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# Business

*English Essentials*

**Book 1**

О. Біленька, А. Павлюк, О. Чепурна

*Business English*  
*Essentials*  
*book 1*

*Посібник з англійської мови  
для навчання ділового спілкування  
в старших класах шкіл, гімназій, ліцеїв економічного профілю*

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**Business English Essentials. / Частина 1** Посібник з англійської мови для навчання ділового спілкування в старших класах шкіл, гімназій, ліцеїв економічного профілю. / Укл. О. Біленька, А. Павлюк, О. Чепурна. – Тернопіль: Видавництво Карл'юка, 2003. – На англ. мові. – 200 с. ISBN 96-7946-14-2

Навчальний посібник, котрий складається з двох частин, створено з опорою на базовий рівень знання англійською мовою і зорієнтовано на старшокласників, які збираються оволодівати мовленнєвим аспектом англійського ділового спілкування. Знайомство з основними поняттями бізнес-спілкування сприятиме розширенню обсягу знань про різні види економічної діяльності, розвитку культури писемного ділового спілкування, формуванню в учнів критеріїв оцінки ділових якостей сучасної людини, що є важливим чинником інтелектуального розвитку старшокласників та їх професійного становлення у вітчизняному суспільстві.

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## PREFACE

Навчальний курс "Business English Essentials" — це двотомне видання, створене з опорою на базовий рівень володіння іноземною мовою і орієнтований на учнів старших класів шкіл, гімназій, ліцеїв економічного профілю, які бажають оволодівати основами ділового англійського спілкування і по отриманні середньої освіти продовжити професійну підготовку у вищих навчальних закладах економічного спрямування. Даний курс також може бути корисним для широкого кола бажаючих активізувати навички усного ділового спілкування англійською мовою та опанувати етикетом ділового писемного мовлення, розширити обсяг знань про різні види економічної діяльності, особливості ведення переговорів і підготовки ділових угод.

Курс розрахований орієнтовно на 136 навчальних годин (за умови вивчення протягом 2-х років із розрахунку 2 навчальні години в тиждень). При необхідності передбачається збільшення чи зменшення кількості навчальних годин за рахунок скорочення чи збільшення кількості рекомендованих до опрацювання вправ і завдань, або збільшення часу самостійної роботи учнів над завданнями посібника.

Метою навчального посібника є *оволодіння мовленнєвою компетенцією в сфері ділового спілкування у межах відібраних тем* (див. перелік тем). Це передбачає:

1. Навчання усного діалогічного і монологічного мовлення в межах указаних тем.
2. Навчання читання текстів публіцистичного і науково-популярного характеру з метою отримання інформації з теми на рівні повного або часткового розуміння.
3. Розвиток основ культури та етикету ділового письма та знайомство із міжнародними стандартами ведення ділової документації (у практично необхідних межах).
4. Систематизація набутого за попередні роки вивчення мови граматичного матеріалу, необхідного для навчання ділового спілкування.
5. Збагачення лексичного запасу через розширення ситуацій спілкування у діловій сфері.

При складанні посібника автори поклалися на головні методичні принципи інтенсивного навчання, які містяться у працях зарубіжних і вітчизняних авторів, та сучасні іновативні методики навчання іноземних мов. Це — принципи доступності навчання, особистісно-орієнтованого спілкування, рольової організації навчального процесу, концентрованості, колективної співпраці, поліфункціональності навчальних матеріалів.

### СТРУКТУРА ПОСІБНИКА

Навчальний посібник "Business English Essentials" складається з 12 розділів. На опрацювання кожного розділу відводиться орієнтовно 11 навчальних годин.

Кожний розділ містить:

1. **Background Information** — інформацію про тему і основні аспекти уроку, знайомить із економічними поняттями та подає визначення економічних термінів.
2. **Communication Practice** — комунікативну частину, спрямовану на розвиток мовленнєвої компетенції учнів: складається з діалогу або полілогу (*Guided Conversation*), представленого як взірці ділового стилю мовлення; практичних комунікативних завдань, розрахованих на класну і самостійну роботу учнів (для закріплення активної лексики і використання її у тренувальних ситуаціях, рольових іграх тощо).
3. **Business Correspondence** — основи ділового листування: теоретична частина, часто вживані фрази, зразки листів і документів, вправи на закріплення вивченої лексики та розвиток навичок ділового листування.
4. **Grammar Practice** — вправи для тренування і засвоєння граматичного матеріалу за основними темами шкільного курсу англійської практичної граматики (див. перелік тем). Вправи розміщені відповідно до ступеня зростання складності і спрямовані на систематизацію знань учнів з основних граматичних аспектів, що створює базу для подальшого розширення лексичного запасу і вдосконалення розмовних навичок. Вправи базуються на лексиці, властивій діловому стилю спілкування, відібрані із врахуванням частотності її використання. Таким чином забезпечується закріплення лексичного матеріалу одночасно з засвоєнням граматичного. Залежно від рівня підготовки учнів, вчитель може використовувати або всі вправи, або частину з них.
5. **Reading** — тексти із завданнями на перевірку розуміння прочитаного. Тексти підібрано із врахуванням рівня підготовки учнів, що дає вчителю можливість повного або часткового опрацювання даної частини навчального розділу. Рекомендується самостійний переклад тексту учнями вдома та опрацювання завдань до тексту на уроці.
6. **Words and Phrases** — словні вправи, в розділу, наведені в кінці підручника, необхідні для запам'ятовування і подальшого використання у спілкуванні.

Окремою збіркою подається "*Useful Reference Book*". У ній зібрано вирази, які використовуються у діловому спілкуванні; деякі граматичні правила і таблиці; відмінності у термінології у Великобританії та США, а також скорочення, прийняті у діловій кореспонденції.

Для зручності та економії часу вчителя додаються ключі до вправ.

В основу навчальних завдань покладено тексти, діалоги, зразки ділової кореспонденції взяті з оригінальних сучасних англomовних джерел, наведених у списку використаної літератури.

### ПРОГРАМА НАВЧАЛЬНОГО КУРСУ "BUSINESS ENGLISH ESSENTIALS"<sup>\*\*</sup>

| Тема   | Мовленнєва ситуація  | Граматика   | Письмо   |
|--|--|---|--|
| Unit 1. Meeting a Business Partner.<br>Зустріч ділового партнера.  | Зустріч. Знайомство. Привітання. Подяка. Прощання. Форми звертання в англomовних країнах.                                    | Порядок слів у реченні. Артиклі. Іменник. Злічувани і незлічувани іменники. | Ділова кореспонденція. Види ділових листів. Структура ділового листа. Підписування конверту. Написання з великої літери. Титули і скорочення. Форми звертання. |
| Unit 2. Telephoning.<br>Розмова по телефону.   | Правила ведення телефонної розмови. Замовлення по телефону квитків, місць в готелі.  | Числівники. Теперішні часи дієслова.  | Лист-запрошення.   |
| Unit 3. Business Trip. Ділова поїздка (Відрадження).   | Прибуття в країну. На митниці. В аеропорту. Розклад руху.  | Модальні дієслова. Майбутні часи. Питальні речення.                         | Листи-привітання. Письмовий запит і лист-відповідь.  |
| Unit 4. In the Office.<br>В офісі.   | Обов'язки секретаря. Засідання. Робота в офісі.  | Прикметники. Прийменники.   | Телеграми. Електронна пошта.   |
| Unit 5. Company Structure.<br>Management Styles.<br>Структура компанії.<br>Стилі управління.                             | Знайомство з фірмою. Види компаній. Форми організації бізнесу. Різні стилі управління. Дух організації. Обов'язки керівника. | Прислівники. Минулі часи.   | Листи-представлення фірми.   |
| Unit 6. Applying for a Job. Recruitment.<br>Пошук роботи.<br>Працевлаштування.   | Оголошення про роботу. У бюро працевлаштування. Співбесіда з керівником організації.   | Займенники. Часи групи Perfect.   | Анкета. Резюме. Лист-супровід. Автобіографія. Лист-заява. Рекомендаційний лист.  |
| Unit 7. Wholesaling and Retailing. Making a Deal. Оптова та роздрібна торгівля.<br>Заклучення договорів купівлі-продажу. | Оптова та роздрібна торгівля. Продаж товарів.  | Герундій. Інфінітив. Дієприкметник. Пасивний стан дієслова.                 | Листи-пропозиції. Листи- "циркуляри".  |
| Unit 8. Marketing and Advertising.<br>Маркетинг та реклама.  | Реклама товарів та послуг. Продаж товару. Рекламні агенти. Кар'єра в рекламному бізнесі.                                     | Узгодження часів. Перехід прямої мови у непряму. Умовні речення.            | Рекламні оголошення. Лист-реклама.   |

\* відображає зміст двотомного видання.

