о чем письмо.
5. Письмо должно быть посвящено лишь одному вопросу.
6. Деловые письма подписываются от руки четко и разборчиво.

Задание 11. Выучите заключительные фразы деловой переписки:

We expect your early reply – Надеемся на быстрый ответ

Please inform us in the shortest possible time – Просим сообщить нам как можно скорее

We are looking forward to your consent (approval) – Ожидаем Вашего согласия (одобрения)

Awaiting your reply – Ждем Вашего ответа

Yours faithfully = Faithfully yours = Yours truly = Yours sincerely = Sincerely yours – С

уважением

Задание 12. Переведите предложения и выражения, используйте их при написании письма:

We have the pleasure to inform you that.... Please accept our apologies for... We are sorry to have remind you that... In connection with your letter of... In confirmation of the cable of... In view of above... We are sending this letter in duplicate. At your request, we are sending you... We have considerable interest in... With reference to your order... In reply to your letter of... Please let us have your instructions for shipping. This is to confirm our order of.... We have an inquiry for...

Accept our apologies for the delay. The delay was caused by... The delay occurred through no fault of ours. Reasons beyond our control. In due course. Damage occurred during transporting. Through an oversight, for lack of time. In case of non-payment. Trusting for a favorable reply to our application. We are honored to invite you to participate in our forth-coming conference on...

Should our offer be of interest to you, we shall be glad to see your representative. Thank you for your order and you can be sure the goods will be supplied within next week as usual. Unfortunately, we cannot see our way to accept your order with a discount of 10%. Please, inform us if this special cash discount of 5% is acceptable for you. We are pleased to tell you how glad we were with your order because it represents our first business transaction with you. We enclose a free leaflet and new quotations. The lowest quotations today are as follows... We

confirm the receipt of your order No 215 of 11 October. Please let us know when the goods are ready for shipment. We thank you for your inquiry. Please state what discount you allow for quantities and cash payment. We'll give you a discount, if you increase your order. We enclose our price-list with this letter. Please do not hesitate to contact us. A 5 per cent discount off (from) the price. This price is subject to confirmation. What's your idea of the price?

Задание 13. Внимательно прочитайте образец письма к менеджеру по кадрам и выучите слова и словосочетания, которые помогут вам лучше понять содержание письма:

The Firs,
Long Lane,
Bickley, Surrey
The Personnel Manager,
Harper & Grant Ltd.,
Great West Road,
London, W. 25.

1st October, 200..,

Dear Sir,

I am writing to ask you if you have a vacancy on your staff for an assistant accountant.

I am twenty-two years of age and have been working in the costing department of the Bedford Furnishing Company, Bedford House; London, E.C.I.", for the past two years. I am studying Accountancy and Business Management at the Polytechnic and wish to complete my course there, which has another two years to run.

The only reason for, my seeking new employment is, that Bedford Furnishing is moving shortly to a development area in the north-west, where its main works is already located.

If there is some chance of a vacancy occurring in-the near future, I would greatly appreciate being given an interview. My present employers would gladly give reference.

Yours faithfully,

Simon Deeds

Задание 14. Деловая игра. Составьте деловые письма по заданным ситуациям, используя выражения:

письмо-предложение о (поставках оборудования), письмо-подтверждение о (поставках оборудования), письмо-приглашение (на работу, на совещание), письмо-просьба, письмо-благодарность, письмо-поздравление, письмо-отказ, жалоба на задержку с ответом, принятие предложения, письмо-претензия на качество товара, просьба о предоставлении информации по какому-либо вопросу, письмо об изменении условий или сроков поставок.

Практическое занятие № 41 Functions Presenting an argument

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What is management?
2. Who is a manager?

Задание 1. Постарайтесь понять текст без словаря. Кратко перескажите его основное содержание.

The management of the company is called the Board of Directors (not Managers) headed by the Chairman (= the President Am.). There is usually a Managing Director and in the case of big companies there may be several Joint Managing Directors.

A Manager in British companies is the person who is head of a department – Sales, Export, Works (Production), Staff, etc. So there are Sales Managers, Export Managers, Works (Production) Managers, Staff Managers, etc.

A general Manager has managers, working under his control, and receives his instructions from the Managing Director.

By British Company Law (the Companies Acts of 1948 and 1985) a limited company (public or private) must have a Company Secretary whose duties are manifold. First he is the clerk to the Directors: he is to keep Registers of Directors and Members, arrange for proceedings at Director's and shareholder's meetings, prepare notices for the calling of these meetings, attend them and advise directors at board meetings on the legal, accounting and tax implications of any proposed business move as well as keep minutes and write reports (the minutes of a meeting are usually concise records of resolutions or decisions reached, and the reports are more extensive and give details of discussions, arguments for or against the resolutions, and so on), Second he represents his company and in this capacity he supervises the working of the staff and the maintenance of staff records (if there is

no special staff manager) finally he is often responsible for the accounting and handling of contracts. Thus he is the link between the company and the members, between the company and the staff and between the company and the public.

The Company Secretary must be a properly qualified person, and be able to fulfill his routine duties well. He is supposed to have training in company law, accountancy and many other subjects. He is expected to be a part-lawyer, part-economist, part-administrator and part-accountant.

But it takes a good deal more than professional qualifications to make a good company secretary: "he must be businessman and humanitarian, lawyer and visionary" (as one of the English newspapers puts it).

Задание 2. Выберите нужное слово из рамки и заполните пропуски:

department
staff
head
management
activities
shareholders
supervise
handling
minutes

1. Accounting and advertising are important _____.
2. Most companies are made up of three groups of people _____ (who provide the capital), the _____ and the workforces.
3. If the production plan is not met, then a manager must be penalized along with the workers he _____.
4. _____ shows the financial picture of the firm.
5. Senior managers _____ the various _____ or functions within a company.
6. Machinery packed in crates needs a special bottom of facilitate _____.

Задание 3. Найдите синонимы среди следующих слов:

- to maintain, to attend, to propose, can, ordinary, to carry out, to advise of
- to suggest, to keep, to visit, to be able, routine, to fulfill, to inform

Задание 4. Ответьте на вопросы:

1. What is the management of the company called?
2. Who heads the Board of Directors?
3. What managers are there in British companies?
4. What does a General Manager do?

5. What are the duties of a Company Secretary?
6. What qualities must a Company Secretary have?
7. How did one of the English newspapers describe a good Company Secretary?

Задание 5. Изучите схему управления английской компании:

Executive Vice-President
President
Chief of The
Credit Department
Marketing
Research Manager
Product Research
Manager
Research and
Development
Sales
Manager
Production
Manager
Controller

Задание 6. Используя модели, перестройте предложения в пассивном залоге.

*Model 1: The manager examines the organizational structure of the firm. →
The organizational structure of the firm is examined by the manager.*

1. The vice-president gives orders to employees.
2. I receive orders from the sales manager.
3. My friend holds the position of general manager.
4. The personnel office receives resumes from prospective candidates.
5. Staff departments do different services to line departments.
6. He takes the orders and usually fulfills the task very quickly.

*Model 2: The Production Manager is examining the organizational chart. →
The organizational chart is being examined by the Production Manager.*

1. I am sending my annual report to my immediate superior.
2. The foreman is firing his immediate subordinate.
3. Comptroller is giving the orders to his employees.
4. We are changing the organizational structure of our company.
5. The board of directors is enlarging the staff of the company.

Model 3: I have invested my money in real estate. →
My money has been invested in real estate.

1. We have considered the advantages and disadvantages of partnership.
2. I have bought shares of IBM (International Business Machines company).
3. This business has involved big financial resources.
4. We have elected the board of directors.
5. The board of directors has chosen the company officers.

Задание 7. Прочитайте фрагмент вступительной речи управляющего по кадрам перед группой секретарей, начинающих работать в компании (Personnel Manager — P.M.; Secretary — S.). В чем, по-вашему, основные сложности в организации работы?

P.M.: Good morning, I'd like to welcome you to our organization. Now you all know which departments you are going to, but before you go off I am going to tell you a little bit about us and about the rules and regulations which we try to adhere to. And the reason why we have these rules is that they help us all to know what we can do, what we must do, and what we shouldn't do – and in the long run make this a happy place to work.

S.: And what can you tell us about flextime system?

P.M.: First of all the flextime system. Most of you can choose what time you are going to start and finish. However, you must all be here for core time which is from 10 till 3. You should all work for a minimum of 37 hours a week and not more than 41 hours. If you look at your job descriptions you'll see that you should put in an average of 38 hours a week. This means you can put in up to an extra 2 hours per week. However, at the end of a month you shouldn't have more than 10 hours overtime, because only 10 hours can be claimed, is that clear?

S.: We would like also know about daily working hours.

P.M.: As far as your daily working hours are concerned, you should tell the departmental heads on the Friday, what times you are going to start the following week. You need's start each day at the same time; but you must be here between 10 and 3, and you mustn't put in less than 37 hours in a week. And one more point, you needn't specify in advance what time you are going to finish.

S.: How long does our holiday last?

P.M.: You all have 18 days holiday a year. Ten of these 18 days must be taken during July when the company will be closed. The other eight days may be taken in either one or two installments, for example five days and three days or six days and two days, etc. But you can't have eight separate single days off or four 2-day periods off.

S.: Could you possibly tell us about lunch hours? We have a canteen here where you can have lunch. Lunch tickets are on sale on Monday mornings only and this

means you must buy your tickets then for the rest of the week. The canteen is open between 12.30 and 2 o'clock and there are two sittings. You should decide on Monday which sitting you are going to attend and tell the supervisor when you buy your tickets. So, any more questions about these three points – flextime, holidays and lunch – before I move on to the next matter?

Задание 8. Прочитайте по ролям диалог и кратко перескажите его содержание.

Allocating the Budget

Chairperson: Well, let's move on to Point 5 on the agenda – the allocation of the 660,000 donated by George Smethurst. We've had 5 proposals put forward, which you've all got on your agendas.

Well, who'd like to start the ball rolling? Yes, Bill.

Bill: Well, I think there are two key areas where improvements are really necessary and where I think we should spend the money. These are, firstly, office accommodations and the workshop. I'd like to suggest that the money be equally allocated between these two areas.

Chairperson: Charles, I can see from your frown that you don't agree.

Charles: It's not that I disagree entirely with what Bill has suggested. I think it's certainly a good idea to spend some of the money on improving the workshops – and I'm all in favor of that. But I don't think that office accommodations is a priority at the moment, and therefore I'm not, really, for spending money on that. What I do feel we should allocate the money to is improving the company's recreational facilities.

Chairperson: Thanks, Charles. And what do you think, Mike?

Mike: Well, if you ask me, I don't think we need to worry about either the workshops or the recreation area, and I am firmly against spending money on those two proposals. What I would like to see is something done about the canteen – and the Food served in it.

Chairperson: Mary, you look ready to say something.

Mary: Yes. I can't possibly agree to Mike's proposal about the canteen. The food, in my opinion, is certainly adequate and I don't see why we need to spend any money on food. It's not intended to be a three-star restaurant. If they don't like the food here, and remember it's subsidized by US, they can always make their own arrangements. I'm inclined to agree with Bill – that we should spend the money on the workshops and the office accommodations.

Chairperson: Thanks, Mary. Susan.

Susan: I'm inclined to agree with Mary's idea about spending the money on the workshop, but I'm rather against improving office accommodations at the moment. Not that it doesn't need it. It does. But it's rather a luxury. Now you may think my ideas are rather bizarre, but I think we should seriously consider investing some of

the money – perhaps in antiques or paintings. You may well smile, but a little outside investment will at least give us something to fall back on.

Chairperson: I think the best thing to do now would be to vote on the issue. All those in favor.

Задание 9. Используйте данные выражения в собственных диалогах:

- I think we should spend the money on office accommodations.
- I think some of the money should be spent on the canteen.
- I think we should spend most of the money on the workshop.
- I think all of the money (should) be spent on the recreation area.
- I suggest that a little of the money should be spent on the canteen.
- I think we should spend most of the money on office accommodations.
- I suggest we spend most of the money on antiques.
- I think the canteen needs urgent attention.
- I suggest we pay attention to the recreation area as well.
- I think the workshop is in a disgusting condition.
- I think the best thing we could do at the moment is invest the money in a bank.
- I suggest we also invest some of the money in paintings.
- I think that a new recreation area will solve all our problems.
- I suggest that the working conditions should first be improved.
- I think we should have more workers on the Board of Management.

Задание 10. Прочитайте по ролям диалог между служащим фирмы (А.) и менеджером (В.). Составьте сами подобный диалог.

A.: Well, it's a management meeting so the distribution list is all departmental managers and the managing director.

B.: How many items have we got for the agenda?

A.: I've got four. And then I've received some suggestions from the other managers. Those are on that piece of paper there. We'll have to see how many of those can be included with the time we have available. So, firstly, I'll present the European marketing effort.

B.: So what should I put on the agenda?

A.: Call that one "Marketing report: European market".

B.: Right – "Marketing report: European market".

A.: Now I think that'll take about 45 minutes with questions. We mustn't let it go on too long. Once we've discussed that, we'll go on to consider the Far East market. So put that down as the second point on the agenda: "Marketing report: Far East market".

B.: OK – "Marketing report: Far East market". And thirdly?

A.: Next we'll get onto the forthcoming advertising campaign. Oh. and before I forget, will you remember to get those advertising proofs out of the file for me and leave them on my desk, please?

B.: Certainly. So, what's the last thing on the agenda? By the way, what about this suggestion for an item on "Review of market research activities"?

A.: Oh thanks, Hillary. Yes, we should try and include that. Right – put "Review of market research activities" third.

B.: OK. That means that we'll take the advertising campaign fourth?

A.: Yes. So forth we've got the advertising campaign. B.: What should I call it on the agenda?

A.: Let's call it "Advertising". No, "Advertising campaign". Have you got that?

B.: Yes, "Advertising campaign".

A.: The last thing I've got for the agenda is the computerization of the market research program. But perhaps we can take the item on "Investment in new equipment" fifth. Yes, let's do that. So, fifth we've got "Investment in new equipment". OK?

B.: So, point 5 is "Investment in new equipment".

A.: So that just leaves "Computerization of the market research program" as my final point for the agenda. In fact I doubt if we'll have time for anything else.

B.: So finally we've got "Computerization of the market research program".

A.: Yes. And then don't forget to add AOB. Then we can mention the other points that we haven't had time to discuss and decide when we are going to go over them.

Задание 11. Переведите на русский язык следующие словосочетания:

minutes of last meeting; marketing reports: France and Germany; program for next year; date of the next meeting; changes in work schedules; "No smoking" arrangements; holiday arrangements; next year's pay rise; arrangements for sick leave; general discussion; on their long-term prospects; short-term prospects; of their competitiveness; with regard to domestic market; information on their credit status and reliability; for health reasons; parent organization; risk contract; due and faithful performance of a contract; non-fulfillment of contractual obligations; after a careful study of all the evidence; putting these questions aside.

Задание 12. Переведите следующие дефиниции:

agenda – list of points to be discussed at a meeting

available – free

to attend – to be there

distribution list — list of people who should receive a document

forthcoming – happening in the near future

campaign – connected set of actions intended

to obtain a particular business result (e.g.

advertising campaign)

review – careful consideration

market research – gathering of market information especially before designing a new product
computerization – introduction of computers into a company or department
investment – putting money in
AOB – abbreviation for "Any Other Business"

Задание 13. Деловая игра.

Руководитель фирмы проводит производственное совещание со своими заместителями и активом. Повестка совещания: «Улучшение работы фирмы». Вносятся и обсуждаются предложения по улучшению рекламы, изучению новой конъюнктуры рынка, ценообразованию, установке нового оборудования.

Практическое занятие № 42 Organizing your writing

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT DO YOU KNOW ABOUT NCFU ?
2. WHAT DO YOU KNOW ABOUT MGU?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

to train specialists

готовить специалистов

branch

отрасль

higher technical education	высшее техническое образование
economics	экономика
law	право
successfully	успешно
to carry out	проводить
well-organized educational complex	хорошо организованный образовательный комплекс
research center	научно-исследовательский центр
to possess	обладать
wide range	широкий спектр
resource	источник
to teach	обучать
yearly	ежегодно
department/ faculty	факультет
natural science	естественные науки
humanities	гуманитарные науки
mechanical engineering	машиностроение
civil engineering	гражданское строительство
power engineering	энергетика
oil and gas	нефть и газ
food industry	пищевая промышленность
finance	финансы

psychology	психология
translator	переводчик
chemistry-technological	химико-технологический
associate professor	доцент
candidate of sciences	кандидат наук
corresponding member of RAS	член-корреспондент РАН
to take pride in	гордиться

Задание 1. Прочитайте и переведите текст:

I study at North Caucasus Federal University in Stavropol. It was founded in 1971. It was organized to train specialists for many branches of industry. During the last few years our University has become a large center of higher technical education as well as the center for training specialists in economics, law and linguistics. Fundamental research and applied investigations as well as experimental work are being successfully carried out at the University.

At present the university is a well-organized educational complex and research center possessing a wide range of financial and technical resources. NCFU is actively becoming integrated into the international educational system, participates in international educational projects, and has agreements on cooperation and student exchange with educational and research centers in the USA, Canada, West Europe, South-Eastern Asia and Africa.

The University teaches more than 20 thousand Russian and foreign students yearly in 11 departments by more than 70 specialties in engineering, natural science, economics and humanities.

These departments are: Civil Engineering Department, Economics and Finance Department, Humanities Department, Information Technologies and Telecommunications Department, Law Department, Department of Electronics, Nanotechnologies and Chemical Industry Department, Department of Foodstuffs

Biotechnology, Department of Oil and Gas, Department of Power Engineering, Machine Building and Transport.

There are about 800 teachers in our University. Among them, 65 are professors and doctors of science, 7 academicians and corresponding members of RAS, 530 are associate professors and candidates of science. The University takes pride in its highly qualified scientific and pedagogic staff. Among the NCSTU professors are outstanding scholars, doctors of science, full and associate professors, honored scientists of the RF, honored educationalists, full members of Russian and International Academies of different branches.

Today students must assimilate a large quantity of new information which is increasing every day. Lectures and seminars alternate with laboratory works, discussions, research work and self-training.

The academic year begins in September and lasts 10 months till July. There are 3 terms in the course of the academic year, so the students take examinations three times a year. During the terms students have to attend lectures, carry out laboratory tests and practical training. At lectures students listen to the lecturers, take notes and ask questions. In seminars they raise problems and discuss them under the direction of their teachers.

Students of the first and second years study maths, physics, chemistry, foreign languages, elements of machines, mechanical drawing, strength of materials, history, philosophy, psychology etc. From the third year they start to study special subjects and carry out research works in their student scientific societies. Many students get student grant, the sum of money which depends on their success in studies. There are 3 hostels near the main building and the students from other towns and villages can live there paying a small quantity of money for rent.

University complex comprises different educational institutions, libraries, sports facilities and clubs, cultural center, students theater, medical center.

The students take an active part in public life of our University; they issue wall newspapers, give concerts, take part in different conferences and meetings.

Each faculty has its own KVN team and they take part in the University championship gathering full concert hall of grateful audience. Students go in for different kinds of sports. Our football team as well as our volleyball and basketball players take part in the city championships.

I think it is worth studying at this University.

Задание 2. Ответьте на вопросы:

11. What University do you study at?
12. What specialists does it train?
13. How many students, teachers and departments are there in your University?
14. When will you graduate from the University?
15. What subjects do you like to study and what is your favourite subject?
16. Is it difficult for you to study and learn here? Why?
17. Do you take part in the social life of your department, university?
18. Do you attend lectures and seminars regularly?
19. What do you think to be after graduating from the University?
20. What do you like and dislike most of all in our University? Why?

Задание 3. Переведите предложения на английский язык:

1. Я выбрал эту специальность потому, что в будущем хочу получить перспективную и хорошо оплачиваемую работу.
2. Я окончу университет через 5 лет и буду работать юристом на предприятии.
3. В России молодежь имеет все возможности учиться.

4. У нас есть все возможности проводить научно-исследовательскую работу.

5. Наш университет сочетает теоретическое обучение с практической работой и практикой на предприятиях.

6. Я должен сдать свой курсовой проект в субботу.

7. Если мне разрешат, я буду пересдавать этот экзамен через несколько дней.

8. Работая над дипломным проектом, мы проводим много времени в читальном зале университета.

9. Мне бы хотелось работать в научно-исследовательском институте.

10. После получения диплома мне бы хотелось поступить в аспирантуру.

11. Я хочу стать высококвалифицированным специалистом в области нефтяной (газовой) промышленности.

12. Специалисты в области нефти и газа востребованы в нашей стране и за рубежом.

Задание 4. Заполните пропуски артиклем *a/an* или неопределенным местоимением *some*:

1 We want ... employee to work on a new project.

2 I have ... news about the exchange rate.

3 Can you send Gina ... email with our prices?

4 Do they have ... problem with their computers?

5 The bank wants ... information about your account.

Задание 5. Заполните пропуски, используя *some, any, much or many*:

a Does she have ... news?

b Would you like ... cash?

c Do we have ... information?

- d Could I have ... coins, please?
- e How ... minutes is it until the presentation starts?
- f How ... time do you have?
- g They don't have ... documents.

Задание 6. Заполните пропуски, используя *some, any, much* или *many*:

Customer: Good morning, I'd like to change ... money. Do you have ... Australian dollars?

Sales assistant: Yes, sir. How ... dollars would you like?

Customer: 1,500. How ... is the commission?

Sales assistant: 1%. Do you need ... other currencies, sir?

Customer: Yes. Can I have ... Mexican pesos, please?

Sales assistant: How...?

Customer: 2,000, please.

Задание 7. Заполните пропуски данными ниже словами и фразами:

How many, how much, some, any, an, a

A ... time do you spend on the internet?

B Nine or ten hours ... week.

A Do you buy ... products online?

B Yes, I buy ... things, for example, books and DVDs.

A ... emails do you send every morning?

B About ten - I always send ... email to each member of my team. Then I reply to all the emails I receive.

Задание 8. Из выделенных курсивом слов выберите подходящее по смыслу:

Impact furniture

Not / Don't buy *an / any* office furniture until you see our prices! Our products are great and we *do / can* deliver to any country in the world. And we don't have *sowe / any* delivery charges! We have a retail outlet *in / on* most cities. *Looking / Look* at our map to find a store *near / between* you. *Would / Do* you like to see our new price list? *Don't visit / Visit* our website today for *an / some* ideas for your office.

Задание 9. Подчеркните лишнее слово в каждой группе:

- 1 printer keyboard mouse stapler
- 2 beef salmon lamb chicken
- 3 boiled roast drink fried
- 4 notepad envelope sofa pen
- 5 COD water tea fruit juice
- 6 cupboard bookcase supplier desk
- 7 carrots lemons potatoes onions
- 8 furniture menu stationery equipment

Заполните пропуски, используя одно из данных выше слов:

- 1 I use my _____ to type information into my computer.
- 2 _____ is meat from a cow.
- 3 You cook _____ vegetables in water.
- 4 Do you want an _____ for your letter?
- 5 Would you like a hot drink? _____ or coffee?
- 6 Our stationery _____ isn't expensive - he gives us a 15% discount.
- 7 _____ are orange, not red.
- 8 I have a sofa and a chair, but I need more _____ for my new house.

Задание 10. Заполните пропуски, используя одно из данных ниже слов:

Discount, total, price, account, invoice, code, free

- A Hello. I have a problem with my _____.
- B OK. What's your _____ number?
- A It's GJT 384827.
- B And what is the problem?
- A The _____ of the product is wrong.
- B Oh. What is the product _____ in the catalogue?
- A It's 3492J.
- B OK, the price is £70.
- A Yes, but there is a 10 per cent _____.
- B Oh, yes, sorry. So the correct _____ is £63.

A Yes, but can I check - is it necessary to pay for delivery?

B No, delivery is _____.

Задание 11. Соотнесите начало и конец предложений:

1 I'd like to

2 How much

3 Can I have your

4 How many

5 Is there

6 We can offer

a account number?

b a discount?

c place an order?

d are the printers?

e a 10% discount?

f would you like?

Практическое занятие № 43 Making a presentation

Цели: формирование представлений студентов по теме “самые красивые здания мира”; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

6. What can you tell us about your university?

7. What do you know about science and research at NCFU?
8. What are admission rules for entrants?
9. What can you say about university staff?
10. WHY IS IT WORTH STUDYING AT NCFU?

Задания

Задание 1. Подготовьте проект на следующей теме: «A new speciality in NCFU»

Задание 2. Выпишите из текста (практическое занятие №6) все глаголы в Past Simple.

Задание 3. Используйте глаголы в скобках в Past Simple:

Three Canadian students (work) together on a college project last year and their idea (make) them a million dollars in ten months. IT students Carl Newman, Elizabeth New and Janet Collins (start) a website to help people with computer problems. Their teachers (say) that it (be) a good idea. More and more people from all around the world (visit) the website. In June they (sell) the idea to an international media corporation. Their college course (finish) three months ago. Now the three friends live in Toronto and have a successful IT company.

Задание 4. Заполните пропуски, используя предлоги *in, on, at* там, где необходимо:

- 1 The project started ... May 2007.
- 2 Are you free ... Monday morning?
- 3 Charles visited the factory ... last February.
- 4 What do you usually do ... New Year's Day?
- 5 Ask Sunil to finish the budget ... the morning.
- 6 The client wanted to see the plans ... three thirty.

Задание 5. Заполните пропуски предлогами *in, on, at* там, где необходимо:

- 1 They started the meeting ____ 10am.

- 2 Francis went to Geneva____July.
- 3 I'm flying to Bucharest____this afternoon.
- 4 Did you go to the gym ____ last night?
- 5 He can see you ____Thursday afternoon.
- 6 Give me the report____the morning.
- 7 I went to the cinema ____the weekend.
- 8 Is Gerard free____Tuesday, 16th May?
- 9 They finished the building ____the summer.
- 10 Mark started his job____Monday 2nd January 2006.

Задание 6. Заполните пропуски, используя данные ниже слова:

First, then, finally, after that, next

- 1 _____, we decided who to have as project leader.
- 2 _____ we agreed a budget.
- 3 _____ _____we talked to customers about what they want.
- 4 _____we had a meeting with the design team.
- 5 _____, we built a test product and showed it to the CEO.

