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Учреждение образования
«Гомельский государственный технический
университет имени П. О. Сухого»

Институт повышения квалификации
и переподготовки

И. А. Зайцева

ПРОФЕССИОНАЛЬНАЯ КОММУНИКАЦИЯ
НА ИНОСТРАННОМ ЯЗЫКЕ
(АНГЛИЙСКИЙ ЯЗЫК)

ПОСОБИЕ

для слушателей специальности переподготовки
9-09-0231-01 «Переводческая деятельность
(английский язык)»
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Е. В. Войтишенюк

Зайцева, И. А.

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Профессиональная коммуникация на иностранном языке (английский язык) : пособие для слушателей специальности переподготовки 9-09-0231-01 «Переводческая деятельность (английский язык)» вечер. формы обучения / И. А. Зайцева. – Гомель : ГГТУ им. П. О. Сухого, 2026. – 89 с. – Систем. требования: PC не ниже Intel Celeron 300 МГц ; 2 Gb RAM ; свободное место на HDD 16 Mb ; ATL Linux 10.1 ; Adobe Acrobat Reader. – URL: <http://elib.gstu.by>. – Загл. с титул. экрана.

Цель пособия – обеспечить активное владение иностранным языком как средством формирования и формулирования мыслей в социально обусловленных сферах иноязычного общения.

Для слушателей специальности переподготовки 9-09-0231-01 «Переводческая деятельность (английский язык)» ИПКиП.

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UNIT I. BUSINESS STRUCTURE AND RESPONSIBILITIES

BUSINESS STRUCTURE AND RESPONSIBILITIES

Task 1. Study the meaning of the following words:

1. Chief Executive Officer (CEO) – the person with the most authority in a large company
CEO is the highest ranking officer of the company.
2. Board – a group of people in a company or other organization who make the rules and important decisions
The Board of Directors met yesterday.
3. Sales Representative – someone who travels around, usually within a particular area, selling their company's products
The sales representative makes the preliminary contact with customers, introduces the company's product, and closes the sale.
4. Supervisor – someone who supervises a person or activity
executive supervisor; duty traffic supervisor;
5. Vendor – someone who sells things, especially on the street
He bought a copy from a newspaper vendor.
6. Switchboard – a system used to connect telephone calls in an office building, hotel etc., or the people who operate the system
*Hundreds of callers **jammed the switchboard** trying to win the tickets*
7. Pay lip service to somebody/something – to say that you support or agree with something without doing anything to prove it
organizations that pay lip service to career development.
8. Shareholder – someone who owns shares in a company or business
Shareholders have been told to expect an even lower result next year.
9. Turnover – the rate at which people leave an organization and are replaced by others
*Low pay accounts for the **high turnover**.*
10. Revenue – money that a business or organization receives over a period of time, especially from selling goods or services
advertising revenue

11. Retail – the sale of goods in shops to customers, for their own use and not for selling to anyone else

We are looking for more retail outlets for our products.

12. VAT – value-added tax; a tax added to the price of goods and services in Britain and the EU.

13. Bulk – the main or largest part of something

The bulk of consumers are based in towns

14. Accounts – a department in a company that is responsible for keeping records of the amount of money spent and received

Eileen works in accounts.

15. Foreman – a worker who is in charge of a group of other workers, for example in a factory

Senior foreman, shift foreman

16. Maintenance – the act of making a state or situation continue

The maintenance of a firm currency plays an important part in the battle against inflation.

17. Procurer – a man who obtains something for the production, especially something that is difficult to get

synonyms: supplier, provider

18. Filing – the work of arranging documents in the correct FILES

A filing clerk is wanted for the company.

Task 2. *Read the text and study the following chart carefully.*

The managing Director (sometimes called the Chief Executive Officer, or President in the USA) is the head of the company.

The company is run by a board of Directors; each Director is in charge of a department. However, the Chairman of the Board is in overall control and may not be the head of any one department.

Most companies have Finance, Sales, Marketing (sometimes part of Sales), Production, Research and Development (R&D) and Personnel Department. These are the most common departments, but some companies have others as well.

Most departments have a Manager, who is in charge of its day-to-day running, and who reports to the Director; the Director is responsible for strategic planning and for making decisions.

Various personnel in each departments report to the manager. One example, present in almost all companies, is the Sales Representative, who reports to the Sales manager.

THE BOARD OF DIRECTOR

Managing Director

Production Manager
Manager

Marketing Manager

Financial Manager

Personnel

Foremen / Maintenance
and Security
officer

Advertising Manager/
Sales Manager

Customer Accountants
Dept.Head/
Wages Section Head

Recruitment officer/
Training officer

Shop floor workers/
Maintenance Security
And Cleaning Staff

Advertising Assistant/
Sales Team

Accountant Clerks/
Wages Clerks

Personnel Dept. Staff

The Organization Chart

Task 3. After carefully reading the information provided and the Organization Chart say what people are responsible for and what they are doing.

Responsibility

... is responsible for the day to day running of
... is in charge of the Accounts department.
... runs the agency in Paris.

Job

... deals with new customers.
... looks after the machinery.
... takes care of special accounts.
... sees to repairs.

Position

Over him there are ...
There are ... under her.
He reports to ...
She is responsible to ...

Task 4. Complete the sentences by choosing the words below each sentence to fill the gaps. The first has been done for you.

2.1 The employees responsible for carrying out general office duties, filling in forms and keeping statistics are ... (a)

(a) clerks (b) accountants (c) supervisors

2.2 The employees who sell a company's products are the sales ally known as

(a) vendors (b) renters (c) reps

2.3 The employees who decide what to purchase, and who make the purchases of finished goods or components to be made into goods, are the

(a) choosers (b) procurers (c) buyers

2.4 The employees are responsible for seeing that the finished goods are well made are the

(a) packers (b) quality controllers (c) financial staff

2.5 The clerical workers who use typewriters or word processors who produce letters, memos or other documents, are

(a) secretaries (b) editors (c) copywriters

2.6 The employees who check a company's financial affairs are the

(a) statisticians (b) accountants (c) counters

2.7 The employees who are responsible for preparing checks, pay packets and pays lips are the

- (a) wages clerks (b) filing clerks (c) paying clerks
8. The workers who process data, under the control of managers and supervisors, are the computer
- (a) hackers (b) operators (c) screeners
- 2.9 The person who greets a visitor and tells him or her how to get to the right office is the
- (a) manager (b) president (c) receptionist
- 2.10 The employees who deal with a company's telephone calls are the
- (a) DVU operators (b) telex operators (c) switchboard operators

Task 5. Choose one word or phrase to complete the sentence.

boss	CEO	colleague	customer	director	inventor
leader	manager	opposite number	owner	shareholder	
supplier					

1. My name's John Power. Power Enterprises belongs to me. I'm the owner. I also manage the company myself. I'm the
2. I'm John's Power sister. I sit on the Board of his company. I'm a
3. I'm Mr. Power's secretary. He's my
4. I hold equity in this company. I'm a
5. John Power is a friend of mine. I have put some of my own money into Power Enterprises. I'm an
6. I buy things from this company. I'm a
7. This company buys things from me. I'm a
9. I'm a head of a team in the technical department. I'm a team
10. I have lunch every day with the woman at the desk next to mine. She is a
11. I'm the marketing director of Power Asian Pacific. Jim Poom is the managing director of Power Europe. He's my
12. I work for Power Enterprises I head a department of about 50 people. I'm a

Task 6. Match the terms of the right (a-r) with their equivalents on the left (1-18).

Business Word Pairs.

1. Headquarter a) chief

- | | |
|----------------------------|----------------------|
| 2. Executive | b) plan |
| 3. Human resources | c) product |
| 4. Customers | d) sales revenue |
| 5. Factory | e) position |
| 6. Head | f) purchaser |
| 7. Firm | g) correspondence |
| 8. Manufacturing | h) objective |
| 9. Chief Executive Officer | i) plan |
| 10. Turnover | j) deliver |
| 11. Pay | k) manager |
| 12. Buyer | l) production |
| 13. Post | m) head office |
| 14. Supply | n) Managing Director |
| 15. Target | o) company |
| 16. Letters | p) salary |
| 17. Goods | r) client |
| 18. Scheme | s) personnel |

Task 7. Match each group of words (a-o) with the correct business function (1-15)

1. Human Resources (f)	a) Laboratory/test/scientist/trial
2. Purchasing	b) Parts/assembly line/shift/supervisor
3. Marketing	c) PR event/press release/company image/house magazine
4. Training	d) retail outlet/monthly figures/ discount/commission
5. Legal	e) capital/dividend/cash flow/share price
6. Information Technology	f) recruitment/training/safety/employee relations
7. After-sales	g) invoice/bookkeeping/VAT/credit note
8. The Board	h) network/screen/hard disc/memory
9. Finance	i) questionnaire/mailshot/prospect/advertisement
10. Distribution	j) bulk buying/office supplies/order/delivery
11. Sales	k) share holder/executive director/non-executive director/chairman
12. Production	l) course design/student/ needs analysis/timetable

13. Research and Development	m) hot line/telephone support/complaint/24-hour service
14. Accounts	n) stock control/lorry/ware house/packaging
15. Communications	o) contract/patent/copyright/signatory

Task 8. *The secretary is telling her visitors about where the company is located. Fill in the spaces in the sentences below.*

Locations

Factories	head office	local agents	local offices	office
plant	regional headquarters	research and development centres		
training centres	warehouse			

Our (1) head office is in London. This is where most of our senior managers work. We also have four (2) ... : in Singapore, serving Asia; in Boston, Massachusetts, serving the whole North America; in Buenos Aires for South America; and in Zurich, for Europe, Africa and the Middle East. We have (3) ... in seventeen other countries, and in countries where we do not have our own people we usually have (4)

Of course, we make a wide range of products but recently we have closed some (5) ... and reduced the number of products being made at others. However, distribution is still as local as possible and we have (6) ..., depots and distribution centres in most every country in which we operate. We have also closed some of the smaller (7) ... and moved many of our best scientists and technicians to two major centres in France and the United States.

We think that staff development is essential to our present and future success and we run more than 5,000 courses for our employees in the fifty (8) ... which we have across the world.

Well, that's all I want to say about our present worldwide. Now, if you would like to follow me, first of all I'll show you my (9) ... and then we'll start the tour of the (10)

Task 9. Match the companies (1-23) with their sectors (a-w).

1. A company which makes aspirin.	a) automotive
2. A company which mines diamonds.	b) construction
3. A company makes men's suits.	c) consumer
4. A company which sells package holidays.	d) financial
5. A company which makes trucks.	e) confectionary
6. A company which distributes electricity.	f) software
7. A supermarket chain.	g) telecommunications
8. A company which builds houses.	h) media
9. A company which makes washing machines.	i) pharmaceuticals
10. A company which sells hamburgers.	j) beverages
11. A company which makes camcorders.	k) textiles
12. An airline.	l) toiletries
13. A company which makes fighter planes.	m) real estate
14. A company which makes shampoo.	n) transport
15. A restaurant chain.	o) utilities
16. A newspaper publisher.	p) household goods.
17. A company which sells things over the internet.	q) retail
18. A company which makes mobile phones.	r) fast food
19. A company which sells investment advice.	s) catering
20. A company which makes chocolate.	t) defence
21. A company which makes beer.	u) e-commerce
22. A property company.	v) tourism
23. A company which writes computer programs.	w) extractive

Task 10. The organization is in trouble. Match the problems (A-L) with the correct department (1-12).

- | | | |
|-----------------|---|--------------------------|
| 1. Distribution | e | 7. Telephone After-sales |
| 2. Personnel | | 8. Marketing |
| 3. Research | | 9. Reception |

- 4. Finance
- 5. Public Relations
- 6. Production

- 10. Switchboard
- 11. Information Technology
- 12. Quality

- A. One of the robots on the assembly line has stopped working.
- B. Cash flow is much worse than I thought.
- C. There's a national newspaper on the phone. They want to talk about water pollution near the factory.
- D. There's something wrong with the network: all the screen have gone blank.
- E. We have ten lorries waiting outside the main warehouse and there's nothing to put in them.
- F. The unions have just asked for another 10%.
- G. If we don't start producing some more useful ideas soon, they'll close down the laboratory.
- H. Last month, there were problems with 0.31% of the bottles. This month I want that figure to be zero.
- I. I'm very sorry, madam. We certainly ask the taxi to be here at three o'clock. I'll call them immediately.
- J. The latest survey shows that the majority of 18- to 25-year-old women think our perfume smells terrible.
- K. I'm very sorry, sir. I've tried to reach his secretary several times but there's no reply.
- L. If this doesn't work, I'll send an engineer to you this afternoon.

UNIT II – IN THE OFFICE

IN THE OFFICE

Task 1. Study the meaning of the following words:

Superior	someone who has a higher rank or position than you, especially in a job: <i>He had a good working relationship with his immediate superior</i> (=the person directly above him).
Senior	a person who has reached an advanced level in a particular position: <i>senior officials of the government; senior expert.</i>
Subordinate	someone who has a lower position and less authority than someone else in an organization: <i>to be in a subordinate situation</i>
Junior	having a low rank in an organization or profession: <i>a junior doctor.</i>
Officer	someone who is in a position in an organization or the government: <i>the chief medical officer, a former Cabinet officer, the public information officer.</i>
Connections	people who you know who can help you, especially because they are in positions of power: <i>connections in high places. We have good connections in the advertising industry.</i>
To earn	to receive a particular amount of money for the work that you do: <i>He earns nearly \$ 20,000 a year. You don't earn much money being a nurse.</i>
To discharge	to send somebody away; to tell somebody that they must leave: <i>to discharge the members of the jury.</i>
Compensation	money paid to someone because they have suffered injury or loss, or because something they own has been damaged: <i>compensation for injuries at work.</i>
Salary	money that you receive as payment from the organization you work for, usually paid to you every month: <i>The average salary is \$39,000 a year.</i>
Wages	money you earn that is paid according to the number of hours, days, or weeks that you work: <i>He earns good wages.</i>
Fee	an amount of money that you pay to do something or

Bonus	that you pay to a professional person for their work: <i>Cable TV subscriber pay monthly fees.</i> money added to someone's wages, especially as a reward for good work: <i>Each worker receives an annual bonus.</i>
Fringe benefit	an additional service or advantage given with a job besides wages: <i>A competitive salary with fringe benefits will be offered.</i>
Red tape	official rules that seem unnecessary and prevent things from being done quickly and easily: <i>The new rules should help cut the red tape for farmers.</i>
Deadline	a date or time by which you have to do or complete something: <i>The deadline for applications is May 27th.</i>

Task 2. Read the following dialogue and answer the questions afterwards.