| Тема   | Мовленнєва ситуація   | Граматика  | Письмо                                |
|--|---|--|---------------------------------------|
| Unit 9. What is Money? Banking. Гроші. Банк.                       | Гроші. Платежі. Розмови у банку.  | Речення. Наказові речення. Безособові речення. Умовні речення.   | Листи про платежі. Листи-нагадування. |
| Unit 10. Consumer Protection. Захист прав споживача.               | Продаж товару. Скарги на якість продукції. Права споживача.   | Типи підрядних речень.   | Лист-рекламація. Лист-скарга.         |
| Unit 11. Business and Environment. Бізнес і навколишнє середовище. | Забруднення навколишнього середовища. Робота фірм по захисту навколишнього середовища. Безпека виробництва. | Узагальнення та систематизація вивченого граматичного матеріалу. | Листи-замовлення.                     |
| Unit 12. Starting Your Own Business. Як розпочати власний бізнес.  | Створення фірми. Визначні підприємці та їх бізнес.  | Узагальнення та систематизація вивченого граматичного матеріалу. | Контракти.                            |

### ПЛАН РОБОТИ З НАВЧАЛЬНИМ МАТЕРІАЛОМ РОЗДІЛУ\*

| № п/п | Зміст навчального процесу  | Кількість навчальних годин |
|-------|--|----------------------------|
| 1.    | Введення в тему .....<br>— Background Information (читання, переклад, обговорення).<br>— Words and Phrases (ознайомлення з активною лексикою).<br>— Guided Conversation (представлення діалогу). | 2                          |
| 2.    | Опрацювання діалогу .....<br>— Драматизація діалогу.<br>— Тренування ситуативного мовлення.<br>— Пояснення граматичних правил.   | 1-2                        |
| 3.    | Комунікативна практика (виконання вправ, активізація використання вивчених ЛО у мовленні) .....  | 2                          |
| 4.    | Теоретична підготовка з письма. Ознайомлення зі зразками ділового листування. Виконання письмових завдань .....  | 2                          |
| 5.    | Виконання і перевірка граматичних завдань .....  | 2                          |
| 6.    | Робота з текстом для читання. Опрацювання завдань до тексту, обговорення теми .....  | 1                          |
| 7.    | Підсумковий урок. Контроль якості засвоєння навчального матеріалу .....  | 1                          |

Автори сподіваються, що дане навчальне видання буде корисним у процесі подальшого вивчення англійської мови, оскільки сприятиме розширенню активного словникового запасу і вдосконаленню набутих граматичних і лексичних навичок через розвиток усних та письмових мовленнєвих навичок у сфері ділового спілкування.

Знайомство з основними поняттями бізнес-сфери та діловим етикетом набуває практичного значення в процесі особистісного професійного зростання сьогоденних школярів, націлить на формування критеріїв сированих ділових якостей та встановлення контактів із зарубіжними партнерами у майбутньому, що в цілому сприятиме діалогу культур у процесі міжнародного співробітництва.

*Авторський колектив.*

\* поданий план роботи з навчальним матеріалом розділу є орієнтовним і може бути зміненим вчителем згідно конкретних умов навчання.

## Unit 1.

# MEETING A BUSINESS PARTNER



---

### COMMUNICATION PRACTICE

#### Guided Conversations:

- *At the Airport*
- *In the Car*
- *In the Office*

#### Greetings and Leavetaking

#### Forms of Address

---

### BUSINESS CORRESPONDENCE

#### Structure of a Business Letter

#### Capitalisation

#### Addressing an Envelope

---

### GRAMMAR PRACTICE

#### Articles

#### Word Order

#### Nouns. Countable and Uncountable Nouns.

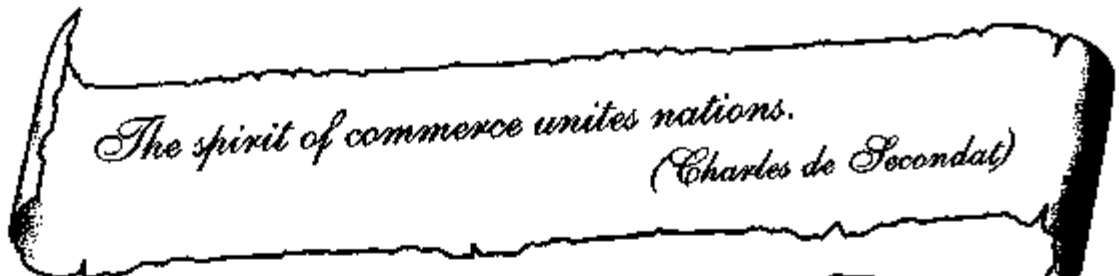
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### READING

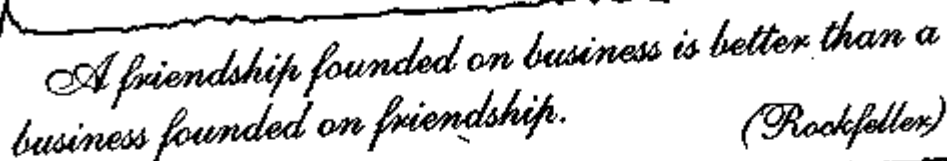
#### How to Behave?

#### English: the language of millions.





*The spirit of commerce unites nations.*  
(Charles de Secondat)



*A friendship founded on business is better than a  
business founded on friendship.* (Rockefeller)



### **Background Information**

In business, people have to deal in person with all kinds of people. You may have to use English when talking to different people within your company who don't speak your language: these may be colleagues or co-workers, superiors or subordinates — who may work with you in your own department, in another part of the building or in another branch. And you may also have to deal in English with people from outside the organization: clients, suppliers, visitors and members of the public. Moreover, these people may be friends, acquaintances or strangers — people of your own age, or people who are younger or older than you. The relationship you have with a person determines the kind of language you use.

This relationship may even affect what you say when you meet people: for example, it's not appropriate to say "Hi, how are you!" when meeting the Managing Director of a large company or to say "Good morning, it's a great pleasure to meet you" when being introduced to a person you'll be working closely with in the same team.

Remember that people form an impression of you from the way you speak and behave — not just from the way you do your work. People in different countries have different ideas of what sounds friendly, polite or sincere — and of what sounds rude or unfriendly! Good manners in your culture may be considered bad manners in another.

Remember also that your body language, gestures and expression may tell people more about you than the words you use.

## Guided Conversation

*Stephen ['sti:vŋ] Woodman, the Sales Manager of one British company, has just arrived at Boryspil Airport from London. He is visiting a Ukrainian company that wants to buy equipment produced by his company. Here are some dialogues between him and the staff of the Ukrainian company.*

### At the airport

*Volodymyr Ivchenko:* Excuse me... Are you Mr Woodman?

*Stephen Woodman:* Yes?

*VI:* I'm Volodymyr Ivchenko, from Ukrforestry Ltd. How do you do?

*SW:* How do you do? I am glad to meet you, Mr Ivchenko. I hope I haven't kept you waiting.

*VI:* No, not at all. The plane's just arrived. Did you have a good trip?

*SW:* Yes, thank you. I was a bit airsick, but now I'm O.K.

*VI:* My car's just outside the airport. My driver will take your suitcase.

*SW:* Thank you.



### In the car

*VI:* We are going to our office in the centre of the city. It'll take us about half an hour to get there. Mr Petrenko is waiting for you.

*SW:* Please remind me who Mr Petrenko is.

*VI:* He's our Director General. He is going to discuss the details of our future agreement with you.

*SW:* Which hotel am I staying in?

*VI:* We've reserved a single room with a private bathroom at a hotel near the centre.

*SW:* That's O.K. Thank you very much.

### In the office

*VI:* I'd like you to meet Mr Petrenko, our Director General.

*SW:* Glad to meet you, Mr Petrenko.

*Mr Petrenko:* Glad to meet you too. Have you ever been to Kyiv before, Mr Woodman?

*SW:* No, it's my first visit to Kyiv.

*P:* What are your first impressions of Kyiv?

*SW:* I like Kyiv, it's a very beautiful city and quite different from London.

*P:* I hope you'll enjoy your visit, Mr Woodman. Let me introduce my staff to you. This is my secretary, Miss Klymenko.

*SW:* Nice to meet you, Miss Klymenko.

*Miss Klymenko:* Nice to meet you too. Call me Ann.

*P:* I also want you to meet Viktor Berezniak, our Sales Manager. You've already met Mr Ivchenko.

*SW:* What does Mr Ivchenko do?

*P:* He is our Export-Import Manager... Do take a seat. Would you like a cigarette?

*SW:* No. Thank you.

*P:* Would you like something to drink?

*SW:* Er... Yes. I'd like a cup of coffee.

*P:* Ann, could you make coffee for us, please?

*K:* Certainly, sir. How would you like your coffee, Mr Woodman, black or white?

*SW:* Black, please.

*K:* With sugar?

*SW:* No, thanks.

*P:* By the way, Mr Woodman, what is your profession?

*SW:* I'm an engineer, but at Forestry Equipment I work as the Sales Manager. Here's my card.