Практическое занятие № 44 Describing research methods

Цели: формирование представлений студентов по теме; формирование способности к написанию аннотации и реферата.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. GIVE THE DEFINITION OF THE WORD “SOLUTION”?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

agriculture	сельское хозяйство
complain	подавать претензию
complaint	претензия
create	создавать
creative	творческий
electricity	электричество
electric, electrical	электрический
emergency	опасная ситуация
energy	энергия
fix	устранять неисправность
invent	изобретать
invention	изобретение
power	мощность
solution	решение
solve	решать
work	работа

Задания

Задание 1. Прочитайте и переведите текст:

Lighting up the world

LED lights help in areas without electricity

Dr Irvine-Halliday is a professor of electrical engineering at the University of Calgary in Canada. Dr Irvine-Halliday went on a walking trip to Nepal in 1997 and he saw that people in the villages used lanterns to light their homes. The lanterns were smelly and dangerous and the light wasn't very bright. Dr Irvine-Halliday

wanted to help solve the problem. So, he started the Light Up The World Foundation. It is a charity that gives LED lights to thousands of people around the world.

About 1.6 billion people worldwide don't have electricity. They use oil in their lamps. But it is an expensive fuel. It is also inefficient and causes indoor and outdoor air pollution.

LED lights are an ideal solution to the problem. They only need a little power and this means that people can use them in areas where there is no electricity. They can run on AA batteries, or solar power. LEDs can give up to 100 times more light than lanterns, and they last a long time. When people began to use LED lights, it changed their lives. They increased productivity and it gave them more time to study. It also reduced health problems and accidental fires.

Now, it is important to make LEDs less expensive. For example, families in rural Kenya spend about \$7 a month on oil for lighting. A solar-powered LED lamp lasts longer, but many people cannot afford the \$25 to \$50 that the lamps cost to buy. When charities and other organisations find a solution to the price problem, the future could be bright.

Задание 2. Просмотрите текст “Lighting up the world” и ответьте на вопросы:

- 1 What countries does the article mention?
- 2 What are the disadvantages of oil lanterns?
- 3 What are the four ways that LED lights helped people?

Задание 3. Заполните пропуски информацией из текста:

- 1 Dr Irvine-Halliday_____on a walking trip to Nepal.
- 2 People in the villages_____ lanterns to light their homes.
- 3 He_____the Light Up The World Foundation.
- 4 When people began to use LED lights, it_____their lives.—

Задание 4. Сделайте следующие предложения отрицательными:

- 1 Dr Irvine-Halliday went on a walking trip to Norway.
- 2 The villagers used electricity in their homes.

- 3 The lanterns were very bright.
- 4 Dr Irvine-Halliday was a professor of medicine.
- 5 He made a profit from the LED lights.
- 6 The LED lights increased health problems.

Задание 5. Заполните пропуски, используя *did, didn't, was, wasn't, were* и *weren't*:

- 1 When _____ Alessandro Volta invent the battery?
- 2 I think it _____ in 1928.
- 3 No, it _____. It _____ in 1800.
- 4 _____ Percy Shaw invent the microwave oven?
- 5 No, he _____. The inventor _____ Percy LeBaron Spencer.
- 6 Who _____ Bernard Silver and Norman Woodland?
- 7 _____ they writers?
- 8 No, they _____. They _____ postgraduate students who invented the barcode.

Задание 6. Составьте вопросительные предложения:

- 9 Theodore Maiman / build / first laser?
- 10 When / IBM / produce / first personal computer?
- 11 John Logie Baird / invent / radio?
- 12 Who / Carlton C Magee?
- 13 What / Alexander Graham Bell / invent?
- 14 What country / Guglielmo Marconi / from?

Задание 7. Задайте вопросы в Past Simple:

like / school? *Did you like school?*

visit / other countries?

have / a pet animal?

live / city?

play / sport?

go / college?

Задание 8. Прочитайте текст:

Finding solutions: Thomas Alva Edison

Thomas Edison was a great inventor. He thought that every technological problem had a solution. Edison developed more than 1,093 inventions. They included the electric light bulb, the typewriter and an early movie camera. Sometimes he did thousands of experiments to get an invention right. He worked on some ideas for many years to improve the product. Edison thought that his failures were important because he and his scientists learned from each one. 'I failed my way to success,' he said.

Important dates

1847 Edison was born in Ohio in the USA. At school, his teachers thought that he wasn't clever so his mother educated him at home.

1871 Married Mary Stilwell.

1878 He created the Edison Electric Light

Company. Later it became the General Electric Company. **1887** He built an invention factory in Menlo Park, near New York City. It was the world's first research laboratory. A team of scientists helped Edison develop his inventions.

1931 Died in New Jersey, USA.——

Задание 9. Ответьте на вопросы по тексту “Finding solutions: Thomas Alva Edison”:

- 1 Where was Edison born?
- 2 Did all Edison's inventions succeed the first time?
- 3 Who helped him develop his inventions?

Задание 10. Составьте вопросительные предложения в Past Simple и ответьте на них:

- 1 Edison's teachers / think he was clever?
- 2 Edison / develop / 1,303 inventions?
- 3 Why / Edison / think / failures / be / important?
- 4 Who / he / marry?
- 5 When / Edison / create / Edison Electric Light Company?
- 6 What / Edison Electric Light Company / become?

7 Where / he / build / his research laboratory?

8 When / he / die?

Задание 11. Заполните пропуски, используя глаголы в скобках или краткие ответы в Past Simple:

A Thank you for helping with our market research. Here is the first question.

What electrical products _____(you / buy) last year?

B I _____(buy) a digital radio and a computer.

A What _____(you / do) with your old electrical products?

B Well, I _____(offer) the computer to my friend, but he _____(not want) it.

A So, _____(you / take) the computer somewhere to recycle it?

B No, I _____. I _____(not have) time.

A _____(you have) the address of a company that recycles computers?

B Yes, I _____, but it _____(be) 40 kilometres from my town.

A OK. Well, we _____(build) a new recycling factory in your town last month.

B Great!

Задание 12. Из выделенных курсивом слов выберите подходящее по смыслу:

1 Hugh Oxley is a *manager / professor* at the *university / company* in Dundee. He teaches communications to MBA students.

2 We built a new *laboratory / office* for our Research and Development department. Our *students / scientists* do experiments and test new products there.

3 The machine isn't working - take it to the electronics *room / workshop*. The *researcher / technician* can fix it.

Задание 13. Заполните пропуски, используя данные ниже слова:

In, off, fix, wrong, work

1 There's something _____with the printer.

2 It doesn't_____.

3 He plugged _____ the photocopier.

4 Did you turn _____ the computer?

5 Can you _____ it?

Литература: [1, 5].

Практическое занятие № 45 Classifying

Цели: формирование представлений студентов по теме, формирование способности к коммуникации и навыкам делового общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

2. WHAT IS A BUSINESS PRODUCT?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

describe	описывать
description	описание
feature	характеристика
packaging	упаковка
package	упаковка

product	продукт
product description	описание продукта
production	производство
produce	производить
shape	форма
size	размер
useful	полезный
weight	масса
weigh	весить

Задания

Задание 1. Прочитайте и переведите текст:

Playtime

Toy manufacturers make adults feel young again

Two things are often true about toy production. First, toys are usually made cheaply in low-cost economies. And secondly, toy manufacturers generally need a large population of children to sell their products to. Japan is big, expensive and rich. It also has a low population of children. So, do toys sell badly in the Japanese market?

The surprising answer is no. In fact, 1 _____. One reason that the market is and the toys a success is that 2 _____ are well designed. Another reason is that many manufacturers now market toys to adults as well as children.

Toy makers happily design more and more new toys for adults. Some of the toys are very expensive. There is a walking robot toy that is popular with middle-aged men. It has a 100-page instruction manual and costs ¥126,000 (\$1,105). And there is a talking boy doll that is popular with women over 40. Not all the toys use modern technology. 3 _____ that are also popular. One example is a baseball game with small plastic players.

Why are toys so popular with adults? One reason is that modern employees work hard. 4 _____. These toys help people to relax and play. Some of the products

now sell well in other countries, too. 5_____. Toys for adults could soon be in a toyshop near you.

Задание 2. Заполните пропуски в тексте “Playtime” следующими фразами и предложениями:

- a Some manufacturers now produce simple toys and games
- b They want to come home and forget the office
- c Japan uses modern technology
- d The top-selling toys in the USA and Europe are often Japanese
- e Japan has a successful toy industry

Задание 3. Перечитайте текст и ответьте на вопросы:

- 1 What is surprising about Japan's success in the toy market?
- 2 How old are the men that buy robots?
- 3 Is the walking robot a simple toy? Give reasons for your answer.
- 4 What toy is popular with women?
- 5 What do the toys help people to do?–

Задание 4. Заполните пропуски данными ниже глаголами и назовите предметы, о которых идет речь:

clean travel play listen

- 1 People used it to _____ video cassettes.
- 2 I use mine to _____ to music when I go jogging.
- 3 You use it to _____ the floor.
- 4 It was a new way to _____ in cities.

Задание 5. Найдите антонимичные пары:

1 unreliable <u>reliable</u> _____	6 cheap_____
2 large_____	7 unattractive_____
3 heavy_____	8 fast_____
4 unpopular_____	9 boring_____
5 short_____	10 bad_____

a good

f popular

b	slow	g	expensive
c	interesting	h	reliable
d	small	i	light
e	attractive	j	long

Задание 6. Заполните пропуски прилагательными из задания 5:

- 1 *The test group all like Revelation. Revelation is popular.*
- 2 *But they think it costs a lot of money. It's_____.*
- 3 *65 per cent said that the bottle looks good. The bottle is _____.*
- 4 *But 35 per cent said it didn't look interesting. It looks_____.*
- 5 *The packaging isn't light. The packaging is_____.*
- 6 *This product does what you expect it to do. It's a_____product.*

Задание 7. Заполните пропуски данными ниже прилагательными и существительными:

Boring, new, bag, large, job, heavy, expensive, meeting, apartment, perfume

- 1 A Do you still work for ICI?
B No, I have a _____ with General Motors now.
- 2 A Did Gina buy that small house in Turin?
B No, she bought a _____ in Rome.
- 3 A Can I help you? That _____ looks really _____.
B No, it's fine, thanks. I can carry it.
- 4 A Is this an _____?
B Yes, it cost \$140, but it smells great.
- 5 A Was the product presentation interesting?
B Yes, it was, but then we had a _____ for two hours.

Задание 8. Заполните пропуски в тексте, заменяя данные в скобках прилагательные на соответствующие наречия:

Toy storage box

Product information

You can make the toy storage box _____ (quick) and _____ (easy). It is _____ (attractive) designed in wood and plastic and is very

_____ (good) made. Read the instructions _____ (careful). Do not place the box near heat as this may _____ (bad) damage the product.

Задание 9. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 We can manufacture the product in two months - it is very *easy* / *easily* to make.
- 2 This machine works *efficient* / *efficiently*.
- 3 Is the computer system *simple* / *simply* to operate?
- 4 Do you think that the product is too *expensive* / *expensively*?
- 5 It's *beautiful* / *beautifully* made, but what do you use it for?
- 6 This product description is *unreliable* / *unreliably*.
- 7 The new model sold *good* / *well* in Bulgaria.
- 8 I spoke *slow* / *slowly* in the product presentation. It helped my nerves.

Задание 10. Составьте предложения:

- 1 a / It / design / modern / is
- 2 a / it / reliable / Is / product ?
- 3 style / unpopular / This / is
- 4 laptop / His / heavy / is
- 5 boring / Was / conference / the ?
- 6 good / Their / catalogue / is

Задание 11. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 This catalogue has some *interesting* / *interestingly* products.
- 2 Aya is doing *good* / *well* in her job.
- 3 We want to manufacture *cheap* / *cheaply* and then sell the products for a profit.
- 4 He runs a *successful* / *successfully* company.
- 5 The workers aren't *happy* / *happily* with the directors.
- 6 My investments did *had* / *badly* this month.

Задание 12. Из выделенных курсивом слов выберите подходящее по смыслу:

Bill Bowerman *was / were* a teacher and sports trainer at the University of Oregon. He *met / metted* and trained a student called Phil Knight, and *in / on* 1964 they started a sports company together. The company's name *was / were* Blue Ribbon Sports (BRS). The company *introduces / introduced* a *new / newly* style of trainer and they *called / call* it 'Nike'. The designers *not wanted / didn't want* the new trainer to be heavy; they wanted it to be *lightly / light*, to help athletes run *fast / fastly*. The product was successful and the company expanded *quick / quickly*. The company *changed / change* its name to Nike in 1978. Then, *at / in* the 1990s, Nike opened a *hugely / huge* retail outlet called NikeTown. Later, it *sold / sell* its products on the internet. Today, Nike's logo is *famous / famously* all over the world.

Задание 13. Заполните пропуски, используя одно из данных ниже слов а-с:

I bought a _____ car at the weekend. It's a Cherokee Jeep. It was very _____ - it cost more than £30,000. My last car was small, but the Jeep is _____. I also bought a new table for my apartment. It's _____ of glass. It was difficult to get it into the apartment because it's very _____ also a very unusual _____ - it's triangular.

1 a new	b newly	c light
2 a expensively	b expensive	c cheaply
3 a tiny	b metal	c huge
4 a make	b made	c makes
5 a heavy	b light	c small
6 a size	b material	c shape

Задание 14. Составьте вопросительные предложения:

- 1 it / What / is ?
- 2 for / What's / it ?
- 3 made / What's / of / it ?

- 4 big / How / it / is ?
- 5 shape / is / it / What ?
- 6 heavy / is / How / it ?
- 7 it / features / any / have / special / Does ?

Соотнесите вопросы 1-7 с ответами a-g:

- a It's digital and it has a clock on it.
- b Plastic.
- c It's 20cm long and 18cm wide.
- d Rectangular.
- e It's a radio.
- f Listening to music.
- g Two kilos.

Литература: [1, 5].

Практическое занятие № 46 Making connections

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. IS IT GOOD OR BAD TO COMPETE IN BUSINESS?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

architect	архитектор
competitor	конкурент
compete	конкурировать
competition	конкуренция
competitive	конкурентоспособный
marketing	маркетинг
market	рынок
opportunity	возможность
range	линейка (продуктов)
strength	сильная сторона
strong	сильный
threat	угроза
weakness	слабая сторона
weak	слабый

Задания

Задание 1. Прочитайте и переведите текст:

The shy architect

How Ratan Tata is changing India's biggest company

Ratan Tata trained to be an architect. Then he worked for the family firm, the Tata Group - one of the biggest companies in India. It has companies in many different sectors, including the car industry and the steel industry. The company's latest project is producing a car that costs under \$3,000.

Mr Tata does not drink or smoke and he does not like publicity. He became chairperson in 1991. At that time, Tata was a difficult organisation to manage. There were more than 300 different companies in the group and some were old-fashioned. Today, there are only 96 companies and the group is more modern.

In the past, it was difficult for Tata to trade outside India because of competition from other countries. Now it exports internationally. The Tata Group is also buying companies in different countries. At the moment, one of the companies in the group, Tata Steel, is trying to buy Corus, a European steel company. But it has a competitor CSN, a Brazilian company, also wants to buy Corus.

Ratan Tata is making changes to the company. Many of these changes help make the group more competitive. But he isn't changing all the group's traditions. For example, the Tata Group still tries to help its workers - the children of Tata's steelworkers first started to have free education in 1917. Two thirds of the Tata Group is owned by charitable foundations, and today they are still helping people in India. Investors sometimes ask: 'Is Tata doing the right thing? Is charity good for business?' But Mr Tata thinks it is possible to help people and be competitive at the same time.

Задание 2. Определите, какое из следующих предложений передает основную идею текста “The shy architect”:

- a A successful chairman is only interested in profit.
- b A company can be competitive and help people.
- c A group with a lot of companies is easy to manage.

Задание 3. Ответьте на вопросы по тексту “The shy architect”:

- 1 Which two sectors does the Tata Group have companies in?
- 2 How much does Tata's new car cost?
- 3 What doesn't Ratan Tata do?
- 4 What doesn't he like?
- 5 When did he become chairperson?
- 6 When did Tata first give free education to employees' children?
- 7 How much of the group is owned by charitable foundations?
- 8 Who asks if helping people is good for business?

Задание 4. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 Shell and Esso are *competition* / *competitors* in the oil market.

- 2 Did they *publicise* / *publicity* the launch date of their new product range?
- 3 Giles is working as a *trade* / *trader* on the Japanese stock market.
- 4 We lost a lot of money - it was a bad *investment* / *investor*.
- 5 Westfern run *training* / *trainer* courses for financial organisations.
- 6 How long did you work as a *management* / *manager* at Dell?
- 7 Do Lancome *export* / *exporter* to Taiwan?

Задание 5. Заполните пропуски данными ниже словами, используя их до или после слова market:

Asian, leader, share, research, luxury, place, budget, domestic

market _____ market

market _____ market

market _____ market

market _____ market

Соотнесите данные выше словосочетания со следующими определениями:

1 _____ the area where products are cheap to make and buy

2 _____ people and activities involved in buying and selling a particular product

3 _____ how much of the market buys a company's products or services

4 _____ surveys to find out what customers think about a company

5 _____ the area where products are expensive to make and buy

6 _____ customers in, for example, Japan, Thailand and China

7 _____ the product or service that most people buy

8 _____ the market in a company's own country

Задание 6. Подчеркните правильный вариант:

- 1 I *work* / *am working* for Corns plc. I started here seven years ago.
- 2 What *do you do* / *are you doing* at the moment?

- 3 I *organise* / *am organising* a project in Rotterdam this month.
- 4 What time *do they have* / *are they having* breakfast in the morning?
- 5 Martina *finishes* / *is finishing* a report at the moment.
- 6 How do you usually *travel* / *are travelling* to work?
- 7 I'm *driving* / *drive* at the moment, but usually I'm *taking* / *take* the train.
- 8 Are they *send* / *sending* the report now?

Задание 7. Исправьте ошибки в следующих предложениях:

- 1 What did you doing at the moment?
- 2 He be organising a project in Jakarta.
- 3 We not giving the presentation now - we're having coffee.
- 4 Is they sending the documents today?
- 5 Valerie is finish the memo now.
- 6 Jason is don't working today because he's on holiday.

Литература: [1, 5].

Практическое занятие № 47 Comparing and contrasting

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. HAVE YOU EVER BEEN ABROAD?
2. IN WHAT COUNTRY WOULD YOU LIKE TO WORK AND WHY?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

abroad	за рубежом
average	средний
climate	климат
culture	культура
emigrate	эмигрировать
emigration	эмиграция
healthcare	здравоохранение
location	расположение
locate	располагаться
quality of life	качество жизни
temperature	температура

Задания

Задание 1. Прочитайте и переведите текст:

Over there

Why British people are moving to other countries

More and more Britons are living in other countries. A recent report said that almost 200,000 Britons left the country last year with no plans to return. A British person emigrates every three minutes, and 5.5m British people now live abroad.

Many younger people leave - a lot of students go abroad to study. Older people are usually retired and want a warmer climate to live in. Two thirds of the people that emigrate are workers. Some are managers and others do manual or administrative jobs. Australia is the favourite country for English people to emigrate to. Spain and the USA are also popular.

Why do people leave? Many want to find a better job. A quarter of people say that they want to leave Britain because the cost of living is high. Homeowners with expensive houses can buy a bigger place abroad; young people want to move because houses in other countries are cheaper than in Britain. Research suggests that the quality of life in Britain is worse than in some other countries. But most people leave for positive reasons: many think that living in another country is more interesting -they leave because they want to have a happier life.

It is becoming more difficult for British people to emigrate to countries outside the European Union. Most countries want professional or skilled workers, for example, builders, engineers and doctors. But other skills are also popular in some countries - Australia, for example, needs hairdressers.

Задание 2. Выберите правильный вариант а-с, чтобы закончить предложение:

The writer thinks most British people move to other countries because they

a don't like Britain

b speak a lot of languages

c want a new life.

Задание 3. Впишите номер абзаца 1-4, содержащего следующую информацию:

a where the British go paragraph __

b the reasons why people want to leave Britain paragraph __

c how many people leave paragraph __

d popular skills and jobs in other countries paragraph__

Задание 4. Из выделенных курсивом слов выберите подходящее по смыслу:

Working abroad

The *more /most* important thing to do before working in another country is to think about these things:

■ Do you want a *better / best* job or a *more / most* interesting life?

- It is *easier/ easiest* to live in another country when you speak the language. Start lessons before you leave.
- What is the *most expensive / cheapest* way to arrange the move? What is the *nicer / nicest* area to live in?
- Could the move make your quality of life *worse/ worst* than it is now? The *more / most* beautiful location in the world is no fun when you are working 60 hours a week.

Задание 5. Заполните пропуски данными ниже словами:

Professional, retired, managerial, skilled, administrative, voluntary, manual

- 1 Someone who is over 65 and no longer works is _____ .
- 2 _____ workers do a lot of paperwork, usually in an office.
- 3 Lawyers and doctors are _____ people.
- 4 A person in charge of other employees has a _____ position.
- 5 _____ workers do physical jobs, for example, on farms or in factories.
- 6 People who do _____ work don't receive any pay.
- 7 A _____ worker has special training or knowledge to do a job.

Задание 6. Поставьте данные ниже прилагательные в сравнительную степень и найдите антонимичные пары:

Big, warm, cheap, popular, low, easy, interesting

- 1 cooler _____
- 2 more boring _____
- 3 more difficult _____
- 4 smaller _____
- 5 higher _____
- 6 more expensive _____
- 7 more unpopular _____

Задание 7. Заполните пропуски, используя прилагательные из задания 6:

- 1 In terms of size, Ireland is _____ Spain.
- 2 Ireland had a _____ pay increase _____ Australia in 2007
- 3 Canada is _____ in summer _____ the USA.

- 4 Spain is _____ with British people _____ the USA.
- 5 Spain is _____ in summer _____ Canada.
- 6 In terms of size, the USA is _____ Australia.
- 7 Canada had a _____ pay increase _____ Spain in 2007.
- 8 The temperature in summer in Ireland is _____ in Spain.

Задание 8. Заполните пропуски, используя сравнительную или превосходную степень прилагательных:

- 1 London is _____ (warm) in summer than in spring.
- 2 The Majestic is the _____ (expensive) hotel in town.
- 3 What is the _____ (good) way to get to the airport?
- 4 Is the quality of life here _____ (bad) than in other countries?
- 5 It's _____ (important) to drive safely than to arrive on time.
- 6 He's the _____ (popular) manager in the department.
- 7 The staff are _____ (happy) in their new office than they were in the old building.
- 8 Cairo was the _____ (interesting) city that we visited.

Практическое занятие № 48 Describing problems

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What do employment agencies do?
2. WHAT IS ANOTHER WORD FOR 'TEMPORARY WORKERS'?

Теоретическая часть

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apply	подавать заявку
application form	бланк заявки
career	карьера
conditions	условия
curriculum vitae (CV)	резюме
employment agency	кадровое агентство
ра (per annum)	ежегодно
pension	пенсия
promotion	повышение в должности
promote	повышать в должности
retired	пенсионер
retire	выходить на пенсию
salary	зарплата

Задания

Задание 1. Прочитайте и переведите текст:

The world of work

Work has changed around the world

Manpower has been a successful employment agency for about 60 years. It has supplied temporary employees to companies since 1948. That's when the first office opened in Milwaukee, in the USA. Two lawyers started the company when they were unable to find temporary help with a project. Today, it is a global company with offices all around the world.

Employment agencies supply companies with different types of workers. These include professional and administrative workers in offices, and manual workers in

factories and on building sites. Temporary workers (also called 'temps') now make up between one and three per cent of the total workforce in most countries. Multinational companies have employed temps for a long time. Now smaller companies also use temporary workers.

Have careers changed very much since the 1990s? A decade ago, people expected to work for the same company until they retired. Today, nobody expects a job for life any more. People move from job to job, working in different companies or in different departments. Training is important because it improves workers' skills. This can help employees to find better jobs or get a promotion.

In some jobs there aren't enough skilled workers. Some companies want retired people with skills to return to work. Japan, Australia and Italy have started to employ older workers. Companies need organisations like Manpower to arrange training for older employees, for example to use computers or to work with a younger boss.

Задание 2. Ответьте на вопросы по тексту “The world of work”:

- 1 When did Manpower start?
- 2 What do employment agencies do?
- 3 What is another word for 'temporary workers'?
- 4 What did people expect in their career ten years ago?
- 5 What can help a worker who wants to improve their career opportunities?
- 6 What have Japan, Australia and Italy started to do?

Задание 3. Ответьте на следующие вопросы:

- 1 Have you ever worked for an employment agency?
- 2 What temporary jobs have you done?
- 3 Is it a good idea for retired people to return to work? Why? / Why not?

Задание 4. Соотнесите термины 1-8 с описаниями a-h:

- 1 full-time worker
- 2 temporary worker
- 3 permanent worker

- 4 part-time worker
- 5 freelance worker
- 6 pension

15 promotion

16 flexible hours

Задание 5. Определите последовательность шагов при поиске работы 1-6.

- ___ a Phone or email the company and ask for an application form.
- ___ b Go for a job interview.
- ___ c Read a job advertisement on a website or in a newspaper.
- ___ d Start work.
- ___ e Apply for the job - send the application form and a CV to the company.
- ___ f Receive and accept a job offer.

Задание 6. Используя информацию из объявления (1) и резюме (2), заполните пропуски в следующем отрывке из письма:

I saw your job advertisement in _____ magazine and I am interested in the position of _____ manager at _____.

I went to Warwick University and did a degree in _____. Then I studied for an _____ in 2005 at INSEAD.

I have worked as a _____ for a transport company and I now work in a customer services department where I manage an _____. I can speak German, French and _____. I have lived in Europe and I am happy to travel in my job.

3. Advertisement

Have you worked in customer services?

Ardis is the biggest transport company in Europe and we are looking for a manager for our international customer services team. We have offices in Barcelona, London and Berlin. This is an exciting opportunity for someone who wants to travel and has experience managing teams.

€76,000 pa + pension

4. Curriculum Vitae

Rosa Clifford Curriculum Vitae

1 _____

Rosa Clifford

44 South Road

Stamford, LC23 4FT

a _____

2 _____

2005

INSEAD Business School, France

2001-2004

b _____

3 _____

MBA

2005

BSc 2:1 International Management 2004

4 _____

Customer Services Wade International Services 2007-present

I manage an international team in the customer services department.