A Busy office

- Mr. Power:** Yes, Miss Wright? What is it?
- Miss Wright:** Mr. Hudson wants to speak to you, sir.
- Mr. Power:** I'm very busy at the moment. Ask him to ring later.
- Miss Wright:** Yes, sir.
Hello? This is Mr. Power's secretary ...
- Mr. Hudson:** Yes ... Hudson, here.
- Miss Wright:** All right What about this afternoon?
- Miss Wright:** Yes, that'll be all right.
- Miss Wright:** Oh, Chris
- Chris:** Yes, Miss Wright?
- Miss Wright:** Mr. Power wants you to photocopy this report.
- Chris:** Oh, yes ... I'll do it later.
- Miss Wright:** No, Chris ... do it now ... I know it's important.
- Miss Wright:** Miss Davis! Did you ring your boyfriend on the office phone yesterday?
- Miss Davis:** Well, yes ... I did ... but it was urgent.
- Miss Wright:** Hmmm ... I think Mr. Power heard you. He wasn't very pleased about it. Don't use the office for personal calls.

Miss Davis: No ...no, Miss Wright ... I won't do it again I'm, sorry.

Mr. Power: Miss Wright? Did you speak to Mr. Hudson?

Miss Wright: Yes, I did. I asked him to ring later. He says he'll ring you this afternoon.

Mr. Power: That's fine. Has Chris photocopied that report yet?

Miss Wright: Not yet ... but I told him to do it immediately. I think he's doing it now.

Mr. Power: Good. Did you tell Miss Davis not to ring her boyfriend from here?

Miss Wright: Oh, yes ... I told her not to use the office phone for personal calls ... she says she won't do it again. I'm sure she won't.

Mr. Power: I hope she won't Her boyfriend lives in Australia!

1. How can you prove that it was really a busy office?
2. Why didn't Mr. Power want Miss Davis to ring her boyfriend on the office phone?
3. Mr. Power was an efficient boss, wasn't he? How can you prove it?
4. Was Miss Wright an efficient secretary?
5. Did Mr. Hudson have a conversation with Mr. Power?

Task 3. *Come across with secretarial duties from Jane's letter.*

Dear Susan,

Well, I've got the job! And I seem to need most of the things I learnt in College.

They want to know my shorthand and typical speeds, and what kind of a typewriter I was used to, and whether I could use a word processor as well. Because my boss, Mr. Sutherland, is away from the office a lot he often dictates on to a dictating machine, so they wanted to know if I could manage audio typing. But they also gave me a shorthand notebook. They explained that I will often be making appointments for Mr. Sutherland, so I must keep his diary. I'll also be typing his correspondence and when he is away I may have to sign some of his letters. I'll also be responsible for

circulating memos to other members of the staff, and when I go to meeting I'll be taking the minutes. Because I'll be buying the stamps and coffee and so on, I'll deal with the petty cash and keep the post book. They also want me to screen callers to the office, so that Mr. Sutherland doesn't get disturbed when he's busy. And I'll have to do some proof reading (of catalogues, press releases, and things like that). So I think I'll keep busy!

It all sounds fascinating, and I'm terribly excited!

Love,
Jane

3.1. *Answer the following questions:*

1. What is meant by audio typing?
2. What did Jane need the notebook for?
3. What was Jane expected to do at the meetings?
4. If you were a secretary how would you screen callers?
5. Jane would have to do some proofreading of catalogues, press releases, etc. What for?

3.2. *Jane wrote to Susan after her first week at work. Complete the letter. Choose from the words in the box to fill in the gaps. The first has been done for you.*

travel agents	directory enquiries
previous correspondence	circulation
system	index
responsibility	reference
personal assistant	job
travel arrangements	international telephone operator

Dear Susan,

Well, I've been working for a week, and I must say I'm still bewildered. I hope it all sorts itself out.

Mr. Sutherland is going away on a business trip – isn't it exciting? He's going to Spain, Portugal and Italy.

The first thing I had to do was to make his (1) **travel arrangements** so I had to talk to the (2) the company uses and get them to book all the trains, planes and hotels, and I also had to organize his car hire, make the appointments and fix up his meetings. I've used the telephone a lot. The (3) has got quite used to my voice, and the lady who deals with (4) must be tired of me! I also had to look up the (5) ... he's had with the people he'll be seeing, and sort out of the letters he'll need to take with him.

We organized the (6) ... list for memos. (He'll be sending tapes back to me.) While he's away, I've promised to reorganize his filing (7) ... and make up an (8) ... to the files, so that he can find things quickly. I've also got to learn which (9) ... books to use when I need to find something!

By the time I've done all this, I'll be really pleased with my (10) ... ! I'm really going to be a real secretary, not just a shorthand typist; in fact I'm nearly a (11)- P.A. for short – as I do take complete (12) ... for some areas of the work.

See you soon!

Jane

Task 4. Write the types of written communication in the box next to the correct definitions. The first one has been done for you.

Business Functions

Agenda	annual report	contract	directory	fax	in-house magazine	
invoice	mails	hot	memo	minutes	newsletter	order form
price list	sales brochure	sales report	user manual			

- 1) it tells people – usually people inside the company – about the life of the organization
- 2) a report of a meeting
- 3) a letter sent at the same time to a number of customers or possible customers, for example about a new product or service
- 4) a paper which you fill in when you want to buy something from a company
- 5) an internal message, usually from one person to a group of people
- 6) a list of things to discuss at a meeting

- 7) it tells people – usually people outside the company – about the life of the organization
- 8) it gives information about the company's products
- 9) it tells you how much products cost
- 10) a book with lists of telephone numbers or other information
- 11) the paper which tells you how much you pay when you buy something from a company
- 12) a document which tells you about the company's performance over the year, including the accounts for the year
- 13) a legal agreement between two parties
- 14) a message sent by facsimile machine
- 15) it tells you how a piece of equipment works
- 16) it contains figures on how much money people have sent on the company's products in, for example, a month

Office automation

Task 5.

PHOTOCOPIERS have been a fact of business life nearly 30 years since Chester Carlson developed xerography in 1950. His basic idea for reproducing perfect facsimiles has remained basically unchanged since that time.

Today the highly competitive document copying market is a multimillion pound business with more than 140 different models of copies available, ranging in price from \$ 80 to as much as \$ 57,800.

New machines are coming on to the market regularly. The newest copies have a number of special features – they are capable of enlarging and reducing, copying on both sides of the paper and on different types of paper, such as coloured or transparent varieties, and so on.

Many Japanese companies launched desk-top models. These smaller desk-top machines have also benefited from the advances of microchip technology which is allowing photocopies to take advantages of ever smaller silicon chips and more sophisticated technology.

*5.1. Read through the article **quickly** to find the answer to these questions.*

a Who invented the photocopying process?

- b** When did he invent it?
- c** What are the special functions mentioned that the newest copiers have?
- d** What are their particular characteristics?

5.2. Now read the article again, **more carefully**. Find the expressions that are used in the text to mean

- a** a business worth many millions of pounds
- b** models small enough to be used on the top a desk
- c** making bigger
- d** to profit from

Task 6. Fill in the missing words in the sentences below. Choose from the words in the box. There are two possible answers to number 3.

COMPUTING

Database desktop publishing directories disk drive folder
 help internet laptop modem palmtop software spreadsheet word
 processing

1. The screen and the keyboard are part of the hardware. The operating system is part of the software.
2. One way to safeguard information in your company is to copy files the hard ... to a zip drive.
3. To keep your files in order, you can make and keep them in different
4. If you want to work mainly with text on your computer, you need ... software.
5. If you want to work mainly with figures, you need ... software.
6. If you want to produce a good-looking magazine or in-house newsletter, you need some ... software.
7. If you want to manage and manipulate large amounts of information, for example about your company's clients, you need ... software.
8. If you want to use a computer when you are on the move, the best kind of computer to use is a ... or a

UNIT III – THE JOB INTERVIEW

The Job Interview. Job Hunting

Task 1. Study the meaning of the following words:

Employment - Jobs

Word	Meaning
assessment	Evaluation of one's abilities
background	Education - qualifications - experience
bonus	Additional payment to an employee as an incentive or reward
curriculum vitae	Summary of one's education and experience to date; resume
dismiss	Discharge from employment (to fire, to sack, to let go)
employee	Person who works for a firm or company.
employer	Person or firm who employs people.
fire	To dismiss from a job.
fringe benefits	Advantages offered in addition to salary (life insurance, retirement scheme, company car, etc.). Also called 'perks', abbreviation for 'perquisites'.
hire	Employ or take on personnel in a company.
interview	Oral examination of a candidate for employment.
make redundant	Dismiss for economic reasons.
maternity leave	Period of absence for a female employee when having a baby.
notice	Advance warning of intention to leave one's job, to give or hand in one's resignation.
personnel	People who work for a firm or company (employees).
personnel officer	Manager responsible for recruitment, training

	and welfare of personnel (employees).
promotion	Advancement in rank or position in a company.
prospects	Opportunities for success or promotion in a career.
recruit	Look for and hire personnel.
resign	Leave a job voluntarily.
retire	Leave employment because of age.
sick leave	Absence because of illness - to be on sick leave.
staff	People who work for a firm or department; employees.
strength	Strong characteristic or particular ability.
strike	To go on strike : to stop working in protest against something.
take on	Employ or hire.
trainee	Person being trained for a job, e.g., a trainee salesman.
training course	A course of study to prepare for a job, e.g., a computer course.
unemployment benefits	Payments made by the state to an unemployed person.
vacancy	A position to be filled.
weakness	A lack of ability or a shortcoming in character.

Task 2. Complete the interview questions with words from the box.

YOUR INTERVIEW

achievement	approach	get	good	know	learn	like	look for
motivates	offer	plan	sort	strengths	tell	weaknesses	work

1. Tell me about yourself.
2. Why should we _____ you the job?
3. What is your major _____ ?

4. What are you _____ at?
5. What _____ of person are you?
6. What are your _____ and _____ ?
7. What do you _____ about our organization?
8. How would you _____ this job?
9. How do you _____ things done?
10. What do you _____ in a manager?
11. What _____ you?
12. Do you like to _____ in a team or on your own?
13. What do you _____ best about your current job?
14. What did you _____ in your last job?
15. How long would you _____ to stay with this company?

How important is work to you? What sort of salary are you expecting? What will you do if you don't get this job? What decisions do you find it easy to make? Difficult to make?

Task 3. *Go around the class and interview as many people as you can, including your teacher. Ask them why they work/study. (CM= classmate)*

Why?	You	CM1	CM2	CM3	Teacher
1. To earn a living					
2. For the fun of it					
3. For work's sake					
4. To make a major impact, to achieve results					
5. For self-fulfillment					
6. To make it big					
7. To become famous					
8. To leave a legacy					
9. To support a family					
10. Out of keen interest					
11. To gain power and authority					

- a) Compare your notes in pairs and then at class level.
- b) Appoint one of the “lazybones” in the class as a secretary to put the class statistics on the board.

c) The top 3 reasons why people work are:

1.
2.
3.

Task 4. *Work through this questionnaire. If neither of the suggestions is appropriate, write in what you think would be right.*

1. You work: *a) for work's sake; b) to make a major impact; c).....*
2. After work you need to relax. You know this: *a) but never get down to it because you thrive on pressure; b) and you do it regularly; c).....*
3. In the decision making progress, you are in favour of: *a) delegating authority; b) centralized authority; c).....*
4. When choosing subordinates/co-workers you make it a point to:
a) surround yourself with competent people; b) outsmart the people at work; c)
5. In your work strategy, you: *a) fosters a nose-to-the-grindstone strategy; b) are overwhelmed by work and events; c)*
6. Your communication with people at work is: *a) nothing to be proud of; b) businesslike and efficient; c)*
7. About work, you often: *a) get/give useful feedback; b) mistrust what anyone has to say; c)*
8. Your work habits make you: *a) labour at your desk from dawn to dusk; b) do overtime only when it's reasonable; c)*
9. When you are working on a project, you focus on the: *a) quality; b) volume; c)*
10. You have difficulty sleeping at night even though you are exhausted:
a) Yes; b) No; c)
11. Family and health are part of the price you have to pay for success:
a) True; b) False; c)

*Group the **a** and **b** answers in the above questionnaire in the following two categories:*

WORKAHOLIC

OPTIMAL PERFORMER

Task 6. Read the following text and be ready to discuss how to behave at the interview.

DOs and DON'Ts for Job Seekers

<ul style="list-style-type: none"> • DO learn ahead of time about the company and its product. Do your homework. • DO stress your qualification for the job opening. • DO mention any experience you have which is relevant to the job. • DO indicate, where possible, your stability, attendance record and good safety experience. • DO maintain your poise and self-control. • do try to overcome nervousness and shortness of breath. • DO answer questions honestly. • DO recognize your limitations. • DO make plenty of applications. • DO indicate your flexibility and readiness to learn. 	<ul style="list-style-type: none"> • DON'T discuss past experience which has no application to the job situation. • DON'T be untidy in appearance. • DON'T beg for consideration. • DON'T mumble or speak with a muffled voice. • DON'T hedge in answering questions. • DON'T express your ideas on compensation, hours, etc. early in the interview. • DON'T hesitate to fill out applications, give references, take physical examinations or tests on request. • DON'T hang around, prolonging the interview, when it should be over. • DON'T arrive late and breathless for an interview. • DON'T write incorrect information on your CV to make it look better.
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Task 7. Pretend you are an employer. You are shortlisting the most likely candidates for a job advertised by your company. You base your judgment on the relevant information. What are your priorities? Jot them down.