*P:* Let's get down to business, Mr Woodman. We're extending our business and want to buy equipment for producing some goods in Ukraine, ~~rather than importing them from western countries as we do now.~~ We know that some companies, ~~including yours,~~ produce the sort of equipment we need. Your company provides advanced technology and efficient service, which small firms can't provide. That's why we're interested in doing business with you.

*SW:* Yes. I see. You'll be pleased to hear that the service life of our equipment has been increased, and also prices have been reduced.

*P:* Would you mind speaking a bit slower, Mr Woodman? I'm not very good at English.

*SW:* Sure. I said we had increased the useful life of our equipment.

*P:* It's very interesting, but first I would like to know if it's possible to adapt your equipment to our needs.

*SW:* To answer your question, Mr Petrenko, I have to visit your factory and study your requirements.

*P:* I'll show you around tomorrow.

*SW:* What time?

*P:* Let me see... I have an appointment with my lawyer at 9 a.m. How about 10?

*SW:* That's fine.

*P:* At the moment we are looking for a Commercial Director for this project so in the future you should deal with him. If we decide to buy your equipment, he'll visit your company and you'll discuss the contract with him in detail.

*SW:* Fine. I've got some advertising leaflets so you'll be able to study the main characteristics of our equipment yourself.

*P:* Thank you, Mr Woodman. Our driver is at your disposal during your visit. His name is Oleh.

*SW:* Thank you very much, Mr Petrenko.

*P:* Well. That's all for now... our driver's waiting for you. He'll take you to your hotel.

*SW:* Goodbye, Mr Petrenko.

*P:* Goodbye, Mr Woodman. See you tomorrow.

## Closing phrases

|                    |   |
|--------------------|---|
| <i>Formal</i>      | Good-bye.   |
| <i>Semi-formal</i> | (Good-)bye for now.<br>Bye (then).<br>Bye-bye.<br>Cheerio.  |
| <i>Informal</i>    | All the best (when you are seeing your friend off).<br>Good luck (before smb. is going for an interview for a job or before smb. is taking an examination). |

If you want to be remembered to some other people (members of the family, friends, acquaintances), use these phrases:

|                    |  |           |                     |
|--------------------|--|-----------|---------------------|
| <i>Formal</i>      | (Please) give my (kind) regards to.... | Thank you | I (certainly) will. |
| <i>Semi-formal</i> | Remember me to....                     |           |                     |
| <i>Informal</i>    | Give my love to....                    | Thanks.   |                     |

## Illustrative Dialogues

### 1. Formal

\*\*\*

- Mr Jones:* Good morning, Mr Smith.  
*Mr Smith:* Good morning. How are you?  
*Mr Jones:* Very well, thank you. And you?  
*Mr Smith:* Quite well, thank you.

### 2. Semi-formal, informal

\*\*\*

- Chris:* Hello, Jenny.  
*Jenny:* Hello, Chris. How are you?  
*Chris:* Fine, thanks. What about you?  
*Jenny:* Oh, not too bad.

\*\*\*

- David:* Hello.  
*Jean:* Hello, David. How are you getting on?  
*David:* All right, thanks. And how are things with you?  
*Jean:* Oh, more or less the same as usual.

### 3. Formal

\*\*\*

- Mr Adams:* I'm afraid I must be going.  
*Mr Brent:* Must you really?  
*Mr Adams:* Yes, I'm afraid so. I've got some urgent work to do.

*Mr Brent:* Well, I won't keep you then.

*Mr Adams:* Good-bye.

*Mr Brent:* Good-bye. Remember me to your wife.

*Mr Adams:* Thank you. I will.

#### 4. Semi-formal, informal

\*\*\*

*Susan:* Well, I must be off now.

*Mary:* Stay and have a cup of coffee first.

*Susan:* Thanks very much but I really must go. I've got an interview for a job tomorrow morning.

*Mary:* Oh. Well, you'd better go to bed early then.

*Susan:* Yes. Well, cheerio then.

*Mary:* Bye. And good luck.

*Susan:* Thanks. I'll let you know how I get on.

\*\*\*

*Andrew:* I've come to say good-bye.

*Roger:* When are you off?

*Andrew:* My plane leaves at 12.30 tomorrow.

*Roger:* Well, have a good journey.

*Andrew:* Thanks. Good-bye.

*Roger:* Bye. Keep in touch.

*Andrew:* I will. And thanks for everything.

*Roger:* Don't mention it. Well, all the best.

*Andrew:* Thanks. Bye-bye.

### Exercise 1.

Complete the four conversations. Use the phrases in the box.

(a) ...it was very nice meeting you.

(b) Good to see you again.

(c) ...let me introduce you...

(d) Pleased to meet you.

(e) I look forward to seeing you in Kyiv.

(f) How do you do?

(g) May I introduce myself?

(h) How's life?

\*\*\*

*Peter:* Harry, (1)...*e*... to Julie Foster. Julie, this is Harry Wilson. Harry, this is Julie Foster.

*Julie:* Hello. (2)...*d*...

*Harry:* Pleased to meet you, too.

\*\*\*

*Mr Shaw:* Excuse me, are you Mrs Price?

*Mrs Price:* Yes, that's right.

*Mr Shaw:* (3)...*g*... I'm Robert Shaw.

*Mrs Price:* How do you do?

*Mr Shaw:* (4)...*f*...

\*\*\*

- Joe:** Hello, Bob. How are things?  
**Bob:** Fine, thanks, Joe. (5) *It's...*  
**Joe:** Nice to see you, too. How's family?  
**Bob:** They're all very well. (6) *It's...*  
**Joe:** Oh, not too bad, but very busy.

\*\*\*

- Tom:** I'm afraid I must go now.  
**Peter:** Well, (7) *It's...*  
**Tom:** I really enjoyed meeting you, too.  
**Peter:** (8) *It's...*  
**Tom:** I do, too. See you soon.

### Forms of address

*The most frequently used forms of address are:*

- |                             |   |
|-----------------------------|---|
| <b>Mister (Mr)</b>          | — to a man e.g. <i>Mister Johnson, Mr Smith.</i>  |
| <b>Mistress (Mrs)</b>       | — to a married woman e.g. <i>Mrs Joseph, Mrs Green.</i>   |
| <b>Miss</b>                 | — to unmarried woman e.g. <i>Miss Dee, Miss White.</i>  |
| <b>Ms [miz]</b>             | — to a woman not depending on her marital status<br>e.g. <i>Ms Lee, Ms White.</i>   |
| <b>Doctor (Dr)</b>          | a) to a medical doctor e.g. <i>Doctor (use alone)</i><br>b) to a person with the degree of Doctor of Philosophy or<br>Doctor of Science (the surname is always included)<br>e.g. <i>Dr Brown.</i> |
| <b>Sir</b>                  | — to a man  |
| <b>Madam</b>                | — to a woman (ma'am)  |
| <b>Officer</b>              | — to a policeman.   |
| <b>Father</b>               | — to a priest.  |
| <b>My Lord</b>              | — to a peer, a bishop, a British judge.   |
| <b>Professor</b>            | — to a University teacher at the highest level.   |
| <b>Ladies and Gentlemen</b> | as a formal opening of a speech.  |
- a) to unfamiliar people;  
b) to clients in a restaurant;  
c) to customers.

*If you want to know the place of work and living of a person you are talking to you may use such phrases:*

- |                            |                              |
|----------------------------|------------------------------|
| Where are you from?        | I'm from Ukraine.            |
| Where's she from?          | She is from Kyiv.            |
| Where's he from?           | He's from Ukrforestry.       |
| What company are you from? | I'm from Forestry Equipment. |
| What country are you from? | I'm from the USA.            |

*Speaking about place of work of a person use the question:*

- What company (firm) do you work for? | I work for the BBC.

## Exercise 2.

*Choose the best answer.*

1. When you address a middle-aged man whose name you do not know, you say:  
a) Mister; b) Sir; c) Excuse me, please.
2. If it is a woman, you say:  
a) Madam; b) Lady; c) Ms; d) Excuse me, please.
3. If you want to address an American tourist (Mrs Jane Hardly) whom you have known for a few days, you say:  
a) Madam; b) Mrs Hardly; c) Jane.
4. If you want to address an eminent British scientist (Doctor John Lonsdale), aged 50, you say:  
a) Mr Lonsdale; b) Dr Lonsdale; c) Doctor; d) John.
5. If you want to address a visiting English teacher called Helen Parker, aged 25-30 (unmarried), you call her:  
a) Helen; b) Miss Helen; c) Miss Parker; d) Miss.

## Exercise 3.

*A. Translate the Ukrainian phrases into English.*

A.: Excuse me. Dolores Cotton?

B.: Yes?

A.: Hi. I'm Brad Jordan from Orange Computers. How do you do?

B.: How do you do? Рада познайомитись з вами Бред. Дякую, що прийшли зустріти нас.

A.: It's a pleasure. Якою була подорож? *Very good.*

B.: Все було добре. Я лише трохи втомилась і трохи погано почувалась в літаку.  
Oh, I'd like you to meet Ron Eng. He's our Sales Manager.