Project manager DSV Transport, Spain 2005-2007

c _____

5 _____

Tennis and swimming

d _____

6 _____

e _____

Languages: German, French, Spanish

Задание 7. Перечитайте объявление о приеме на работу (задание 6) и ответьте на вопросы:

4. What sort of company is Ardis?
5. What is the job?
6. What is the salary?

Задание 8. Заполните пропуски 1-6 CV (задание 6), используя следующие слова и словосочетания:

Qualifications Interests Education Contact details
Additional information Work experience

Задание 9. Заполните пропуски а-е CV (задание 6), используя следующими фразами:

Good computer skills

Photography

1 organised projects to improve customer services.

Warwick University, UK

Telephone number: 01264 44293821

Задание 10. Заполните пропуски, используя глаголы в скобках в Present Perfect:

- 1 Sanjay _____ (live) in many different countries.
- 2 I _____ (never speak) to a famous person.
- 3 _____ you ever _____ (give) a presentation in English?
- 4 We _____ (not eat) at the new Italian restaurant. Is it good?
- 5 _____ Monica ever _____ (work) in a finance department?
- 6 They _____ (never try) to learn a foreign language.

Задание 11. Подчеркните правильный вариант:

- 1 I *went* / *have been* to Rome in 2005.
- 2 *Did you ever play* / *Have you ever played* tennis?
- 3 Jack *hasn't visited* / *didn't visit* the Delhi office last month.
- 4 *Have you sent* / *Did you send* your CV to Ardis yesterday?
- 5 We've never *been* / *gone* to Mumbai.

Задание 12. Заполните пропуски, используя *ever*, *never*, *for* или *since*.

- 1 Laura has _____ eaten salmon because she doesn't like fish.

- 2 Maurice and Joel have worked here_____1998.
- 3 Have you _____sent a text message?
- 4 We have_____visited Morocco. Is it nice?
- 5 Kenway have been the market leader _____twenty years.
- 6 You haven't spoken to your clients_____ March.
- 7 Has Julian_____met the CEO?
- 8 They've been in the meeting_____two hours.
- 9 Have Alan's investments_____ made a profit?
- 10 The sales team have been in a presentation _____three o'clock.

Задание 13. Подчеркните правильный вариант:

MDH Properties is *sell / selling* an unusual place to live. It is a house in a tree. The CEO, Karl Howard says, 'It's our *most / more* interesting property.' House prices are *more / most* expensive today than they *move been / were* in 2005. More and more people *are / is* buying property as an investment. The tree house is a *good / best* idea for people who want a small holiday home. It is *cheaper / cheapest* than MDH's other properties. Karl Howard says, 'We have *ever / never* sold a tree house. But a lot of people want to see it - and it *has / is* only been on the market *for / since* last Tuesday.

Задание 14. Заполните пропуски в тексте, используя следующие слова:

management market trade
competitor export investment
domestic training

Franklin Wade sell electrical equipment to different countries around the world. They have been an _____company since 2002. They _____with Japan, the USA and Brazil, and they don't sell any goods in the _____market. Franklin Wade's main _____is Drengard, a Danish company. Franklin Wade hope to be the _____leader soon. They are _____their staff to use a new computer system. The_____think that it is a good_____for the company.

Задание 15. Заполните пропуски, используя одно из слов а-с:

- 1 Federico finished work when he was 65, so he's _____ now.
a professional b retired c manual
- 2 My company has _____ hours, so I can choose when I start and finish work.
a voluntary b permanent c flexible
- 3 Kate and Alex have _____ jobs. They work three days a week.
a part-time b full-time c pension
- 4 You have worked hard on this project and we want to give you a _____.
a freelance b temporary c promotion
- 2 I trained to use the equipment - it's a _____ job.
a administrative b skilled c managerial
- 6 We did a lot of market _____ before we designed the new product.
a share b research c leader

Задание 16. Составьте предложения:

- 1 things / how / are / Hi, ?
- 2 met / We / a / at / conference / Bucharest / in
- 3 you / working / moment / Are / the / at / Romania / in ?
- 4 the / Dubai / at / No, / office / I'm
- 5 good / again / to / you / see / It / was

Задание 17. Заполните пропуски в диалоге данными ниже словами:

opinion sure do

thing think because

A _____ you think that it's a good idea to move office?

B Yes, in my _____, the office we are in now is too small.

A _____ the new office is too big. There are only six people in the design department.

B I like it _____ it has big windows.

A I'm not _____. Big windows make it hot in summer.

B Yes, but they're a good _____ because designers need lots of light.

Задание 18. Соотнесите вопросы 1-6 с ответами a-f:

- 1 What do you do in your free time?
- 2 Can you tell me about your present job?
- 3 Why do you want this job?
- 4 Do you enjoy working with people?
- 5 How long have you been in the sales department?
- 6 Have you ever worked in finance?

- a Two years.
- b Yes, I like working in a team.
- c At the moment, I'm working on a project to export products to Asia.
- d Yes, after university I worked for a finance company for six months.
- e Because I think finance is very interesting.
- f I play tennis and football.

Практическое занятие № 49 Describing situations

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Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. Are possibilities important in business?

Теоретическая часть

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bar chart	столбчатая диаграмма
bionic	бионик
decrease	снижаться
full-surround	объемный
graph	диаграмма
increase	увеличиваться
nuclear	ядерный
pie chart	секторная диаграмма
prediction	предсказание
predict	предсказывать
trend	тенденция

Задания

Задание 1. Прочитайте и переведите текст:

The phone of the future

Experts talk about big changes for the telephone

It is easy to imagine what mobile phones will look like in a year or two -they'll probably be smaller. But what will they look like ten or fifteen years from now? Perhaps they'll be so small that we won't be able to see them. Maybe we'll have phones in jewellery such as rings, and fashion items like sunglasses.

People in Japan can already use mobile phones to buy things in shops. In some countries it is also possible to use a phone as a train ticket and office pass. So, what new functions will phones have in the future? One thing that is certain is that phones will do more of the things that PCs do today. Some people also think that we'll use phones as house keys, passports, computer games, maps and video

recorders. The phone will be our 'remote control for life'. In a decade's time, many phones will have enough memory to video all of a person's life.

Companies are developing phones built into glasses. This will be useful when looking for directions -a map will appear inside the glass of the lens. Maybe we'll be able to use our phone to label people at a party or conference. We'll never forget a name again.

Some experts think that in the future we'll use our voice instead of our fingers to put data into a phone. Stuart Wolf, a professor at the University of Virginia, predicts that in 20 years' time people will use their thoughts to communicate with each other. We won't need phones at all!

Задание 2. Ответьте на вопросы по тексту “The phone of the future”:

3 What does the writer think phones will look like in two years' time?

4 Which of the following are possible at the moment?

a phone in jewellery b paying for shopping using a phone c
phone as a ticket for travelling d phone as house keys

3 What will a typical phone's memory allow it to do?

4 How does the writer think a phone will help us at a party?

5 How will people input data into a phone?

Задание 3. Раскройте скобки, используя Future Simple:

a In 20 years' time people (use) their thoughts to communicate.

b We (not need) phones at all.

c What they (look) like ten or fifteen years from now?

d Perhaps they (be) so small that we (not be) able to see them.

e Maybe we (have) phones in jewellery and fashion items.

f They probably (be) smaller.

Задание 4. Заполните пропуски, используя *will / won't, perhaps / maybe*.

1 _____ it _____ rain later, but I think it'll be fine. (not sure)

2 It _____ rain - look at the blue sky. (sure)

3 Yes, of course computers _____ be much smaller in ten years' time.
(sure)

- 4 Jim _____be on time for the meeting. He's always late. (sure)
- 5 _____we_____be able to have holidays on the moon in the Future. (not sure)
- 6 Our profits_____ rise. Look at our increase in sales for the last three Months. (sure)
- 7 Our profits_____ rise - our prices are too high. (sure)
- 8 _____our profits_____ rise one day, but not this year. (not sure)

Задание 5. Заполните пропуски, используя *to+infinitive* там, где необходимо:

- 1 We could_____go to the cinema tonight.
- 2 They shouldn't _____work at the weekend .
- 3 Do you want_____visit the factory?
- 4 Do you think you should _____ask for a new office?
- 5 We arranged _____meet our new supplier.
- 6 Carla and Wei plan _____arrive at 9:30.

Задание 6. Составьте предложения, используя Present Continuous (запланированное действие в будущем):

- 1 Jane / meet / the design team / next week.
- 2 We / fly / Athens / next Thursday.
- 3 Polly and Tom / leave / in a moment.
- 4 Douglas / move / Prague / next year?
- 5 I / do / a presentation / the day after tomorrow.
- 6 you / see / the HR manager / later today?
- 7 they / sell / the company / in six months' time?
- 8 The finance director / not come / to the meeting / tomorrow.

Задание 7. Подчеркните правильный вариант:

What *will* / *are* offices be like in the future? Some people think that in ten years' time company offices *aren't* / *won't be* necessary because we *won't* / *will* all work from home. A different idea is that we *could* / *are* make our offices more like home. CEO Alexis Parks wants - / *to* make her company's offices more

comfortable. She also thinks that she should *to* / - create an environment that makes her workers feel happy. Next year, her company *is building* / *builds* new offices with a gym and swimming pool. Alexis asked staff for suggestions. They said that the new offices could *to* / - have sofas, TVs and places to sleep. She thinks that her company *should* / *shouldn't* do more to help the staff to enjoy themselves in their free time, so the new offices will also include a cinema and a karaoke bar. Alexis thinks that in the future her employees *don't* / *won't* want to go home!

Задание 8. Подчеркните лишнее слово:

1	fly	plane	sail	airport
2	newspaper	TV	radio	mug
3	drive	station	car	park
4	brand	logo	Volvo	half price
5	merchandise	pen	key ring	internet

Заполните пропуски, используя данные выше слова:

- 1 You can _____ from Stansted airport in the UK to Charles de Gaulle airport in Paris.
- 2 I have a _____ of coffee with my breakfast.
- 3 I usually _____ to work.
- 4 This CD is _____ - it's a sales promotion.
- 5 I think we should order more _____ for the exhibition next month.

Задание 9. Подчеркните правильный вариант:

- 1 When will you *make* / *do* a decision?
- 2 It's a good product, but we should *make* / *do* more research.
- 3 It's good to *make* / *do* business with you.
- 4 Did our investment *make* / *do* a profit last year?
- 5 Would anyone like to *make* / *do* a suggestion?
- 6 I could *make* / *do* the accounts this afternoon.

Задание 10. Заполните пропуски, используя одно из слов а-с:

- 1 I'm _____ that Azzopardi will be the next president.

a possible b certain c likely

2 Do you think that the population will _____ in the next ten years?

a plus b minus c increase

3 It cost \$40 in February 2007 and \$40 in February 2008, so prices remained _____ for a year.

a steady b per cent c equals

4 Unemployment was 15% last year and it's 5% this year. That's a 10% _____ in unemployment.

a increase b remain steady c decrease

5 We didn't sell many products. So it's _____ that we will make a profit this year.

a likely b unlikely c certain

Практическое занятие № 50 Processes and procedures

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном языке.

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Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

3. What is a CV?

4. WRITE YOUR PERSONAL CV.

Задание 1. Прочитайте текст без помощи словаря. Передайте по-английски основное содержание текста.

A Jobclub is a place, where long term unemployed people work at finding a job in a professional and systematic way by adopting a businesslike approach. The first

Jobclubs, developed from work done in North America, were opened in 1984. They proved popular and successful and the service expanded rapidly. Jobclubs take a bold and positive stance: there is a job available for each member.

Aim: to provide people who are unemployed for 26 weeks or more with facilities to enable them to find the best possible job within the shortest possible time. Jobclubs provide a simple, straightforward approach to help clients find jobs. Jobclub members agree to attend four half days per week. The Jobclub provides use of photocopiers, telephones and typewriters free of charge. Trade magazines and specialist magazines are also available. There may be special types of Jobclubs to help disadvantaged people, i.e. (id est = in other words) former detainees and people nearing release from prison.

Executive and Management Jobclubs are also available in some areas, which provide support for middle and senior managers. The Work Trials can be regarded as an extended interview. Work Trials offer an employer a period of up to 15 days to observe the jobseeker within the workplace. They also give the jobseeker the opportunity to demonstrate their skills and experience to that employer. In addition, they enable the jobseeker to determine their own suitability for that job. Jobplan Workshops are to help people who have been out of work for 12 months or more back into work or training. Jobplan aims to build participants' resilience to setbacks they may encounter whilst looking for work.

Attendance at a Jobplan Workshop gives priority access to ED programmes (education programmes). Job Review Workshops. Aim: to help unemployed people who are unlikely to return to their normal occupation, or who are looking to broaden their jobsearch, make an informed choice of alternative career opportunities. These workshops are particularly suitable for people with professional, executive and managerial backgrounds who have been unemployed for about 13 weeks. Job review workshops are demanding and are particularly suitable for unemployed managers, professional and executive who have been out of work for about 13 weeks; The workshops are facilitated by tutors who can help clients assess what they have to offer in a range of jobs. Participants will have the benefit of a computerized guidance system to help them select the most suitable jobs and men research the most suitable options.

Text 2.

Задание 2.

Прочитайте и переведите текст:

RESUME

A CV (curriculum vitae) is essential if you're applying for a new job or for promotion within your own company, or even to register as a delegate at a

conference. Some information might be given in your CV, some in your letter of application - and perhaps some on a Supplementary Information sheet (giving information relevant to the particular job you're applying for). There are no fixed international rules about this: different countries have different practices.

But you can follow some hints by writing your CV:

- Always type it on unlined white paper, preferably a single sheet.
- Write your name, address and telephone number.
- Put your health record, date of birth and marital status.
- In the next section, note down your education. Put any qualifications on the next line.
- Next, detail your work history, starting with your most recent job. Give dates, employers and describe your duties.
- List hobbies and interests and put extra information in a separate section.
- End by saying that two referees are available on request – not naming them leaves you free to choose the best ones for particular jobs. Remember the longer an application, the less chance it has of being read.
- Never send a photo-copied letter – it looks as though you don't care.
- Always be positive and never apologize for being You.

Задание 3.

Определите, какие из нижеперечисленных пунктов могут быть наиболее пригодными для CV (т. е. curriculum vitae):

- Your name, address and telephone number.
- The title and reference number of the job.
- Your date of birth.
- Your marital status.
- The name and address of present (or last) employer.
- Your hobbies and leisure interests.
- The sports you play.
- Details of all the jobs you have had.
- The languages you speak, read or write.
- Details of the examinations you passed at school.
- Details of the professional diplomas or degrees you have gained.
- Details of training courses you have attended.
- Details of your achievements and responsibilities in your working career.
- Your suitability for the job advertised.

- Your reasons for applying for this job.
- When you are available for interview.
- Details of your present (or last) job.
- Your current (or last) salary.
- The salary you would expect to receive.
- The names and addresses of two or three referees.

Задание 4.

Прочитайте и переведите объявления

Qualified secretary/shorthand-typist required by importers Photographic equipment, Tilport. Good pay and prospects For suitable applicant. Five-day week. Write Box X. 1234.

Join our PR team – top salary! We need someone to join our team who can manage to do ten things at once while remaining cool! And calm in crisis! We are a leading PR Company and we can offer you a fulfilling and challenging role working with our Director of Travel. You will need to be hard-working, flexible, well-organized and energetic. You'll be attending presentations, arranging meetings, travel and lunches, and liaising with executives of major international companies. This is a superb opportunity for the right kind of person and we'll pay you a top salary with bonuses.

Call or write today and tell us about yourself!

Jim Brown, Anglo-European PR, 99B Baker Street, London, W1J9PQ telephone 01 670 8071

Задание 5.

Прочитайте, переведите письмо и составьте свое собственное:

5, Micawber Road,
Liverpool
25th August 200...
BoxX. 1234

Dear Sirs,

I am writing to apply for the post of secretary/ shorthand-typist, which was advertised in today's "News". I took my O-levels in English, history, geography and French at Barchester Girls' High School and then studied secretarial and commercial subjects at Barsetshire Technical College. Since leaving the Technical College, I have been working in an insurance office in Liverpool. For the past two years I have been secretary to the Assistant Manager, Claims Department. For the personal reasons, however, I should like to find employment in the Tilport area.

I enclose a copy of the certificate that I obtained from the Barsetshire Technical College. I can also refer you to the following persons for information as to my character and ability. You may also apply to my present employers if you wish. Their name and addresses are:

Cassandra Fire and Life Insurance Company, Ltd.,
Jeremiah Street,
Liverpool 4.
Yours faithfully,
Elizabeth Groves

Задание 6.

Прочитайте диалог - собеседование с работодателем.

Mr. Green: You are applying for a post here. I have read your letter, but now I want to ask you a few personal questions. First, how old are you?

Elizabeth: Twenty-four, sir.

Mr. Green: I see. So you left school about seven years ago. What were your best subjects at school?

Elizabeth: English and history. I liked French, too. And art. I didn't like mathematics or science much. Chemistry was my worst subject.

Mr. Green: Mathematics is sometimes very useful in office work.

Elizabeth: Oh, well. I can do simple arithmetic and I have studied bookkeeping.

Mr. Green: What have you been doing for the last seven years? I believe you have had some secretarial and, commercial training.

Elizabeth: Yes, I have. When I left school I went to Barsetshire Technical College and took a course in shorthand-typing, bookkeeping, office practice and some other subjects.

Mr. Green: How long was this course?

Elizabeth: One year.

Mr. Green: And what did you do when you left the technical college?

Elizabeth: I went to work in an insurance company in Liverpool.

Mr. Green: Did you stay there long?

Elizabeth: I have been there for six years. I'm still working there.

Mr. Green: You have been in the same office ever since you left the technical college?

Elizabeth: Yes, I have.

Задание 7.

Переведите предложения, запомните и используйте их для составления диалога:

The post is a demanding one. This position demands a high degree of integrity. Mr. Brown has applied for a post with our company. He has given your name as reference. We should be grateful if you would give us information about him. Have you been satisfied with his services? We require someone adaptable (flexible). Your information will be treated in the strictest confidence. The position includes a company car. A housing will be provided free of charge by the company. We can

offer you a 35-hour week, a 6-day week, 6-week paid holiday per year. A flexible time scheme is in operation. Applicants should be prepared to work overtime. There is a company pension scheme. Please, give the names of two people who would be prepared to serve as references. One of the references should be your present employer. We are prepared to pay a salary of at least.... They pay salary according to age and experience. Our salary is negotiable, but we can offer high salaries. Salary of no less than... per year (per month). The salary is ...net. A bonus is payable. Approximately ...% is deducted for tax. The salary is tax-free. We have vacancies for...

To commence duties on... To replace our retiring export manager... I saw (knew) from your advertisement in... I wish to apply for this post. Please send me further details of the post. As you will see from the enclosed curriculum vitae... I have considerable experience in this type of work. I think I can meet the requirements of this post. I am currently working for an export firm. I am looking for a similar post. Now I wish to change my job. I speak fluent English. I have qualifications in... (a diploma in..., a degree in..., a basic knowledge of....) My typing speed (my shorthand speed) is ... per minute. I can operate the computer. I have used a word processor. My minor is... Then I worked for ... years for a firm ... I spent ... years abroad. I was promoted to department manager in 2012. I was made redundant/ let go in 2011. I have been unemployed since then. I wish to work for a larger organization with international links. I am looking for a position with more responsibility (with better perspectives). I wish to improve my chances of promotion. I wish to make use of my knowledge of languages. I enclose copies of references from my last two employers, and copies of my diplomas. I enclose a stamped addressed envelope. I would be pleased to provide you with any future information you may require. I have applied for the post of... And I should be grateful if you would agree to act as reference on my behalf. Should you wish to invite me for an interview I can come to be interviewed at any time.

Задание 8.

Составьте и разыграйте в лицах собственные диалоги. Воспользуйтесь следующими подсказками:

- As you see from my enclosed CV, I have been working for this company for ...
- I had spent years taking a full-time diploma course ...
- I'm 29, unmarried, fit and healthy ...
- I've got all the qualifications and experience to make me the ideal.
- I'm sure I would be able to manage the department successfully ...
- I'm ambitious and my present job doesn't offer me the chance to expand.
- I enclose a CV, which gives full details of my qualifications and work experience.
- In support of my application, I should like to mention the following points ...
- I'm looking for a more rewarding and challenging post ...
- I would be grateful if I could discuss the post available in person ...

- I have obtained the certificate from the University of Oxford ...

Задание 9.

Внимательно прочитайте образец письма к работодателю, в котором отражена персональная карьера (an individual career). Составьте собственное письмо к работодателю, используя слова и фразы из письма-образца

A Letter of Application

Dear Sir,

I should like to be considered for the post of Personal Manager at your Croydon factory, which was advertised in the "Sunday Chronicle" on February 15th 2002. The relevant information concerning my education and professional experience is as follows.

From 1980 to 1983 I studied Sociology at the University of Harrogate and graduated with a Second Class Honours Degree (Lower Division) in that subject. The main degree Course was concerned with basic sociological topics, such as the history and theory of sociology, but there were also a number of optional courses available. From amongst these I selected The History of Industrial Sociology and The Psychology of Management. In order to satisfy part of the requirements for my Finals Examination I had to submit a short dissertation involving original research. I wrote a paper on Nineteenth Century Industrial Relations in Yorkshire and for this section of my examination received a mark of distinction.

Whilst at university I took an active part in a number of social activities, and was secretary of both the Drama Society and the Student Sociological Society.

On leaving university I was a student for a year at the North York Business College, where I was successful in obtaining a Diploma in Industrial Management, Class I. Courses at this college covered a wide field relevant to the management studies in general and I was able to supplement my theoretical knowledge with a great deal of practical experience of such things as office management, personnel selection and the development of modification of work schedules. But it was in the area of personnel management and control that I found my interests satisfying fully and I took all available opportunities of increasing my knowledge of theory and practice in this field.

From July 1984, when I left Business College, until September 1988, I was employed as an Assistant Personal Officer with Messrs. James Bradley, at their Leeds factory. The company manufactures a wide range of small components for use in the electronics and motor industries, and employed at that time a Labour force of approximately five hundred men and women.

I enjoyed the work at Bradley's very much, especially in that it kept me closely in touch with both workers and management, but after four years' experience there, and in the absence of any prospects of promotion I applied for the post of Deputy

Personal Manager with Yorkshire Engineers Ltd. I began to work there in September 1988 and am still employed in the same post.

My work at Yorkshire Engineers is in many ways similar to that which I was doing previously. The work is absorbing and rewarding, but now I feel that at this stage in my career I should like more responsibility.

In your advertisement you asked applicants to provide information on leisure activities, which may be considered relevant. First, I have continued ever since university to read widely in the literature relevant to my occupation I find time to contribute articles to several of the journals in this field. Details of my publications are provided on an attached sheet. Second, I began doing some voluntary social work while at business college and have gradually extended my commitment in this direction ever since.

I enclose copies of two recent testimonials, and the names and addresses of two people – who are prepared to act as my referees.

I hope that the information I have provided in this letter and the enclosures is sufficient for your purposes, but I shall of course be glad to expand it should you wish.

Yours faithfully,
Robert Drayton

ПРАКТИЧЕСКОЕ ЗАНЯТИЕ № 51 Describing change

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What are advantages and disadvantages of working in office?
2. WOULD YOU LIKE TO WORK IN OFFICE?

Задание 1. Внимательно прочитайте дефиниции основного офисного оборудования и впишите их русские эквиваленты:

word processor – displays text on a screen _____

dictating machine – is used for recording letters onto tape _____

telex – is used for sending and receiving messages _____
facsimile machine – is for sending copies of documents, pictures, etc.

Задание 2. (Канцелярские принадлежности и их назначение.) Найдите соответствия:

stapler
hole punch
ruler
Tippex fluid
paper clips
reinforcement rings
paper glue
rubber
pencil sharpener
stick one piece of paper to another
fix pieces of paper together
make holes in paper stronger
erase mistakes
make holes in paper
correct mistakes
draw straight lines
sharpen pencils'
hold pieces of paper together

Задание 3. (Почтовые отправления.) Запомните значения слов и фраз и заполните пропуски:

carbon paper (сору – копирка
courier – курьер
duplicate – дублировать, копировать
general delivery (Am.)/ post restates (Br.) – доставка обычной почтой
photocopy – фотокопия (на ксероксе)
postage and packing – упаковка (бандероль)
to mail (Am.)/to post (Br.) – отправлять по почте
printed matter – печатный материал
registered – заказное отправление
return mail (Am.)/return post (Br.) – с уведомлением
RSVP (répondez s'il vous plaît) –
пожалуйста, (ответьте (please reply)
separate cover – отдельная упаковка
stationery – канцелярские принадлежности, почтовая бумага

1. A package can be delivered by the mailman (Am.) or the postman (Br.) or by a private _____ service.
2. Purchases usually carry an extra charge for _____ if they, are sent by _____.
3. An important or valuable document is best sent by _____ mail.
4. It shows that you are efficient if you reply to a letter by _____.
5. If you want people to reply to an invitation, put _____ at the bottom.
6. If you send some documents in a separate envelope from your letter, these documents are sent under _____.
7. If you are sending someone a letter, you should keep a _____ or a _____, so that you can keep a _____ for your files.
8. It is often cheaper (though less quick) to send catalogues through the mail as _____ instead of by letter post.
9. Envelopes, ball-points, felt tips and paper clips are all items of _____.
10. A letter can be collected from, a-post office if it's addressed _____.

Задание 4. Представьте, что вы менеджер по кадрам. Обсудите с персоналом удобные рабочие часы (flexible Working hours):

The facts

The office opens at the moment from 9 am to 5 pm with a lunch hour from 1 to 2 pm. Three quarters of the staff work a 35-hour week. The rest are part-time. During office hours telephones have to be answered and visitors to be received.

Management proposals

Only certain days in the week should be designated “flexidays”. There should be a period of core time, which is non-negotiable except for normal exceptions.

Staff suggestions

Some secretaries would like to leave earlier on (days other than Thursdays as the shops do not stay open later and so are fuller. Clerical staff are prepared to work during the present lunch hour. An extension of working hours is acceptable if they are credited later. One department has proposed a “pairing” system, where you always have someone else to cover for you in your absence.

Staff requests

There are a number of part-time workers, all women, about 25% of the office staff, who would prefer to work the majority of their 17 hours in the mornings. Several people have requested time to take their children to pre-school and school and also to fetch them in the afternoon. They would prefer to start at 10 on certain days. The canteen must stay open longer at lunchtime, if necessary.