- 1) Age
- 2) Gender
- 3) Marital status
- 4) Language aptitude

- 5) Qualifications
- 6) Work experience
- 7) Interest
- 8) Present job/firm
- 9) References
- 10) Signature
- 11) Style
- 12) Neatness
- 13) Number of dependents
- 14) Voluntary work
- 15)

Compare your list with the ones of your group mates. Choose the top 5 of them.

Task 8. *Express your agreement or disagreement to the following.*

DRESSING FOR BUSINESS

1. The way people dress at work usually indicates how competent they are at their jobs.
2. People should be allowed to wear exactly what they want at work.
3. Firms who want employees to wear particular clothes should pay for these clothes.
4. In most firms, the way you dress will affect your chances of promotion.
5. People work best in the clothes they feel most comfortable in.
6. People wearing unusual clothes to work give a bad impression to clients.
7. As long as a person is good at his/her job, it shouldn't matter what s/he wears.
8. I object to senior female staff wearing trousers.
9. Sloppy clothes mean sloppy work.
10. I wouldn't have faith in a businessperson who wore jeans to work.
11. Men shouldn't be allowed to take off their jackets at work even in summer.
12. Bosses should always be smartly dressed.

Task 9. *The concepts (1-16) below are about how to manage yourself. Write the letter of each thought (A-B) next to the correct word or phrase.*

1. Work/life balance i
2. Career development
3. Learning from mistakes
4. Creativity
5. Motivation
6. Recognition
7. Leadership
8. Reward
9. Risk
10. Flexibility
11. Satisfaction
12. Self-esteem
13. Fun
14. Time management
15. Competency development
16. Vision

*Some people set personal and professional **targets** or **goals** or **objectives** for themselves when they start their career. Americans sometimes call this a **game plan**.*

- A I want people – at least the people whose opinion I value – to tell me when I’ve done a good job.
- B I have to prioritize my tasks at the start of each day and then work through them.
- C I expect to earn the money I think I deserve for what I do.
- D I need to be able to respect myself in what I do.
- E Life is boring without an element of danger. I want a sense of adventure in my job.
- F I want a job where I can have ideas, invent, design and make things.
- G I want regular training opportunities so that I can go on developing my skills.
- H I have an exciting picture of the future which drives me and which I want to share with my colleagues.

- I My job is important to me but so is my family and my own private life.
- J I want to manage my team successfully.
- K I want to know that there is a future direction and the chance of development in my job.
- L It's important for me to enjoy what I do.
- M The job I'm doing now may not exist in two years' time. I know that I have to adapt to a rapidly changing business environment.
- N I shouldn't worry if I do it wrong sometimes – as long as I try to understand why it went wrong.
- O I need stimulating and interesting tasks otherwise it's hard to get involved.
- P You should be able to laugh in your job. Work should not always be serious.

UNIT IV – CV AND COVERING LETTER

CURRICULUM VITAE and COVERING LETTER

Business forms

Task 1. Mary McCann has filled in the form below. Write the following headings in the correct spaces on the form.

Business address	Company	Date	Date of birth	Extension number
First names	Job title	Marital status	Place of birth	Postcode
Signature				
Surname	Work telephone number			

- | | | |
|-----|----------------|-------------------------|
| 1. | <u>Surname</u> | McCann |
| 2. | _____ | Mary Elizabeth |
| 3. | _____ | Ace Promotions |
| 4. | _____ | Director of Marketing |
| 5. | _____ | 65 Kikladze Way, London |
| 6. | _____ | NW6 7TL |
| 7. | _____ | 00 44 020 7965 4200 |
| 8. | _____ | 372 |
| 9. | _____ | 14 May 1969 |
| 10. | _____ | Cairo, Egypt |
| 11. | _____ | married |
| 12. | _____ | 20 January 2002 |
| 13. | _____ | McCann |

Task 2. Archie Wong's CV has got mixed up in the word processor. Help him to put the terms in the right order by matching the information (a-j) with the correct headings (1-10).

- | The CV (Curriculum Vitae) | | |
|---------------------------|---------|-------------------------------------|
| 1. Name | f _____ | a English, French, Chinese |
| 2. Date of birth | _____ | b British |
| 3. Nationality | _____ | c Military history, climbing, chess |
| 4. Education | _____ | d Loopers and Kalibrand, |

- | | | |
|-----------------------|-------|--|
| 5. Qualifications | _____ | 1988-1991, Gabstock and Thring, |
| 6. Experience | _____ | Chartered Accountants, 1991-94 |
| 7. Current position | _____ | e Assistant General Manager,
Power Enterprises UK |
| 8. Responsibilities | _____ | f Archibald Fitzpatrick Wong |
| 9. Languages spoken | _____ | g 8 September 1967 |
| 10. Leisure interests | _____ | h MA in politics and Economics
1988
Member, British Institute of
Chartered Accountants 1991
MBA 1995 |
| | | i General management of the
company
achieved 25% growth per year
over the last four years |
| | | j Keble College, Oxford, 1985
88
INSEAD, Fontainebleau,
France, 1994-95 |

Task 3. *Maria Carnell tells us about her educational background. Complete each sentence with one of the words or phrases from the box below. You will need to put the verbs into the right tense. You can then make similar sentences about your own education and qualifications – academic and professional.)*

YOUR EDUCATION

apply	degree	graduate (verb)	grant	higher degree	job
option	PhD	place	primary school	thesis	
secondary school	stay on	study	subject		

1. I started at *primary school* in London when I was five.
2. At age of 11, I went on to _____, also in London.
3. At 17, I _____ to university.
4. I got a _____ at Manchester to _____ Engineering.

5. But at the end of the first year I changed to another _____ .
6. I _____ from university in 1997.
7. I have a first-class _____ in Economics.
8. I decided to _____ at university.
9. So I did a _____ in Business Administration at the University of California.
10. During the course, I did an _____ on small business development.
11. I found the topic so interesting that I applied for a _____ to do a doctorate on the same subject.
12. Once I had got the money, I had to write a 50,000-word _____ .
13. So now I have a BA, an MBA and a _____ .
14. All I need now is a _____ !

Task 4. Charlie Kim tells us about his professional history up to now. Complete the sentences with verbs from the box. Make sure the verbs are in the right tense.

YOUR EXPERIENCE

Buy	drop out	join	look after	move	promote
run	sell	set up	spend	take off	write

1. I went to college in the States but got bored so I dropped out after two years without a degree.
2. I _____ a company making computer games.
3. After six months I was _____ to the post of chief games designer.
4. I _____ two years there learning the business.
5. Then I _____ to a bigger games company for more money but I hated it.
6. So I decided to _____ my own company.
7. With my partner, Mario Carter, I co-_____ the software for a game called *Sudden Death*.
8. It _____ a million copies in its first year.

9. We _____ another games company in Japan with the money we made.
10. Now I _____ the company in the States.
11. And Mario _____ the company in Japan.
12. Now I'd like to _____ a year _____ to learn about website design.

Task 5. Match the names and titles (1-11) with the job descriptions (a-k).

YOUR JOB

1. Charley Simpson – Civil Engineer	a) We have two teams calling possible clients to fix meetings with the reps.
2. Sarah White – General Practitioner	b) We try to adapt our courses to the needs of each individual learner.
3. Sidney Mole – Bank Manager	c) We deal with most users' problems by phone.
4. Mary Somerville – Management Consultant	d) I have the biology chair
5. Professor Alan Stevens	e) We do mainly children's titles and dictionaries.
6. Rosemary Mell – Publisher	f) We examine and (usually) approve company accounts.
7. Jack Castle – Sales Representative	g) I have about 1,500 patients on my list.
8. Sally Blunk – Telesales Manager	h) I specialize in advising on management reporting systems.
9. Alan Murphy – Technical Supporter	i) We are always ready to discuss lending possibilities with our clients.
10. Susan Wane – Trainer	j) I visit my clients two or three times a year to tell them about our latest products.
11. Caroline Beaver - Auditor	k) I build bridges.

Civil servants are people who work for the government in the **civil service**.
 A **rep** is a sales representative. A **general practitioner** is a medical doctor.

What is your job title in English? What do you reply when people ask you: “What do you do?”? It is very important to be able to say what you do in English. Practise!

Task 6. Match each form of payment (1-11) with the right person (a-k)

YOUR PAY

1. grant	(h)	a) author
2. salary	___	b) senior manager
3. wage	___	c) laid off employee
4. fees	___	d) government
5. fees	___	e) blue collar worker
6. dividend	___	f) retired employee
7. royalty	___	g) sales representative
8. stock option	___	h) student
9. pension	___	i) consultant
10. tax	___	j) shareholder
11. redundancy pay	___	k) white-collar worker

Task 7. Take a power verb (1-15) and add a sentence-ending from the column on the right (a-o) to make the sentences.

1. To think	a	costs
2. To focus	b	organizations
3. To motivate	c	market opportunities
4. To overcome	d	change
5. To identify	e	profits
6. To add	f	results
7. To reduce	g	profits
8. To lead	h	strategically
9. To build	i	people
10. To resolve	j	winning teams
11. To transform	k	conflict
12. To manage and facilitate	l	obstacles
13. To measure	m	value
14. To maximize	n	on the customer
15. To get	o	by example

What are the power verbs that describe you?

Would you put them in your CV?

Task 8. *Do this questionnaire as a group discussion activity.*

PRE-READING GUESSES

1. A resume is the same as a C.V. (Curriculum Vitae)
 - a) true
 - b) false
 - c)
2. A resume must contain the following facts about your background:
 - a) qualifications
 - b) interests
 - c)
3. You would start your resume with
4. You never start with your work experience.
 - a) true
 - b) false
 - c)
5. Information about your work experience will include the following:
 - a) job title/position
 - b) previous employers
 - c)
6. In your resume the list of positions/jobs should be in reverse chronology.
 - a) true
 - b) false
 - c)
7. Leisure and non-work activities should be
 - a) mentioned in brief
 - b) left out since they are irrelevant
 - c)
8. It has become acceptable practice to
 - a) supply names and addresses of referees
 - b) write "Reference: available upon request"
 - c)

9. You fine-tune your resume

- a) once and for all, since basic facts don't change
- b) every time you apply for a new job since it must be updated
- c)

10. It may be advantageous to have

- a) one "perfect" updated resume always at hand
- b) two or three different resumes, each emphasizing a different area of competence
- c)

Task 9. *Read the text for specific information and be ready to make your own.*

YOUR RESUME

Information, which indicates your suitability to the job, should be highlighted. If you had previous experience in various phases of employment, it may be to your advantage to have two-three different resumes, each emphasizing a different area of competence.

It is standard practice to begin the resume with personal data. Essentials such as your name, address, social insurance number, home phone number and business phone number (recommended only if your present employer is aware of your job search). Facts, such as your date of birth, marital status, and number of dependents, may also be included.

An option, which may be included in your resume, is a brief explanation of your career objective or goals. This is usually included following personal data. If you have only one version of your resume, it may be best to include this section in a covering letter so that you can tailor it to the specific position for which you are applying.

The structure of the next portion of your resume will depend a great deal on the extent of your work history. If you are a recent graduate with limited business experience, begin with your education first. Highlight achievements and honours, and note extracurricular activities. Expand on any courses you took which are relevant to the position you desire, or

specialized training you may have participated in progress your part-time or summer employment, and indicate responsibility and achievements.

If you possess a strong background in the work world, you should begin with your work experience first. Information provided here will include job title, name of employer, address, date of employment, and a brief summary of duties. Emphasize responsibilities and highlight personal achievements, advancement and recognition. Your list of positions should be in reverse chronological order, so begin with your current employer.

Next, your resume could include a brief section designed to give employers an insight into your leisure and non-work activities. You might include:

- clubs or professional associations
- community volunteer work
- sports and hobbies

Finally, you could list references. It has become acceptable practice to write “References: Available upon request” since addresses, titles, phone numbers are subject to change. Choose references carefully and always get permission to use their names as references.

UNIT V – BUSINESS NEGOTIATIONS

Business Negotiations

By definition, negotiations are simply talks, discussions, or communications between businesses about areas of business where two or more companies have a mutual concern. Business negotiations take place often when companies are seeking to form a partnership, create a new working relationship with one another, facilitate a company buyout, or change the terms of previous contracts made with one another. There is an art to business negotiations that company negotiators have learned to follow in order to be successful in business negotiations. This art includes individuals knowing when and what to say and how to convince others to either meet their demands or how to strike a compromise where all parties involved are content with the outcome of the talks. Business negotiations

are a fine art that is mixed with an awareness of human behaviour and eloquent, convincing speech.

Some Information on “.Com Companies”

- “Bad ideas don’t get better online”- IBM advertisement
- “.Comers” said as “dot comers” are companies that are only online and are not in-person retailers.
- .Com companies were very popular and made a lot of money in the late 1990’s and early 2000. However, many .com companies in the U.S. went out of business or failed right after the September 11th attacks. Many .com companies that operate only online are still struggling or going out of business.

Task 1: Place a “T” next to the statements that are true about company negotiations.

- Be friendly
- Have clear aims
- Tell the other side what you want
- Don’t listen carefully
- Pay attention to the other’s body language
- Don’t change your plan during the meeting
- Never be the first to make an offer
- Be strong and try to win
- Prepare carefully before you negotiate
- Ask a lot of questions
- Make sure you have only one option
- Summarize often the points you agree on
- Change your strategy during the negotiation, if necessary
- Never show any emotions

Main Strategies and Key Phrases for Business Negotiations

<u>State your aims/your goals</u>	- “We’d like to...”, “We must...”
<u>Make concessions</u>	- “I can do that if you...”, “That could be all right as long as...”
<u>Rejecting suggestions</u>	- “We prefer...”, “We’d rather...”
<u>Bargaining</u>	- “How about...?”
<u>Focusing on the discussion</u>	- “Let’s talk about...”