A.: How do you do, Ron?

*B. Continue the dialogue:*

1) What will Ron say?

2) Discuss their plans, using phrases from this Unit.

## Exercise 4.

*Complete the dialogue.*

1. A.: Bob Crawford?

B.: .....

2. A.: Hello. I'm Helen Kirby from General Technologies. How do you do?

B.: .....

3. A.: It's a pleasure. Did you have a good trip?

B.: .....

4. A.: Oh, let me introduce you to Charlie Vitto. He's our financial manager.

B.: .....

## Exercise 5.

Complete the conversation between Louis and Annette. Write questions from the words in brackets.

Annette: Hello (1) Are you Mr Navarro?

(Mr / you / are / Navarro)

Luis: That's right. Louis Navarro.

A: Nice to meet you. I'm Annette Marinetti, from Australia.

L: Good to meet you, too. (2) .....

(from / are / Sydney / you)

A: Yes, I am. (3) .....

(from / what / of / you / are / part / Spain)

L: I'm from Bilbao, in the North. (4) .....

(do / do / you / what)

A: I'm a wine importer. Here's my card.

L: So, tell me, (5) .....

(do / import / you / wine / Spanish)

A: No. Not at the moment.

L: That's terrible!

A: Well, tell me about your wines. (6) .....

(do / come / from / where / they)

L: From the Bilbao region. This one's a Gran Reserva. (7) .....

(you / do / to / want / it / taste)

A: Yes, thank you. (8) .....

(year / is / it / what)

L: 1990. Here you are. (9) .....

(you / do / it / like)

A: Yes, I do! It's fantastic!

## Exercise 6.

A. Introduce the staff of your company, using phrases:

Let me introduce my staff to you. This is .....

He (She) is .....

I'd like you to meet ..... He (She) is .....

May I introduce ..... to you. He (She) is .....

B. Ask a representative of a foreign firm:

- 1) What company he represents; about his official position in the company; what country (town) he comes from.
- 2) If he would like something to drink, offer him a cup of coffee (tea, juice).
- 3) Ask him about his plans for tomorrow; fix an appointment for tomorrow; say "good-bye".



### Exercise 7.

Look through the dialogue "Meeting a Business Partner". What phrases will you use if you:

- meet a representative of British Company at the airport and you don't know exactly if he is a person you look for;
- introduce yourself;
- apologize for being late;
- ask about the travel;
- suggest him to take your car on the way to the office;
- want to help him carry his suitcase?

### Exercise 8.

Make your own dialogues using the questions from Exercise 6.

### Exercise 9.

Paula is meeting Genry Davidson for the first time. Which of this topics do people often talk about when they meet professionally for the first time? Underline your choices.

- |                       |                                  |
|-----------------------|----------------------------------|
| the visitor's journey | the town / place they are in     |
| the weather           | other towns / cities / countries |
| sport                 | their salaries                   |
| their jobs            | politics                         |
| holidays              | work / jobs in general           |

### Exercise 10.

Which of the following do you think are important to make a good conversation? Tick  your choices and add suggestions.

- listen carefully
- give only 'yes' or 'no' answers
- show interest and ask questions
- both listen and talk
- answer questions and add extra information
- only ask questions if you are the host
- .....
- .....
- .....
- .....

### Exercise 11.

Here are some topics people often talk about in the first five minutes in a professional situation. Work in groups. Think of a few questions for each topic.

## Conversational ideas

- The weather (home and away)
- The visit (travel, reason for visit)
- The visitor (family, home life, leisure, interests)
- First impressions (likes and dislikes, food and drink)
- Places, travel, holidays (city you are in, other)
- Work (general, current projects, future plans)
- Sports and leisure (interests)
- News (local or global)



### Role-play.

Work in pairs. One of you is the host and other one is the visitor. Choose one of the topics from "Conversational Ideas" and talk together for three minutes. Then change partners and roles.

## BUSINESS CORRESPONDENCE

Business correspondence includes all kinds of commercial letters, inquiries, replies to inquiries, Letters of Credit (L/C), invoices, Bills of Lading (B/L), Bills of Exchange or drafts, letters of insurance, explanatory letters, orders, letters of packing, letters of shipment, letters of delivery, offers, letters of complaint, replies to those of mentioned above, etc.

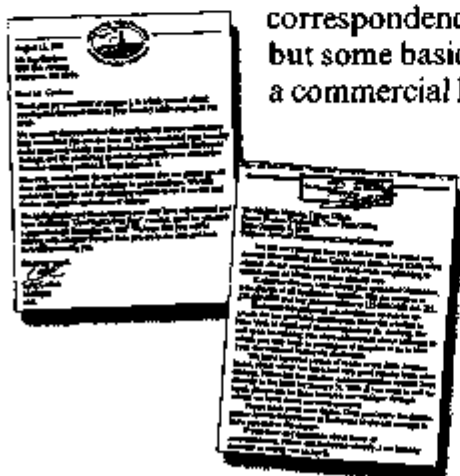
Rules and traditions of correspondence vary in time but some basic principles of a commercial letter remain unchanged.

A private business letter is written by hand, each paragraph begins with an indented

line. But if a letter is sent by an organization it is typed on the form of this organization. In this case it is not necessary to use indented lines.

A letter can be typed on the organization's form. Any form has its letter-head printed typographically. The letter-head bears the name of organization or firm, sending this letter, its address, address for telegrams, telephone, telex, fax. If you do not use the form, write your address (as a sender) on the upper right side of the letter. Do not indicate your name here, it will follow your signature. Ukrainian names of foreign trade organizations are not translated into foreign languages. They are written with Latin letters using English transcription. Your telephone number may be written below.

The address of the recipient (inside address) is written on the left above, under the reference. Lower, the name of the firm



is written under which the number of the house, street, city or town, state or a country are indicated, the last element should be the country.

The salutation is written on the left (not in the centre).

The salutation "Dear Sir" is appropriate, when you write to a real person if you do not know him. If you know this person, you should write "Dear Mr Jones", for example.

If the letter is addressed to a firm, the salutation should be "Dear Sirs". In modern business correspondence it is needless to use any other forms of politeness.

In the subscription the expression "Yours faithfully" is usually used if you are not acquainted with the person(s) or "Yours sincerely" if you write to a man (a woman) whom you know at least by

correspondence. In American English the above expressions are rarely used. More common are the expressions "Sincerely yours", or simply "Sincerely", and sometimes "Very truly yours".

The signature is affixed by hand above the typed name of the author. It is not obligatory to indicate your position. If near the signature there are two letters "p.p." (per pro) it means that the letter is "by warrant".

The heading may be written above the main text of the letter. The heading indicates short contents of the letter or its subject.

If some material is added to the letter the words "Enclosure" ("Enclosures") or the abbreviation "Encl" (додаток або додатки) are written in the left lower corner of the letter. You can also use the expression "We enclose..." (додаємо...).

## ***BUSINESS LETTER***

### *(General Introduction)*

If you are going to devote your life to business, you have to know how to write both business and social letters. The business letter includes all forms written for business purposes. The social letter varies from the informal letter of friendship to the most formal note. A letter, of course, may be a combination of the two classes.

#### **A good business letter must be:**

- prompting
- accurate
- polite (courteous)
- laconic
- complete
- correct
- neat
- friendly.