Задание 5. (Вопрос о пользе собраний.) Выразите свое согласие или несогласие:

- More time is wasted at meetings than in any other business activity.
- The purpose of meetings is to decide when the next one will take place.
- A meeting is a group of people who can decide nothing alone and who decide together that nothing can be done.

- It's better to send everyone a memo about a new procedure than to have a meeting.
- The most important person at a meeting is the chairman.
- The most important piece of paper at a meeting is the agenda.
- The most meetings are unnecessary, they're just a way of making people think they're important.
- It's better to talk to each person individually than to have a meeting.
- A meeting may be the only chance the members of a group actually have to see each other face to face.
- Meeting lead to better decisions, because of the exchange of ideas.

Задание 6. Прочитайте диалог. Отметьте незнакомые слова и выражения.

Susan: I've just run into that office designer chap...

Hillary: Mr. Harris?

Susan: That's right. Anyway, he had a pile of papers and a tape measure in his hands. What's going on? Do you know, Hillary?

Hillary: Well, I'm not supposed to tell you, but...

Susan: This sounds interesting! Go on.

Hillary: We are going open plan.

Susan: Does that mean we're going to be sharing a room with the bosses?

Hillary: No, not exactly, but we're going to share the office with some of the other secretaries. It's all part of the new development, but the bosses haven't agreed on the details yet.

Susan: I suppose that with the new extension going up, there will be some more jobs.

Hillary: Have you seen the plans?

Susan: Yes, it's going to be huge.

Hillary: Well, I haven't seen them, but I've heard they want to move all the departments around...

chap – парень

pile – груда, кипа

open plan office — большой офис без внутренних перегородок

Задание 7. В любом офисе много табличек на дверях. Дайте их русские соответствия:

Accounting manager – Bookkeeping – Canteen - Ladies' toilet Gents' toilet – Personnel manager

– Photocopying room – Post room – Secretary – Systems analyses –Typing pool – Reception –

Restroom – Data Processing – Stationery store

Задание 8. Внимательно прочитайте нижеследующие положения. Скажите, какие из них наиболее важны, если вы только начинаете работать в офисе.

- Be punctual.
- Wear your smartest clothes (not trousers if you're a woman).
- Go to the hairdresser's the day before.
- Smile at everybody you meet.
- Find out what the canteen food is like.
- Offer to pay for your own coffee.
- Make a note of everything anyone tells you.
- As if you can start work as soon as possible.
- Show your new colleagues pictures of your family.
- If you are a smoker, don't smoke in an office you share with someone.
- If you are a non-smoker, say you don't mind if the person you share the office with wants to smoke.
- Wait until you have been introduced before you speak to anyone else.
- Apply to go on a special training course.
- Ask where to get your luncheon vouchers.
- Inquire about the company pension scheme.
- Ask who is the trade union representative.

Задание 9. Прочитайте по ролям диалог между менеджером и служащими. Расскажите по-английски о претензиях каждого из служащих.

Hillary: Karen, have you got a few minutes? I'd like to have a word with you.

Karen: Yes, of course, Hillary.

Hillary: And is Helen around?

Karen: Yes, she's just gone over to Finance. She'll be back in a minute... oh, here she is now.

Hillary: Helen, could I have a word with you and Karen?

Helen: Yes, of course.

Hillary: OK. Let's go into Alice's office. She's away today, and then we can talk a bit more privately.

Helen: OK.

Karen: OK.

Hillary: Right, now I've heard that-the two of you have been complaining a bit... about the extra work you are expected to do. So I thought we could perhaps discuss it and see if we can sort it out. Is that OK?

Karen: Yes, it's a good idea.

Helen: Yes, fine.

Hillary: OK, Karen, can you tell me what your problems are?

Karen: Well, it's just that I can't manage to get through all my marketing work. I just seem to have too many other things to do.

Hillary: Go on.

Karen: Well, first I often have to type letters for the departmental managers.

Hillary: You mean outside marketing?

Karen: Yes, for Mr. Ford, for example. When Katty and Sally

Hillary: I see.

Karen: And then I sometimes have to type up minutes of meetings, which isn't really my job at all.

Hillary: No, that's right. That isn't your job. Anything else?

Karen: Well, then there's the post. Occasionally I'm asked to sort through it.

Hillary: Do you ever have to distribute it?

Karen: No, rarely. I mean Helen does that normally. I only do it when she's away or too busy.

Hillary: And how about dictation?

Karen: Well, that's normally once a day, but that's not too bad because it's usually in marketing – so I don't mind. It's really all the other jobs that I get.

Hillary: I see, so the problems are mainly the letters - and typing the minutes.

Karen: Yes, I suppose so.

Hillary: OK. Helen, what about you?

Helen: Well, at the moment! always distribute the mail. But I thought it would be shared – not always me.

Hillary: I see. And what about sorting?

Helen: Well, I do that twice a day, but it doesn't take -very long. And any way, that's part of my normal job.

Hillary: And what about meetings taking minutes or typing them?

Helen: Well, I take minutes at the board meeting every month... and again that's part of my job. But I'm also asked to type up minutes from other meetings.

Hillary: How often?

Helen: I suppose I get some every week to type up... and they're not from marketing.

Hillary: I see. And how about dictation and letters?

Helen: Well, I suppose I do a dictation daily ... but it's often for other managers. I mean they just walk in and...

Hillary: OK, Helen. I understand. And what about letters?

Helen: I rarely type letters these days. I never have time.

Hillary: I see. So I suppose you just give them to Karen.

Helen: Well, not exactly give them...

* * *

Hillary: Alice, are you busy?

Alice: As usual. But what can I do for you?

Hillary: I've just opened the suggestions box, and I wanted to have a word with you about some of the suggestions.

Alice: OK.

Hillary: The first one is about the morning tea break. At present it's at 11.00, and the suggestion is to change it to 10.30.

Alice: Well, and what do you think?

Hillary: I think we should have it a bit earlier, if that's OK.

Alice: I have no objections at all.

Hillary: Good. The second one is about the printer.

Alice: Another complaint about the noise?

Hillary: Afraid so.

Alice: Well, we can't replace it. But it might be a good idea to fit a better cover so that it isn't as noisy.

Hillary: OK, I'll investigate. Right, the next one says 'What about having a non-smoking office?'

Alice: A nice idea, but unfortunately unrealistic with so many people working in the same office. But why don't you talk informally to the office staff and see if the smokers can agree to smoke outside the office or something?

Hillary: OK, I'll do that. The next one is about flextime. Don't you think we should consider it? Most of the other companies in Southtown have already introduced it.

Alice: I'm afraid the Managing Director has already said no to that one, and I agree with him for the moment. I think we should look at it again next year.

Hillary: Fine. OK, just two more. How about a company Christmas party?

Alice: Yes, I'm all in favor. We've got plenty of time if we start thinking about it now. Why don't you start planning after the summer?

Hillary: OK, I'll enjoy organizing that. And finally, there's a suggestion about reorganizing the

furniture in the main office. The secretaries all say that they are very cramped. Don't you think we should do something about it?

Alice: Yes, absolutely. It's been on my mind for quite a while now. I suggest that we have a word with Christine Adams, the Office Manager, and see what can be done.

Hillary: Good, that's all. Thanks very much.

Задание 10. Работа в парах. Составьте мини-диалоги по следующему образцу:

– I think it would be a good idea if all firms had facilities for looking after pre-school children.

– I can see what you mean, but it would be a difficult thing to introduce.

Практическое занятие № 52 Evaluation and emphasis

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном

языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. Are good relationships between colleagues important? Why?

Задание 1. Внимательно прочитайте диалог между Hillary Beacham и госпожой Wright. Ответьте на следующие вопросы:

- What kind of job is Mrs. Wright looking for?
- Where did she work before?
- What does Hillary Beacham do (in the company)?

H.B.: I think I'd better take this opportunity to explain to you exactly who's who in the company. You'll need to know who to go to if you want to contact a particular manager. Let's start right at the top: David Burton is the Managing Director and his Personal Assistant is Mary Wilkins. The company is divided into four departments: Production, Personnel, Marketing und Finance. OK?

W.: Right. Let's deal with each one in turn. Michael Stout looks after Production, and his title is Production Manager, and Daniel Harkin works as Personal Assistant in the Production Department. Then there are two secretaries. Is that so?

H.B.: Yes.

W.: Moving on to Personnel, we've got Sheila Polson, and her title is Personnel Director. Jane Hargreaves works for Sheila Polson as Personal Assistant. And then there are two secretaries in the department. OK?

H.B.: Yes, fine. As you know, I'm the Marketing Manager and for the next two months you are going to work as my Personal Assistant. Helen Wright and Karen Williams, the two secretaries in the department, will report to you. Is that clear? And finally... Paul Cummins is responsible for the Finance Department. His PA (Personal Assistant) is Judith Walker. And then there are three secretaries in the department. You've met one already. I think. So that's a brief overview of the structure of the company. Do you have any questions?..

Задание 2. Прочитайте внимательно текст, в котором речь идет о том, каким должен быть современный руководитель. Свое мнение высказывают три члена комиссии: Джон Рейнолдс, Марк Причард,

Сюзен Стейнтон. Продолжите обсуждение кандидатур, используя модели диалога.

Reporter: In the second part of this interview I'd like to ask each of you in turn what you consider to be the three most important qualities for a good manager. Perhaps we could hear your ideas first, Mr. Reynolds.

Reynolds: I think that at present the most important quality is the ability to deal with other people. I know we are a manufacturing industry, but I feel very strongly that we also have a great responsibility towards our personnel. Secondly... let me see. Yes, in my opinion the second most important quality is the ability to talk to our personnel about their jobs, their futures, their problems, etc. To be able to relate to them, you know. And thirdly... I suppose I'd put adaptability as the third most important quality. I think that fits in with the other two points I mentioned to give my idea of a good manager.

Reporter: Thank you for your opinions, Mr. Reynolds. Perhaps we could hear your views now, Mr. Pritchard.

Pritchard: I consider the present situation requires a rather different approach to the whole question of management and therefore different qualities for managers. I believe that a good manager is one who can persuade people that his way is right. Isn't that why he is a manager? Getting people to accept his decisions and to follow his leadership – that, in my view, is the mark of a good manager. Secondly, I feel that he should be firm with his people – that's how they'll come to respect him. And thirdly,... I'm of the opinion that he should be physically fit. In this day and age the pressures and strains are so great that only the fittest can survive, and those are the ones who should be the managers. Mentally competent. Yes, but physically competent, also.

Reporter: Thanks, Mr. Pritchard. Could we hear what you think, Mrs. Stainton?

Stainton: Yes, certainly. I think my views probably represent a mixture of synthesis of my colleagues' opinions. The most important quality is, in my opinion, the ability to think flexibly – to find new answers and new solutions. Secondly, I feel that as managers we should be able to handle people, as I'm sure that for the company good labor relations mean a happy and secure future. But this doesn't mean that we should be too lenient or too dogmatic. No, the third quality should be, in my view, the ability to direct and control people effectively.

Reporter: Thank you all for your opinions.

Задание 3. Запомните следующие слова и выражения. Составьте собственные предложения и мини-диалоги:

to be able to deal with other people – умение общаться с другими людьми
to be responsible (to smb.) – нести ответственность перед кем-либо
to be able to talk to the personnel - уметь разговаривать с персоналом
to be able to relate to people - уметь взаимодействовать с людьми
to be adaptable – уметь приспосабливаться

to fit in with smth. – совпадать с чем-либо, вписываться во что-либо
to be able to persuade people – уметь убеждать людей
to get along with smb. – ладить с кем-либо

* * *

to get people to accept smb's decisions – склонять людей к согласию с решением (руководства)
to get people to follow smb's leadership – заставлять людей выполнять требования руководства
to be firm with people – быть требовательным к подчиненным
to be physically fit – быть в хорошей физической форме
to be mentally competent – обладать живым умом
to be able to think flexibly – уметь гибко мыслить
to be able to handle people – уметь управлять людьми
to be lenient – быть уступчивым
to be dogmatic – быть категоричным, догматичным
to direct people effectively – управлять людьми эффективно
to be strong in body – быть физически сильным
to keep fit – держать себя в форме
to be well-organized – быть хорошо организованным
to be punctual – быть пунктуальным
to be enthusiastic – быть оптимистично настроенным
to be suitable for position – соответствовать должности
to be creative – обладать творческим отношением к делу
to be well-bred – быть хорошо воспитанным

Задание 4. Используя приведенные ниже выражения, попытайтесь составить портрет идеального руководителя.

Expressing your opinion strongly you'll say (Подчеркивая ваше мнение, вы скажете):

I definitely think that...

I'm sure that...

I'm convinced that...

I really do think that...

Expressing your opinion neutrally you'll say (Просто выражая мнение, вы скажете):

As I see it,...

I think...

I consider...

I feel...

In my opinion...

To my mind...

Expressing your opinion weakly you'll say (Выражая мнение уклончиво, вы скажете):

I'm inclined to think that...

I tend to think...

I'm disposed to think...

I'm prone to think...

Задание 5. Переведите на русский язык следующие точки зрения по вопросу о том, каким должен быть руководитель. Определите, чьи это точки зрения.

1. to know how they are getting on with their jobs
to have the opportunity to discuss their work in detail with the boss
to discover their own weaknesses to find out what view the boss has of them
to know how to work more effectively
to discuss their future within the organization to see how their careers are developing

* * *

2. managers can profit from closer contact with individual employees
managers can find out what their employees do well or could do better
managers . can review the performance of their staff by interviewing them
the company can profit from interviews, because they create closer working relationships

interviews help the company (to) find out which people can be promoted
interviews help people believe in the company more
interviews help (to) find out which employees can benefit most from further training

Задание 6. Смоделируйте ситуации, в которых сначала вы выступите в роли подчиненного, а затем – в роли менеджера по кадрам.

First you are the employee:

1. You would like to bring up the subject of wanting to have more responsibility...
2. You aren't satisfied with what you have been doing so far...
3. You are looking for greater challenges...
4. You feel your qualifications and your experience mean that you need less supervision in your job...

Now you are the manager:

1. Several people in the department are under consideration by the management...
2. They are looking for someone who is prepared to show initiative and to work under the supervision of the personal assistant of the vice president/managing director...

3. The company is looking for someone who enjoys contact with people outside the company...
4. The company is looking for somebody who is prepared to travel a lot – and to be away from home sometimes at the weekends...

Задание 7. Переведите на русский язык следующие правила делового этикета.

Hints for the Office Manager or the Boss

You need not go around proving you're the boss if you are. So here are some suggestions:

- Don't order, ask and be polite! It amounts to the same thing, but it sounds – and works – better.
- Remember that people work with you? Not for you. People like to be spoken of as associates, not as slaves.
- Keep your promises. It's important to make note of every promise whether it is important or something you think less important.
- Criticize, if you must, only in private – and do it objectively. Never criticize anyone in public or in anger. And that goes for the mail clerk's well as you're your assistant.

* * *

The Secretary

In most companies a secretary is hired strictly for business. If you have so little office work for her that she has time to manage your (or her own) personal affairs, you don't need a secretary.

If you ask her to do something which is beyond the scope of her regular office work, realize that you ask a favor. However, this puts your relationship on a more personal basis...

Drawing room manners are out of place in an office, and you are not expected to jump to your feet and hold a chair for your secretary every time she comes into your office. But take care not to treat her as if she were nobody.

You should say a pleasant "Good morning" when you come in and "Please" and "Thank you" at every opportunity; don't expect her to carry in the chairs for your meeting; show a little interest in her health and mood.

Note: When you go out, let her know where you're going, how you can be reached and when you expect to return. She needs the information to fill for you in your absence.

This is what you should expect of your secretary:

- Polite handling of your telephone calls.
- Courteous handling of your visitors.

When someone has a definite appointment with you, he should not be kept waiting but should be shown to your office at precisely the time agreed upon.

But if you are really busy, your secretary should go out to your visitor in person, explain your absence, convey your apologies and then give a definite idea of how much delay is inevitable.

If the visitor chooses to wait, your secretary should then make sure that he is comfortable. It is by no means necessary for her to "entertain" the visitor. She should go on with her work as soon as she has seen that he is comfortable.

Задание 8. Переведите на русский язык следующие предложения:

(a) Definite frequency

1. The post is delivered twice a day.
2. The photocopier is serviced every three months.
3. Canteen tickets are sold once a week.
4. The telephones are checked annually.
5. The fire alarms are tested twice a year.
6. Training courses for new staff are held every month.

(b) Indefinite frequency

1. Compact employees rarely look at the notice boards.
2. Compact employees quite often eat in the company canteen.
3. Compact employees eat in the company canteen quite often.
4. Compact employees sometimes work overtime.
5. Compact employees always take their full holiday entitlement.
6. Compact employees usually come to work by car.
7. Compact employees often retire at 65.
8. Compact employees are never made free/redundant.

Задание 9. (Предварительная договоренность о встрече.) Прочитайте диалоги по ролям:

S - for Secretary, W - for Mrs. Wright, H.B. – for Hillary Beacham.

S.: Compact System. Good morning.

W.: Good morning. Could I speaking to Hillary Beacham?

S.: Who's calling, pleas

W.: My name is Adel Wright.

S.: Thank you. And what's it in connection with?

W.: The secretarial job advertised in last night's paper

S.: Thank you. One moment, please. I'm putting you through now.

W.: Thank you.

S.: I'm afraid there's no answer. Would you like to leave a message?

W.: No, thank you. I'll ring back later. What time do you think she'll be in her office?

S.: If you give me your name, I'll tell her you're going to call.

W.: OK. It's Wright, spelt W-R-I-G-H-T. And the first name's Adel.

S.: OK, Miss Wright.
W.: It's Mrs. Wright, actually.
S.: OK, Mrs. Wright.
W.: So, what time should I call back?
S.: She'll definitely be in after lunch, at 2.
W.: OK. I'll call back after 2, then. Thank you.
S.: Goodbye.
W.: Goodbye.

* * *

S.: Compact Systems. Good afternoon.
W.: Good afternoon. Could I please speak to Hillary Beacham?
S.: And your name is?
W.: Adel Wright.
S.: Thank you. What are you calling about, please?
W.: The secretarial job advertised in last night's paper.
S.: Ah yes. You rang this morning, didn't you?
W.: Yes, that's right.
S.: Hold on a moment, please, Mrs. Wright. I'll connect you right away.
W.: Thank you.
H.B.: Hillary Beacham speaking.
W.: Good afternoon. My name's Adel Wright. I'm calling in connection with the secretarial job advertised in last night's paper.
H.B.: Ah yes, Mrs. Wright. You rang this morning, didn't you?
W.: Yes.
H.B.: Can I ask you a few questions?
W.: Of course.
H.B.: I presume you've worked in a computer company?
W.: Yes, I've had four years with Date Base System.
H.B.: Are you still there now?
W.: Yes, I am.
H.B.: I see. And what are your duties there?
W.: I work in the sales department. I handle all the inquiries.
H.B.: I see. And are these written inquiries?
W.: Both written and phone calls.
H.B.: And do you have to do a lot of typing?
W.: No, in fact I use the phone for nearly all UK inquiries.
H.B.: And what about shorthand?
W.: Well, to be honest, it's a bit rusty.
H.B.: Good. So, perhaps you could tell me why you are interested in...

Задание 10. Запомните следующие слова и выражения:

to be familiar with the requirements of the job – знать требования, предъявляемые работой
in my previous position – на прежней должности
to be in charge of – отвечать за
opportunities for advancement – возможности продвижения по службе
a full-time job – штатная должность, полный рабочий день
a part-time job – работа на полставки, неполный рабочий день
well-paid job – хорошо оплачиваемая работа
temporary job – временная работа
job in one's field – работа по специальности
to work overtime – работать сверхурочно
length of service – стаж работы
cash award = bonus = premium – денежная премия
lay-off – сокращение, увольнение из-за отсутствия работы
benefits = fringe benefits = perks – льготы
probationary period – испытательный срок
to apply for position – подать заявление о приеме на работу
to ask for raise (Am.), rise (Br.) – просить повышения зарплаты
to take home pay = net salary – чистая зарплата (за вычетом всех налогов)
regular pay – основная зарплата
gross pay – общая сумма зарплаты (salary), сумма до вычета налогов
job vacancy = job opening – вакантная должность
high level job – высокая должность
top position – ведущая должность
managerial job – управленческая должность
administrative job – административная должность
job title – наименование должности
to resign – отказываться от должности
to fill a position – вступить в должность
deductions from the salary – вычеты из зарплаты
to be promoted to the position of ... – быть переведенным с повышением на должность...
to make a good impression on – произвести хорошее впечатление

Задание 11. Деловая игра. Используя лексику урока и выражения из задания 10, составьте диалоги.

В вашей фирме появилась вакансия на должность секретаря управляющего предприятием.

Вы выбрали претендента на эту должность и оговариваете с ним его распорядок дня.

Претендент на должность уточняет у вас необходимые детали для работы на новом месте.

Практическое занятие № 53 Summary and conclusion

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What types of business letters do you know?

Задание 1. Прочитайте текст, стараясь не прибегать к помощи словаря. Выпишите незнакомые слова и выражения.

With the development of industry, technology, trade, and economic ties among the countries and ordinary people a great volume of business is done by mail. It is true that the telephone, telegraph, telex and fax to speed up transactions, but they also increase expenses to such an extent that practical businessman and economic people use these modern means of communication only for matters requiring immediate action or for messages which can be expressed briefly.

Business letters concern us in our daily living, especially those of us who live abroad and deal with foreigners. People write business letters in many situations: finalizing contracts, booking a seat in an airplane, reserving hotel accommodation, booking theatre tickets, writing order-letters, letters of inquiry, claim letters (letters of complaint), cover letters, letters of confirmation and letters of guarantee.

A business letter, like a friendly or social letter, should make a favorable impression. In order that a letter may create this impression, it should be neatly written or typed, properly spaced on the page and correctly folded in the envelope.

The Flirts of a Business Letter

The basic outline for a business letter is that of any letter: the heading, the inside address, the salutation, the body of the letter, the complimentary close and the signature. If you forget something you mean to say in the letter, put it in a PS at the bottom of the page.

Задание 2. Выучите следующие слова и словосочетания и составьте с ними собственные предложения:

a great volume of business – большой объем работы
to speed – ускорять, содействовать
to speed transactions – ускорять сделки
to increase – увеличивать, поднимать
to increase expenses – увеличивать расходы
order-letter – письмо-заказ
inquiry letter – письмо-запрос
clam letter (letters of complaint) – письмо-жалоба (письмо-рекламация)
cover letter – сопроводительное (препроводительное) письмо
letter of confirmation – письмо-подтверждение
to space – размещать, отделять
to fold – складывать, сгибать
heading – заголовок
salutation – приветствие
inside address – адрес получателя
body of the letter – текст письма
complimentary dose – заключительная формула вежливости
signature – подпись
circular letter – циркуляр
registered letter – заказное письмо
dead letter – недоставленное письмо
letter of congratulation – поздравительное письмо
letter of introduction – рекомендательное письмо
registered letter with statement of value – ценное письмо
statement – ведомость
remittance – денежный перевод
to be called for = poste restante – до востребования
date of the postmark – дата почтового штемпеля
certified copy – заверенная копия
Consignment note = way bill – накладная
to send by parcel post – отправлять почтовой посылкой
to post = to mail – отправлять почтой
urgent telegram – срочная телеграмма
to refer to smth. – ссылаться на что-либо
first-printed copy – первый экземпляр
copy on approval – контрольный экземпляр
in duplicate = in two copies – в 2 экземплярах
to renew correspondence – возобновлять переписку
addressee – адресат
sender – отправитель
receiver – получатель
in triplicate = in three copies – в 3 экземплярах

receipt – расписка

Задание 3. Выберите нужное слово из рамки и заполните пропуски:

to type
the complimentary
closing
extent
salutation
volume
concern
envelope

1. _____ a polite way of the ending of a letter.
2. The name and address of the company written to are usually _____ on the left-hand side against the margin.
3. The normal form of _____ for letters addressed to organization is "Dear Sirs". "Dear Mr. Smith" has tended to replace "Dear Sir".
4. The _____ of passenger travel on the railways is decreasing.
5. A flat-paper container for a letter is called _____.
6. This clause of the contract _____ very much.
7. I was surprised at the _____ of his knowledge.

Задание 4. Прочитайте текст. Выразите свое согласие или несогласие с суждениями после текста.

Layout of Commercial Correspondence

Business letters exchanged by commercial firms, companies, publishing houses, institutions, etc. are usually written on business letterheads with the name and address of the firm or office already printed above the letter.

The usual layout for the official business letter today is known as the blocked style. In this style all new lines of typing are ranged to the left including paragraph openings and the concluding salutation. There is no punctuation in the address and the greetings. The same style is followed on the envelope.

This streamline style is considered to be efficient, modern and is designed to save the typist time.

However, there are companies and firms which favor the indented or step form style. In this style paragraph openings are indented, the address and greetings are punctuated. The complimentary close and signature are in the middle or even on the right.

The indented style in business letters now has somewhat a traditional appearance, though it can look more balanced, especially for personal letters.

Following are some business letters written on letterheads in the modern streamline block style.

* * *

1. The usual layout for the official business letter today is known as the blocked style.
2. There is no punctuation in the address and the greetings.
3. The streamline style is considered to be efficient, modern and is designed to make a letter more beautiful.
4. In the indented or step form style paragraph openings are indented, the address and the greetings are punctuated.
5. The complimentary close and signature in the step form style can be only in the middle.
6. The indented style in business letters has a different appearance each time.

Задание 5. Внимательно прочитайте образцы деловых писем. Объясните, чем различаются эти письма.

Heading University High School
155 East 44th Street
New York 17. New York
September 4. 200...

Inside address

Mr. H. Buford Fisher. Chief
Public Information Service
United Nations, UN Plaza
New York, New York

Salutation → Dear Mr. Fisher.

Body

Our oral-English class¹ occasionally sends speakers to other oral-English classes as part of our program of work during the term. This year we would like to aid in publicizing UN activity during the forthcoming annual Assembly² of the United Nations due to open this September.

Body

In order to get information about the activities of the United Nations and the importance of this World organization, we should like to have a good speaker

who can give us information, such as a member of the UN Secretariat. Would you be kind enough to suggest a speaker who is not too formal, but who would talk conversationally³ and interestingly. His talk should not last over an hour. I enclose a self-addressed stamped envelope,⁴ and we shall be grateful for any suggestions you may make.