Negotiating in English

You might find yourself in a negotiation situation if you have to ask for a pay rise or promotion, or to get the best possible deal from your suppliers. The ideal outcome is when you give the other party what they want, and they can also give you what you want. But sometimes, one person has to compromise and will probably try to negotiate something in return. The important thing is that both parties feel happy with the final result: a "win-win" situation.

Although some negotiations are more "important" than others, there are some useful phrases you can use at different stages of the negotiation to make your position clear and to make sure that the other party agrees with you.

Preparation for the negotiation

Be prepared! Think about your goals (as well as those of the opposing party) to make sure you are clear about what you want. What can you trade with the other party? Do you have any alternatives that are acceptable to you? If you can also work out possible solutions, then it is easier to find an acceptable outcome. Finally, you should be clear about your "bottom line": the point at which you can offer no more. In rare cases you may even have to be prepared to walk away from the negotiation if you reach a statemate: a position from which it is impossible to negotiate any more.

Starting and outlining your position

I'd like to begin by saying...

I'd like to outline our aims and objectives.

There are two main areas that we'd like to concentrate on / discuss.

Agreeing

We agree.

This is a fair suggestion.

You have a good point.

I can't see any problem with that.

Provided / As long as you..... we will....

Disagreeing

I'm afraid that's not acceptable to us.

I'm afraid we can't agree with you there.

Can I just pick you up on a point you made earlier.

I understand where you're coming from / your position, but...

We're prepared to compromise, but...

If you look at it from our point of view,...

As we see it...

That's not exactly as we see it.

Is that your best offer?

Clarifying

Does anything I have suggested / proposed seem unclear to you?

I'd like to clarify our position.

What do you mean exactly when you say....

Could you clarify your last point for me?

Summarising

Can we summarise what we've agreed so far?

Let's look at the points we agree on.

So the next step is...

Language points

During a negotiation, you're likely to hear "if" sentences, as the negotiation moves from the stage of exploring issues to the stage of making a deal.

If you **increased** the order size, we **could** / **would** reduce the price.

So, **we'll** reduce the price by 5% if you **increase** the order by 5%.

You might also hear "unless" (=if not), "as long as" and "provided (that)" instead of if:

As long as you increase your order, we can give you a greater discount.

Unless you increase your order, we won't be able to give you a bigger discount.

Provided you increase your order, we can give you a bigger discount.

Task 2. *Read the following dialogues. Be ready to act them out and make up your own using them as a model.*

Negotiating an Ad Contract.

Mark: Mr. Smith, can you please give me your best offer?

Smith: Sure Mr. Mark. I can give you 15 seconds of airtime for \$2500 if you sign a contract for 100 such ads.

Mark: But your price is too high. I am getting a quote for \$2000 from a rival network.

Smith: There's a good reason. Their viewership is also 30% smaller than ours. It actually works out to be more expensive.

Mark: Hmm... Well, I never negotiated the deal with them. Let's do this: give me a rate of \$2000, and I'll sign the contract.

Smith: I don't think we can afford it.

Mark: Check it up with your boss, Mr. Mark. I am sure he'll give you a go ahead.

Salary Negotiations.

Richard: Mrs. Ivy, you know that I applied for a salary increase last month.

Ivy: Yes Richard. I've forwarded your request to the human resources manager.

Richard: I hope you will consider the matter. My last two annual performance reviews were good, but I haven't had a salary hike for 2 years.

Ivy: I am aware of that, Richard, but the salary issues are handled entirely by HR.

Richard: I have to admit this is really disappointing.

Ivy: Richard, the manager responded that it's not our policy to increase salary by 30%.

Richard: So, can I expect 25%?

Ivy: I will talk to the manager again about it Richard, but 10% is standard.

Richard: Thank you, Mrs. Ivy. I really want to keep working for the company, but I should be able to afford it.

Negotiating a Delivery Date.

Ivy: Congratulations on winning the order! The deadline for the delivery is 30 days from now.

Smith: 30 days? Wow! That's cutting it rather thin. I asked for a 45-day period.

Ivy: Come on. You know we can't afford waiting for 45 days for the material. Thirty days is the industry standard.

Smith: You're right Mrs. Ivy, but you've asked for a special design modification. That's going to take time. I don't want to disappoint you later.

Ivy: Hmm... How soon do you think you can deliver it?

Smith: Well, I like working with you, so I am going to make an extra effort. Let's fix it at 36 days.

Ivy: Okay, Mr. Smith. That sounds reasonable.

Task 3. Role-playing: Negotiations Case Study

Background Information:

Lifetime holidays is a package holiday firm. It has many high street shops and a large catalogue of holidays. However, it is currently facing problems. Fewer people are visiting its shops, and demand for its holidays has fallen. Most of its customers are aged over 50, so it now wants to appeal to a wider range, especially those aged 30 to 50. The solution seems to be to sell holidays online.

As Lifetime has no experience of e-commerce, they want to join with an existing online company, DirectSun. DirectSun is a low-budget holiday website. It offers cheap flights to a small range of destinations and can arrange accommodation, insurance, and car rentals. It has a good customer base, but it wants a bigger catalogue of holidays to offer.

The two firms have met several times and are now ready to negotiate the details of a possible joint venture.

Negotiations Case Study Task

- Half of the class are directors of Lifetime Holidays
- Half of the class are directors of DirectSun

Activity: Each company needs to come up with their goals and demands for the negotiation of the joint venture and present these demands to the representatives of the other company.

Items on the Agenda

- Length of the contract
- Range of holiday destinations
- Car rental and insurance
- Advertising budget
- The structure of the joint venture (who will be in charge of the online services, how the profits will be split, etc.)

Task 4. Make up your own online company. Make sure you include all of the information below when writing about your company.

- Your Company Name

- Your Company Website Address
- Product/Services Offered
- Your Target Market
- What Countries You Operate In
- The Price Range of Your Goods/Services
- If You Provide Money Back Guarantees
- What Kind of After Sales Service You Provide to Your Customers

Task 5. Choose the best response for each one.

- To arrange/have talks = To _____ talks
 - hope
 - hold
 - take
- After the last _____ (= series) of talks, they agreed to two of our requirements.
 - roundabout
 - circle
 - round
- There are still a _____ of issues (= many issues) that we have to resolve.
 - digit
 - number
 - figure
- The person who works for another company but does the same job as you can be referred to as your _____ at that company.
 - counterpart
 - counterfeit
 - counter
- We have to _____ (= resolve) these differences as soon as possible.
 - iron out
 - iron
 - iron through
- When one speaks of _____ differences, one is saying that there are substantial differences in the negotiating parties' positions.
 - hollow
 - expanded

- deep
7. The atmosphere was _____. (= everyone was friendly/polite to each other).
- cordial
 - deep
 - opinionated
8. The _____ (= final statement made to journalists) stated that the parties failed to reach an agreement.
- communique
 - community
 - disagreement
9. If the atmosphere of a meeting is described as _____, it means it's quite formal.
- back-to-business
 - businesslike
 - friendly
10. Which one of these terms does NOT mean "negotiations"?
- discussions
 - talks
 - counterparts

UNIT VI – BUSINESS CORRESPONDENCE. LETTER WRITING

LETTER WRITING. TYPES of LETTERS

A. Task 1. *Read the text carefully and be ready to answer some questions afterwards.*

A very large part of the business of the world is conducted by means of correspondence. Therefore it is extremely important to be able to write good business letters – letters that represent one's self and one's organization to best advantage.

Writing good business letters is a matter of detailed and often quite specialized technique, which is not so complicated.

- You should be familiar with two kinds of letters: business letters and personal letters. Business organizations usually use printed letter-head for their business letters.

- You should answer all letters promptly – within ten days at the outside. If you can't fully answer them within that period, the least you can do is acknowledge and explain your delay.

- Let everyone involved know what action has been taken on a letter.

- You should always write a thank-you note to anyone who has given you a letter of introduction, reporting at the same time how well you were received or what result the introduction produced. Thanks for presents, favours, for anything which came to you because of your business may be typed on business paper.

- You should sign and send out only letters that are well typed, well-spaced, faultlessly neat and inviting to the eye, i.e. letters that make a good first impression.

Here are the essential qualities that go to make up an attractive, well-groomed business letter:

- Use the best quality of paper you can for business correspondence.

- Envelopes should match the letterhead in quality and weight. Any printing or engraving that appears on the envelope should conform with that on the letter sheet.

- Quality and dignity should be the distinguishing characteristics of your business stationary.

- All business correspondence should be typed, and at least one carbon copy made and kept on file.

- Your business letters should be well-spaced and organized. Whether long or short, your letter should present an even, well-balanced appearance.

Bear in mind that wide margins make your letter more readable and inviting – never continue a business letter on the back of the sheet.

- make an effort to keep your sentences and paragraphs short. Use a new paragraph for each new thought or idea, and express that thought as simply and briefly as you can.

- Your letters should not contain misspelled words, typographic errors, or an incorrectly or poorly constructed sentence. Poor grammar, misspelled words, lack of punctuation or the improper use of it may destroy the effectiveness of your letter.

Questions:

1. Is it possible to do any business without writing business letters? Why?
2. Why do we need to know letter writing?
3. Are there any techniques for writing business letters?
4. We decide which letters should be replied and which not, don't we?
5. Can you type the letter on the back of the sheet to continue?
6. What are the demands for the paper you are going to use for writing?
7. What kind of letters should be signed and sent?

Task 2. *Choose the appropriate word to complete a sentence.*

1. You need to improve the ... of this letter because one or two things are in the wrong place.

a) description; b) indication; c) layout; d) picture

2. Before you put the letter in the envelope, make sure you ... it in the right place.

a) fold; b) double; c) treble; d) hold

3. When you read something you've written on the computer screen, it often looks all right although you should always ... read it first.

a) check; b) prove; c) proof; d) proven

4. I'm sure that computer programme you use creates a very good letter design but it's far too ... for me.

a) comprehensive; b) complicated; c) concentrated; d) composite

5. When you are going to write an important letter, it is absolutely essential that you ... all the facts first.

a) connect; b) join; c) deliver; d) assemble

6. I advise you to check ... with a letter if you intend to pay them a visit.

a) previously; b) prior; c) ante; d) beforehand

Task 3. Notice the following points:

Business Letter Format and Conventions

WRITER'S ADDRESS OR COMPANY LETTERHEAD: at the top or in the right-hand corner. The writer's name is not at the top of the letter.

READER'S NAME, POSITION AND ADDRESS: on the left. If you are writing to another country, write the country in the address.

DATE: on the right. Various forms of the date are possible.

OPENING SALUTATION: use the name of the reader if you know it, without the initial. If you do not, write *Dear Sirs* to a company. *Dear Sir* to a man. *Dear Madam* to a woman or *Dear Sir or Madam* if you do not know the sex of the reader.

BODY OF THE LETTER: start a new paragraph for each new idea or subject. Leave a line space between each paragraph. Do not break words at the end of a line.

CLOSING SALUTATION: *Yours faithfully* if you do not know the reader's name. *Yours sincerely* if you do. (US *Yours truly* or *Sincerely yours*)

SIGNATURE.

WRITER'S NAME AND TITLE (and position in the company, if appropriate). A man uses the title *Mr.* (US: Gentlemen – if there are more than 2 owners of the company). The title *Mrs* shows that a woman is married. *Miss* shows that she is unmarried. *Ms* shows only that she is a woman.

BLOCK STYLE is the modern style – all paragraphs start at the left-hand margin.

PUNCTUATION: in modern business letters punctuation is not used in the headings and endings of a letter. Normal punctuation is used in the body of the letter.

Task 4. Match the letters (a-n) with the different parts of the letter (1-14).

- | | |
|------------------------|-----------|
| 1. Salutation | ___ e ___ |
| 2. Signature | _____ |
| 3. Letterhead | _____ |
| 4. Enclosures | _____ |
| 5. Complimentary close | _____ |
| 6. Final paragraph | _____ |
| 7. Sender's title | _____ |
| 8. Sender's address | _____ |

- 9. Main paragraph _____
- 10. Website _____
- 11. Introductory paragraph _____
- 12. Date _____
- 13. Sender's name _____
- 14. Addressee's name and address _____

Great Eastern Associates
 377 King James Street
 Edinburgh ED 1MU
 Scotland
 Tel: 00 44 1301 765776
 Fax: 00 44 1301 765774
 e-mail: greateastern@warmmail.com

c) 7 March 2012

d) Mr Felix Dubois
 Banque REGIONALE DU Sud-ouest
 21 Route Nationale
 24341 Mareuil
 France

e) Dear Mr. Dubois,

f) Thank you for your recent enquiry.

g) I enclose our brochure which gives you information about the services we offer and our prices. If you would like any more information, please do not hesitate to contact us.

h) We look forward to hearing from you.

i) Yours sincerely

j) Flora McDuff

k) Fiona McDuff

l) Partner

m) Enc. GE Associates brochure
 Great Eastern Associates

n) Partners: F. McDuff, R. McDuff, Z. McDuff, H. McKechnie
www.greateastern.co.uk

Task 5. *Estimate if the letter has been written in the appropriate way. If not, correct it.*

The Cleversoft Company
4500 4th Avenue North
St. Peterburg, Florida

Franz Bruggman
CmbH
Stuttgart
Germany
Dear Gentlemen:

This is to inform you that The Cleversoft Company is now open and is located at 4500 4th Avenue North, St. Peterburg, Florida.
We hope that you will come and visit us soon.

Our store offers a complete and diverse line of computer software packages for both personal and business application. Since we do not represent any individual computer hardware manufacturer, the products that we carry are compatible with many systems. We are therefore able to offer to our customers a wide range of excellent software packages. Enclosed, for your review, is a partial list of the items we currently available.