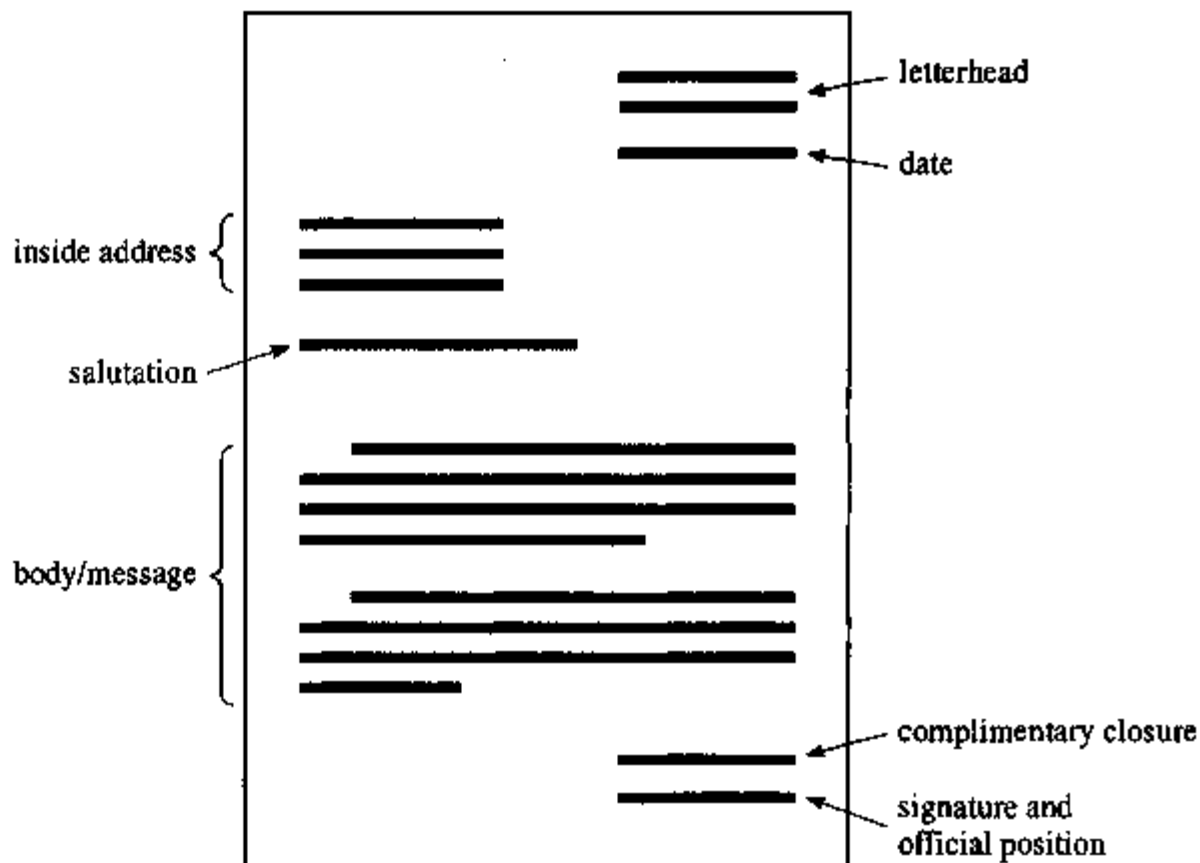
#### **A good business letter has:**

- an effective sentence construction
- proper paragraphing
- proper spelling of appropriate words
- no colloquial phrases of everyday English or slang.

## Structure of a Business Letter

The main parts of a business letter are:

- 1) the letterhead / дані про відправника листа;
- 2) the date / дата;
- 3) inside name and address / дані про одержувача листа;
- 4) salutation / привітання;
- 5) the message / повідомлення, інформація;
- 6) complimentary closure / заключна частина;
- 7) the writer's signature and official position / підпис відправника та його посада.



1. *The letterhead* expresses the firm's personality. It gives the first impression of the firm. It is placed at the upper right-hand side, on blank paper, and consists of the exact address of the writer, including the name and address of the firm, its telephone numbers, telegraphic address, e-mail, telegraphic (zip) codes used.

2. *The date* is always typed in full not in figures in the following order: day, month, year (UK); month, day, year (USA).

e.g. 12<sup>th</sup> October 2002      12 October 2002 (UK)  
October 12<sup>th</sup> 2002      October 12, 2002 (USA)

3. **Inside name and address** are set out at the head of the letter at the left-hand corner in official correspondence. The official title of the person is used.

e.g. The Sales Manager  
The Hercules Engineering Co Ltd.  
Brazennose Street  
MANCHESTER  
M60 8AS

4. **The salutation** is the usual greeting with which the letter begins:

Dear Sir  
Dear Madam  
Dear Sirs (when partnership of men and women is addressed in the UK)  
Gentlemen (in the USA)  
Mesdames (when the partnership consists of women only)

5. **The message (body)** is the part that really matters. Before you begin to write ask yourself the following questions:

- What is the aim in writing this letter?
- What do I hope to achieve by it?
- What is the best way to do it?

Keep your sentences and paragraphs short and start a new paragraph for each new point you wish to stress.

Some letters consist of only one paragraph. The others usually have a three-paragraph plan:

- 1) introduction or acknowledgement (if there has been previous correspondence);
- 2) information and statement of the facts;
- 3) future actions.

The closing sentence has to leave an impression of cordial and friendly communication.

In business letters use 'we'/'our' instead of 'I'/'my'. Don't use the short forms 'we'll'/'we've'.

6. **Complimentary closure** depends on how well you know the reader: formal, semi-formal, informal.

|                    |                     |
|--------------------|---------------------|
| <i>Formal</i>      | Respectfully yours. |
|                    | Respectfully.       |
|                    | Very respectfully.  |
| <i>Semi-formal</i> | Very truly yours.   |
|                    | Yours very truly.   |
|                    | Yours truly.        |
| <i>Informal</i>    | Most sincerely.     |
|                    | Very sincerely.     |
|                    | Sincerely yours.    |
|                    | Yours sincerely.    |
|                    | Sincerely.          |

|                      |   |
|----------------------|---|
| <i>Personal</i>      | Most cordially.<br>Yours cordially.<br>Cordially yours.   |
| <i>Most informal</i> | Cordially.<br>As ever.<br>Best wishes.<br>Best regards / Kindest (personal) regards.<br>Yours faithfully / sincerely. |

7. *The writer's signature and official position.* The signature must be written by hand and in ink and plainly. It is placed just below the close.

e.g. *Henry J. Gray*  
 Henry J. Gray  
 President  
 AMERICAN BUILDING COMPANY

### Useful Tips

#### ***Planning a Letter: 7 Steps***

1. Write down your **aim**: what is the purpose of this letter?
2. Assemble all the relevant information and documents: copies of previous correspondence, reports, figures, etc.
3. Arrange the points in order of importance. Decide which points are irrelevant and can be left out. Make rough notes.
4. Write an **outline** in note form. Check it through considering these questions:
  - Have you left any important points out?
  - Can the order of presentation be made clearer?
  - Have you included anything that is not relevant?
5. Write a **first draft**, leaving plenty of space for changes and revisions.
6. Revise your first draft by considering these questions:
  - **information**: Does it cover all the essential points?  
Is the information relevant, correct and complete?
  - **English**: Are the grammar, spelling and punctuation correct?
  - **Style**: Does it look attractive?  
Does it sound natural and sincere?  
Is it **CLEAR, CONCISE** and **COURTEOUS**?  
Will it give the reader the right impression?  
Is it the kind of letter you would like to receive yourself?
7. Write, type or dictate your **final version**.

Because writing a letter in English is much harder than writing one in your own language, careful planning is essential. Imagine, for example, you have to write a letter introducing your company to a prospective customer ...

Highlight what you think are the most important points in this text and then compare your ideas with your partner's.

## CAPITALISATION

In English, capital letters usually show the beginning of a sentence or that a word is a proper noun.

### Proper Nouns

1. Capitalise *the names and initials of people*. If a last name begins with Mc, O', or St., capitalise the next letter as well:

e.g. Booker T. Washington Sarah McDevitt O'Neil

If the last name begins with Mac, de, D', la, le, or van, capitalisation varies. In such cases, capitalise the name the way its owner does.

2. *Personal and Official Titles*. Capitalise a personal title or an official title or its abbreviation when you use it as a name in direct address or preceding a person's name. Do not capitalise a preposition, a conjunction, or an article that is a part of a title unless it begins a sentence.

e.g.: Well, Captain, do you think we'll be on time?

BUT

The captain said we would be late.

Mr. Samuel Chue Prime Minister Churchill

Ms. Ramirez King Leopold

Dr. Chang Secretary of the Treasury Polk

Do not capitalise a title that follows or is a substitute for a person's name unless it is the title of a head of a national government.

#### TITLE BEFORE NAME

Senator Smith

Vicar Kreitter

President Harding

Prime Minister Gandhi

#### TITLE FOLLOWING NAME

Margaret Smith, senator

Peter Kreitter, vicar

Warren Harding, President

Indira Gandhi, Prime Minister

The President attended a meeting of national leaders.

I had lunch with the vicar today.

Capitalise the names and abbreviations of academic degrees or honors that follow a person's name. Capitalise the abbreviations Sr. and Jr.

e.g.: Garth Hert, Ph.D. C.W. Ceram, Jr.

3. Capitalise *the names of particular places*, such as continents, cities, parks, and rivers.

e.g.: Brazil Quebec East Street

Ohio the Red Sea Interstate 80

**Compass Points.** Capitalise compass points that refer to specific geographic places or that form part of a place name. Do not capitalise compass points, that indicate direction or a general region:

e.g. We visited the Northwest [a specific region]  
We travelled north-west, then south, [a general direction]

**4. Capitalise the words that name nationalities, peoples, and languages.**

e.g. Italian           Caucasian           Taiwanese           Swahili  
French            Chilean            Burmese            Urdu

**5. Capitalise the names of days, months, holidays, and special events. Do not capitalise the name of a season unless it is part of a proper noun.**

e.g.: Friday       Easter                   spring  
April       Spring Festival       autumn

**6. Capitalise the names of structures and the names of organisations, such as businesses, religions, government bodies, clubs, and schools. Capitalise a word such as school or club only when it is a part of a proper noun.**

e.g.: the Eiffel Tower                                   Peace Corps Roman  
Catholic   Manny's Fruit Bin  
Visiting Nurse Association                   Drama Club  
the Capitol Society BUT                   a charitable society  
the Kennedy School                           a nearby school

**7. Capitalise trade names. Do not capitalise a common noun that follows a trade name.**

e.g.: Ace laundry detergent       Stuhr books

**Capitalise the names of trains, ships, airplanes, and spacecraft.**

e.g.: the Twentieth Century Limited       Apollo 11

**8. Capitalise the pronoun :**

e.g. Several people have said that I write well.