Close → Very truly yours,

1 oral-English class – группа разговорного английского языка

2 the forthcoming annual Assembly — предстоящая ежегодная Ассамблея

3 to talk conversationally — владеть разговорной речью

4 self-addressed stamped envelope — маркированный конверт с обратным адресом

Signature → Laura Winston

Stamp

Edward J. Dawson

R.R. I, Box 148

Stockton,

Mr. George L.

Smith

39 West Locust

Avenue

Stamp

Richard M.

Marshall,

1387 Brown

Hinson Manufacturing

Company,

1795 Connecticut

Street.

Задание 6. Внимательно изучите структуру делового письма (Задание 5) и ответьте на следующие вопросы:

1. What kind of letter is it?

2. Does the salutation "Dear Mr. Fisher" show that the correspondent is unknown to the author or known to him personally?

3. What does the body of the letter deal with?

4. Is the complimentary close formal or informal?

Задание 7. Напишите письма по следующим адресам:

- а) в Англию на фирму "Smith & Sons LTD", Лондон СВ.Б., Куин Виктория 25, на имя менеджера по экспорту
- б) на фирму «Лондон Метал Уоркс», в Лондоне Н.В. 7, по улице Минсннг Лэйн 37, на имя секретаря
- в) в Манчестер, 15, улица Марпл Роуд, дом 37, на фирму «Астлей Бразерз».

Задание 8. Внимательно изучите следующую таблицу и напишите по одному письму каждого типа.

Different Kinds of Salutation and Complimentary Close

Kind of a Letter	Salutation	Complimentary Close
Formal letters to officials ⁵		
and supervisors ⁶		
Sir:		
Madam:		
Yours respectfully.		
Respectfully yours.		
Yours very respectfully		
Letters to business firms		
and companies		
Gentlemen:		
Ladies:		
Yours truly		
Answers to advertisements		
giving no name of person or		
firm		
Gentlemen: (or omit the		
salutation)		
Yours truly		
Letters to persons		
unknown or slightly known to		
writer		
My dear Mr. Moore:		
Dear Mr. Johnson:		
My dear Mrs. Slock:		
Dear Sir:		

Dear Sir and Madam:
Yours truly. Sincerely yours.
Yours very truly. Very truly
yours.

Letters to persons well-
known to writer

Dear Mr. Warren:

Dear Miss Macy:

Dear Mrs. Jenkins:

Dear Professor Lewis:

Very sincerely yours,

Cordially yours,

Yours cordially,

Very cordially yours.

5 ' official — служащий

6 supervisor — должностное лицо

Задание 9. Поставьте глагол в скобках в нужную форму

21st June, 200...

Dear Mr. Brown,

I just _____ (to read) your promotion to sales manager. Let me

(to offer) my warmest congratulations.

I _____ (not to have) to tell you that all of us _____ (to wish) you best of luck
in your
new position.

We _____ (to be sure) we _____ (to read) more good news about you in
the trade
papers in the future.

Yours sincerely,

F. Popov

25th November, 200...

* * *

16th July, 200...

Dear Sir,

Your order No 1355

We _____ (to write) to inform you that we (to ship) the first grinding machine
against

the above order by the m.v. St. Petersburg this morning. Acknowledgment of receipt in good and condition _____ (to be appreciated).

Задание 10. Переведите на английский язык:

1. Умение писать деловые письма имеет огромное значение для нормального ведения коммерческой деятельности.
2. В письмах можно использовать некоторые общепринятые стандартные обороты.
3. Деловые письма обычно пишутся на фирменных бланках, отпечатанных типографским способом.
4. Заголовок к тексту письма сообщает его тему, тем самым давая возможность получателю сразу понять, о чем письмо.
5. Письмо должно быть посвящено лишь одному вопросу.
6. Деловые письма подписываются от руки четко и разборчиво.

Задание 11. Выучите заключительные фразы деловой переписки:

We expect your early reply – Надеемся на быстрый ответ

Please inform us in the shortest possible time – Просим сообщить нам как можно скорее

We are looking forward to your consent (approval) – Ожидаем Вашего согласия (одобрения)

Awaiting your reply – Ждем Вашего ответа

Yours faithfully = Faithfully yours = Yours truly = Yours sincerely = Sincerely yours – С

уважением

Задание 12. Переведите предложения и выражения, используйте их при написании письма:

We have the pleasure to inform you that.... Please accept our apologies for... We are sorry to have remind you that... In connection with your letter of... In confirmation of the cable of... In view of above... We are sending this letter in duplicate. At your request, we are sending you... We have considerable interest in... With reference to your order... In reply to your letter of... Please let us have your instructions for shipping. This is to confirm our order of.... We have an inquiry for...

Accept our apologies for the delay. The delay was caused by... The delay occurred through no fault of ours. Reasons beyond our control. In due course. Damage occurred during transporting. Through an oversight, for lack of time. In case of non-payment. Trusting for a favorable reply to our application. We are honored to invite you to participate in our forth-coming conference on...

Should our offer be of interest to you, we shall be glad to see your representative. Thank you for your order and you can be sure the goods will be supplied within next week as usual. Unfortunately, we cannot see our way to accept your order with a discount of 10%. Please, inform us if this special cash discount of 5% is acceptable for you. We are pleased to tell you how glad we were with your order because it represents our first business transaction with you. We enclose a free leaflet and new quotations. The lowest quotations today are as follows... We confirm the receipt of your order No 215 of 11 October. Please let us know when the goods are ready for shipment. We thank you for your inquiry. Please state what discount you allow for quantities and cash payment. We'll give you a discount, if you increase your order. We enclose our price-list with this letter. Please do not hesitate to contact us. A 5 per cent discount off (from) the price. This price is subject to confirmation. What's your idea of the price?

Задание 13. Внимательно прочитайте образец письма к менеджеру по кадрам и выучите слова и словосочетания, которые помогут вам лучше понять содержание письма:

The Firs,
Long Lane,
Bickley, Surrey
The Personnel Manager,
Harper & Grant Ltd.,
Great West Road,
London, W. 25.
1st October, 200..,

Dear Sir,

I am writing to ask you if you have a vacancy on your staff for an assistant accountant.

I am twenty-two years of age and have been working in the costing department of the Bedford Furnishing Company, Bedford House; London, E.C.I.", for the past two years. I am studying Accountancy and Business Management at the Polytechnic and wish to complete my course there, which has another two years to run.

The only reason for, my seeking new employment is, that Bedford Furnishing is moving shortly to a development area in the north-west, where its main works is already located.

If there is some chance of a vacancy occurring in-the near future, I would greatly appreciate being given an interview. My present employers would gladly give reference.

Yours faithfully,
Simon Deeds

Задание 14. Деловая игра. Составьте деловые письма по заданным ситуациям, используя выражения:

письмо-предложение о (поставках оборудования), письмо-подтверждение о (поставках оборудования), письмо-приглашение (на работу, на совещание), письмо-просьба, письмо-благодарность, письмо-поздравление, письмо-отказ, жалоба на задержку с ответом, принятие предложения, письмо-претензия на качество товара, просьба о предоставлении информации по какому-либо вопросу, письмо об изменении условий или сроков поставок.

Практическое занятие № 54 Summarising lesson

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

3. What is management?

4. Who is a manager?

Задание 1. Постарайтесь понять текст без словаря. Кратко перескажите его основное содержание.

The management of the company is called the Board of Directors (not Managers) headed by the Chairman (= the President Am.). There is usually a Managing Director and in the case of big companies there may be several Joint Managing Directors.

A Manager in British companies is the person who is head of a department – Sales, Export, Works (Production), Staff, etc. So there are Sales Managers, Export Managers, Works (Production) Managers, Staff Managers, etc.

A general Manager has managers, working under his control, and receives his instructions from the Managing Director.

By British Company Law (the Companies Acts of 1948 and 1985) a limited company (public or private) must have a Company Secretary whose duties are manifold. First he is the clerk to the Directors: he is to keep Registers of Directors and Members, arrange for proceedings at Director's and shareholder's meetings, prepare notices for the calling of these meetings, attend them and advise directors

at board meetings on the legal, accounting and tax implications of any proposed business move as well as keep minutes and write reports (the minutes of a meeting are usually concise records of resolutions or decisions reached, and the reports are more extensive and give details of discussions, arguments for or against the resolutions, and so on), Second he represents his company and in this capacity he supervises the working of the staff and the maintenance of staff records (if there is no special staff manager) finally he is often responsible for the accounting and handling of contracts. Thus he is the link between the company and the members, between the company and the staff and between the company and the public.

The Company Secretary must be a properly qualified person, and be able to fulfill his routine duties well. He is supposed to have training in company law, accountancy and many other subjects. He is expected to be a part-lawyer, part-economist, part-administrator and part-accountant.

But it takes a good deal more than professional qualifications to make a good company secretary: "he must be businessman and humanitarian, lawyer and visionary" (as one of the English newspapers puts it).

Задание 2. Выберите нужное слово из рамки и заполните пропуски:

department
staff
head
management
activities
shareholders
supervise
handling
minutes

1. Accounting and advertising are important _____.
2. Most companies are made up of three groups of people _____ (who provide the capital), the _____ and the workforces.
3. If the production plan is not met, then a manager must be penalized along with the workers he _____.
4. _____ shows the financial picture of the firm.
5. Senior managers _____ the various _____ or functions within a company.
6. Machinery packed in crates needs a special bottom of facilitate _____.

Задание 3. Найдите синонимы среди следующих слов:

- to maintain, to attend, to propose, can, ordinary, to carry out, to advise of
- to suggest, to keep, to visit, to be able, routine, to fulfill, to inform

Задание 4. Ответьте на вопросы:

1. What is the management of the company called?
2. Who heads the Board of Directors?
3. What managers are there in British companies?
4. What does a General Manager do?
5. What are the duties of a Company Secretary?
6. What qualities must a Company Secretary have?
7. How did one of the English newspapers describe a good Company Secretary?

Задание 5. Изучите схему управления английской компании:

Executive Vice-President

President

Chief of The

Credit Department

Marketing

Research Manager

Product Research

Manager

Research and

Development

Sales

Manager

Production

Manager

Controller

Задание 6. Используя модели, перестройте предложения в пассивном залоге.

*Model 1: The manager examines the organizational structure of the firm. →
The organizational structure of the firm is examined by the manager.*

1. The vice-president gives orders to employees.
2. I receive orders from the sales manager.
3. My friend holds the position of general manager.
4. The personnel office receives resumes from prospective candidates.
5. Staff departments do different services to line departments.
6. He takes the orders and usually fulfills the task very quickly.

*Model 2: The Production Manager is examining the organizational chart. →
The organizational chart is being examined by the Production Manager.*

1. I am sending my annual report to my immediate superior.
2. The foreman is firing his immediate subordinate.
3. Comptroller is giving the orders to his employees.
4. We are changing the organizational structure of our company.
5. The board of directors is enlarging the staff of the company.

Model 3: I have invested my money in real estate. →
My money has been invested in real estate.

1. We have considered the advantages and disadvantages of partnership.
2. I have bought shares of IBM (International Business Machines company).
3. This business has involved big financial resources.
4. We have elected the board of directors.
5. The board of directors has chosen the company officers.

Задание 7. Прочитайте фрагмент вступительной речи управляющего по кадрам перед группой секретарей, начинающих работать в компании (Personnel Manager — P.M.; Secretary — S.). В чем, по-вашему, основные сложности в организации работы?

P.M.: Good morning, I'd like to welcome you to our organization. Now you all know which departments you are going to, but before you go off I am going to tell you a little bit about us and about the rules and regulations which we try to adhere to. And the reason why we have these rules is that they help us all to know what we can do, what we must do, and what we shouldn't do – and in the long run make this a happy place to work.

S.: And what can you tell us about flextime system?

P.M.: First of all the flextime system. Most of you can choose what time you are going to start and finish. However, you must all be here for core time which is from 10 till 3. You should all work for a minimum of 37 hours a week and not more than 41 hours. If you look at your job descriptions you'll see that you should put in an average of 38 hours a week. This means you can put in up to an extra 2 hours per week. However, at the end of a month you shouldn't have more than 10 hours overtime, because only 10 hours can be claimed, is that clear?

S.: We would like also know about daily working hours.

P.M.: As far as your daily working hours are concerned, you should tell the departmental heads on the Friday, what times you are going to start the following week. You need's start each day at the same time; but you must be here between 10 and 3, and you mustn't put in less than 37 hours in a week. And one more point, you needn't specify in advance what time you are going to finish.

S.: How long does our holiday last?

P.M.: You all have 18 days holiday a year. Ten of these 18 days must be taken during July when the company will be closed. The other eight days may be taken in either one or two installments, for example five days and three days or six days and two days, etc. But you can't have eight separate single days off or four 2-day periods off.

S.: Could you possibly tell us about lunch hours? We have a canteen here where you can have lunch. Lunch tickets are on sale on Monday mornings only and this means you must buy your tickets then for the rest of the week. The canteen is open between 12.30 and 2 o'clock and there are two sittings. You should decide on Monday which sitting you are going to attend and tell the supervisor when you buy your tickets. So, any more questions about these three points – flextime, holidays and lunch – before I move on to the next matter?

Задание 8. Прочитайте по ролям диалог и кратко перескажите его содержание.

Allocating the Budget

Chairperson: Well, let's move on to Point 5 on the agenda – the allocation of the 660,000 donated by George Smethurst. We've had 5 proposals put forward, which you've all got on your agendas.

Well, who'd like to start the ball rolling? Yes, Bill.

Bill: Well, I think there are two key areas where improvements are really necessary and where I think we should spend the money. These are, firstly, office accommodations and the workshop. I'd like to suggest that the money be equally allocated between these two areas.

Chairperson: Charles, I can see from your frown that you don't agree.

Charles: It's not that I disagree entirely with what Bill has suggested. I think it's certainly a good idea to spend some of the money on improving the workshops – and I'm all in favor of that. But I don't think that office accommodations is a priority at the moment, and therefore I'm not, really for spending money on that. What I do feel we should allocate the money to is improving the company's recreational facilities.

Chairperson: Thanks, Charles. And what do you think, Mike?

Mike: Well, if you ask me, I don't think we need to worry about either the workshops or the recreation area, and I am firmly against spending money on those two proposals. What I would like to see is something done about the canteen – and the Food served in it.

Chairperson: Mary, you look ready to say something.

Mary: Yes. I can't possibly agree to Mike's proposal about the canteen. The food, in my opinion, is certainly adequate and I don't see why we need to spend any money on food. It's not intended to be a three-star restaurant. If they don't like the food here, and remember it's subsidized by US, they can always make their own

arrangements. I'm inclined to agree with Bill – that we should spend the money on the workshops and the office accommodations.

Chairperson: Thanks, Mary. Susan.

Susan: I'm inclined to agree with Mary's idea about spending the money on the workshop, but I'm rather against improving office accommodations at the moment. Not that it doesn't need it. It does. But it's rather a luxury. Now you may think my ideas are rather bizarre, but I think we should seriously consider investing some of the money – perhaps in antiques or paintings. You may well smile, but a little outside investment will at least give us something to fall back on.

Chairperson: I think the best thing to do now would be to vote on the issue. All those in favor.

Задание 9. Используйте данные выражения в собственных диалогах:

- I think we should spend the money on office accommodations.
- I think some of the money should be spent on the canteen.
- I think we should spend most of the money on the workshop.
- I think all of the money (should) be spent on the recreation area.
- I suggest that a little of the money should be spent on the canteen.
- I think we should spend most of the money on office accommodations.
- I suggest we spend most of the money on antiques.
- I think the canteen needs urgent attention.
- I suggest we pay attention to the recreation area as well.
- I think the workshop is in a disgusting condition.
- I think the best thing we could do at the moment is invest the money in a bank.
- I suggest we also invest some of the money in paintings.
- I think that a new recreation area will solve all our problems.
- I suggest that the working conditions should first be improved.
- I think we should have more workers on the Board of Management.

Задание 10. Прочитайте по ролям диалог между служащим фирмы (А.) и менеджером (В.). Составьте сами подобный диалог.

A.: Well, it's a management meeting so the distribution list is all departmental managers and the managing director.

B.: How many items have we got for the agenda?

A.: I've got four. And then I've received some suggestions from the other managers. Those are on that piece of paper there. We'll have to see how many of those can be included with the time we have available. So, firstly, I'll present the European marketing effort.

B.: So what should I put on the agenda?

A.: Call that one "Marketing report: European market".

B.: Right – "Marketing report: European market".

A.: Now I think that'll take about 45 minutes with questions. We mustn't let it go on too long. Once we've discussed that, we'll go on to consider the Far East market.

So put that down as the second point on the agenda: "Marketing report: Far East market".

B.: OK – "Marketing report: Far East market". And thirdly?

A.: Next we'll get onto the forthcoming advertising campaign. Oh, and before I forget, will you remember to get those advertising proofs out of the file for me and leave them on my desk, please?

B.: Certainly. So, what's the last thing on the agenda? By the way, what about this suggestion for an item on "Review of market research activities"?

A.: Oh thanks, Hillary. Yes, we should try and include that. Right – put "Review of market research activities" third.

B.: OK. That means that we'll take the advertising campaign fourth?

A.: Yes. So forth we've got the advertising campaign. B.: What should I call it on the agenda?

A.: Let's call it "Advertising". No, "Advertising campaign". Have you got that?

B.: Yes, "Advertising campaign".

A.: The last thing I've got for the agenda is the computerization of the market research program. But perhaps we can take the item on "Investment in new equipment" fifth. Yes, let's do that. So, fifth we've got "Investment in new equipment". OK?

B.: So, point 5 is "Investment in new equipment".

A.: So that just leaves "Computerization of the market research program" as my final point for the agenda. In fact I doubt if we'll have time for anything else.

B.: So finally we've got "Computerization of the market research program".

A.: Yes. And then don't forget to add AOB. Then we can mention the other points that we haven't had time to discuss and decide when we are going to go over them.

Задание 11. Переведите на русский язык следующие словосочетания:

minutes of last meeting; marketing reports: France and Germany; program for next year; date of the next meeting; changes in work schedules; "No smoking" arrangements; holiday arrangements; next year's pay rise; arrangements for sick leave; general discussion; on their long-term prospects; short-term prospects; of their competitiveness; with regard to domestic market; information on their credit status and reliability; for health reasons; parent organization; risk contract; due and faithful performance of a contract; non-fulfillment of contractual obligations; after a careful study of all the evidence; putting these questions aside.

Задание 12. Переведите следующие дефиниции:

agenda – list of points to be discussed at a meeting

available – free

to attend – to be there

distribution list — list of people who should

receive a document
forthcoming – happening in the near future
campaign – connected set of actions intended
to obtain a particular business result (e.g.
advertising campaign)
review – careful consideration
market research – gathering of market
information especially before designing a new
product
computerization – introduction of computers
into a company or department
investment – putting money in
AOB – abbreviation for "Any Other Business"

Задание 13. Деловая игра.

Руководитель фирмы проводит производственное совещание со своими заместителями и активом. Повестка совещания: «Улучшение работы фирмы». Вносятся и обсуждаются предложения по улучшению рекламы, изучению новой конъюнктуры рынка, ценообразованию, установке нового оборудования.

Практическое занятие № 55 Reading and vocabulary Good friends

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT DO YOU KNOW ABOUT NCFU ?
2. WHAT DO YOU KNOW ABOUT MGU?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и

словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

to train specialists	готовить специалистов
branch	отрасль
higher technical education	высшее техническое образование
economics	экономика
law	право
successfully	успешно
to carry out	проводить
well-organized educational complex	хорошо организованный образовательный комплекс
research center	научно-исследовательский центр
to possess	обладать
wide range	широкий спектр
resource	источник
to teach	обучать
yearly	ежегодно
department/ faculty	факультет
natural science	естественные науки
humanities	гуманитарные науки
mechanical engineering	машиностроение
civil engineering	гражданское строительство
power engineering	энергетика

oil and gas	нефть и газ
food industry	пищевая промышленность
finance	финансы
psychology	психология
translator	переводчик
chemistry-technological	химико-технологический
associate professor	доцент
candidate of sciences	кандидат наук
corresponding member of RAS	член-корреспондент РАН
to take pride in	гордиться

Задание 1. Прочитайте и переведите текст:

I study at North Caucasus Federal University in Stavropol. It was founded in 1971. It was organized to train specialists for many branches of industry. During the last few years our University has become a large center of higher technical education as well as the center for training specialists in economics, law and linguistics. Fundamental research and applied investigations as well as experimental work are being successfully carried out at the University.

At present the university is a well-organized educational complex and research center possessing a wide range of financial and technical resources. NCFU is actively becoming integrated into the international educational system, participates in international educational projects, and has agreements on cooperation and student exchange with educational and research centers in the USA, Canada, West Europe, South-Eastern Asia and Africa.

The University teaches more than 20 thousand Russian and foreign students yearly in 11 departments by more than 70 specialties in engineering, natural science, economics and humanities.

These departments are: Civil Engineering Department, Economics and Finance Department, Humanities Department, Information Technologies and Telecommunications Department, Law Department, Department of Electronics, Nanotechnologies and Chemical Industry Department, Department of Foodstuffs Biotechnology, Department of Oil and Gas, Department of Power Engineering, Machine Building and Transport.

There are about 800 teachers in our University. Among them, 65 are professors and doctors of science, 7 academicians and corresponding members of RAS, 530 are associate professors and candidates of science. The University takes pride in its highly qualified scientific and pedagogic staff. Among the NCSTU professors are outstanding scholars, doctors of science, full and associate professors, honored scientists of the RF, honored educationalists, full members of Russian and International Academies of different branches.

Today students must assimilate a large quantity of new information which is increasing every day. Lectures and seminars alternate with laboratory works, discussions, research work and self-training.

The academic year begins in September and lasts 10 months till July. There are 3 terms in the course of the academic year, so the students take examinations three times a year. During the terms students have to attend lectures, carry out laboratory tests and practical training. At lectures students listen to the lecturers, take notes and ask questions. In seminars they raise problems and discuss them under the direction of their teachers.

Students of the first and second years study maths, physics, chemistry, foreign languages, elements of machines, mechanical drawing, strength of materials, history, philosophy, psychology etc. From the third year they start to study special subjects and carry out research works in their student scientific societies. Many students get student grant, the sum of money which depends on their success in studies. There are 3 hostels near the main building and the students from other towns and villages can live there paying a small quantity of money for rent.

University complex comprises different educational institutions, libraries, sports facilities and clubs, cultural center, students theater, medical center.

The students take an active part in public life of our University; they issue wall newspapers, give concerts, take part in different conferences and meetings. Each faculty has its own KVN team and they take part in the University championship gathering full concert hall of grateful audience. Students go in for different kinds of sports. Our football team as well as our volleyball and basketball players take part in the city championships.

I think it is worth studying at this University.

Задание 2. Ответьте на вопросы:

21. What University do you study at?
22. What specialists does it train?
23. How many students, teachers and departments are there in your University?
24. When will you graduate from the University?
25. What subjects do you like to study and what is your favourite subject?
26. Is it difficult for you to study and learn here? Why?
27. Do you take part in the social life of your department, university?
28. Do you attend lectures and seminars regularly?
29. What do you think to be after graduating from the University?
30. What do you like and dislike most of all in our University? Why?

Задание 3. Переведите предложения на английский язык:

1. Я выбрал эту специальность потому, что в будущем хочу получить перспективную и хорошо оплачиваемую работу.

2. Я окончу университет через 5 лет и буду работать юристом на предприятии.

3. В России молодежь имеет все возможности учиться.

4. У нас есть все возможности проводить научно-исследовательскую работу.

5. Наш университет сочетает теоретическое обучение с практической работой и практикой на предприятиях.

6. Я должен сдать свой курсовой проект в субботу.

7. Если мне разрешат, я буду пересдавать этот экзамен через несколько дней.

8. Работая над дипломным проектом, мы проводим много времени в читальном зале университета.

9. Мне бы хотелось работать в научно-исследовательском институте.

10. После получения диплома мне бы хотелось поступить в аспирантуру.

11. Я хочу стать высококвалифицированным специалистом в области нефтяной (газовой) промышленности.

12. Специалисты в области нефти и газа востребованы в нашей стране и за рубежом.

Задание 4. Заполните пропуски артиклем *a/an* или неопределенным местоимением *some*:

1 We want ... employee to work on a new project.

2 I have ... news about the exchange rate.

3 Can you send Gina ... email with our prices?

4 Do they have ... problem with their computers?

5 The bank wants ... information about your account.

Задание 5. Заполните пропуски, используя *some, any, much or many*:

- a Does she have ... news?
- b Would you like ... cash?
- c Do we have ... information?
- d Could I have ... coins, please?
- e How ... minutes is it until the presentation starts?
- f How ... time do you have?
- g They don't have ... documents.

Задание 6. Заполните пропуски, используя *some, any, much* или *many*:

Customer: Good morning, I'd like to change ... money. Do you have ... Australian dollars?

Sales assistant: Yes, sir. How ... dollars would you like?

Customer: 1,500. How ... is the commission?

Sales assistant: 1%. Do you need ... other currencies, sir?

Customer: Yes. Can I have ... Mexican pesos, please?

Sales assistant: How...?

Customer: 2,000, please.

Задание 7. Заполните пропуски данными ниже словами и фразами:

How many, how much, some, any, an, a

A ... time do you spend on the internet?

B Nine or ten hours ... week.

A Do you buy ... products online?

B Yes, I buy ... things, for example, books and DVDs.

A ... emails do you send every morning?

B About ten - I always send ... email to each member of my team. Then I reply to all the emails I receive.

Задание 8. Из выделенных курсивом слов выберите подходящее по смыслу:

Impact furniture

Not / Don't buy an / any office furniture until you see our prices! Our products are great and we do / can deliver to any country in the world. And we don't have sowe / any delivery charges! We have a retail outlet in / on most cities. Looking / Look at our map to find a store near / between you. Would / Do you like to see our new price list? Don't visit / Visit our website today for an / some ideas for your office.

Задание 9. Подчеркните лишнее слово в каждой группе:

1	printer	keyboard	mouse	stapler
2	beef	salmon	lamb	chicken
3	boiled	roast	drink	fried
4	notepad	envelope	sofa	pen
5	COD	water	tea	fruit juice
6	cupboard	bookcase	supplier	desk
7	carrots	lemons	potatoes	onions
8	furniture	menu	stationery	equipment

Заполните пропуски, используя одно из данных выше слов:

- 1 I use my _____ to type information into my computer.
- 2 _____ is meat from a cow.
- 3 You cook _____ vegetables in water.
- 4 Do you want an _____ for your letter?
- 5 Would you like a hot drink? _____ or coffee?
- 6 Our stationery _____ isn't expensive - he gives us a 15% discount.
- 7 _____ are orange, not red.
- 8 I have a sofa and a chair, but I need more _____ for my new house.