May 2nd, 2011

B. Types of Letters.

Task 1. *Read the following and be ready to fulfill a task.*

There are basically two types of letters - Formal letter and Informal letter

A formal letter is written when you do not know the reader in person, and the topic of communication is thoroughly professional. Some types of formal letters are –

- Application letters
- Sales Letters
- Appeal letters
- Legal letters
- Inquiry letters
- Termination letters
- Tax letters, etc.

An informal letter on the other hand is written to someone you know in person, or have a close relation with. The topic of communication is thoroughly personal. Some types of informal letters are -

- Condolence letters
- Christmas letters
- Farewell Letters
- Invitation letters
- Love letters
- Santa Claus letters
- Friendship letters

Each letter is written with a specific purpose. To write perfect letters we must thus know the basic of every letter. For example, if you need to write an appeal letter, you must know what the use of an appeal letter is, and what you aim to communicate via this letter.

Letter writing is thus very important in personal and professional life. We might not know all the types of letters, but some basic knowledge of all letters and the ability to write some common types of letter is essential.

Task 2. Match each of the extracts from business letters (A-K) with the types of letter (1-11) from which it is taken.

1. Letter of invitation
2. Response to an enquiry
3. Letter requesting payment
4. Letter of rejection
5. Letter of apology
6. Letter of enquiry
7. Letter of application
8. Letter of complaint
9. Written warning
10. Order
11. Reservation

A. Mr. Karlo would like a double room with shower and full board from 12 to 14 September inclusive.

B. I am extremely sorry about the incident last week during the visit of your representative to our offices.
Unfortunately ...

C. This is not the first time that this has happened and I must inform you that if it happens again we shall be compelled to issue a formal reprimand.

E. Please find enclosed my CV and a recent photograph.

G. Thank you your letter of 1 July. Please find enclosed a price list and full details of ...

H. Please would you send to the above address 45 units of product reference number 45/LK/ 450006 (green) and send the invoice to our West central office in the usual way.

K. I wish to draw your attention to the very poor treatment our representative

D. I regret to inform you that your application for the post of Deputy catering manager has been unsuccessful. Thank you for ...

F. I should be grateful if you would send me more information about the range of your products including details of prices and discounts.

I. Karlo Communications would be pleased to welcome Udo Schmidt to the opening of its new ...

J. With reference to outstanding invoice number 85071174/32, we should be grateful if you would settle ...

C. Business Cliches

The Chief Executive Officer has had an attack of cliches. Help him translate some expressions from the letters he got into plain English by substituting each of the words or phrases in bold type (1-21) with one of the phrases (a-u).

1. I want you to **take on board** a number of important points. J
2. Karlo Communications is now **a major player** in the communications industry. ___
3. Our strategic aim is to **grow** the company. ___
4. We always **focus on the big picture**. ___
5. If we see a **window of opportunity**, we go for it. ___
6. We work for lasting relationships with **our business partners**. ___
7. We employ **cutting-edge** technology. ___
8. We want to produce the most **user-friendly** products on the market. ___

9. In our business relationships, we aim to **be proactive** every time. ___
10. We propose only **tailor-made** solutions. ___
11. We never lose sight of **the bottom line**. ___
12. We work hard to get **synergy** between subsidiaries. ___
13. We will not hesitate to **downsize** the organization for maximum efficiency. ___
14. We will use our **war chest** to buy rivals in the marketplace. ___
15. We will find solutions to business problems even when **we do not have a level playing field**. ___
16. If anyone tries to **move the goalposts** on our commercial agreements ... ___
17. ... we will **blow the whistle**. ___
18. We aim to become a truly **global** operator. ___
19. But we will also **stick to our knitting**. ___
20. Unfortunately I am not **a number cruncher**. ___
21. So I can only give you **ballpark** figure today. ___

- a) cut the workforce of
- b) business conditions are unfair
- c) have a general view of the situation
- d) customized
- e) a leading company
- f) change the rules (without consultation)
- g) worldwide
- h) the people we do business with
- i) increase the size of
- j) understand and accept
- k) concentrate on core activities
- l) dynamic and productive relationships
- m) approximate
- n) anticipate needs
- o) our basic objective (usually to make a profit)
- p) good at figures
- q) up-to-date
- r) easy-to use
- s) protest at unfair treatment
- t) a chance to do business
- u) a large amount of readily available cash

All people use some cliches but expressions like these lose their impact if you use them too much. Other popular phrases are **market-driven**, **results-driven**, **client-focused** and **best practice**. When CEO talks about growing the company, he is using the verb with the object in the same way that gardeners grow flowers. In a business context, “grow” does not normally take an object. For example, we say:

The company has grown a lot over the last five years.

The market grew (by) 3 % last year.

UNIT VII – SUCCESSFUL BUSINESS COMMUNICATION

Task 1. Read the following:

Why is Communication the Key to a Successful Business?

Regardless of a company's industry, size or location, it needs good communication in order to be successful. Communication is a daily activity that occurs within the company between employees as well as externally, with customers, suppliers, investors and the general public. Whether via face-to-face meetings, written materials or advertising, good communication allows a business to reach its goals and avoid misunderstandings.

Operations: For a business to run effectively, corporate objectives and strategies must be clearly communicated to management and other employees, which ensures consistent company direction, according to Business Link. Good communication facilitates accurate exchange of information and the recognition of good ideas, which can lead to new business opportunities. It can also increase employees' performance if they understand company goals and are given constructive feedback.

Leadership: The best leaders are excellent communicators, says Lee Froschheiser of Supervision magazine. She suggests that all basic functions of a good job share one thing: clear communication. This allows a leader to boost morale, motivate staff and increase employee support and acceptance of company decisions. This is an important factor in modern workplaces where hierarchies have become more flat and workplaces more diverse, says Marty Blalock in the Wisconsin Business Alumni newsletter. Leaders must encourage employee participation in order to benefit from the experience and skills of people within the organization.

Employee Relationships: When employees communicate with each other and have opportunities to provide feedback, they feel a greater sense of loyalty to the company and higher job satisfaction, according to Business Link. Positive interpersonal communication also promotes trust, respect and stronger relationships, resulting in lower employee turnover. This reduces hiring and training costs and increases team productivity and performance.

Customer Relationships: Effective communication with consumers ensures that they see the value of a company's product and services, thereby boosting sales and profits. Open and ongoing dialogue with customers builds stronger relationships, allowing the company to understand and

meet their customer's real needs. Communication with customers can involve personal interactions such as e-mails, or mass communication such as sending a message through a television commercial.

Problems: Problems in communication can lead to misunderstanding, mistrust, costly failures and even illegal actions. Employees that don't understand or are unaware of policies, regulations or laws may inadvertently break them, causing legal trouble for the individual and the company. Poor communication between a company operating in a foreign market and local consumers can result in expensive product failures. Bad translation can offend and even cause serious harm, such as incorrect instructions on heavy machinery.

The tasks:

A) *Put different types of questions to the text and ask your group mates to answer them. What is successful business communication from your point of view?*

B) *Explain how communication skills help you solve problems, learn new things, and build your career.*

C) *Imagine that you have been hired to make "cold calls" to ask people whether they are familiar with a new restaurant that has just opened in your neighbourhood. Write a script for the call. Ask a group mate to copresent as you deliver the script orally in class, as if you were making a phone call to the group mate. Discuss your experience with the rest of the class.*

D) *Imagine you have been assigned the task of creating a job description. Identify a job, locate at least two sample job descriptions, and create one. Please present the job description to the class and note to what degree communication skills play a role in the tasks or duties you have included.*

Task 2. *Choose an answer or supply one to your liking.*

Pre-reading guesses

1. Imagine you are suffering from emotional stress; should you: a) think logically; b) trust your intuition; c)
2. You have had a nasty dream that your plane will crash; should you: a) transfer to another; b) ignore your dream; c)
3. As a business person, should you be: a) intuitive; b) rational; c)
4. Instinct, flair, and intuition are: a) much the same; b) very different; c)

NOTE: *After reading the following article do the questionnaire again and compare your answers with your group mates.*

MAKING the RIGHT DECISION

Decades of business school education have conditioned managers to reach for rational, logical and quantifiable decisions in the development of their business. For all the benefits this scientific foundation has brought to modern organization theory, some analysts deplore the other side of this trend – the relegation of human intuition to a distant backseat.

Conventional managers are often deterred from recognizing and using their own intuitive powers because they feel that intuition is not grip on such minds.

Intuition is the power or faculty of immediately apprehending that something is the case.

Apparently it is done without intervention of any reasoning process. There is no deductive or inductive step-by-step reasoning, no conscious of the situation, no employment of the imagination – just a quick and ready insight – “I just know”.

People need to develop their intuition because

The task: Your boss has just sent you a memo outlining a brand new idea and is asking for volunteers to participate in the experiment. A lot depends on your decision, how are you going to go about it? Collect your thoughts and jot down in three steps your decision-making process.

Task 3. *These pairs of words cause problems. Choose the correct alternative for each.*

PROBLEM PAIRS

1. SUBSIDY/SUBSIDIARY

- a) The company is losing money and wants the government to give it a subsidy.
- b) Our head office is in Boston and we own 70% of a manufacturing subsidiary in Colorado.

2. POLICY/POLITICS

- a) Rimbaud has been sacked! People are saying he's a victim of internal ...
- b) If we want to convince the public that we care for the environment, we need to change our ... on dumping waste into the local river.

3. ECONOMIC/ECONOMICS

a) She studied ... at university and is now an economist with a big international bank.

4. ECONOMY/ECONOMIES

a) Their government is trying to liberalize the ... while keeping tight political control.

b) Overheads are out of control and we need to make major ... across the business.

5. NOTE/NOTICE

a) He left a ... on my desk saying he would be late for the meeting.

b) He put a ... on the board in the main corridor saying that the meeting had been postponed to 3 o'clock.

6. SAFETY/SECURITY

a) The ... officer has just been round the site with his dog, checking all the locks and cameras.

b) The ... officer insists on all employees wearing the right kinds of protective clothing at all times.

7. TAKE OVER/OVERTAKE

a) They want to ... our company but I don't think their offer is high enough for our shareholders to sell.

b) They expect to ... all their main competitors, in terms of sales, within a year of the launch of their new product.

Task 4. *Read the blurb and choose a heading for it.*

You don't need a lariat to rope in more American business. All you need is a telephone. Because that's the way the Yanks like to work. They thrive on personal contact. Only with a two-way conversation can they do all the negotiating they like to close a deal on the spot.

Phoning the USA is a good investment. The cost is low and the payoff big. Call direct if you can. And if you can't, have all information possible ready for the operator for a faster connection. Just use the schedule on the left to be sure you call when Americans are in their offices.

Get on the phone, pardner, and you can bet your boots you'll do more business in America.

BUSINESS HOURS				
Continental European Time	American Working Hours			
	Eastern	Central	Mountain	Pacific
2 PM	8 AM			
3 PM	9 AM	8 AM		
4 PM	10 AM	9 AM	8 AM	
5 P	11 AM	10 AM	9 AM	8 AM
6 PM	12 PM	11 AM	10 AM	9 AM
7 PM	1 PM	12 PM	11 AM	10 AM
8 PM	2 PM	1 PM	12 PM	11 AM
9 PM	3 PM	2 PM	1 PM	12 PM
10 PM	4 PM	3 PM	2 PM	1 PM
11 PM	5 PM	4 PM	3 PM	2 PM

A. Write the appropriate information in the gaps. Use the advert as a resource.

You can find out Americans are at work from the

The earliest time you can call an American in New York from Europe to find him/her in his/her office is

Business hours start in Los Angeles at Continental European time.

Eastern and central are

B. Figure out the meaning of the following expressions

YANKS

CLOSE A DEAL ON THE SPOT

PARDNER

LARIAT ROPE

BET ONE'S BOOTS

C. Analyse the advert carefully and decide which statements are completely factual and which are just options.

Task 5. Each of the words in the box is the opposite of an underlined word. Complete each sentence with the correct word.

cons	contract	decline	fall	fire	lay off	loss
peripheral	reduce	sell off	weaknesses	withdraw		

1. We have to debate the pros and cons of the project before we go ahead with it.
2. Let's look at the strengths and _____ of each application in turn and then we'll draw up a shortlist.
3. We expect a rise in sales next year followed by a steady _____ for two years after that.
4. It's simple: we have to increase our prices and _____ our costs.
5. You can see the general position if you look at the profit and _____ account in front of you.
6. At first we saw the company expand rapidly and successfully. Unfortunately, there was a fall in demand and we were forced to _____ our operations to something approaching our current size.
7. We had managed to deposit quite a large sum of money in our account at the beginning of the month but then we had to _____ it almost immediately.
8. We need to concentrate on our core business and sell off our _____ businesses.
9. It's easier to hire people when times are good than to _____ them when times are hard.
10. I would love to accept your invitation but unfortunately there's been a change of plan and so, with great regret, I'm afraid I shall have to _____ it.
11. Our strategy is to acquire large, inefficient companies and then _____ the more profitable parts.
12. Although we have been able to recruit a handful of skilled workers for our main factory, we have also had to _____ several hundred office staff.

Task 6. For each of the verbs below, three of the four words or expressions fit. In each case, circle the one that does not fit.

BUSINESS VERBS

DO	a) business c) a job	b) a profit d) a deal
MAKE	a) money c) a loss	b) business d) a decision
TAKE	a) a long time	b) a decision

	c) appropriate measures	d) a deadline
HAVE	a) progress c) shares in a company	b) something to eat d) a meeting
MEET	a) a deadline c) an appointment	b) customers' expectations d) a target
LAUNCH	a) a product c) a campaign	b) a ship d) a team
CUT	a) costs c) a decision	b) jobs d) a price
CARRY OUT	a) a meeting c) research	b) duties d) a market survey
REACH	a) a decision c) an agreement	b) a strategy d) a target
ACHIEVE	a) progress c) a job	b) a breakthrough d) little

Task 6. Which is the odd one out in each of these groups of business words and phrases?