**9. Capitalise both letters in the abbreviations A.D., B.C., AM., and PM. Capitalise also the two-letter Postal Service abbreviations of state names. Use Postal Service abbreviations only in addresses that include ZIP codes; do not use them in formal writing.**

e.g.: Hawaii HI       Minnesota MN       Washington WA

## Exercise 1.

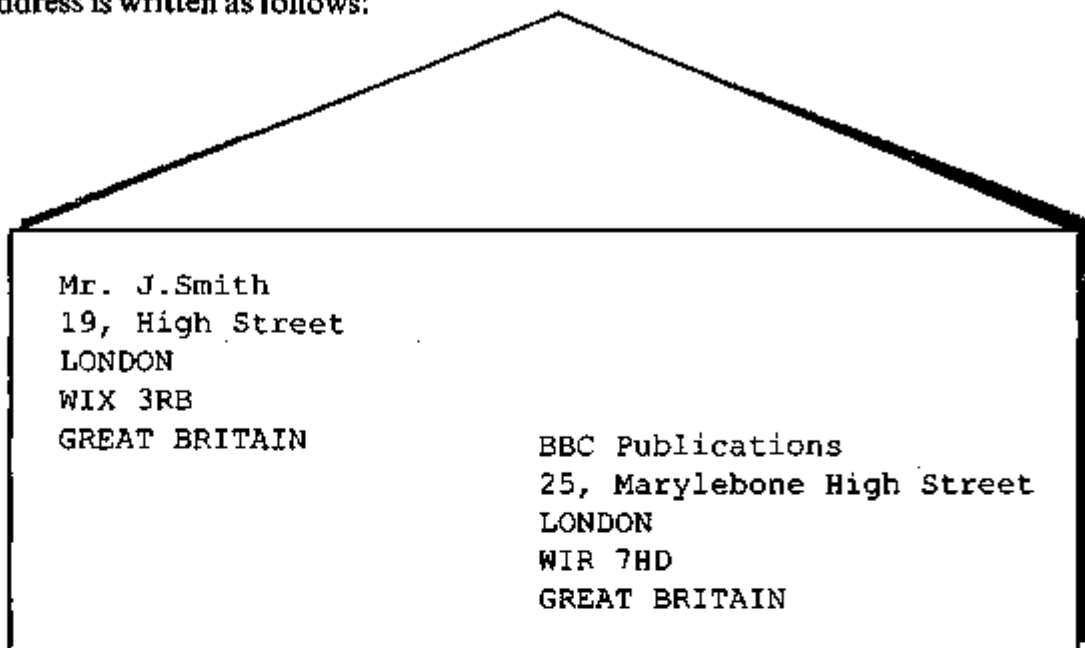
*Read the following sentences. Strike through each letter that should be capitalised and write the capital letter above it.*

1. The strait of gibraltar connects the atlantic ocean and the mediterranean sea.
2. The great lakes of north america were formed by an ancient glacier.



The words "Confidential" or "Personal" should be typed in the bottom left-hand corner or in the upper left-hand corner.

The address is written as follows:



## ***ADDITIONAL PHRASES***

### ***Opening Phrases***

Dear Sirs,...

We greatly appreciate

We thank you for

Many thanks for

Please accept our thanks for

your letter of...

Your letter

stating that...

asking us to do...

requesting us to do...

has been considered

(given proper attention)

In reply / response to your letter of...

We learn from your letter that...

We apologize for / Accept our apology for...

We regret (we are sorry) to learn from your letter of... that...

We have

to point out that...

to remind you that...

pleasure of informing you that...

You are, no doubt, aware that...

### ***Binding Phrases***

We are sure (confident) that...  
We would like to remind you that...  
We find/consider it necessary (important, reasonable) to note...  
Further to the above...  
In addition to the above...  
We would welcome the opportunity...  
It is self-understood...  
It goes without saying...  
In this connection...  
In connection | with your request...  
                  | with the above said...  
The matter / point is...  
In / Under the circumstances...  
In case of | your refusal...  
              | failure to make payment(s)...  
Moreover...  
Nevertheless...  
First of all...  
In fact (actually)...  
Besides...

### ***Closing Phrases***

Awaiting | your early reply...  
           | your affirmative reply...  
           | formal authorization to this effect...  
           | viewpoint on the subject...  
Thanking you in advance for any information you can offer...  
Please, inform us (let us know) in the shortest possible time (at your earliest convenience)...  
We would like to assure you...  
Apologizing for any inconvenience that have been brought about...  
Assuring | you of our utmost attention...  
          | our services at all times...

### **Exercise 3.**

*Do this quiz in pairs:*

1. What documents contain a letterhead?
2. How do you close a letter that begins with 'Dear Sir or Madam' ?
3. How do you close a letter that begins with the receiver's name, e.g. 'Dear Ms Bobson', 'Dear Bob', etc.?
4. When do you use Ms, Mrs, Miss in the letters to a woman?
5. Which expressions are sometimes used to a business associate before closing?

## Exercise 4.

### Comprehension Questions:

1. What letters are included into business correspondence?
2. What are the major elements of a business letter?
3. When is the letter-head used?
4. What does the reference mean in a letter?
5. What information is given in the address?
6. What are the requirements established for the text of business letter?
7. What expressions are used in the salutation of business letter?
8. What should be indicated in the heading of business letter?
9. What should be the subscription in a business letter?
10. What may be enclosed in a business letter?

## Exercise 5.

*Work in pairs. Here are three extracts from letters that break some rules.*

1. *Decide what is wrong with each one and underline any mistakes or faults.*
2. *Rewrite each extract in your own words.*

*I noticed your advertisment in the Daily Planet and I would be gratefui if you could sned me fuzther infomzation about your products My company is considerizing subcontracting some of its office services and I beleive that you may be able ot supply us with a sutiable service. Looking forwaze to hearing form you. Yours faithfally.*

Thank you very much for your letter of 15 January, which we received today. In answer to your enquiry we have pleasure in enclosing an information pack, giving full details of our services. If you would like any further information, do please contact me by phone or in writing and I will be pleased to help. I hope that our services will be of interest to you and I look forward to hearing from you. Yours sincerely,

*There are a number of quezies that I would like to raise about your products and I would be gratefui if you could ask a zeptentative to get in touch with me with a view to discussing; these quezies and hopefully placing an ordet if the quezies are satisfactorily answered.*

## Exercise 6.

*Make your own letters using the "Additional Phrases" (see p.p.26 -27)*

## Exercise 7.

*Name each part of the letter below.*

|   |                                    |
|---|------------------------------------|
| Cray Electronics Company Limited  | 36 Dover Street,<br>London W1X 3RB |
| Telephone: 0716291133 FAX: 0714950022   |                                    |
| Our Ref: BS/MB<br>II Geneen.<br>105 Packard Road,<br>Thamesbank<br>London NW. 22 5HX 19th | 19 th October, 2001                |

Thank you for your letter of the 14th October 2001, in which you requested a brochure on our latest stereo cassette/radio Model ECR/10.

We do not supply brochures ourselves, as this can be done more cheaply and conveniently by our distributors. We have looked at our list of distributors, and find that the nearest to your address is Scott's of 123 High Street. Thamesbank. You may know it.

They stock copies of the brochure you require, and they will give you a copy on demand, free of charge.

We trust that they can be of assistance.

Yours faithfully,  
M.R. Collins  
Sales Department  
Cray Electronics Co. Ltd.

*M.R. Collins*

## Exercise 8.

*Write a letter to your foreign partner, using the additional phrases. In your letter:*

- introduce yourself;
- say 'thank you' to your partner for the information he has given you in the previous letter;
- assure your partner that you are ready for long cooperation with his firm.

## Exercise 1.

*Underline the correct words.*

1. Where's *a/the* fax they sent this morning? I can't find it.
2. I have *an/the* appointment at *a/the* bank.
3. I had *a/the* very good holiday. *A/The* weather was marvellous.
4. I've been working so hard that I need *a/the* break.
5. They are *a/the* largest manufacturers of light bulbs in *a/the* world.
6. *A/The* presentation was *a/the* great success.
7. Can I give you *a/the* lift to the station?
8. I think I need *a/the* new pair of glasses.
9. We need to reach *a/the* decision as soon as possible.
10. There must be *an/the* answer to *a/the* problem.
11. Mike is *an/the* accountant. He works on *another/the other* side of town.
12. His office is *a/the* biggest one in *a/the* building.