Задание 10. Заполните пропуски, используя одно из данных ниже слов:

Discount, total, price, account, invoice, code, free

- A Hello. I have a problem with my _____.
- B OK. What's your _____ number?
- A It's GJT 384827.
- B And what is the problem?
- A The _____ of the product is wrong.

- B Oh. What is the product _____ in the catalogue?
- A It's 3492J.
- B OK, the price is £70.
- A Yes, but there is a 10 per cent _____.
- B Oh, yes, sorry. So the correct _____ is £63.
- A Yes, but can I check - is it necessary to pay for delivery?
- B No, delivery is _____.

Задание 11. Соотнесите начало и конец предложений:

- 1 I'd like to
 - 2 How much
 - 3 Can I have your
 - 4 How many
 - 5 Is there
 - 6 We can offer
-
- a account number?
 - b a discount?
 - c place an order?
 - d are the printers?
 - e a 10% discount?
 - f would you like?

Практическое занятие № 56 Australia

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование

потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

11. What can you tell us about your university?
12. What do you know about science and research at NCFU?
13. What are admission rules for entrants?
14. What can you say about university staff?
15. WHY IS IT WORTH STUDYING AT NCFU?

Задания

Задание 1. Подготовьте проект на следующей теме: «A new speciality in NCFU»

Задание 2. Выпишите из текста (практическое занятие №6) все глаголы в Past Simple.

Задание 3. Используйте глаголы в скобках в Past Simple:

Three Canadian students (work) together on a college project last year and their idea (make) them a million dollars in ten months. IT students Carl Newman, Elizabeth New and Janet Collins (start) a website to help people with computer problems. Their teachers (say) that it (be) a good idea. More and more people from all around the world (visit) the website. In June they (sell) the idea to an international media corporation. Their college course (finish) three months ago. Now the three friends live in Toronto and have a successful IT company.

Задание 4. Заполните пропуски, используя предлоги *in, on, at* там, где необходимо:

- 1 The project started ... May 2007.
- 2 Are you free ... Monday morning?
- 3 Charles visited the factory ... last February.
- 4 What do you usually do ... New Year's Day?

- 5 Ask Sunil to finish the budget ... the morning.
- 6 The client wanted to see the plans ... three thirty.

Задание 5. Заполните пропуски предлогами *in, on, at* там, где необходимо:

- 1 They started the meeting ____ 10am.
- 2 Francis went to Geneva ____ July.
- 3 I'm flying to Bucharest ____ this afternoon.
- 4 Did you go to the gym ____ last night?
- 5 He can see you ____ Thursday afternoon.
- 6 Give me the report ____ the morning.
- 7 I went to the cinema ____ the weekend.
- 8 Is Gerard free ____ Tuesday, 16th May?
- 9 They finished the building ____ the summer.
- 10 Mark started his job ____ Monday 2nd January 2006.

Задание 6. Заполните пропуски, используя данные ниже слова:

First, then, finally, after that, next

- 1 _____, we decided who to have as project leader.
- 2 _____ we agreed a budget.
- 3 _____ we talked to customers about what they want.
- 4 _____ we had a meeting with the design team.
- 5 _____, we built a test product and showed it to the CEO.

Практическое занятие № 57 The World Wide Web

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и

группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. GIVE THE DEFINITION OF THE WORD “SOLUTION”?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

agriculture	сельское хозяйство
complain	подавать претензию
complaint	претензия
create	создавать
creative	творческий
electricity	электричество
electric, electrical	электрический
emergency	опасная ситуация
energy	энергия
fix	устранять неисправность
invent	изобретать
invention	изобретение
power	мощность
solution	решение
solve	решать
work	работа

Задания

Задание 1. Прочитайте и переведите текст:

Lighting up the world

LED lights help in areas without electricity

Dr Irvine-Halliday is a professor of electrical engineering at the University of Calgary in Canada. Dr Irvine-Halliday went on a walking trip to Nepal in 1997 and he saw that people in the villages used lanterns to light their homes. The lanterns were smelly and dangerous and the light wasn't very bright. Dr Irvine-Halliday wanted to help solve the problem. So, he started the Light Up The World Foundation. It is a charity that gives LED lights to thousands of people around the world.

About 1.6 billion people worldwide don't have electricity. They use oil in their lamps. But it is an expensive fuel. It is also inefficient and causes indoor and outdoor air pollution.

LED lights are an ideal solution to the problem. They only need a little power and this means that people can use them in areas where there is no electricity. They can run on AA batteries, or solar power. LEDs can give up to 100 times more light than lanterns, and they last a long time. When people began to use LED lights, it changed their lives. They increased productivity and it gave them more time to study. It also reduced health problems and accidental fires.

Now, it is important to make LEDs less expensive. For example, families in rural Kenya spend about \$7 a month on oil for lighting. A solar-powered LED lamp lasts longer, but many people cannot afford the \$25 to \$50 that the lamps cost to buy. When charities and other organisations find a solution to the price problem, the future could be bright.

Задание 2. Просмотрите текст “Lighting up the world” и ответьте на вопросы:

- 1 What countries does the article mention?
- 2 What are the disadvantages of oil lanterns?
- 3 What are the four ways that LED lights helped people?

Задание 3. Заполните пропуски информацией из текста:

- 1 Dr Irvine-Halliday_____on a walking trip to Nepal.
- 2 People in the villages_____ lanterns to light their homes.

3 He_____the Light Up The World Foundation.

4 When people began to use LED lights, it_____their lives.—

Задание 4. Сделайте следующие предложения отрицательными:

1 Dr Irvine-Halliday went on a walking trip to Norway.

2 The villagers used electricity in their homes.

3 The lanterns were very bright.

4 Dr Irvine-Halliday was a professor of medicine.

5 He made a profit from the LED lights.

6 The LED lights increased health problems.

Задание 5. Заполните пропуски, используя *did, didn't, was, wasn't, were* и *weren't*:

1 When _____Alessandro Volta invent the battery?

2 I think it _____ in 1928.

3 No, it_____. It_____ in 1800.

4 _____ Percy Shaw invent the microwave oven?

5 No, he_____. The inventor _____ Percy LeBaron Spencer.

6 Who_____ Bernard Silver and Norman Woodland?

7 _____they writers?

8 No, they_____. They_____ postgraduate students who invented the barcode.

Задание 6. Составьте вопросительные предложения:

17 Theodore Maiman / build / first laser?

18 When / IBM / produce / first personal computer?

19 John Logie Baird / invent / radio?

20 Who / Carlton C Magee?

21 What /Alexander Graham Bell / invent?

22 What country / Guglielmo Marconi / from?

Задание 7. Задайте вопросы в Past Simple:

like / school? *Did you like school?*

visit / other countries?

have / a pet animal?

live / city?

play / sport?

go / college?

Задание 8. Прочитайте текст:

Finding solutions: Thomas Alva Edison

Thomas Edison was a great inventor. He thought that every technological problem had a solution. Edison developed more than 1,093 inventions. They included the electric light bulb, the typewriter and an early movie camera. Sometimes he did thousands of experiments to get an invention right. He worked on some ideas for many years to improve the product. Edison thought that his failures were important because he and his scientists learned from each one. 'I failed my way to success,' he said.

Important dates

1847 Edison was born in Ohio in the USA. At school, his teachers thought that he wasn't clever so his mother educated him at home.

1871 Married Mary Stilwell.

1878 He created the Edison Electric Light

Company. Later it became the General Electric Company. **1887** He built an invention factory in Menlo Park, near New York City. It was the world's first research laboratory. A team of scientists helped Edison develop his inventions.

1931 Died in New Jersey, USA.——

Задание 9. Ответьте на вопросы по тексту “Finding solutions: Thomas Alva Edison”:

- 1 Where was Edison born?
- 2 Did all Edison's inventions succeed the first time?
- 3 Who helped him develop his inventions?

Задание 10. Составьте вопросительные предложения в Past Simple и ответьте на них:

- 1 Edison's teachers / think he was clever?

- 2 Edison / develop / 1,303 inventions?
- 3 Why / Edison / think / failures / be / important?
- 4 Who / he / marry?
- 5 When / Edison / create / Edison Electric Light Company?
- 6 What / Edison Electric Light Company / become?
- 7 Where / he / build / his research laboratory?
- 8 When / he / die?

Задание 11. Заполните пропуски, используя глаголы в скобках или краткие ответы в Past Simple:

A Thank you for helping with our market research. Here is the first question.
What electrical products _____(you / buy) last year?

B I _____(buy) a digital radio and a computer.

A What _____(you / do) with your old electrical products?

B Well, I _____(offer) the computer to my friend, but he _____(not want) it.

A So, _____(you / take) the computer somewhere to recycle it?

B No, I _____. I _____(not have) time.

A _____(you have) the address of a company that recycles computers?

B Yes, I _____, but it _____(be) 40 kilometres from my town.

A OK. Well, we _____(build) a new recycling factory in your town last month.

B Great!

Задание 12. Из выделенных курсивом слов выберите подходящее по смыслу:

1 Hugh Oxley is a *manager / professor* at the *university / company* in Dundee. He teaches communications to MBA students.

2 We built a new *laboratory / office* for our Research and Development department. Our *students / scientists* do experiments and test new products there.

3 The machine isn't working - take it to the electronics *room / workshop*. The *researcher / technician* can fix it.

Задание 13. Заполните пропуски, используя данные ниже слова:

In, off, fix, wrong, work

- 1 There's something _____ with the printer.
- 2 It doesn't _____ .
- 3 He plugged _____ the photocopier.
- 4 Did you turn _____ the computer?
- 5 Can you _____ it?

Литература: [1, 5].

Практическое занятие № 58 The human brain

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

3. WHAT IS A BUSINESS PRODUCT?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

describe	описывать
description	описание
feature	характеристика
packaging	упаковка
package	упаковка
product	продукт
product description	описание продукта
production	производство
produce	производить
shape	форма
size	размер
useful	полезный
weight	масса
weigh	весить

Задания

Задание 1. Прочитайте и переведите текст:

Playtime

Toy manufacturers make adults feel young again

Two things are often true about toy production. First, toys are usually made cheaply in low-cost economies. And secondly, toy manufacturers generally need a large population of children to sell their products to. Japan is big, expensive and rich. It also has a low population of children. So, do toys sell badly in the Japanese market?

The surprising answer is no. In fact, 1 _____. One reason that the market is and the toys a success is that 2_____are well designed. Another reason is that many manufacturers now market toys to adults as well as children.

Toy makers happily design more and more new toys for adults. Some of the toys are very expensive. There is a walking robot toy that is popular with middle-aged men. It has a 100-page instruction manual and costs ¥126,000 (\$1,105). And there is a talking boy doll that is popular with women over 40. Not all the toys use

modern technology. 3_____ that are also popular. One example is a baseball game with small plastic players.

Why are toys so popular with adults? One reason is that modern employees work hard. 4_____. These toys help people to relax and play. Some of the products now sell well in other countries, too. 5_____. Toys for adults could soon be in a toyshop near you.

Задание 2. Заполните пропуски в тексте “Playtime” следующими фразами и предложениями:

- a Some manufacturers now produce simple toys and games
- b They want to come home and forget the office
- c Japan uses modern technology
- d The top-selling toys in the USA and Europe are often Japanese
- e Japan has a successful toy industry

Задание 3. Перечитайте текст и ответьте на вопросы:

- 1 What is surprising about Japan's success in the toy market?
- 2 How old are the men that buy robots?
- 3 Is the walking robot a simple toy? Give reasons for your answer.
- 4 What toy is popular with women?
- 5 What do the toys help people to do?–

Задание 4. Заполните пропуски данными ниже глаголами и назовите предметы, о которых идет речь:

clean travel play listen

- 1 People used it to _____ video cassettes.
- 2 I use mine to _____ to music when I go jogging.
- 3 You use it to _____ the floor.
- 4 It was a new way to _____ in cities.

Задание 5. Найдите антонимичные пары:

1 unreliable <u>reliable</u>	6 cheap_____
2 large_____	7 unattractive_____
3 heavy_____	8 fast_____

4 unpopular_____

9 boring_____

5 short_____

10 bad_____

a good

f popular

b slow

g expensive

c interesting

h reliable

d small

i light

e attractive

j long

Задание 6. Заполните пропуски прилагательными из задания 5:

1 *The test group all like Revelation. Revelation is popular.*

2 *But they think it costs a lot of money. It's_____.*

3 *65 per cent said that the bottle looks good. The bottle is _____.*

4 *But 35 per cent said it didn't look interesting. It looks_____.*

5 *The packaging isn't light. The packaging is_____.*

6 *This product does what you expect it to do. It's a_____product.*

Задание 7. Заполните пропуски данными ниже прилагательными и существительными:

Boring, new, bag, large, job, heavy, expensive, meeting, apartment, perfume

1 A Do you still work for ICI?

B No, I have a _____ with General Motors now.

2 A Did Gina buy that small house in Turin?

B No, she bought a _____ in Rome.

3 A Can I help you? That _____ looks really_____.

B No, it's fine, thanks. I can carry it.

4 A Is this an _____?

B Yes, it cost \$140, but it smells great.

5 A Was the product presentation interesting?

B Yes, it was, but then we had a _____ for two hours.

Задание 8. Заполните пропуски в тексте, заменяя данные в скобках прилагательные на соответствующие наречия:

Toy storage box

Product information

You can make the toy storage box _____ (quick) and _____ (easy). It is _____ (attractive) designed in wood and plastic and is very _____ (good) made. Read the instructions _____ (careful). Do not place the box near heat as this may _____ (bad) damage the product.

Задание 9. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 We can manufacture the product in two months - it is very *easy* / *easily* to make.
- 2 This machine works *efficient* / *efficiently*.
- 3 Is the computer system *simple* / *simply* to operate?
- 4 Do you think that the product is too *expensive* / *expensively*?
- 5 It's *beautiful* / *beautifully* made, but what do you use it for?
- 6 This product description is *unreliable* / *unreliably*.
- 7 The new model sold *good* / *well* in Bulgaria.
- 8 I spoke *slow* / *slowly* in the product presentation. It helped my nerves.

Задание 10. Составьте предложения:

- 1 a / It / design / modern / is
- 2 a / it / reliable / Is / product ?
- 3 style / unpopular / This / is
- 4 laptop / His / heavy / is
- 5 boring / Was / conference / the ?
- 6 good / Their / catalogue / is

Задание 11. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 This catalogue has some *interesting* / *interestingly* products.
- 2 Aya is doing *good* / *well* in her job.
- 3 We want to manufacture *cheap* / *cheaply* and then sell the products for a profit.

- 4 He runs a *successful* / *successfully* company.
5 The workers aren't *happy* / *happily* with the directors.
6 My investments did *had* / *badly* this month.

Задание 12. Из выделенных курсивом слов выберите подходящее по смыслу:

Bill Bowerman *was* / *were* a teacher and sports trainer at the University of Oregon. He *met* / *meeted* and trained a student called Phil Knight, and *in* / *on* 1964 they started a sports company together. The company's name *was* / *were* Blue Ribbon Sports (BRS). The company *introduces* / *introduced* a *new* / *newly* style of trainer and they *called* / *call* it 'Nike'. The designers *not wanted* / *didn't want* the new trainer to be heavy; they wanted it to be *lightly* / *light*, to help athletes run *fast* / *fastly*. The product was successful and the company expanded *quick* / *quickly*. The company *changed* / *change* its name to Nike in 1978. Then, *at* / *in* the 1990s, Nike opened a *hugely* / *huge* retail outlet called NikeTown. Later, it *sold* / *sell* its products on the internet. Today, Nike's logo is *famous* / *famously* all over the world.

Задание 13. Заполните пропуски, используя одно из данных ниже слов а-с:

I bought a _____ car at the weekend. It's a Cherokee Jeep. It was very _____ - it cost more than £30,000. My last car was small, but the Jeep is _____. I also bought a new table for my apartment. It's _____ of glass. It was difficult to get it into the apartment because it's very _____ also a very unusual _____ - it's triangular.

1 a new	b newly	c light
2 a expensively	b expensive	c cheaply
3 a tiny	b metal	c huge
4 a make	b made	c makes
5 a heavy	b light	c small
6 a size	b material	c shape

Задание 14. Составьте вопросительные предложения:

- 1 it / What / is ?
- 2 for / What's / it ?
- 3 made / What's / of / it ?
- 4 big / How / it / is ?
- 5 shape / is / it / What ?
- 6 heavy / is / How / it ?
- 7 it / features / any / have / special / Does ?

Соотнесите вопросы 1-7 с ответами a-g:

- a It's digital and it has a clock on it.
- b Plastic.
- c It's 20cm long and 18cm wide.
- d Rectangular.
- e It's a radio.
- f Listening to music.
- g Two kilos.

Литература: [1, 5].

Практическое занятие № 59 Nanotechnology

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. IS IT GOOD OR BAD TO COMPETE IN BUSINESS?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

architect	архитектор
competitor	конкурент
compete	конкурировать
competition	конкуренция
competitive	конкурентоспособный
marketing	маркетинг
market	рынок
opportunity	возможность
range	линейка (продуктов)
strength	сильная сторона
strong	сильный
threat	угроза
weakness	слабая сторона
weak	слабый

Задания

Задание 1. Прочитайте и переведите текст:

The shy architect

How Ratan Tata is changing India's biggest company

Ratan Tata trained to be an architect. Then he worked for the family firm, the Tata Group - one of the biggest companies in India. It has companies in many different sectors, including the car industry and the steel industry. The company's latest project is producing a car that costs under \$3,000.

Mr Tata does not drink or smoke and he does not like publicity. He became chairperson in 1991. At that time, Tata was a difficult organisation to manage. There were more than 300 different companies in the group and some were old-fashioned. Today, there are only 96 companies and the group is more modern.

In the past, it was difficult for Tata to trade outside India because of competition from other countries. Now it exports internationally. The Tata Group is also buying companies in different countries. At the moment, one of the companies in the group, Tata Steel, is trying to buy Corus, a European steel company. But it has a competitor CSN, a Brazilian company, also wants to buy Corus.

Ratan Tata is making changes to the company. Many of these changes help make the group more competitive. But he isn't changing all the group's traditions. For example, the Tata Group still tries to help its workers - the children of Tata's steelworkers first started to have free education in 1917. Two thirds of the Tata Group is owned by charitable foundations, and today they are still helping people in India. Investors sometimes ask: 'Is Tata doing the right thing? Is charity good for business?' But Mr Tata thinks it is possible to help people and be competitive at the same time.

Задание 2. Определите, какое из следующих предложений передает основную идею текста “The shy architect”:

- a A successful chairman is only interested in profit.
- b A company can be competitive and help people.
- c A group with a lot of companies is easy to manage.

Задание 3. Ответьте на вопросы по тексту “The shy architect”:

- 1 Which two sectors does the Tata Group have companies in?
- 2 How much does Tata's new car cost?
- 3 What doesn't Ratan Tata do?
- 4 What doesn't he like?
- 5 When did he become chairperson?
- 6 When did Tata first give free education to employees' children?
- 7 How much of the group is owned by charitable foundations?

8 Who asks if helping people is good for business?

Задание 4. Из выделенных курсивом слов выберите подходящее по смыслу:

- 1 Shell and Esso are *competition* / *competitors* in the oil market.
- 2 Did they *publicise* / *publicity* the launch date of their new product range?
- 3 Giles is working as a *trade* / *trader* on the Japanese stock market.
- 4 We lost a lot of money - it was a bad *investment* / *investor*.
- 5 Westfern run *training* / *trainer* courses for financial organisations.
- 6 How long did you work as a *management* / *manager* at Dell?
- 7 Do Lancome *export* / *exporter* to Taiwan?

Задание 5. Заполните пропуски данными ниже словами, используя их до или после слова market:

Asian, leader, share, research, luxury, place, budget, domestic

market _____ market

market _____ market

market _____ market

market _____ market

Соотнесите данные выше словосочетания со следующими определениями:

1 _____ the area where products are cheap to make and buy

2 _____ people and activities involved in buying and selling a particular product

3 _____ how much of the market buys a company's products or services

4 _____ surveys to find out what customers think about a company

5 _____ the area where products are expensive to make and buy

6 _____ customers in, for example, Japan, Thailand and China

7 _____ the product or service that most people buy

8 _____ the market in a company's own country

Задание 6. Подчеркните правильный вариант:

- 1 I *work/ am working* for Corns plc. I started here seven years ago.
- 2 What *do you do / are you doing* at the moment?
- 3 I *organise / am organising* a project in Rotterdam this month.
- 4 What time *do they have / are they having* breakfast in the morning?
- 5 Martina *finishes / is finishing* a report at the moment.
- 6 How do you usually *travel / are travelling* to work?
- 7 I'm *driving / drive* at the moment, but usually I'm *taking / take* the train.
- 8 Are they *send / sending* the report now?

Задание 7. Исправьте ошибки в следующих предложениях:

- 1 What did you doing at the moment?
- 2 He be organising a project in Jakarta.
- 3 We not giving the presentation now - we're having coffee.
- 4 Is they sending the documents today?
- 5 Valerie is finish the memo now.
- 6 Jason is don't working today because he's on holiday.

Литература: [1, 5].

Практическое занятие № 60 International law: an overview

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и

группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What do employment agencies do?
2. WHAT IS ANOTHER WORD FOR 'TEMPORARY WORKERS'?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов официально-делового стиля.

apply	подавать заявку
application form	бланк заявки
career	карьера
conditions	условия
curriculum vitae (CV)	резюме
employment agency	кадровое агентство
ра (per annum)	ежегодно
pension	пенсия
promotion	повышение в должности
promote	повышать в должности
retired	пенсионер
retire	выходить на пенсию
salary	зарплата

Задания

Задание 1. Прочитайте и переведите текст:

The world of work

Work has changed around the world

Manpower has been a successful employment agency for about 60 years. It has supplied temporary employees to companies since 1948. That's when the first

office opened in Milwaukee, in the USA. Two lawyers started the company when they were unable to find temporary help with a project. Today, it is a global company with offices all around the world.

Employment agencies supply companies with different types of workers. These include professional and administrative workers in offices, and manual workers in factories and on building sites. Temporary workers (also called 'temps') now make up between one and three per cent of the total workforce in most countries. Multinational companies have employed temps for a long time. Now smaller companies also use temporary workers.

Have careers changed very much since the 1990s? A decade ago, people expected to work for the same company until they retired. Today, nobody expects a job for life any more. People move from job to job, working in different companies or in different departments. Training is important because it improves workers' skills. This can help employees to find better jobs or get a promotion.

In some jobs there aren't enough skilled workers. Some companies want retired people with skills to return to work. Japan, Australia and Italy have started to employ older workers. Companies need organisations like Manpower to arrange training for older employees, for example to use computers or to work with a younger boss.

Задание 2. Ответьте на вопросы по тексту “The world of work”:

- 1 When did Manpower start?
- 2 What do employment agencies do?
- 3 What is another word for 'temporary workers'?
- 4 What did people expect in their career ten years ago?
- 5 What can help a worker who wants to improve their career opportunities?
- 6 What have Japan, Australia and Italy started to do?

Задание 3. Ответьте на следующие вопросы:

- 1 Have you ever worked for an employment agency?
- 2 What temporary jobs have you done?
- 3 Is it a good idea for retired people to return to work? Why? / Why not?

Задание 4. Соотнесите термины 1-8 с описаниями a-h:

- 1 full-time worker
- 2 temporary worker
- 3 permanent worker
- 4 part-time worker
- 5 freelance worker
- 6 pension

23 promotion

24 flexible hours

Задание 5. Определите последовательность шагов при поиске работы 1-6.

- ___ a Phone or email the company and ask for an application form.
- ___ b Go for a job interview.
- ___ c Read a job advertisement on a website or in a newspaper.
- ___ d Start work.
- ___ e Apply for the job - send the application form and a CV to the company.
- ___ f Receive and accept a job offer.

Задание 6. Используя информацию из объявления (1) и резюме (2), заполните пропуски в следующем отрывке из письма:

I saw your job advertisement in _____ magazine and I am interested in the position of _____ manager at _____.

I went to Warwick University and did a degree in _____. Then I studied for an _____ in 2005 at INSEAD.

I have worked as a _____ for a transport company and I now work in a customer services department where I manage an _____. I can speak German, French and _____. I have lived in Europe and I am happy to travel in my job.

5. Advertisement

Have you worked in customer services?

Ardis is the biggest transport company in Europe and we are looking for a manager for our international customer services team. We have offices in Barcelona, London and Berlin. This is an exciting opportunity for someone who wants to travel and has experience managing teams.

€76,000 pa + pension

6. Curriculum Vitae

Rosa Clifford Curriculum Vitae

1 _____

Rosa Clifford

44 South Road

Stamford, LC23 4FT

a _____

2 _____

2005

INSEAD Business School, France

2001-2004

b _____

3 _____

MBA

2005

BSc 2:1 International Management 2004

4 _____

Customer Services Wade International Services 2007-present

I manage an international team in the customer services department.

Project manager DSV Transport, Spain 2005-2007

c _____

5 _____

Tennis and swimming

d _____

6 _____

e _____

Languages: German, French, Spanish

Задание 7. Перечитайте объявление о приеме на работу (задание 6) и ответьте на вопросы:

7. What sort of company is Ardis?
8. What is the job?
9. What is the salary?

Задание 8. Заполните пропуски 1-6 CV (задание 6), используя следующие слова и словосочетания:

Qualifications Interests Education Contact details

Additional information Work experience

Задание 9. Заполните пропуски а-е CV (задание 6), используя следующими фразами:

Good computer skills

Photography

1 organised projects to improve customer services.

Warwick University, UK

Telephone number: 01264 44293821

Задание 10. Заполните пропуски, используя глаголы в скобках в Present Perfect:

- 1 Sanjay _____ (live) in many different countries.
- 2 I _____ (never speak) to a famous person.
- 3 _____ you ever _____ (give) a presentation in English?
- 4 We _____ (not eat) at the new Italian restaurant. Is it good?
- 5 _____ Monica ever _____ (work) in a finance department?
- 6 They _____ (never try) to learn a foreign language.

Задание 11. Подчеркните правильный вариант:

- 1 I *went* / *have been* to Rome in 2005.
- 2 *Did you ever play* / *Have you ever played* tennis?