1. a) sack b) dismiss c) demote d) fire
2. a) check b) survey c) control d) monitor
3. a) predict b) forecast c) anticipate d) analyse
4. a) lay out b) employ c) take on d) recruit
5. a) rewrite b) redraft c) reword d) restore
6. a) timetable b) diary c) schedule d) strategy
7. a) banned b) prohibited c) postponed d) forbidden
8. a) cancel b) put off c) put back d) postpone
9. a) busy b) engaged c) tied up d) unavailable
10. a) You're welcome b) Not at all c) It was pleasure d) Excuse me

Task 7. Find and write down the first line (A-L) to each paragraph (1-12). Find the clues that helped you make the logical links.

- A Not yet. But the options are there.
 B The spot market in oil used to be centred
 C The evidence, though is that despite the

- D It sounds like a procrastinator's charter.
- E Now there are electronic mailboxes, stor-
- F If progress today is patchy, spasmodic
- G The frantic pace of technological change,
- H If the visions of the visionary are being
- I By sitting at the terminal in his office, or
- J Already, as Bell points out, quotations in
- K Similarly, the sugar market is supposed to
- L It is even having a metaphysical impact

1. which even has the IMBs of this world gasping, is nowhere more evident, potent, and chock full of implications for the way companies do their business than in the closely interlinked fields of information processing and communication technology. G

2. in front of a computer at home, or merely by lifting the telephone in his car, the executive can receive and transmit mail, tap remote databases for all the information he needs, and consult colleagues before he takes crucial decisions. _____

3. fast-increasing sophistication and use of telecommunications, the full blossoming and fruition of corporate response to the microchip, the computer and digitalized worldwide networks will not occur until the 1990s. _____

4. and open to trial and error, it is nonetheless exciting. And even now the full potential of this revolution, linked as it is with the automated office, and greater freedom to manage, is partially realized. _____

5. suggests Daniel Bell, professor of social science at Harvard University and author of the influential book *The Post-Industrial Society*. While such traditional elements of business as the money supply and the flow of goods from factory to consumer have long been controllable and containable, bell points out, it has never been possible to have an inventory, or stock, of time. Not until now. _____

6. ing up messages and voices until the most appropriate time for the message to tap and use them. Now there are "time shift" video recorders, taping television programmes so they can be viewed at a later, more convenient, time. _____

7. an electronic version of *mañana* (there is always tomorrow). But the business and management significance of instantaneous, cheap transmission of information, plus the ability to suspend time, to play with it and use it as another commodity, is immense. _____

8. money markets around the world come in real time. “We are now even talking of a 24-hour stock market between Singapore and Chicago and some of the commodity markets,” he says. “That’s around-the-clock time.” _____

9. indisputably on the Dutch port of Rotterdam. It is still called the Rotterdam spot market. But it is no longer in Rotterdam. It is everywhere. It is a telex and radio system. It is a network all around the world, Bell notes, in which brokers communicate with and interrupt ships in different parts of the sea and redirect them. _____

10. reside in London, as it did in the days when Tale & Lyle Ltd. enjoyed a virtual monopoly of sugar refining. Again, it has become a telex and radio system. “All commodity markets, all capital markets, now become worldwide”, says Bell, adding: “So you have an increase in volatility, in velocity, the number of actors that are involved and the degree of tumult and upheaval.” _____

11. overtaken by events, what about the manager involved here and now in making the nitty-gritty of the revolution work for him? There is little sign, as yet, that fundamentally the way companies are organized. _____

12. Meanwhile, plenty of companies are laying down the physical networks and systems that will enable them to exercise either option. And there are plenty of managers experimenting with their own electronic gadgets, swapping roles with their secretaries, doing their mail from home before breakfast and realizing that, thanks to telecommunications, they are in a new ball game – have a truly global reach. _____

Task 8. *The phrases below all include the word, “career”. Match them to their correct meanings. Use a good dictionary to help you.*

- | | |
|-------------------------|--|
| 1) career ladder | a) something you do in order to progress your job |
| 2) career move | b) period of time away from your job to, for example, look after your children |
| 3) career break | c) series of levels that lead to better and better jobs |
| 4) career plan | d) chances to start/improve your career |
| 5) career opportunities | e) ideas you have for your future career |

Task 9. Complete these sentence with the verbs from the box.

make	climb	take	have
decide	offer		

- 1) Employees in large multinationals _____ excellent career opportunities if they are willing to travel.
- 2) Some people _____ a career break to do something adventurous like sailing around the world.
- 3) One way to _____ a career move is to join a small but rapidly growing company.
- 4) In some companies it can take years to _____ the career ladder and reach senior management level.
- 5) Certain companies _____ career opportunities to the long-term unemployed or to people without qualifications.
- 6) Ambitious people often _____ on a career plan while they are still at school or university.

Task 10. Look at the groups of words below. Cross out the noun or noun phrase which doesn't go with the verb in each group.

- | | | | |
|---------|-------------------|---------|------------------|
| 1) make | a fortune | 4) do | research |
| | progress | | a mistake |
| | a living | | a job |
| | a training course | | your best |
| 2) get | progress | 5) take | a pension |
| | a promotion | | time off |
| | the sack | | early retirement |

	a nine-to-five job		a break
3) earn	a bonus	6) work	flextime
	a part-time job		anti-social hours
	money		overtime
	40 thousand (\$40,000)		an office job

Task 11. *Make sentences using the phrases in Task 10. For example, "You can make a fortune with a career in computers".*

UNIT VIII – MONEY

Task 1. Study the meaning of the following words:

BUSINESS ENGLISH VOCABULARY

Money – Finance

<u>Word</u>	<u>Meaning</u>
A.T.M.	Automated Teller Machine; cash dispenser
banknote	Piece of paper money.
bitcoin	Digital currency which allows payments to be sent from one party to another without going through a financial institution.
borrow	Obtain money which must be returned.
broke (to be)	To have no money.
budget	Amount of money available or needed for a specific use.
cash	Coins or bank notes (not cheques); actual money paid, not credit.
cash dispenser	Automatic machine from which a bank customer can withdraw money.
cashier	A person dealing with cash transactions in a bank, shop, etc.
cheque/ check	Written order to a pay the stated amount from one's account.
coin	A piece of metal used as money.
currency	The money used in a country.
debt	Money owed by one person to another.
deposit	Sum or money payable as a first installment on a purchase; Money placed in an account in a bank.
donate	Give money, especially to charity; make a donation.

exchange rate	The rate at which one currency can be exchanged for another.
fee	Payment made to a professional person (doctor, lawyer, etc.).
interest	Money paid for borrowing or investing money.
invest	To put money into a business, property, etc. in order to earn interest or profit.
legal tender	Currency that cannot legally be refused as payment.
lend	Give or allow the use of money which must be returned, usually with interest.
loan	Sum of money to be returned with interest.
owe	To be in debt to someone; to owe money to somebody.
petty cash	Small amount of cash available for everyday expenses.
receipt	Written statement that money has been paid.
refund	Pay back money received; reimburse.
tip	Small sum of money given to a waiter, taxi driver, etc.
withdraw	Take money from a bank account.

Task 2. *Fill the gaps while you learn vocabulary related with money:*

- When I need money I ... some from a cash machine.
a) lend; b) withdraw; c) refund
- They ... ten per cent of their wages every month to go on holiday.
a) exchange; b) save; c) invest
- The banks give ... to people or companies to help them with their projects.
a) rate; b) loans; c) interest
- The ... is a price that people or companies pay in order to use the money for a certain period of time.
a) bank charges; b) interest rate; c) bank statement

5. The dollar is the most important ... in the foreign exchange market.
a) draft; b) rate; c) currency
6. The movements of money between banks are called
a) cheque; b) transfers; c) funds
7. When people decide to start a business they need to ... money, looking for profitable returns.
a) invest; b) debt; c) save
8. When I want to buy something I always ... in order to get a lower price.
a) haggle; b) broke; c) inherit

Task 3. Read the text and answer the questions.

Interest Rates and Currency Exchange

Modern information technology had led to new being transmitted worldwide quicker than even before. Time difference around the world means that financial news is being made twenty-four hours a day, and it is this barrage of readily accessible information that serves as a basis for many of the business decisions that are made concerning international banking and financing.

Techniques of analysis are applied to information to determine its implications and try to discern trends in the future.

Many prices are determined by a complex interaction of factors. With regard to currencies it may be said that one fact governing process is the interaction of supply and demand. Interest rates prevailing in different countries affect currency exchange rates. If interest rates rise in the UK for example, US investors may move funds to the UK to earn higher interest income. They will then sell dollars for sterling, and the demand for sterling will rise, while at the same time the supply of dollars will rise too. The dollar will therefore fall in value, while the price of sterling will rise.

Trade between countries may also affect currency rates.

Government intervention may also affect exchange rates. If sterling is weak for instance, the Bank of England may enter the market to buy sterling with some of its reserves of other currencies. This will reduce the supply of sterling, thereby increasing its value.

The factor of supply and demand mentioned will also tend to affect commodity prices. A bad coffee harvest in Brazil will increase the price of

coffee because demand will exceed supply. The over-production of oil, on the other hand, will lead to a fall in the price of the commodity, since there will be a glut of oil available on the market.

- QUESTIONS: 1. Why is readily accessible information so important for banking and financing?
2. How are many prices determined?
 3. What are the factors influencing the rise and fall of the price of money?
 4. How are stock market prices interacted?
 5. How does the factor of supply and demand affect commodity prices?

Some English sayings about money: *Neither a borrower nor a lender be.*

1. Have you ever borrowed money from anyone?
2. Have you ever lent money to anyone?
3. Are you in debt at the moment?
4. Does anyone owe you any money?

Task 4. Choose from the words in the box to complete the definitions. The first has been done for you.

bookkeeping	interest	creditor	company
profit	current	capital	net
shares	debtor	dividend	statement

1. Recording financial transactions is **bookkeeping**.
2. A legal organization, formally registered in one of three ways, and having a life independent of its members, is a
3. A person or organization that owes money is a
4. A person or organization to whom money is owed is a
5. The assets, including cash, debtors and stocks used in a company's trading, available at the present moment, are its ... assets.
6. The equal parts into which the ownership of a company is divided are its
7. The money paid to shareholders out of the company's profits is the
8. A company's turnover, less its cost of sales, is its gross
9. A company's turnover after the cost of sales, tax, rent and other liabilities are deducted is its ... profit.

10. The sum of money paid by a borrower to a lender for the use of the lender's money is the ... on the loan.
11. The document sent to the debtor by the creditor, showing how much is owed and for what, is the ... of account.
12. The shareholders' investment in a company is the share

Task 5. Match the definitions to the words in the box or choose from the words in the box to complete the sentences.

remuneration	expenses	salary	interest	return	adjust
VAT	numbered (margin)	account	rendered	profit	
credit	terms	wages	exchange	bank	

1. Fixed regular pay each month for a job, especially a job done by a senior member of staff. **salary**
2. Payment for labour or services, usually paid every day or every week, and often based on the number of hours worked. _____
3. Payment for work done or trouble taken: a reward. _____
4. To change slightly, especially to correct a mistake or to adapt to new conditions, including financial changes. _____
5. In order for people or institutions to provide money, especially for companies, they must see a good chance of making money by getting a good rate of this. _____
6. In a ledger, every accounts is this _____
7. The difference between the cost and the selling price. _____
8. A member of staff who has spent money on company business is reimbursed after making this claim _____
9. A reference to a bill which has been sent but not yet paid _____
10. A statement of how much discount is available, and for what. It appears on an invoice _____
11. The sum borrowers pay to lenders for the use of their money is determined by the _____ rate.
12. The value of the money of the country compared to that of another is shown by the _____ rate.
13. The rate of the tax added to the price of an article, paid by the buyer to the seller, and by the seller to the government is the _____ rate.

14. The rate of interest fixed by a central bank, such as the Bank of England, is the _____ rate.

Task 6. *Fill in the blanks in the text below with one of the following words:*

UNFAIR PAY DIFFERENCES.

increase	stem	lack	pay	leave	workplaces	salaries
senior	causes	equal	found	connected	promoting	solution

A report has revealed that men are paid higher _____ and receive bigger bonuses than women. The gender pay gap still exists in companies and _____ in many countries, despite legislation to ensure _____ pay. What are the causes? Some people believe that women are more hesitant in asking for a pay. _____. Others suggest a variety of reasons such as _____ of ambition, poor role models or problems _____ with maternity _____ and time off for child care.

However, the problem could also _____ from the fact that it's usually _____ managers who decide on _____ rises, and most of those are men! It is also thought in some companies that there is no in point in _____ a woman who might leave to have a baby and never come back.

Whatever the _____, this modern day problem continues to exist and a _____ needs to be _____.

UNIT IX – GO ON BUSINESS

Task 1. *Read the following text to find out the reasons for going on business and be ready to answer your group mates' questions on the gist of the text ...*

Business Trip

Employees of different countries usually go on business trips. Any firm chooses only best export for it. Companies can arrange such trips both in and outside the country.

There are many reasons of going on business: they are to make a contract, to discuss different terms of delivery, payment or shipment, to have tests, to do consultancy, to improve once professional skills, to work

etc. Representatives of the companies make preliminary arrangements in order to meet. Usually itinerary of the trip is carefully planned by the head of the department or an executive.

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

Business today is international, so business people often have to travel. On a business trip people may meet colleagues and business partners for a first time. It is usual for colleagues from different countries to experience cultural difficulties. In other words, they may be surprised by foreign social conventions that are the different ways that other nationalities or different cultures do things. Management styles are also differed from country to country. In some cases it is useful to get a piece of advice from a special agency, consulting on the questions of international business. Business trip are very important nowadays because face to face contracts are more valuable and useful for the matter, make a call so in order not to spoil business people will go on traveling on business.