## Exercise 2.

*Put either a/an, the or a dash (-) to show no article.*

1. *The* Italians have given us *a* lot of (-) business.
2. ... most people thought that it was ..... very good product.
3. I like to drink ... glass of ... wine in ... evening.
4. I wish I could speak ... English like ... English.
5. As soon as ... Helen gets off ... plane, ask her to give me ... call.
6. ... smoking is not permitted in this area.
7. There's ... visitor at ... reception desk.
8. When I arrived at ... airport, I had ... drink and waited for ... flight.
9. I want ... action, not ... words.
10. ... person with ... MBA usually gets ... good job.
11. I'll get you ... coffee from ... machine.
12. Marie comes from ... France.

## Exercise 3.

*Translate into English.*

1. Котра година? — 10.45.
2. Коли відлітає літак? — О 16.30.
3. Коли прибуває містер Браун? — О 9.40.
4. Коли відїжджає автобус? — О 7.10.
5. Коли ви зустрічаєте містера Сміта? — О 14.45 завтра.

## Exercise 4.

*Put prepositions in, about, for, from, at, of, to, with into the sentences.*

1. We thank you ... your letter of the 14th October 2001.
2. We learn ... your letter, that you are greatly interested ... receiving our goods.
3. We have pleasure ... offering you the best samples... our production.
4. In connection ... your request we will send you a catalogue ... our firm.
5. I spoke ... our staff ... the warehouse and was informed that ... that time they had no idea as ... when that item would become available.

## Exercise 5.

*Put a, the into the gaps, where it is necessary.*

Mr Ivanenko is (1) ... businessman. He lives in (2) ... Ukraine. He works in (3) ... Utel-Company in (4) ... Kyiv. He often goes on (5)... business to (6) ... England. He is flying to (7)... London tomorrow. His ticket is on (8) ... desk, together with (9) ... passport and (10)... traveller's cheques.

## Exercise 6.

*Put underlined words into the plural form.*

1. He is a businessman.
2. I received a photo of this city.
3. Send the fax to him.
4. A big company needs a well-qualified manager.
5. The delivery must not be delayed, it's the duty of your firm.
6. Sales representative must be a creative person.

## Exercise 7.

*Complete the sentences with the word a, an, some, much or many.*

1. That's *a* good idea.
2. Well, that's ..... progress, I suppose.
3. We do some business in Poland, but not .....
4. We have a few customers in Poland, but not .....
5. I'd like to make ..... inquiry about training courses you offer at your college.
6. Can I have ..... information about trains to Paris?
7. I'll see you in an hour. I don't have ..... more e-mails to write.
8. I'll see you in an hour. I don't have ..... more work to do.
9. Do you have ..... trouble with the unions in your factory?
10. Do you have ..... difficulties with the unions in your factory?
11. I need to claim ..... expenses for my trip last month.
13. We didn't study ..... economics at university, just a little.

## Exercise 8.

*Underline the correct words.*

1. *How much/How many* pages are there on your website?
2. *Is/Are* there *many/much* banks with a head office in Geneva?
3. *Is/Are* there *many/much* traffic in Geneva?
4. *How much/How many* information have we got about this company?
5. Where *is/are* the goods we ordered?
6. There *is/are* some people waiting for you in reception.
7. We bought some new *equipment/equipments* last month.
8. We bought some new *machine/machines* last month.
9. This is an *equipment/a piece of equipment* that controls the speed of rotation.
10. This is a *machine/a piece of machine* that controls the speed of rotation.
11. He gave me *an/some* advice which *was/were* really useful.
12. I'm afraid we haven't got *much/many* time.
13. The news *is/are* on at nine. There may be *an/some* information about Davos.
14. We have *some/any* blue ones in stock, but we don't have *some/any* red ones.
15. You can choose *some/any* colour you want.

## Exercise 9.

*Look at the underlined noun in each sentence. Write S if it has a specific, countable meaning, or G if general, uncountable meaning.*

1. a) Do you see this material? This is unbreakable glass. (G)  
b) What a beautiful wine glass! Where did you get it? (S)
2. a) In this job, experience is more important than qualifications.  
b) This is going to be an experience I'll remember for a long time.
3. a) Claire runs a business designing company websites.  
b) It's not good for business when interest rates are too high.
4. a) You should meet Mark - he's had a very interesting life.  
b) Life is complicated sometimes.

## Exercise 10.

*Underline the correct words in this dialogue.*

*Angela:* Jack, have you got (1) a/some moment for a chat?

*Jack:* Of course, go ahead. Now's a good time.

*Angela:* There (2) is/are (3) an/some important work that we need to do over the next few months. It should be (4) an/some interesting job, and I think you're the best (5) person/people to do it.

*Jack:* Oh, really?

*Angela:* Yes. Well, (6) an/a piece of empty land has come onto the market on the other side of the town.

- Jack:* Uh, huh ...
- Angela:* And, as you know, we haven't got (7) *many/much* space at our present site. Well, we think it's (8) *an /some* ideal opportunity to expand.
- Jack:* Yeah. We don't have much room here.
- Angela:* Well, we're thinking about building completely new offices. We'd like you to do (9) *a/some* research on the whole idea, and then write (10) *a/some* report on whether to go ahead or not. Are you interested?
- Jack:* Well, I haven't got (11) *much/many* experience of this kind of thing. I ...
- Angela:* I know, but there really isn't anyone else here who is suitable.
- Jack:* Oh ...
- Angela:* And we need to make (12) *a progress /progress* on this as quickly as possible. We're taking on fifteen new people in March.
- Jack:* Um, right, but there (13) *is/are* (14) *many/a lot of* (15) *information/ informations* to collect. I ...
- Angela:* Well, with this new responsibility we might consider reviewing your salary.
- Jack:* Well, OK, it sounds like (16) *an/a* interesting challenge. I'll do it.

## Exercise 11.

Underline the correct words.

1. Spoke you / Did you speak with Lara yesterday?
2. What did Lara say / said when you spoke to her?
3. A: Do you like Sprite?  
B: Yes, I like. / Yes, I do.
4. How works this machine? / does this machine work?
5. Who set up Microsoft / did set up Microsoft?
6. When set up Microsoft / did Microsoft set up?
7. Who did telephone me / telephoned me this morning?

## Exercise 12.

Write a question for each answer.

- |                             |  |
|-----------------------------|--|
| 1. When do you get to work? | Get to work? At about 8.30 usually.        |
| 2. ....                     | Done! I haven't done anything!             |
| 3. ....                     | The report? I put it over there.           |
| 4. ....                     | Here? I stay here because the pay is good. |
| 5. ....                     | Yesterday? I was feeling awful.            |
| 6. ....                     | Staying? I'm staying at the Ritz.          |
| 7. ....                     | Report to ? I report to Bob Taylor.        |
| 8. ....                     | This bag? I think it's Helen's.            |



## Text 1.

### **Exercise 1.**

*Read the article and choose one of these titles for it:*

When in Rome...  
Travelling abroad  
Good manners, good business

Problems that business people face  
Doing business in Europe  
I didn't mean to be rude!

Nobody actually wants to cause offence but, as business becomes ever more international, it is increasingly easy to get it wrong. There may be a single European market but it does not mean that managers behave the same in Greece as they do in Denmark.

In many European countries handshaking is an automatic gesture. In France good manners require that on arriving at a business meeting a manager shakes hands with everyone present. This can be a demanding task and, in a crowded room, may require gymnastic ability if the farthest hand is to be reached.

Handshaking is almost as popular in other countries — including Germany, Belgium and Italy. But Northern Europeans, such as the British and Scandinavians, are not quite so fond of physical demonstrations of friendliness.

In Europe the most common challenge is not the content of the food, but the way you behave as you eat. Some things are just not done. In France it is not good manners to raise tricky questions of business over the main course. Business has its place:

after the cheese course. Unless you are prepared to eat in silence you have to talk about something — something, that is, other than the business deal which you are continually chewing over in your head.

Italians give similar importance to the whole process of business entertaining. In fact, in Italy the biggest fear, as course after course appears, is that you entirely forget you are there on business. If you have the energy, you can always do the polite thing when the meal finally ends, and offer to pay. Then, after a lively discussion, you must remember the next polite thing to do — let your host pick up the bill.

In Germany, as you walk sadly back to your hotel room, you may wonder why your apparently friendly hosts have not invited you out for the evening. Don't worry, it is probably nothing personal. Germans do not entertain business people with quite the same enthusiasm as some of their European counterparts.

The German are also notable for the amount of formality they bring to business. As an outsider, it is often

difficult to know whether colleagues have been working together for 30 years or have just met in the lift. If you used to call people by their first names this can be a little strange. To the Germans, titles are important. Forgetting that someone should be called Herr Doctor or Frau Direktor might cause serious offence. It is equally offensive to call them by a title they do not possess.

In Italy the question of title is further confused by the fact that everyone with a university degree can be called Dottore — and engineers, lawyers and architects may also expect to be called by



their professional titles.

These cultural challenges exist side by side with the problems of doing business in a foreign language. Language, of course, is full of difficulties — disaster may be only a syllable away. But the more you know of the culture of the country you are dealing with, the less likely you are to get into difficulties. It is worth the effort. It might be rather hard to explain that the reason you lost the contact was not the product or the price, but the fact that you offended your hosts in a light-hearted comment. Good manners are admired: they can also make or break the deal.