- 3 Jack *hasn't visited / didn't visit* the Delhi office last month.
- 4 *Have you sent / Did you send* your CV to Ardis yesterday?
- 5 We've never *been / gone* to Mumbai.

Задание 12. Заполните пропуски, используя *ever, never, for* или *since*.

- 1 Laura has _____ eaten salmon because she doesn't like fish.
- 2 Maurice and Joel have worked here _____ 1998.
- 3 Have you _____ sent a text message?
- 4 We have _____ visited Morocco. Is it nice?
- 5 Kenway have been the market leader _____ twenty years.
- 6 You haven't spoken to your clients _____ March.
- 7 Has Julian _____ met the CEO?
- 8 They've been in the meeting _____ two hours.
- 9 Have Alan's investments _____ made a profit?
- 10 The sales team have been in a presentation _____ three o'clock.

Задание 13. Подчеркните правильный вариант:

MDH Properties is *sell / selling* an unusual place to live. It is a house in a tree. The CEO, Karl Howard says, 'It's our *most / more* interesting property.' House prices are *more / most* expensive today than they *move been / were* in 2005. More and more people *are / is* buying property as an investment. The tree house is a *good / best* idea for people who want a small holiday home. It is *cheaper / cheapest* than MDH's other properties. Karl Howard says, 'We have *ever / never* sold a tree house. But a lot of people want to see it - and it *has / is* only been on the market *for / since* last Tuesday.'

Задание 14. Заполните пропуски в тексте, используя следующие слова:

management market trade
competitor export investment
domestic training

Franklin Wade sell electrical equipment to different countries around the world. They have been an _____ company since 2002. They _____ with Japan, the USA and Brazil, and they don't sell any goods in the

_____market. Franklin Wade's main _____is Drengard, a Danish company. Franklin Wade hope to be the _____leader soon. They are _____their staff to use a new computer system. The_____think that it is a good_____for the company.

Задание 15. Заполните пропуски, используя одно из слов а-с:

- 1 Federico finished work when he was 65, so he's _____now.
a professional b retired c manual
- 2 My company has_____hours, so I can choose when I start and finish work.
a voluntary b permanent c flexible
- 3 Kate and Alex have_____jobs. They work three days a week.
a part-time b full-time c pension
- 4 You have worked hard on this project and we want to give you a_____.
a freelance b temporary c promotion
- 3 I trained to use the equipment - it's a _____job.
a administrative b skilled c managerial
- 6 We did a lot of market_____before we designed the new product.
a share b research c leader

Задание 16. Составьте предложения:

- 1 things / how / are / Hi, ?
- 2 met / We / a / at / conference / Bucharest / in
- 3 you / working / moment / Are / the / at / Romania / in ?
- 4 the / Dubai / at / No, / office / I'm
- 5 good / again / to / you / see / It / was

Задание 17. Заполните пропуски в диалоге данными ниже словами:

opinion sure do
thing think because

A _____you think that it's a good idea to move office?

- B Yes, in my _____, the office we are in now is too small.
- A _____ the new office is too big. There are only six people in the design department.
- B I like it _____ it has big windows.
- A I'm not _____. Big windows make it hot in summer.
- B Yes, but they're a good _____ because designers need lots of light.

Задание 18. Соотнесите вопросы 1-6 с ответами a-f:

- 1 What do you do in your free time?
 - 2 Can you tell me about your present job?
 - 3 Why do you want this job?
 - 4 Do you enjoy working with people?
 - 5 How long have you been in the sales department?
 - 6 Have you ever worked in finance?
- a Two years.
- b Yes, I like working in a team.
- c At the moment, I'm working on a project to export products to Asia.
- d Yes, after university I worked for a finance company for six months.
- e Because I think finance is very interesting.
- f I play tennis and football.

Практическое занятие № 61 Formal and informal academic words and expressions

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам делового общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над

текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

5. What is a CV?
6. WRITE YOU PERSONAL CV.

MY FUTURE SPECIALTY

Теоретическая часть

Данный лексический материал предназначен для того, чтобы студенты могли читать специальные тексты и подготовить монологическое высказывание по теме.

specialty	специальность
second-year student	второкурсник
Institute of Living Systems	институт живых систем
Biotechnology	биотехнология
Food from Plant Sources	продукты питания из растительного сырья
Food of Animal Origin	продукты питания животного происхождения
Meat and Meat Products Technology products	технология мяса и мясных продуктов
Bread, Confectionary and Pasta Products Technology	технология хлеба, кондитерских и макаронных изделий
Tinned goods and Concentrated Products	технология консервов и пище

Technology	концентраторов
Milk and Milk Products Technology	технология молока и молочных продуктов
Standardization and Certification	стандартизация и сертификация
Food Products Technology	технология пищевых продуктов
Machinery and Food Manufacturing	машины и аппараты пищевых
Devices	производств
highly qualified	высококвалифицированный
opportunity	возможность
post-graduate	аспирант
graduate-training department	выпускающая кафедра
industry	промышленность
to be engaged in research исследовательской работой	заниматься научно-
main constituents	основные компоненты
nutrition	питание
intermediate stage	промежуточная ступень
synthesis	синтез
artificial protein	искусственный белок
key-point question	«ключевой вопрос»
favourable prerequisite	благоприятная предпосылка
food supply	пищевые ресурсы
food processing engineer	инженер-технолог

storage	хранение
packaging	упаковывание
handling	обработка
put smth into practice	применять на практике
to combine	объединять
to improve smb's knowledge	совершенствовать знания
prerequisite	предпосылка
efficiently	эффективно, рационально
processing equipment	технологическое оборудование
procedures	методика

Задания

Задание 1. Прочитайте и переведите текст:

My Future specialty

I study at North Caucasus Federal University. I am a second-year student of the Institute of Living Systems. My specialization is Food of Animal Origin (Meat and Meat Products Technology/ Milk and Milk Products Technology). This specialty is of great importance for the national economy of our country.

The students of our department have the opportunity to study in well-equipped laboratories. The lectures are read by highly qualified professors, among them there are even the members of Russian Academy of Science. Students are engaged in researches of the main constituents of nutrition of the future generations.

In order to carry this research work there is a big library, where we can improve our knowledge in this specialty. Students also take part in the national and international conferences and tell their mates about the results of their researches.

After graduating from the university I would like to work as an engineer-technologist in the field of food industry. I hope that I'll be able to become a highly qualified and experienced specialist in this field and I will manage to put my erudition and skills into practice.

It is not an easy task to study at this specialty, because biotechnology combines its own researches with that of other branches of science.

The theory basis in Meat and Meat Products Technology/ Milk and Milk Products Technology is already developed, but in practice there are not enough means for the rapid transition of the theory into practice. However, today people are conscious about the question how to feed the growing population in future and the aim of meat technologist is to solve this problem here and now. The main tasks for food industry are:

- to use nutritious products of vegetable and animal origin as efficiently as possible in order to produce tasty, useful, various and nourishing food;
- to secure the food supply for a global population that has now passed the four billion mark and is still growing fast.

The aim of food processing engineers is to provide the population of the country with food products within the shortest possible time, to achieve this we should design and develop processing equipment and procedures for the processing, storage, packaging and handling of food products.

It's not easy to study at our faculty but we do it with pleasure.

Задание 2. Перестройте предложения из пассива в актив:

1. The lectures are read by highly qualified professors, among them there are even the members of Russian Academy of Science.
2. Students are engaged in researches of the main constituents of nutrition of the future generations.
3. The theory basis in Meat and Meat Products Technology/ Milk and Milk Products Technology is already developed.

Задание 3. Переведите предложение из текста на русский язык и составьте 4 предложения с оборотом “I would like to...” по образцу:

I would like to work as an engineer-technologist in the food industry.

Вопросы к практическому занятию

1. Какое значение передает конструкция “I would like to...”?
2. Что такое пассивный и активный залог?
3. Как строятся предложения в пассивном и активном залогах?
4. Каковы особенности перевода предложений из пассива в актив?

Практическое занятие № 62 Numbers, units of measurements and common symbols

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Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What are advantages and disadvantages of working in office?

2. WOULD YOU LIKE TO WORK IN OFFICE?

MY FUTURE SPECIALTY

Теоретическая часть

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Meat and Meat Products Technology products	технология мяса и мясных продуктов
Bread, Confectionary and Pasta Products Technology	технология хлеба, кондитерских и макаронных изделий
Tinned goods and Concentrated Products Technology	технология консервов и пище концентратов
Milk and Milk Products Technology	технология молока и молочных продуктов
Standardization and Certification	стандартизация и сертификация
Food Products Technology	технология пищевых продуктов
Machinery and Food Manufacturing	машины и аппараты пищевых

Devices	производств	
highly qualified	высококвалифицированный	
opportunity	возможность	
post-graduate	аспирант	
graduate-training department	выпускающая кафедра	
industry	промышленность	
to be engaged in research	заниматься	научно-
исследовательской работой		
main constituents	основные компоненты	
nutrition	питание	
intermediate stage	промежуточная ступень	
synthesis	синтез	
artificial protein	искусственный белок	
key-point question	«ключевой вопрос»	
favourable prerequisite	благоприятная предпосылка	
food supply	пищевые ресурсы	
food processing engineer	инженер-технолог	
storage	хранение	
packaging	упаковывание	
handling	обработка	
put smth into practice	применять на практике	
to combine	объединять	
to improve smb's knowledge	совершенствовать знания	

prerequisite	предпосылка
efficiently	эффективно, рационально
processing equipment	технологическое оборудование
procedures	методика

Задания

Задание 1. Прочитайте и переведите текст:

My Future specialty

I study at North Caucasus Federal University. I am a second-year student of the Institute of Living Systems. My specialization is Food of Animal Origin (Meat and Meat Products Technology/ Milk and Milk Products Technology). This specialty is of great importance for the national economy of our country.

The students of our department have the opportunity to study in well-equipped laboratories. The lectures are read by highly qualified professors, among them there are even the members of Russian Academy of Science. Students are engaged in researches of the main constituents of nutrition of the future generations.

In order to carry this research work there is a big library, where we can improve our knowledge in this specialty. Students also take part in the national and international conferences and tell their mates about the results of their researches.

After graduating from the university I would like to work as an engineer-technologist in the field of food industry. I hope that I'll be able to become a highly qualified and experienced specialist in this field and I will manage to put my erudition and skills into practice.

It is not an easy task to study at this specialty, because biotechnology combines its own researches with that of other branches of science.

The theory basis in Meat and Meat Products Technology/ Milk and Milk Products Technology is already developed, but in practice there are not enough means for the rapid transition of the theory into practice. However, today people are conscious about the question how to feed the growing population in future and the aim of meat technologist is to solve this problem here and now. The main tasks for food industry are:

- to use nutritious products of vegetable and animal origin as efficiently as possible in order to produce tasty, useful, various and nourishing food;
- to secure the food supply for a global population that has now passed the four billion mark and is still growing fast.

The aim of food processing engineers is to provide the population of the country with food products within the shortest possible time, to achieve this we should design and develop processing equipment and procedures for the processing, storage, packaging and handling of food products.

It's not easy to study at our faculty but we do it with pleasure.

Задание 2. Перестройте предложения из пассива в актив:

4. The lectures are read by highly qualified professors, among them there are even the members of Russian Academy of Science.
5. Students are engaged in researches of the main constituents of nutrition of the future generations.
6. The theory basis in Meat and Meat Products Technology/ Milk and Milk Products Technology is already developed.

Задание 3. Переведите предложение из текста на русский язык и составьте 4 предложения с оборотом “I would like to...” по образцу:

I would like to work as an engineer-technologist in the food industry.

Вопросы к практическому занятию

5. Какое значение передает конструкция “I would like to...”?
6. Что такое пассивный и активный залог?
7. Как строятся предложения в пассивном и активном залогах?
8. Каковы особенности перевода предложений из пассива в актив?

Практическое занятие № 63 British and North American academic vocabulary

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. WHAT DO YOU KNOW ABOUT COMPUTERS?
2. WHAT DO YOU KNOW ABOUT IT?

Теоретическая часть

Данный лексический материал предназначен для знакомства и овладения специальными терминами, активному использованию предлагаемых слов и словосочетаний, подготовки к чтению, переводу и обсуждению текстов разговорного стиля.

to train specialists

готовить специалистов

branch

отрасль

higher technical education

высшее техническое образование

economics

экономика

law	право
successfully	успешно
to carry out	проводить
well-organized educational complex	хорошо организованный образовательный комплекс
research center	научно-исследовательский центр
to possess	обладать
wide range	широкий спектр
resource	источник
to teach	обучать
yearly	ежегодно
department/ faculty	факультет
natural science	естественные науки
humanities	гуманитарные науки
mechanical engineering	машиностроение
civil engineering	гражданское строительство
power engineering	энергетика
oil and gas	нефть и газ
food industry	пищевая промышленность
finance	финансы
psychology	психология
translator	переводчик

chemistry-technological	химико-технологический
associate professor	доцент
candidate of sciences	кандидат наук
corresponding member of RAS	член-корреспондент РАН
to take pride in	гордиться

Задание 1. Прочитайте и переведите текст:

I study at North Caucasus Federal University in Stavropol. It was founded in 1971. It was organized to train specialists for many branches of industry. During the last few years our University has become a large center of higher technical education as well as the center for training specialists in economics, law and linguistics. Fundamental research and applied investigations as well as experimental work are being successfully carried out at the University.

At present the university is a well-organized educational complex and research center possessing a wide range of financial and technical resources. NCFU is actively becoming integrated into the international educational system, participates in international educational projects, and has agreements on cooperation and student exchange with educational and research centers in the USA, Canada, West Europe, South-Eastern Asia and Africa.

The University teaches more than 20 thousand Russian and foreign students yearly in 11 departments by more than 70 specialties in engineering, natural science, economics and humanities.

These departments are: Civil Engineering Department, Economics and Finance Department, Humanities Department, Information Technologies and Telecommunications Department, Law Department, Department of Electronics, Nanotechnologies and Chemical Industry Department, Department of Foodstuffs Biotechnology, Department of Oil and Gas, Department of Power Engineering, Machine Building and Transport.

There are about 800 teachers in our University. Among them, 65 are professors and doctors of science, 7 academicians and corresponding members of RAS, 530 are associate professors and candidates of science. The University takes pride in its highly qualified scientific and pedagogic staff. Among the NCSTU professors are outstanding scholars, doctors of science, full and associate professors, honored scientists of the RF, honored educationalists, full members of Russian and International Academies of different branches.

Today students must assimilate a large quantity of new information which is increasing every day. Lectures and seminars alternate with laboratory works, discussions, research work and self-training.

The academic year begins in September and lasts 10 months till July. There are 3 terms in the course of the academic year, so the students take examinations three times a year. During the terms students have to attend lectures, carry out laboratory tests and practical training. At lectures students listen to the lecturers, take notes and ask questions. In seminars they raise problems and discuss them under the direction of their teachers.

Students of the first and second years study maths, physics, chemistry, foreign languages, elements of machines, mechanical drawing, strength of materials, history, philosophy, psychology etc. From the third year they start to study special subjects and carry out research works in their student scientific societies. Many students get student grant, the sum of money which depends on their success in studies. There are 3 hostels near the main building and the students from other towns and villages can live there paying a small quantity of money for rent.

University complex comprises different educational institutions, libraries, sports facilities and clubs, cultural center, students theater, medical center.

The students take an active part in public life of our University; they issue wall newspapers, give concerts, take part in different conferences and meetings. Each faculty has its own KVN team and they take part in the University championship gathering full concert hall of grateful audience. Students go in for

different kinds of sports. Our football team as well as our volleyball and basketball players take part in the city championships.

I think it is worth studying at this University.

Задание 2. Ответьте на вопросы:

31. What University do you study at?
32. What specialists does it train?
33. How many students, teachers and departments are there in your University?
34. When will you graduate from the University?
35. What subjects do you like to study and what is your favourite subject?
36. Is it difficult for you to study and learn here? Why?
37. Do you take part in the social life of your department, university?
38. Do you attend lectures and seminars regularly?
39. What do you think to be after graduating from the University?
40. What do you like and dislike most of all in our University? Why?

Задание 3. Переведите предложения на английский язык:

1. Я выбрал эту специальность потому, что в будущем хочу получить перспективную и хорошо оплачиваемую работу.
2. Я окончу университет через 5 лет и буду работать юристом на предприятии.
3. В России молодежь имеет все возможности учиться.
4. У нас есть все возможности проводить научно-исследовательскую работу.

5. Наш университет сочетает теоретическое обучение с практической работой и практикой на предприятиях.

6. Я должен сдать свой курсовой проект в субботу.

7. Если мне разрешат, я буду пересдавать этот экзамен через несколько дней.

8. Работая над дипломным проектом, мы проводим много времени в читальном зале университета.

9. Мне бы хотелось работать в научно-исследовательском институте.

10. После получения диплома мне бы хотелось поступить в аспирантуру.

11. Я хочу стать высококвалифицированным специалистом в области нефтяной (газовой) промышленности.

12. Специалисты в области нефти и газа востребованы в нашей стране и за рубежом.

Задание 4. Заполните пропуски артиклем *a/an* или неопределенным местоимением *some*:

1 We want ... employee to work on a new project.

2 I have ... news about the exchange rate.

3 Can you send Gina ... email with our prices?

4 Do they have ... problem with their computers?

5 The bank wants ... information about your account.

Задание 5. Заполните пропуски, используя *some*, *any*, *much* or *many*:

a Does she have ... news?

b Would you like ... cash?

c Do we have ... information?

d Could I have ... coins, please?

e How ... minutes is it until the presentation starts?

- f How ... time do you have?
- g They don't have ... documents.

Практическое занятие № 64 Spelling variations

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. Что такое пассивный и активный залог?
2. Как строятся предложения в пассивном и активном залогах?
3. Каковы особенности перевода предложений из пассива в актив?
4. Что такое технология?

WHAT IS TECHNOLOGY?

Теоретическая часть

Данный лексический материал предназначен для того, чтобы студенты смогли составить высказывание о том, чем им придется заниматься, какова сущность слова “технология” и с какими составляющими им придется иметь дело в данной области.

modification	модификация
artifact	артефакт
natural	природный
environment	окружающая среда
agriculture	сельское хозяйство
benefit	польза
application	применение

applied science	прикладная наука
food science	естественные науки, связанные с пищевой промышленностью
microbiology	микробиология
food process engineering	технология производства пищевых продуктов
bio-process	био-процесс
engineering	инженерия
integration	объединение
viscosity	вязкость, клейкость
heat	температура, температурный
conductivity	проводимость
to alter	(из)менять(ся)
interaction	взаимодействие
intricate	сложный
ripening	созревание
reaction	реакция

Задания

Задание 1. Прочитайте и переведите текст:

What is technology?

Technology can be described as the modification of the natural environment (e.g. agriculture, water management, road building) and the making of materials (food, medicine, concrete) and artifacts (tools, clothing, houses) for the benefit of mankind. Most technologies were originally based on empiricism, whereas for present development application of scientific knowledge and methods is essential; this certainly applies to food technology. Often, technology is simply defined as “applied science”, but this was already refuted by Pasteur.

True as this observation is, it does not say enough about technology, and

especially riot about food technology.

The study of food technology involves food science (physics, chemistry and microbiology of foods – as such, as well as during processing and storage) and food process engineering (including a considerable amount of bio-process engineering). Integration of various disciplines is needed in the study of almost every problem encountered. Such integration adds something to the mere application of sciences: the whole should be more than the sum of the parts. Moreover, innovative elements are often involved in the form of process design. Even more important is that knowledge of the system studied is essential. Process engineers tend to sciences.

Process engineers tend to merely consider material properties, i. e. physical properties like viscosity and heat conductivity of the maiccial being processed. Especially in food technology, this is generally insufficient. The process alters the system and the system often determines how the process will work out. Highly intricate interactions between process and system thus occur, the more so as the system is more intricate and as more process steps are involved. The ultimate example may be the manufacture and ripening of the cheese, understanding of which involves a wide range of (sub) disciplines, and where scores of reactions and physical changes occur in the system; any change in the process may affect several other process steps and product properties.

Задание 2. Выпишите предложения в пассивном залоге и определите, в какой видовременной форме он употребляется.

Задание 3. Перестройте предложения из пассива в актив:

1. Technology can be described as the modification of the natural environment and the making of materials and artifacts for the benefit of mankind.

2. Most technologies were originally based on empiricism, whereas for present development application of scientific knowledge and methods is essential; this certainly applies to food technology.
3. Innovative elements are often involved in the form of process design.
4. The ultimate example may be the manufacture and ripening of the cheese, understanding of which involves a wide range of (sub) disciplines, and where scores of reactions and physical changes occur in the system; any change in the process may affect several other process steps and product properties.

Задание 4. Напишите короткий пересказ данного текста.

Задание 5. Найдите в тексте эквиваленты следующих русских слов и выражений:

технология, описывать, видоизменение, окружающая среда, материалы, предметы обихода, польза, человечество, научные знания, относиться, прикладная наука, неясно, микробиология, хранение, включать, объединение, простое применение, кроме того, иметь тенденцию, противоречивый, материальные свойства, недостаточный, видоизменять, определять, таким образом, происходить, созревать, широкий диапазон, физические изменения, качество продуктов.

Практическое занятие № 65 Word formation

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What is biotechnology?
2. Who came up with the term biotechnology?
3. What procedures does biotechnology include?

Word formation

Теоретическая часть

Данный лексический материал предназначен для того, чтобы студенты могли свободно ориентироваться в научном тексте и активно использовать предлагаемые слова и словосочетания в монологической и диалогической речи.

useful product	полезные продукты
technological application	технологическое применение
derivatives [di'rivətɪv] thereof	их производные
modify ['mɒdɪfaɪ] products	модифицировать продукты
overlap with	совпадать с
related field	смежная область
<u>genomics</u>	геномика
<u>recombinant</u> [ˌri:'kɒmbɪnənt] gene [dʒi:n] technology	технология рекомбинантных генов
pharmaceutical [ˌfɑ:mə'sju:tɪk(ə)] therapies ['θerəpi]	фармацевтическая терапия
diagnostic [ˌdaɪəɡ'nɒstɪk] tests	диагностические тесты
to encompass	охватывать
<u>hybridization</u> [ˌhaɪbrɪdaɪ'zeɪʃ(ə)n]	гибридизация

<u>genetic engineering</u> [dʒɪˈnetɪk, ɛndʒɪˈnɪ(ə)rɪŋ]	генная инженерия
<u>embryology</u> [embriˈɒlədʒɪ]	эмбриология
smth. to be thought of	ч-л. рассматривается
high value-added products	продукты с высокой добавленной стоимостью

Задания

Задание 1. Прочитайте и переведите текст:

Biotechnology

Biotechnology is the use of living systems and organisms to develop or make useful products, or "any technological application that uses biological systems, living organisms or derivatives thereof, to make or modify products or processes for specific use. Depending on the tools and applications, it often overlaps with the (related) fields of bioengineering and biomedical engineering.

For thousands of years, humankind has used biotechnology in agriculture, food production, and medicine. The term is coined in 1919 by Hungarian engineer Károly Ereky. In the late 20th and early 21st century, biotechnology has expanded to include new and diverse sciences such as genomics, recombinant gene technologies, applied immunology, and development of pharmaceutical therapies and diagnostic tests.

Definitions of biotechnology

The concept of 'biotech' or 'biotechnology' include a wide range of procedures starting with domestication of animals, cultivation of plants, and breeding programs that employ hybridization. Modern usage also includes genetic engineering as well as cell and tissue culture technologies. Biotechnology is defined by the American Chemical Society as the application of biological organisms, systems, or processes by various industries to learn about the science of

life and the improvement of the value of materials and organisms such as pharmaceuticals, crops, and livestock. In other words, biotechnology can be defined as the mere application of technical advances in life science to develop commercial products. Biotechnology also deals with the pure biological sciences (genetics, microbiology, animal cell culture, molecular biology, biochemistry, embryology, cell biology). And in many instances it is also dependent on knowledge and methods from outside the sphere of biology including: chemical engineering, bioprocess engineering, bioinformatics (a new brand of Computer science), biorobotics.

Modern biological sciences (including even molecular ecology) are connected and dependent on the methods developed through biotechnology and what is commonly thought of as the life sciences industry. Biotechnology is the research and development in the laboratory using bioinformatics for exploration, extraction, exploitation and production from any living organisms and any source of biomass by means of biochemical engineering where high value-added products could be planned (reproduced by biosynthesis, for example), forecasted, formulated, developed, manufactured and marketed for the purpose of sustainable operations.

By contrast, bioengineering is generally thought of as a related field with its emphasis more on higher systems approaches (not necessarily changing or using biological materials *directly*) for connecting with and utilizing living things. Bioengineering is the application of the principles of engineering and natural sciences to tissues, cells and molecules. This can be considered as the use knowledge from working with and manipulating biology to a result that can improve functions in plants and animals.

Задание 2. Ответьте на следующие вопросы:

4. What is biotechnology?
5. Who came up with the term biotechnology?

6. What procedures does biotechnology include?
7. Biotechnology doesn't deal with the pure biological sciences (genetics, microbiology, animal cell culture, molecular biology, biochemistry, embryology, cell biology), does it?
8. Which emphasizes more on higher systems approaches bioengineering or biotechnology?

Задание 3. Закончите следующие предложения:

1. In the late 20th and early 21st century, biotechnology has expanded to include new and diverse sciences such as ...
2. Biotechnology is defined by the American Chemical Society as the ...
3. Modern biological sciences (including even molecular ecology) ...
4. Bioengineering is the application of the principles of ...

Задание 4. Найдите в тексте английские эквиваленты:

helpful

use

widen

different

variety

identify

improvement

example

unite

predict

produce

access

Практическое занятие № 66 Abbreviations

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

9. What is biotechnology?
10. Who came up with the term biotechnology?
11. What procedures does biotechnology include?

ПРОМЫШЛЕННАЯ БИОТЕХНОЛОГИЯ INDUSTRIAL BIOTECHNOLOGY

Теоретическая часть

Данный лексический материал предназначен для того, чтобы студенты могли свободно ориентироваться в научном тексте и активно использовать предлагаемые слова и словосочетания в монологической и диалогической речи.