Task 2. *Study the meaning of the following words:*

To be in	быть на месте
To be out	выйти
To accept smb's proposal	принимать чье либо предложение
As far as I know...	насколько мне известно ...
If it isn't too much trouble	если Вас не затруднит
Remember me to/give my regards to	передайте от меня привет
Single/double room	одно(двух)местный номер
Available	имеющийся в наличии
As a rule.	Как правило ...
To depart	отправляться
Return ticket	билет «туда и обратно»

Open return ticket

билет «туда и обратно» с
открытой датой на обратный
рейс

To pay in cash

платить наличными

Deposit

1) задаток; 2) вклад в банк

Task 3. Read the following dialogues.

On a Business Trip

Victor Klimovich, the new Commercial Director of TST Systems, is going to England on business. He is telephoning John Cartwright. Victor is asking John to reserve a room at a hotel. After that Victor is buying an air ticket to London.

Telephone conversation with the British firm

- Continental Equipment. Can I help you?
- I'd like to speak to Mr. Cartwright.
- Mr. Cartwright? Who's calling, please?
- This is Victor Klimovich, from TST Systems.
- Hold on, please. I'll find out if he is in.

- What is it, Miss Elliot?
- Mr. Klimovich wants to talk to you, sir.
- I'm very busy at the moment. Ask him to phone later.
- Yes, sir.
- Oh ... wait a minute, Miss Elliot. Who is Mr. Klimovich?
- He said he was from TST Systems.
- From TST Systems? ... Oh, ask him what his telephone number is. I'll ring him back.
- Hello? This is Mr. Cartwright's secretary speaking.
- Yes ... Klimovich, here.
- I'm sorry, Mr. Cartwright's very busy at the moment. Can you tell me your telephone number, Mr. Klimovich? Mr. Cartwright will call you later.
- Of course. Double five-nine-three-six-four-two.
- ... and where are you calling from?
- From Minsk, Belarus.
- Could you tell me the code for Minsk?
- Three- seven-five-one-seven.
- Thank you, Mr. Klimovich.

- Hello? Is that TST Systems?
- Yes.
- This is John Cartwright from Continental Equipment. May I speak to Mr. Klimovich?
- Yes. Klimovich speaking ...
- Did you want to speak to me?
- Yes, Mr. Cartwright. I'm the new Commercial Director of TST Systems. I've pleasure in informing you that we carefully studied your materials and decided to accept your proposal.
- Thank you, Mr. Klimovich.
- I am planning to come to Brighton and discuss with you the main points of our agreement in detail.
- When are going to come?
- On Wednesday, next week.
- That's fine. Are you going to travel by air?
- Of course. The Belarusian International Airlines Flight from Minsk arrives in Gatwick Airport at about 10 o'clock, as far as I know.
- O.K. There is the 12.20 train from London to Brighton. If you take a train or a bus to the railway station, you'll be in time to catch the train. We'll meet you at the station in Brighton.
- Thank you, Mr. Cartwright. Which hotel in Brighton do you recommend?
- I'd recommend the Northern Star Hotel. It's very nice and isn't very expensive. Shall we reserve a room for you?
- Yes. If it isn't too much trouble. I'd like to book a single room with private bathroom for three nights.
- O.K. Remember me to Mr. Pospelov.
- Certainly I will.
- Goodbye, Mr. Klimovich. Have a good trip.
- Goodbye, Mr. Cartwright. See you next week.

Reserving a room at the hotel

- Hello. Northern Star Hotel. Can I help you?
- Yes. I'd like to reserve a single room with bathroom, for three nights, from Wednesday, the 12th of February, to Friday, the 14th of February, inclusive.
- Let me see ... Yes, sir. A single room for three nights with English breakfast, is that right?
- Yes, that's right.

- What is your name, please?
- It's for Mr. Klimovich.
- Could you spell it, please?
- Yes, of course. K-L-I-M-O-V-I-C-H.
- Thank you, sir.
- Shall I send a deposit?
- No. It isn't necessary, sir.
- Thank you very much.

Buying a ticket

- Good morning. What can I do for you?
- I want to fly to London. Are there any seats available on Wednesday, next week?
- Are you flying alone, sir?
- Yes.
- What class?
- Economy.
- Just a moment, sir ... I'll check ... yeah ... there are a few seats left.
- Fine.
- What is your name, sir?
- Victor Klimovich.
- As a rule, we sell Belarusian citizens return tickets. You can buy an open return.
- O.K. How much is it?
- It's ... , including airport taxes.
- May I pay in cash?
- Certainly, sir. Here you are. Flight PS 501.
- What time is the flight due to depart?
- It leaves at 8.55 a.m., but you must check in one hour prior to departure, sir.
- And what time does it arrive in London?
- 10.30 local time. There's two hour time difference, you know.
- Thank you very much.

Task 4. *Pretend your business partner from England is calling you. Do the following:*

- ask him which company he represents;
- tell him you are very busy at the moment and ask him to phone you later;

- ask which city is he calling from;
- get to know his telephone number and zip code of the city he is calling from;
- tell him you'll get back in two hours.

Task 5. Pretend your English business partner is going to visit your company. Do the following:

- ask him when he will arrive;
- ask him when his flight is and promise to meet him at the airport;
- ask him if it's necessary to reserve a room for him;
- formulate a reservation at a hotel for your business partner (двухместный номер сроком на четверо суток с понедельника, 16 марта по четверг, 19 марта, включительно)

Task 6. Pretend you are buying a plane ticket from London to Minsk. Formulate your answers to the travel agent's words.

Travel agent: Good afternoon. Can I help you?

You: (Поздоровайтесь. Спросите, можно ли купить один билет экономического класса до Минска на четверг, 19 марта).

Travel agent: Let me see... I'm very sorry, sir. There are no seats left for Minsk on Thursday.

You: (Спросите, остались ли билеты на тот же рейс на пятницу).

Travel agent: Just a minute, sir ... yes. There are some left for Friday.

You: (Скажите, что пятница Вас устраивает. Спросите, сколько стоит билет и включены ли в стоимость билета сборы в аэропорту).

Travel agent: It's 196 pounds, sir, including airport taxes ... here you are.

(Узнайте у своего агента номер рейса, спросите, когда самолёт отбывает из Лондона и когда прибывает в Минск. Поблагодарите агента).

Task 7. Fill in the missing words or phrases in the sentences below. Choose the words in the box. When you have finished, you can say what visitors have to do to reach you.

appointment	badge	deal	floor	identify card
lift	main building	main gate	office	reception
desk	receptionist	secretary	security guard	
sign				

1. You arrive at the main gate.
2. You show your _____ .
3. The _____ lets you go through.
4. You enter the _____ .
5. You walk to the _____ .
6. You give your name to the _____ .
7. You have an _____ .
8. You _____ your name in the visitor's book.
9. You pin your _____ to your coat.
10. You find the _____ .
11. You go to the top _____ .
12. Mr. Power's secretary _____ meets you.
13. She takes you to Mr. Power's _____ .
14. Mr. Power says, "Hi, we have a _____."

Task 8. Complete the sentences with the words from the box.

aisle	bill	check-in desk	excess luggage	hand luggage
reservation	room service	seat belt	single	tip
waiter				

1. The taxi driver took me the long way to the airport. I didn't give him a tip.
2. I got to the _____ ten minutes ago before take-off. Fortunately the plane was late.
3. I had a very heavy suitcase and two pieces of _____ .
4. The suitcase and one of the other bags were too heavy and I had to pay an _____ charge.
5. I wanted a window seat but I could only get an _____ seat.
6. The weather was bad and I had to wear my _____ all through the trip.
7. The first plane arrived very late and so I missed my _____. I waited three hours in the airport for another flight.
8. At last I arrived at my hotel. They could not find my _____ .
9. I wanted a double room but I had to take a _____ .
10. I went to the hotel restaurant but could not find a _____ to serve me.

11. I went back to my room and tried _____ but there was no reply.
12. In the morning I asked my _____. I don't need to tell you: they had got it wrong!

Task 9. *Business people often talk about how they get around. Make the sentences of your own with the words and phrases in bold type.*

Travel and Transport:

1. I was lucky to get a seat in the **carriage**.
2. Fortunately there was plenty of room in the **buffet car**.
3. The **high-speed train** seemed to get us to the capital in no time.
4. The only hold-up was when the **shuttle bus** to the airport got stuck in heavy traffic.
5. The **jam** soon cleared.
6. The check-in was quick because I only had **hand luggage**.
7. I flew with my favourite **airline** as always.
8. On arrival, I went straight to the car hire desk to collect the **hatchback** I'd booked.
9. It's true I could have had a **saloon** this time since I had so little luggage.
10. As soon as they'd checked my **driving licence**, I was away.
11. Soon I was cruising round the **bypass**.
12. There was a short queue at the **toll station**.
13. But it wasn't long before I was inside the **ring road** heading for the centre.
14. The hotel was just on the edge of the city's main **pedestrianized area**.

Task 10. *Learn some useful words for meetings:*

The agenda	– the list of things to discuss.
The minutes	– the report of a meeting
The chair	– the person who leads the meeting
Matters arising	– things to discuss from the list meeting
Any Other Business (AOB)	– the chance for people to discuss things which are not on the agenda

Task 11. *Fill in the missing words in the sentencing below. Choose from the following. There are two possible answers number 8.*

Agenda	any other business	chair	closed	decision
item	matters arising	meeting	minutes	monthly

point room start

1. It was a terrible meeting.
2. It was planned to _____ at nine o'clock.
3. But no one had the _____.
4. And no one knew which _____ to go to.
5. The _____ arrived at 9.15. At last we thought we could start.
6. But no one had the _____ of the last meeting, so the secretary had to go and took for them – and to make copies of the agenda.
7. It took a long time to go through the _____ from the last meeting.
8. At last we got to the main _____ on the agenda.
9. We talked for two hours but did not reach a _____.
10. There was no time for _____.
11. The chair declared the meeting _____ just before midday.
12. Thank goodness it's only a _____ meeting!

UNIT X – EVERYDAY LIFE AND SERVICE

Task 1. *Read the following and be ready to answer some questions.*

Never before in the history of the world have businessmen travelled as much as they do today. It is not surprising because we are living in a world of growing international trade and expanding economic and technical cooperation. Though it is fascinating for tourist travelling, it has become the most tiring of all occupations for many businessmen and experts. Therefore, choosing a comfortable hotel to stay at is a matter of big importance. There are plenty of good hotels, motels and guest houses in the world, which are conveniently located in major business centers.

Many developing countries, such as India, Egypt, Nigeria, Libya, etc. have excellent hotels. Their numerous facilities include both large and small cocktail bars, barber's shops and conference halls equipped with simultaneous, multilingual translation systems. There are parking areas which can accommodate a lot of cars. It might be useful for travelling businessmen and tourists to know that tailor shops, shoe repair shops, laundry and dry cleaning services are available for guests. People in the office help guests to book train or steamer tickets and rent a car. They are also ready to give you all necessary information.

- QUESTIONS: 1. Do people go on business much nowadays? Why?
 2. Why is it very important to choose a good hotel for staying?
 3. What facilities can business people find at their hotel?
 4. What services are expected to be at any hotel?
 5. Have you ever gone on business? Where did you go? Did you enjoy it?

EVERYDAY LIFE AND SERVICE

Vocabulary

Task 2. Read the words and word combinations and memorize them.

To stay (at)	Останавливаться, оставаться
To reserve	Заказывать (номер, билет)
Receptionist	Администратор
Reception-desk	Бюро администратора
Accommodation	Номер в гостинице, жильё
Single room	Номер на одного человека
Private	Частный, личный
Available	Имеющийся в распоряжении, наличный
Charge	Цена, стоимость, плата
Hotel-porter	Портье (в гостинице)
To show (to, into)	Проводить, довести, вводить
To check	Проверять
Form	Бланк
Key	Ключ
To lock	Закрывать на замок
Tip	Чаевые
To pack	Упаковывать
Chambermaid	Горничная
Suit	Костюм
To press	Гладить, утюжить
To have a thing pressed	Погладить вещь
Jacket	Пиджак
Trousers	Брюки
Right away	Немедленно, сию минуту
Extra	Дополнительный, добавочный

Task 3. Read the following dialogues

Everyday Life and Service

Victor Klimenko has arrived in Brighton. He is talking to the personnel at the hotel, the restaurant, the car rental agency, and the filling station.

At the hotel

- Good evening, sir. What can I do for you?
- Good evening. I have a room reserved at your hotel.
- What is your name, please?
- Klimenko.
- Just a moment, I'll check ... Yeah. A single room with private bath and English breakfast for three nights. Is that right, sir?
- Yes, that's right.
- Just sign the register ... Thank you. Here's the key. Room three-o-seven, it's on the third floor. The lift is over there. I'll have your things sent up.
- Thank you. What time is breakfast?
- Any time between 7 and 9.30. Where are you going to have your breakfast, sir? In your room or in the restaurant?
- I'd rather have it in my room.
- What time, sir?
- At 8 o'clock.
- O.K. Anything else, sir?
- I'd like to eat here this evening. When is the restaurant closing?
- At 9.30, so you've got two hours to have your dinner, sir.
- Fine. Thank you.

At the restaurant

- Good evening, sir. Are you alone?
- Good evening. Yes, I'm alone.
- Would you like to sit over there, sir? Near the window.
- Yes, thank you. May I look at the menu?
- Of course. Here it is.
- Have you decided yet, sir? May I take your order?
- Mmm ... As a starter I'll have a tomato juice ... Oh, no. I'll have the onion soup.
- O.K. How about the main course, sir?
- I'm not sure ... Perhaps you can help me?

- Oh. If I were you, sir, I'd have a steak in wine sauce. I like it very much. Moreover, it's the speciality of the day.
- All right. I'll have the steak.
- What would you like with the steak, sir?
- A salad and some mashed potatoes, please.
- Would you like something to drink?
- Er ...yes. Some mineral water, please ... and could I see the wine list?
- Of course. Here it is, sir.
- Mmm ... I'll have some French red wine.
- Waiter!
- Yes, sir ... Do you want the bill?
- Yes. How much is it?
- Seven pounds twenty-five (pence), sir.