<i>for industrial purposes</i>	<i>в промышленных целях</i>
<i>pharmaceutical</i>	<i>фармацевтический</i>
<i>to refer</i>	<i>относиться</i>
<i>to overlap</i>	<i>совпадать, перекрещиваться</i>
<i>large-scale</i>	<i>крупномасштабный</i>
<i>refinery</i>	<i>очистительный завод</i>
<i>detergent</i>	<i>моющее средство</i>
<i>pulp</i>	<i>целлюлоза</i>
<i>renewable</i>	<i>восполняемый</i>
<i>gas emissions</i>	<i>выделение газов</i>
<i>mitigating</i>	<i>смягчение</i>
<i>industry performance</i>	<i>показатели производства</i>
<i>to mature</i>	<i>созревать</i>
<i>to yield [ji:ld]</i>	<i>приносить, давать</i>
<i>viable solutions</i>	<i>эффективные решения</i>

Задания

Задание 1. Прочитайте и переведите текст:

Industrial Biotechnology

Industrial biotechnology (known mainly in Europe as white biotechnology) is the application of biotechnology for industrial purposes, including manufacturing, alternative energy (or "bioenergy"), and biomaterials. It includes the practice of using cells or components of cells like enzymes to generate industrially useful products.

The industrial biotechnology community accepts an informal division between industrial and pharmaceutical biotechnology. This may be better

understood by calling to mind the classification by the U.S. Biotechnology Industry Organization (BIO) of three "waves" of biotechnology. The first wave, Green Biotechnology, refers to agricultural biotechnology. The second wave, Red Biotechnology, refers to pharmaceutical and medical biotechnology. The third wave, White Biotechnology, refers to industrial biotechnology. In actuality, each of the waves may overlap each of the others. Industrial biotechnology, particularly the development of large-scale bioenergy refineries, will likely involve genetically modified crops as well as the large-scale bioprocessing and fermentation as is used in some pharmaceutical production.

Industrial or white biotechnology uses enzymes and micro-organisms to make bio-based products in sectors such as chemicals, food and feed, detergents, paper and pulp, textiles and bioenergy (such as biofuels or biogas). In doing so, biotechnology uses renewable raw materials and is one of the most promising, innovative approaches towards lowering greenhouse gas emissions.

The application of industrial biotechnology has been proven to make quite significant contributions towards mitigating the impacts of climate change in these and other sectors. In addition to environmental benefits, biotechnology can improve industry performance and product value and, as the technology develops and matures, white biotechnology will yield more viable solutions for our environment. Industrial biotechnology is based on renewable resources, it can save energy in production processes, and can significantly reduce CO₂ emissions. The impact that biotechnology has on industry is confirmed by scientific studies and reports. These innovative solutions bring benefits for both our climate and our economy.

Задание 2. Ответьте на следующие вопросы:

What term is “white biotechnology” the synonym for?

Industrial biotechnology includes the practice of using cells or components of cells, doesn't it?

How many “waves” of biotechnology does **Biotechnology Industry Organization** accept?

What are the most promising, innovative approaches towards lowering greenhouse gas emissions?

Will white biotechnology yield more viable solutions for our environment?

Задание 3. Согласитесь и не согласитесь.

Industrial biotechnology is the application of **biotechnology** for industrial purposes.

The second wave, Green Biotechnology, refers to agricultural biotechnology.

Industrial biotechnology won't involve genetically modified crops as well as the large-scale bioprocessing and fermentation.

Biotechnology can improve industry performance.

Задание 4. Прочитайте текст еще раз и закончите следующие предложения:

The application of industrial biotechnology includes the practice of...

The first wave, ... , refers to agricultural biotechnology.

White biotechnology uses ...

White biotechnology will likely involve ...

Industrial biotechnology is based on ...

Задание 5. Составьте слова из букв и переведите их на русский язык:

iloectobhogny

idurstanl

casoficilastin

ogoaizanrtin

borenegiy

farmiteneton

emvneniront

denpevomelt

aicaptilopn

bamiatieorl

Практическое занятие № 67

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

12. What is biotechnology?

13. Who came up with the term biotechnology?

14. What procedures does biotechnology include?

THE LABORATORY

ЛАБОРАТОРИЯ

Теоретическая часть

Данный лексический материал предназначен для того, чтобы студенты смогли понять содержание текста.

infrared analyzer

инфракрасный анализатор

readouts

показания

detergent	моющие средство
flexibility	гибкость
reliability	надежность
caustic	едкий
acid solution	раствор кислоты
soak	намочить
interlock	блокировать
rapid	быстрый, скорый
area	площадь
beam	луч
pipeline	трубопровод

Задания

Задание 1. Прочитайте и переведите текст:

The laboratory

The well laid out laboratory is equipped for maintaining quality control standards on samples taken at all stages of process operations. A Multiscan infra-red analyser is used to give rapid readouts of butter fat content, protein, lactose and solids. The bacteriological testing area has a laminar flow cabinet with automatic planting apparatus and laser beam equipment (Don Whitley Scientific) for colony counting.

In the main laboratory, detergent concentration for CIP circuits is controlled by a Detomat C automatic unit. This is a new system devised by Lever Industrial, and Marshfield has the first installation in the world.

The Detomat C is based on the M range, but combined with the latest microprocessor technology, is said to have greater flexibility, and increased reliability. It automatically controls 9 separate detergent application points which can all require different concentration levels of both caustic and acid cleaning solution.

Channels 1 – 6 are for the soak rinse tanks on bottle and crate washers; channels 7 and 8 are for caustic and acid pasteuriser cleaning solutions, and channel 9 controls the caustic cleaning solution for all tanks, pipelines and bottle fillers.

The VDU monitor displays, on demand:

A. Solution concentration levels on all channels, set concentration levels, high alarm set points, and channel state (high, dosing, normal, low and initial detergent in use).

B. Time delays in seconds for dosing, high and low.

C. Temperature of each detergent solution together with minimum temperature setting for dosing interlock.

Задание 2. Найдите эквиваленты следующих слов: намочить, моющее средство, надежность, гибкость, раствор кислоты, показания.

Задание 3. Задайте все виды вопросов к предложению:

The well laid out laboratory is equipped for manufacturing quality control standards on samples taken at all stages of process operations.

Задание 4. Дайте ответы на следующие вопросы:

1. What is used to give rapid readouts of butter fat content, protein, lactose and solids?

2. Where is detergent concentration controlled by automatic unit?
3. What has the bacteriological testing area?
4. Is the Defomat C based on the M range?
5. What is the Defomat C combined with?
6. Why is Defomat C combined with the latest microprocessor technology?

Задание 5. Задайте 5 вопросов к тексту так, чтобы ответы на них выразили основное содержание текста.

Вопросы к практическому занятию

1. Какой порядок слов в вопросительных предложениях?
2. Какие вопросительные местоимения вам известны?
3. Чем отличается вопрос к подлежащему от остальных типов вопросов?

Практическое занятие № 68 Doing sample IELTS test

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. Из чего состоит контролирующая система?
2. Какие функции выполняет контролирующая система?
3. Где находится компьютерный контролирующий отдел?

THE CONTROL ROOM

ЛАБОРАТОРИЯ ТЕХНИЧЕСКОГО КОНТРОЛЯ

Теоретическая часть

Данный лексический материал предназначен для того, чтобы студенты запомнили специальные термины, встречающиеся в текстах и успешно применяли их в речи.

access	доступ
boiler	котел, бак для кипячения
status	состояние
valve	клапан
cost	стоимость
pipeline	трубопровод
top	верх
loop	петля
spare	запасной
capacity	мощность
alarm	тревога
commence	начинать
failure	повреждения, недостаток

Задания

Задание 1. Прочитайте и переведите текст:

The control room

The computer control room is on the first floor, with an unimpeded view of the bottling hall below. The air conditioned room with restricted access, and a built-in fire protection Halon gas flooding system houses the Alfa-Laval Alert 500 system. This controls the total operation and interfaces with the boiler, refrigeration and filling lines. The control system consists of a master process controller with decentralised input/output microprocessor terminals. The logic program is written in a high level language for both process controller and microprocessor systems. This allows it to handle dedicated tasks rapidly and reliably, and also that operators can be trained in about three weeks.

The VDU's constantly monitor the status of all tank volumes, milk temperatures etc, printouts can be obtained and command signals transmitted. With the distributed design and use of Altop valves, the installation costs were reduced.

The Altop system consists of microcomputer-based models and decentralised units with solenoid valves on the top of each SGR product/CIP pipeline valve. There is one common signal cable and one common air supply between the model and loop of up to 64 SRC valves. At present there are 5 such loops, and spare capacity for 3 more. As each valve has its own interface, faultdetection is simplified and the system is self-diagnostic.

The control system utilizes programmed logic equipment with storage facilities for the plant specified. All process routes, CIP systems and fault alarms are handled by the control system. Items are checked whether they are operating or not; product flow cannot commence until all checks have proved satisfactory. Failures during cleaning will stop the activity, and cleaning will only be re-started once the cause of the failure has been located and cured. Sequence programs

control the cleaning control system, and all CIP details are indicated on the co-ordinate panel of the operator console in the control room.

Задание 2. Выполните письменно перевод текста.

Задание 3. Составьте вопросы по содержанию текста.

Задание 4. Перескажите текст.

Задание 5. Вставьте глаголы must или had to в следующие предложения:

1. The windows are very dirty and ... clean them.
2. The windows were very dirty yesterday and she ... clean them.
3. I ... get up early tomorrow because I've got a lot to do.
4. Cam on! We ... hurry. We haven't got much time.
5. We arrived home late last night. We ... wait half an hour for a taxi.
6. These cakes are very nice. You ... have one.
7. Ann came to the party but she didn't stay very long. She ... leave early.

Практическое занятие № 69 Doing sample IELTS test

Цели: формирование представлений студентов по теме “стандартизация”; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и

группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What can you tell us about your university?
2. What do you know about science and research at NCFU?

STANDARTISATION

СТАНДАРТИЗАЦИЯ

Теоретическая часть

Данный лексический материал предназначен для того, чтобы студенты запомнили специальные термины, встречающиеся в текстах и успешно применяли их в речи.

Specify	указывать, уточнять
enforce	навязывать, вынуждать
Validation	утверждение, легализация
Suitability	соответствие, пригодность
developing data exchange standards - разработка стандартов обмена данными	
deliver	доставлять, снабжать, вырабатывать
de facto standards	фактические стандарты
de jure standards	законные стандарты
voluntary standards	добровольные стандарты
compatibility	совместимость
interchangeability	взаимозаменяемость
commonality	общность, схожесть

<u>reference</u>	ссылка, справка, рекомендация
similarity	сходство, подобие
measurement	измерение, замер

Задания

Задание 1. Прочитайте и переведите текст:

Standartisation

Standardisation is the process of developing and implementing technical standards.

The people who use the item or service (engineers, trade unions, etc.) or specify it (building codes, government, industry, etc.) have the responsibility to consider the available standards, specify the correct one, enforce compliance, and use the item correctly. Validation of suitability is necessary.

Standardization is greatly implemented when companies release new products or software to market. Compatibility is important for products to be successful; many devices coming out have USB, Ethernet, or other standard types of connection. This allows consumers to use their new items along with what they already own.

In the context of social sciences, standardization often means the process of establishing standards of various kinds and improving efficiency. Standardization in this sense is often discussed along with (or synonymously to) such large-scale social changes as modernization, bureaucratization, homogenization, and centralization of society.

In the context of business information exchanges, standardization refers to the process of developing data exchange standards for specific business processes. These standards are usually developed in standards bodies such as the World Wide Web Consortium W3C, the Telecommunications Industry Association (TIA), and the Organization for the Advancement of Structured Information Standards (OASIS).

In the context of customer service, standardization refers to the process of developing an international standard that enables organizations to focus their attention on delivering excellence in customer service.

Standards can be:

- de facto standards which means they are followed by informal convention or dominant usage.
- de jure standards which are part of legally binding contracts, laws or regulations.
- voluntary standards which are published and available for people to consider for use.

There are at least four levels of standardization: compatibility, interchangeability, commonality and reference. These standardization processes create compatibility, similarity, measurement and symbol standards.

Задание 2. Почитайте следующие предложения и скажите верно ли утверждение. Исправьте ошибки.

1. Standardisation is the process of developing and implementing rules.
2. Standardization is greatly implemented when companies release new products or software to market.
3. Standardization often means the process of establishing standards of various kinds and improving efficiency.
4. In the context of customer service standardization refers to the process of developing data exchange standards for specific business processes.
5. There are at least three levels of standardization: compatibility, interchangeability and commonality.

Задание 3. Прочитайте текст еще раз и переведите все предложения, где встречаются следующие словосочетания:

- the available standards

- improving efficiency
- business information exchanges
- standardization processes

Задание 4. Задайте к тексту 5 типов вопросов.

Практическое занятие № 70 Doing sample IELTS test

Цели: формирование представлений студентов по теме ; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What can you tell us about your university?
2. What do you know about science and research at NCFU?

METROLOGY

МЕТРОЛОГИЯ

Данный лексический материал предназначен для того, чтобы студенты смогли составить высказывание о том, чем им придется заниматься, какова сущность слова “метрология” и с какими составляющими им придется иметь дело в данной области.

measurement

измерение, система мер

International Bureau [ˈbjʊ(ə)rəʊ] of Weights [weɪt] and Measures[ˈmeɪzə]

Международный комитет мер и весов

embracing

охватывающий

determination

определение

uncertainty

неопределенность

subfield

подсфера

traceability

прослеживаемость

metrological calibration and measurement capabilities – метрологические and measurement capabilities - калибровочные и измерительные возможности

to be peer-reviewed

отправляемый на экспертную
проверку

top-level reference points

верхние точки отсчета

manufacturing process

процесс производства

ensuring the suitability

обеспечение соответствия

to ensure confidence

для обеспечения достоверности

Legal metrology

законодательная

метрология

statutory /statjʊtəri/ requirements

нормативные требования

enabling taxation

делая возможным налогообложение

to set up – основывать

national boundaries

государственные границы

to inhibit trade

препятствовать **развитию**

торговли

Задания

Задание 1. Прочитайте и переведите текст:

Metrology

Metrology is the science of measurement. Metrology includes all theoretical and practical aspects of measurement. The word comes from Greek *metron* - "measure" and *logos* – study.

Metrology is defined by the International Bureau of Weights and Measures (BIPM) as "the science of measurement, embracing both experimental and theoretical determinations at any level of uncertainty in any field of science and technology".

Metrology is a very broad field and may be divided into three basic activities and subfields, though there is considerable subfield between the various fields:

- Definition of internationally accepted unit of measurement.
- Realisation of these units of measurement in practice.
- Linking of measurements made in practice with corresponding standards.

Basic subfields, all of which make use of the three basic activities, though in varying proportions, are:

- Scientific or fundamental metrology.
- Applied, technical or industrial metrology.
- Legal metrology.

Scientific or fundamental metrology

Scientific or fundamental metrology concerns the establishment of quantity systems, unit systems, units of measurement, the development of new measurement methods, realizations of measurement standards and the transfer of traceability from these standards to users in society. The BIPM maintains a database of the metrological calibration and measurement capabilities of various institutes around the world. These institutes, whose activities are peer-reviewed, provide the top-

level reference points for metrological traceability. In the area of measurement the BIPM has identified nine metrology areas including length, mass and time.

Applied, technical or industrial metrology

Applied, technical or industrial metrology concerns the application of measurement science to manufacturing and other processes and their use in society, ensuring the suitability of measurement instruments, their calibration and quality control of measurements. Although the emphasis in this area of metrology is on the measurements themselves, traceability of the calibration of the measurement devices is necessary to ensure confidence in the measurements.

Legal metrology

Legal metrology "concerns activities which result from statutory requirements and concern measurement, units of measurement, measuring instruments and methods of measurement and which are performed by competent bodies." Such statutory requirements might arise from, amongst others, the needs for protection of health, public safety, the environment, enabling taxation, protection of consumers and fair trade. The OIML (International Organization of Legal Metrology (Международная Организация Законодательной Метрологии)) was set up to assist in harmonizing such regulations across national boundaries to ensure that legal requirements do not inhibit trade.

World Metrology Day celebrates the signature by representatives of seventeen nations of the Metre Convention on 20 May 1875. The Convention set the framework for global collaboration in the science of measurement and in its industrial, commercial and societal application. The original aim of the Metre Convention – the worldwide uniformity of measurement – remains as important today as it was in 1875.

Задание 2. Дайте полные ответы на следующие вопросы:

1. What are the words is “Metrology” made of?
2. Metrology may be divided into three basic activities. What are they?
3. How many metrology areas has BIPM identified?

4. What does applied, technical or industrial metrology concern?
5. What are BIPM and OIML?

Задание 3. Прочитайте текст еще раз и переведите все предложения, в которых встречаются следующие слова:

- measurement
- calibration
- traceability
- application

Задание 4. Закончите следующие предложения:

1. Metrology includes ...
2. Metrology is defined by the International Bureau of Weights and Measures (BIPM) ...
3. Scientific or fundamental metrology concerns ...
4. Applied, technical or industrial metrology concerns ...
5. Legal metrology "concerns ...

Задание 5. Сделайте следующие предложения отрицательными:

1. Metrology is the science of measurement.
2. Metrology is defined as "the science of measurement, embracing both experimental and theoretical determinations at any level of uncertainty in any field of science and technology".
3. One of the basic subfields of metrology is scientific or fundamental metrology.
4. Technical or industrial metrology concerns the application of measurement science to manufacturing.

5. The original aim of the Metre Convention remains as important today as it was in 1875.

Задание 6. Составьте предложения со следующими словосочетаниями:

- the science of measurement
- basic subfields
- fundamental metrology
- measurement instruments
- traceability of the calibration
- confidence in the measurements
- protection of consumers

Практическое занятие № 71 Doing sample IELTS test

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What can you tell us about your university?
2. What do you know about science and research at NCFU?
3. What are admission rules for entrants?
4. What can you say about university staff?
5. WHY IS IT WORTH STUDYING AT NCFU?

METROLOGICAL TRACEABILITY

МЕТРОЛОГИЧЕСКАЯ ОТНОСИТЕЛЬНОСТЬ

Данный лексический материал предназначен для того, чтобы студенты смогли составить высказывание о том, чем им придется заниматься, какова сущность слова “метрология” и с какими составляющими им придется иметь дело в данной области.

to be related to stated references	быть связанным с утвержденными эталонами
to be compared	быть сравненным
relation between	отношении между
indication of a measuring instrument	показание измерительного инструмента
value of a measurement standard	значение эталона
regime [rei'zi:m]	режим
overlap	перекрывать, совпадать
to be reserved for	предназначено для
inexactness	неточность
correctness	точность
measurement situations	условия проведения измерений
measurement equipment	измерительное оборудование
traceable	относимый, прослеживаемый
national standards board	национальный совет по стандартам
thrive	процветать, преуспевать
interface	область взаимодействия

Задания

Задание 1. Прочитайте и переведите текст:

Metrological traceability

A core concept in metrology is *metrological traceability*, defined by the [BIPM](#) as "the property of the result of a measurement or the value of a standard whereby it can be related to stated references, usually national or international standards, through an unbroken chain of comparisons, all having stated uncertainties." The level of traceability establishes the level of comparability of the measurement: whether the result of a measurement can be compared to the previous one, to a measurement result a year ago, or to the result of a measurement performed anywhere else in the world.

[Traceability](#) is most often obtained by [calibration](#), establishing the relation between the indication of a measuring instrument and the value of a measurement standard. These standards are usually coordinated by national metrological institutes: [National Institute of Standards and Technology](#), [National Physical Laboratory, UK](#), [Physikalisch-Technische Bundesanstalt](#), etc.

Traceability is used to extend measurement from a method that works in one regime to a different method that works in a different regime, by calibrating the two using an overlapping range where both work.

Basics

Mistakes can make measurements and counts incorrect. Even if there are no mistakes, nearly all measurements are still inexact. The term 'error' is reserved for that inexactness, also called measurement uncertainty.

All other measurements either have to be checked to be sufficiently correct or left to chance. Metrology is the science that establishes the correctness of specific measurement situations. [Calibration](#) is the process where metrology is applied to measurement equipment and processes to ensure conformity with a known [standard](#) of measurement, usually traceable to a national standards board.

Society

Sufficiently correct measurements are essential to commerce. About nine out of every ten people working in metrology specialize in commercial measurement, most at the technician level. Correct measurements are beneficial to manufacturing, but other methods are available and sometimes are more appropriate.

Metrology has thrived at the interface between science and manufacturing. Aerospace, commercial nuclear power, medicine, medical devices and semiconductors rely on metrology to translate theoretical science into mass-produced reality.

Задание 2. Ответьте на следующие вопросы:.

1. What is metrological traceability?
2. How is traceability obtained?
3. What traceability is used for?
4. What is the synonym of inexactness?
5. What is the name of a process when metrology is applied?

Задание 3. Прочитайте текст еще раз и найдите синонимы следующих слов:

determined

made

connection

operate

error

about

inaccuracy

right

is used

enough

Задание 4 . Составьте план пересказа текста.

Практическое занятие № 72 Doing sample IELTS test

Цели: формирование представлений студентов по теме; формирование способности к коммуникации и навыкам общения на иностранном языке.

Задачи: корректировка и совершенствование произносительных навыков; введение и закрепление нового лексического материала и активизация лексических навыков; ознакомление с видами чтения и эффективными методами и приемами работы над текстом; развитие и совершенствование навыков и умений устной речи; формирование потребности и способности к сотрудничеству и взаимопомощи при работе в паре и группе.

Тип занятия: практическое занятие

КОНТРОЛЬНЫЕ ВОПРОСЫ:

1. What IS GOST?
2. Is it important?

GOST

ГОСТ

Теоретическая часть

Данный лексический материал предназначен для того, чтобы студенты запомнили специальные термины, встречающиеся в текстах и успешно применяли их в речи.

regulated standards	регламентированные стандарты
recipes ['resɪpɪ]	рецепты
nutritional [nju:'trɪʃ(ə)nəl] facts	пищевая ценность
generic [dʒɪ'nerɪk]	общий
rename	переименовывать
standards' jurisdiction	зона применения стандартов
recognition	известность

was put in charge of	был назначен ответственным за
updating	обновление
disseminating	распространение
extensively	широко
in conformity assessment activities	в действиях по оценке соответствия
in addition to	в дополнение к
<u>Belarus</u> [ˌbeləˈrus]	Беларусь
<u>Ukraine</u> [juˈkreɪn]	Украина
<u>Azerbaijan</u> [ˌæzəˈbaɪˈdʒɑːn, ˌɑːzəˈbaɪˈdʒɑːn-]	Азербайджан
<u>Armenia</u> [ɑːˈmiːniə]	Армения
<u>Kyrgyzstan</u> [kɪɡɪsˈtɑːn]	Киргизия
<u>Uzbekistan</u> [uːzbəkɪˈstɑːn]	Узбекистан
<u>Tajikistan</u> [tadzɪkɪsˈtɑːn]	Таджикистан
<u>Georgia</u> [ˈdʒɔːdʒɪə]	Грузия
<u>Turkmenistan</u> [ˌtʃːkmeniˈstɑːn]	Туркмения

Задания

Задание 1. Прочитайте и переведите текст:

GOST

GOST (Russian: ГОСТ) refers to a set of technical standards maintained by the Euro-Asian Council for Standardization, Metrology and Certification (EASC), a regional standards organization operating under the auspices of the Commonwealth of Independent States (CIS).

All sorts of regulated standards are included, from charting rules for design documentation to recipes and nutritional facts of Soviet-era brand names (which have now become generic, but may only be sold under the label if the technical standard is followed, or renamed if they are reformulated).

The notion of GOST has certain significance and recognition in the countries of the standards' jurisdiction. Russian Rosstandart government agency has **gost.ru** as website address.

GOST standards were originally developed by the government of the Soviet Union as part of its national standardization strategy. The word GOST (Russian: ГОСТ) is an acronym for gosudarstvennyy standart (Russian:государственный стандарт), which means state standard.

The history of national standards in the USSR can be traced back to 1925, when a government agency, later named Gosstandart, was established and put in charge of writing, updating, publishing, and disseminating the standards. After World War II, the national standardization program went through a major transformation. The first GOST standard, GOST 1 State Standardization System, was published in 1968.

The present

After the disintegration of the USSR, the GOST standards acquired a new status of the regional standards. They are now administered by EASC.

At present, the collection of GOST standards includes over 20,000 titles used extensively in conformity assessment activities in 12 countries. Serving as the regulatory basis for government and private-sector certification programs throughout the Commonwealth of Independent States (CIS), the GOST standards cover energy, oil and gas, environmental protection, construction, transportation, telecommunications, mining, food processing, and other industries.

The following countries have adopted all or some of GOST standards in addition to their own, nationally developed standards: Russia, Belarus, Ukraine (DSTU), Moldova, Kazakhstan, Azerbaijan, Armenia, Kyrgyzstan, Uzbekistan, Tajikistan, Georgia, and Turkmenistan.

Because GOST standards are adopted by Russia, the largest and most influential member of the CIS, it is a common misconception to think of GOST standards as the national standards of Russia. They are not. Since the EASC, the organization responsible for the development and maintenance of the GOST standards, is recognized by ISO as a regional standards organization, the GOST standards are classified as the regional standards. The national standards of Russia are the GOST R standards.

Задание 2. Дайте ответы на следующие вопросы:

1. What is GOST?
2. Who originally developed GOST standards?
3. When was Gosstandart established?
4. Who administers the GOST standards now?
5. Do the GOST standards serve as the regulatory basis for government and private-sector certification programs throughout the Commonwealth of Independent States (CIS)?
6. How many countries use the GOST standards?

Задание 3. Согласитесь или не согласитесь.

1. Charting rules for design documentation, recipes and nutritional facts of Soviet-era brand are regulated by the GOST standards.
2. The notion of GOST has low significance and recognition in the countries of the standards' jurisdiction.
3. The history of national standards in the USSR can be traced back to 1926.
4. The first GOST standard, GOST 1 State Standardization System, was published in 1968
5. 14 countries have adopted all or some of GOST standards in addition to their own.
6. The GOST standards are the national standards of Russia.

Задание 4. Составьте предложения со следующими словами и словосочетаниями:

Make up your own sentences with the following words:

- a regional standards organization
- nutritional facts
- state standard
- certification programs
- the development and maintenance
- a regional standards organization

Задание 5. Найдите в тексте все неправильные глаголы и вспомните их две другие формы.

Список рекомендуемой литературы

Основная литература:

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10.Dictionary of Science and Technology / ed. by Christopher Morris . - San Diego: Academic Press, 2006.

11. Cambridge. International Dictionary of phrasal verbs /Michael McCartht:
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