At a car rental agency

- I'll be with you in a minute ... Yes, sir. What can I do for you?
- I want to hire a car.
- What kind of car do you want, sir?
- I'd like a small car or a hatchback.
- How long will you be needing it for?
- Until Friday.
- Just a moment. I'll check ... Yes. I've got a Chevrolet.
- How old is it?
- Pardon? How old ... it's 14 years old. It isn't very new, but it's in very good condition.
- Perhaps not a Chevrolet, then.
- There are no other small cars available at the moment, sir ... How about a Ford Escort. It's nearly new, it's only two years old.
- Fine.
- May I see your driving license, sir?
- Yes. Here it is.
- Just sign the agreement.
- May I read it first?
- Of course, sir?
- What shall I do if the car breaks down?
- I am sure everything will be O.K., but if something is wrong, just phone this number. We have a 24-hour breakdown service, sir.
- Shall I pay now?

- If you don't mind, sir?
- Where is the car rental area?
- Go down these stairs to the ground floor. Take the corridor on the right, then go through the door at the end. Turn left, and the car rental area is around the corner. You can't miss it.
- Thank you very much.
- You should bring the car back to the same place on Friday. Have a nice trip.

At a filling station

- Petrol, sir?
- Yes. Fill it up. I'm nearly out of petrol.
- Which grade?
- Four star.
- Shall I check the oil and water?
- Yes, please.

Task 4. *Choose the best response to the receptionist's questions.*

1. Good afternoon. Can I help you?
 A For three days.
 B Yes, I've booked a room. My name is Smith.
 C That's right. I asked for non-smoking room.
2. Could I see your passport please, Ms. Muller?
 A Certainly, it's M-U-L-L-E-R.
 B That's right. I asked for a non-smoking room.
 C What do you need it for?
3. Could you sign here, Madam?
 A Yes, I've booked, a room for two nights.
 B What do you need my passport for?
 C Yes, of course. May I use your pen?
4. Would you like the porter to carry your luggage to your room?
 A Certainly, it's in my bag.
 B No, thanks. I'll take it myself.
5. Would you like to collect your passport later?
 A Yes, I asked for a double room with balcony.
 B That's right. I asked for a non-smoking room.
 C No, I'll wait here if it's not going to take long.

Task 4. *Make these requests more polite.*

1. Sign here.

Could you sign here, please.

Would you mind signing here, please?

2. Wait in reception.

3. Don't smoke in here.

4. Show me your tickets.

5. Don't feed the fish in the aquarium.

Task 5. *Pretend you would like to stay at a hotel in London. Complete the dialogue with the receptionist.*

Receptionist: Good morning, sir/madam. Can I help you?

(скажите, что Вам нужен одноместный номер с ванной, туалетом и континентальным завтраком на одну неделю)

R.: I'm sorry, sir/madam. I'm afraid we have no rooms with a bath available at the moment.

(спросите его, можно ли снять номер с душем - shower)

Let me see ... Yes, there are some rooms.

(спросите сколько стоит такой номер)

R.: 20 pounds a night.

You.: *(спросите, нет ли у него более дешёвых номеров)*

R.: I'm afraid not. It's the cheapest.

You.: *(Спросите нет ли поблизости более дешёвого отеля)*

R.: You may try the Northern Star Hotel. It's near the station.

You: *(Поблагодарите администратора)*

Task 6. *Pretend you are a manager at the car rental agency. Complete the dialogue with the client.*

You: (поприветствуйте клиента. Спросите, чем вы можете быть ему полезны)
Client: Good evening. I'd like to hire a car.
You: (Спросите, какой тип машины ему нужен и на сколько времени)
Client: A hatchback for a week.
You: (Попросите у него водительские права)
Client: Here you are.
You: (Попросите его оплатить прямо сейчас)
Client: How much is it?
You: (Назовите цену, попросите его оставить что-либо в залог – to leave a deposit)
Client: Here's my credit card.
 (Поблагодарите его. Пожелайте ему приятного пути).

Task 7. Complete the check-out dialogue with the phrases.

Have a good journey	That's the registration fee
Is everything else all right	Here's your bill
How would you like to pay	Shall I send you
Would you like to sign	I think you'll find it correct
That was the international	

Reception: Here's your bill, madam.
Guest: Wait a minute. I think there's been a mistake.
Reception: I'll just check it for you. _____. The total includes room service.
Guest: But what's this fee?
Reception: _____, which is obligatory in our country.
Guest: And what about this amount?
Reception: _____, phone calls you made.
Guest: Yes, but it's so expensive!
Reception: Well, we do have a satellite line, _____?
Guest: Yes, I think so.
Reception: _____, madam?
Guest: Credit card, please.
Reception: _____ here? Are you planning to visit our city again?
Guest: I'm not sure. It depends on work.

Reception: _____ our updated brochure in the new year?
Guest: Yes, OK. Here's my address.
Reception: I hope you enjoyed your stay. _____ home.
Guest: Thank you. Goodbye.

Task 8. *Fit the two halves of each dialogue.*

- | | |
|---|--|
| <u>A</u> Thank you for a wonderful evening. | <u>a</u> So am I. |
| <u>B</u> The weather is not bad today. | <u>b</u> I'm afraid we got lost a couple of times. |
| <u>C</u> Is this your first visit to Rio? | <u>c</u> No, what's happened? |
| <u>D</u> Where exactly do you come from? | <u>d</u> Better than yesterday. |
| <u>E</u> Would you like something to drink? | <u>e</u> I'm glad you enjoyed it. |
| <u>F</u> I hope you didn't have many problems finding us. | <u>f</u> Oh, you've probably never heard of it. |
| <u>G</u> I'm in Chemicals. | <u>g</u> Yes, it is. |
| <u>H</u> Have you heard the news? | <u>h</u> Just a glass of water, please. |

UNIT XI – AT THE CUSTOMS

AT THE CUSTOMS HOUSE

Task 1. *Practice the reading of the following words and guess their meaning:*

Cross duty-free license border quota luggage receipt
 Porter journey declare article permission regulation item

Task 2. *Give the initial forms of the following words and state what parts of speech they belong to:*

Liable restriction particular traveler
 declaration importation carefully writing smuggler

Task 3. *Check the meaning of the following verbs:*

To smuggle to include to take out to cross
 to declare to name to exceed to stipulate

Task 4. Read the following words and their translation. Try to memorize the vocabulary:

Customs regulations	Таможенные правила
Customs restrictions	Таможенные ограничения
Customs duty (duties)	Таможенные пошлины
Customs-house	Таможня
Customs office	Таможенное управление, таможня
Liable to duty	Подлежащий оплате таможенными пошлинами
Duty-free	Не подлежащий оплате таможенными пошлинами
Duty-free quota list	Список предметов, разрешённый к беспошлинному вывозу
Prohibited articles list	Список товаров, ввоз или вывоз которых ограничен
To fall under restrictions	Подпадать под ограничения
To declare something	Сделать заявление о наличии вещей, облагаемых пошлиной (их стоимости, количестве, весе и т.д.)
Particulars	Необходимые сведения, подробности
Effects	Движимое имущество
Personal effects	Личные вещи
To go through one's luggage	Досматривать багаж
To smuggle	Заниматься контрабандой
To pass through the customs (inspection)	Пройти таможенный досмотр
As the case might be	В зависимости от обстоятельств

Task 5. Read the text and translate it using the dictionary

At the Customs House

A moment a traveller crosses the border their luggage is taken to the customs-house by porters. Every country has its own customs regulations, which stipulate what articles are liable to duty and what are duty-free.

Sometimes an article which falls under customs restrictions and is liable to duty is allowed in duty-free if the traveller does not exceed a certain fixed quota. These are listed in a duty-free quota list. Customs

regulations also include a prohibited articles list. This is a list of items which may not be brought into a country or taken out of it. An official paper (form the proper authorities) giving permission to take items, which fall under special customs restrictions, in or out of a country is known as import or export license.

If the traveller has any item which comes under customs restrictions he is asked to declare it. That is, he is asked to name the item, stating its value and other particulars. The declaration is made either orally or in writing on a special form. The practice seems to vary in different countries. Upon payment of duty the traveller is given a receipt. As a rule personal effects are duty-free.

It sometimes happens that a passenger's luggage is carefully gone through in order to prevent smuggling. The formalities at the customs-house usually take some time. Only after passing through the customs does one realize that their journey is drawing to an end (or beginning, as the case might be).

- QUESTIONS: 1. What are the duties of a customs inspector?
 2. What is the meaning of the question "Have you anything to declare?", one hears at the customs-house so often?
 3. What is the phrase "I have nothing to declare mean?"
 4. Do customs restrictions vary in different countries?
 5. Have you ever gone through a customs inspection? If so relate your experience.
 6. What is a duty-free item?
 7. What do we mean saying that something is an item liable to duty?
 8. Why is smuggling punishable by law?
 9. What does the Customs inspected stamp stand for?
 10. Can you name some of the "personal effects" one usually takes along on a journey?

EQUIVALENTS: *Give the English equivalents of the following collocations:*
 Попадать под ограничения, осматривать (багаж), заниматься контрабандой, таможенный сбор, таможенная декларация, таможенное управление, личные вещи, пройти таможенный досмотр, таможенные правила, таможенные ограничения.

Task 6. *Match the words and their explanation:*

a. duty-free goods	1. to make known publicity or
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<ul style="list-style-type: none"> b. to declare c. effects (pl.) d. to smuggle e. restrictions f. tariff g. liable h. border i. luggage j. value 	<ul style="list-style-type: none"> officially, according to rules, customs, etc.; to make a full statement of property 2. responsible, esp. in law for paying for something 3. the cases, bags, boxes, etc. of a traveller 4. the dividing line between two countries 5. things you can buy at airports or on ships without paying the full price because there is no tax on them. 6. belongings, personal property 7. to take (esp. goods) from one country to another illegally 8. a tax collected by a government, usually on goods coming into a country 9. the worth of something in money or as compared with other goods 10. rules or laws that strictly control what you are allowed to do
--	--

Task 7. Read the text and be ready to do some tasks.

Pat arrived at the **airport** two hours ago to **catch** her **plane** to Tokyo. At the **check-in-counter**, a ticket agent looked at her **ticket** and her **passport** and her **baggage** was **checked in** (weighed on the scales). Pat's **suitcases** were very heavy, so she had to pay an **excess baggage charge** (amount of money for additional weight).

Next she was given a **boarding pass** (a ticket that allows her to get on the plane). The boarding pass has a seat number written on it, and Pat was given a window seat in the **non-smoking section**. Her suitcase were labeled and sent off to be **loaded** into the **hold** of the **airplane**.

While waiting for the **flight** to be **called**, pat goes to the **newsstand** to buy a newspaper. Then she goes through the **security check**, where her **carry-on luggage** (the bags she is keeping with her on the plane) is searched. Then pat goes into the **duty-free shop** where she has a chance to buy some things cheaply. The goods she buys here are cheap because they are not taxed.

In the **departure lounge** Pat joins the other passengers who are sitting and waiting until it is time for their flight to depart. After a few minutes Pat hears the **announcement**: Flight 156 to Tokyo now **boarding** at **Gate Three**, and she goes to **board** (get on) her plane.

Task 8. *Insert the right word in the gaps. Consult the text if necessary.*

1. When you arrive at the airport you first go to the ... counter.
2. You have to have a ... pass so that you can get on the plane.
3. After the security check, you wait in the ... lounge.
4. You can buy many things cheaply at the ... shop.
5. When you hear the announcement, you go to the ... to board your plane.

Task 9. *Find out English and Russian equivalents for the words presented below:*

-----	Check-in-counter
Билет	-----
Багаж	-----
Излишек, превышение (багажа)	-----
-----	Load (v)
Тележка	-----
-----	Hold (n)
Посадочный талон	-----
-----	Departure lounge
Магазин беспошлинной торговли	-----
-----	Gate
-----	Conveyor belt
Весы	-----
-----	Satchel
-----	To check in
Объявление	-----
-----	Security check
-----	Carry-on luggage

Task 10. *Read the following dialogues. Act them out and make up some of your own.*

At an airport

- Excuse me. Could you tell me where the Belarusian International Airlines counter is?

- Certainly. Just go up the escalator on your right and you'll see it.
- Here's your ticket. Your flight is now boarding at gate 50. Go down concourse D, it's to your left.

At a passport and customs desk

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

Dialogue "Will you please open your suitcase, sir?"

Passenger: Are you going to examine my things?

Customs Officer: In a moment, sir. Meanwhile, can I ask you to look through these lists, please.

Passenger: What lists?

Customs Officer: The Prohibited Articles list and, the Duty-Free Quota list. Here they are.

Passenger: Thank you.

Customs Officer: Do you have anything to declare, sir?

Passenger: Nothing from the first list.

Customs Officer: Do you have any items above the fixed quota?

Passenger: Well, I haven't got through the second list, you know. They are both rather long.

Customs Officer: Will you please open your suitcases, sir?

Passenger: Yes, of course, here you are.

Customs Officer: What are these things?

Passenger: They are for my personal use.
Customs Officer: You have suits above the fixed quota, sir.
Passenger: But they are not new.
Customs Officer: All the same. You will have to pay duty on this extra one.
Passenger: Well, all right.
Customs Officer: Now, I see you have books.
Passenger: Are they prohibited?
Customs Officer: They'll have to be looked through, sir. Can you put them aside, please.
Passenger: What? Are you going to read them all?
Customs Officer: No, our interpreter will just skip through them. That's all. Now, what are these things?
Passenger: Oh, just a few things for my family. Are they liable to duty too? Am I liable to pay duty on them too?
Customs Officer: No, they are not. Well, the examination is over, sir. You may pay the duty for the suit over there.
Passenger: Yes, thank you.
Customs Officer: When you bring the receipt, I'll stamp your documents, sir.

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Зайцева Ирина Александровна

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