## Exercise 2.

*Decide if these statements are true or false, according to the writer:*

1. In France you are expected to shake hands with everyone you meet.
2. People in Britain shake hands just as much as people in Germany.
3. In France people prefer talking about business during meals.
4. It is not polite to insist on paying for a meal if you are in Italy.
5. Visitors to Germany never get taken out for meals.
6. German business people don't like to be called by their surnames.
7. Make sure you know what the titles of the German people you meet are.
8. Italian professionals are usually addressed by their titles.
9. A humorous remark always goes down well all over the world.

## Exercise 3.

*Discuss these questions:*

- Which of the ideas in the article do you disagree with?
- What would you tell a foreign visitor about “good manners” in your country?
- How much do you think international business is improved by knowing about foreign people's customs?

## Text 2.

### **ENGLISH: THE LANGUAGE OF MILLIONS**

*Business English is not a subject of study with a solid base. It is an evolving practice which appears in many guises around the world and which takes a variety of forms according to local conditions and requirements. Business English arises from two expediencies: the need for a means of communication between those wishing to do business internationally, and the language used for this communication — English.*

*Nick Breiger*

Job advertisements in quality European newspapers sometimes ask for a 'good working knowledge' of English. Nowadays, large international companies often use English to communicate between offices and subsidiaries in different countries. 75% of all letters and telexes are in English and 80% of all information in the world's computers is in English, so organizations need employees who speak good English. European professionals feel that English sometimes helps them to get a new job. It is usually a passport to more money, more travel, and more interest in their work.

Why is English so important as an international language? The statistics answer the question. About 350 million people speak English as a first language and another 300 million use English as a second language. It is the official or semi-official language in more than 60 countries and of many international

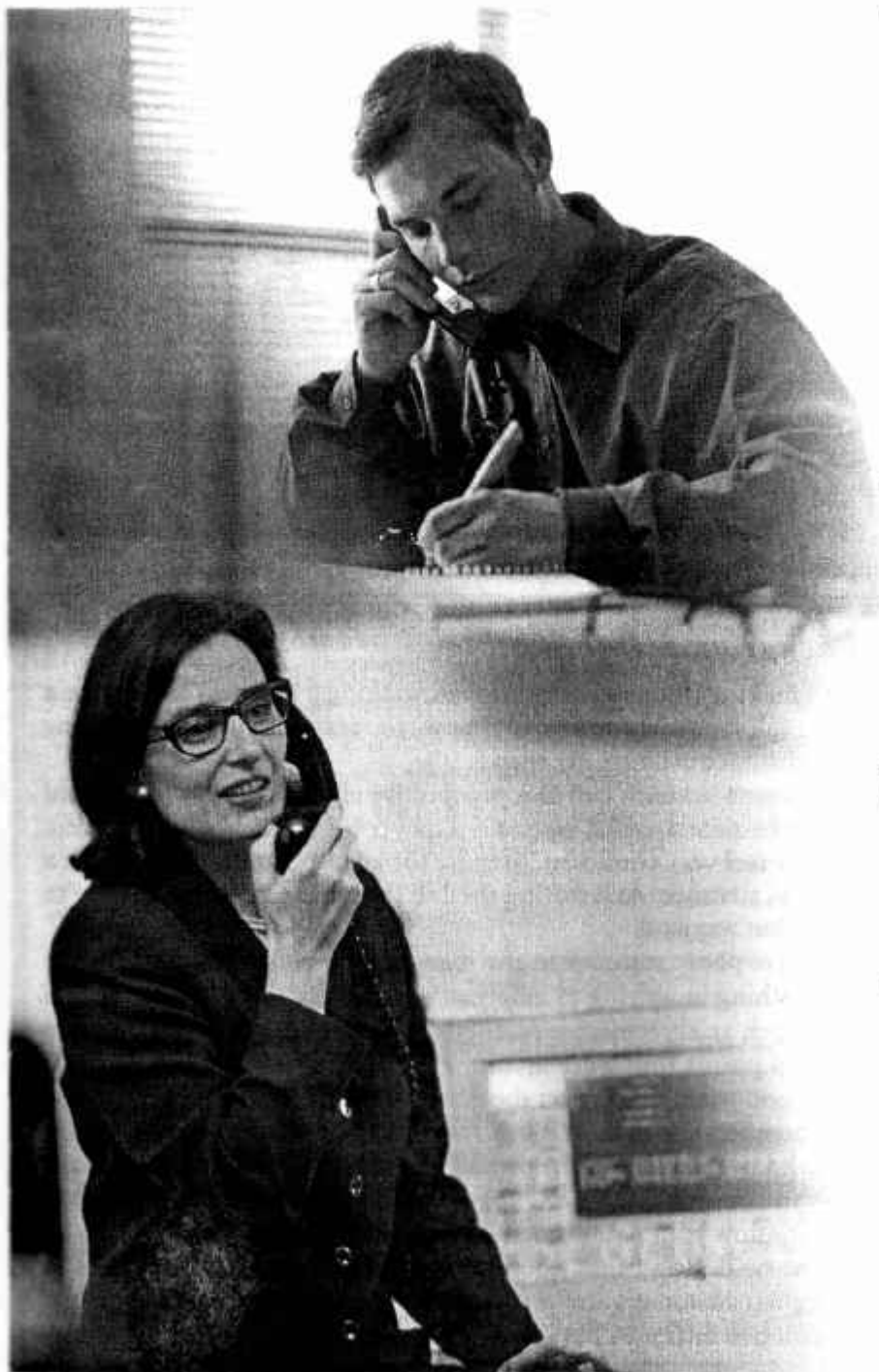
organizations. The International Olympic Committee, for example, always holds meetings in English. Air traffic control and communication at sea around the world is always in English.

International English has a rich and growing vocabulary. Many everyday words come from other languages. Umbrella, for example, comes from *ombra*, the Italian word for shade. English speakers get their breakfast marmalade from the Portuguese word *marmelada*. There are Spanish words in English including *cargo* and *macho*; German gives the English language the words *hamburger* and *quartz*; and French provides *liaison*, *elite* and *café*.

English helps the business world to communicate across national borders. Many international companies provide language training programmes for employees. They know that English is a passport to a successful future. It is the language of millions.

## Unit 2.

# TELEPHONING



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### COMMUNICATION PRACTICE

Guided Conversations:

— *Telephone*

*Conversations With  
the British Firm*

— *Reserving a Room  
at the Hotel*

Telephone  
Conversational Formulas

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### BUSINESS CORRESPONDENCE

Business Trip  
Arrangements

Letter of Invitation

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### GRAMMAR PRACTICE

Numerals

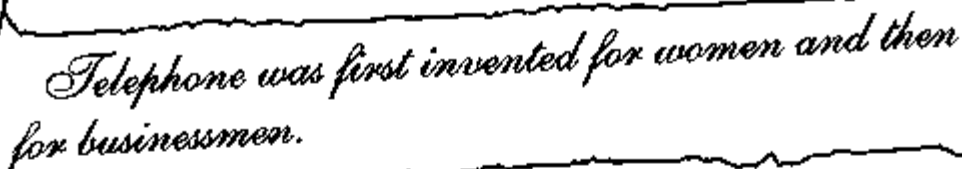
Verb Tenses: Present

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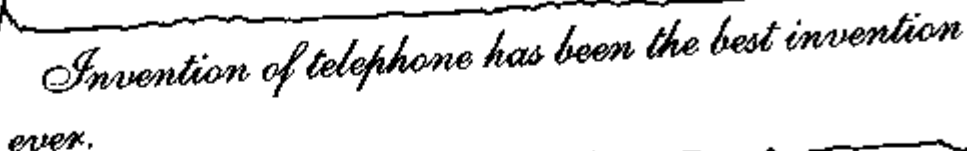
### READING

Internet

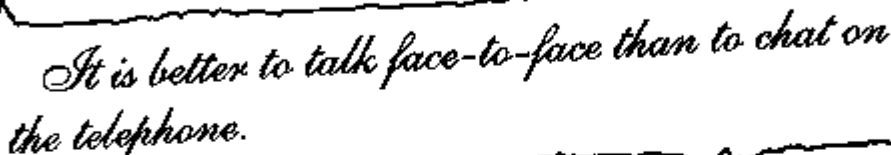
Computer Culture



*Telephone was first invented for women and then for businessmen.*



*Invention of telephone has been the best invention ever.*



*It is better to talk face-to-face than to chat on the telephone.*



### **Background Information**

If you don't have experience of making phone calls in English, making a business call can be a worrying experience. If you have to call someone you already know, you may actually enjoy making the call – but remember that long-distance calls are expensive.

Or you may have to make a first-time business call to a prospective client: not easy in English! Making a phone call to a stranger can be quite stressful, especially if they speak English better than you.

Most business people, unless they feel very confident, prepare for an important phone call in a foreign language by making notes in advance. And during the call they make notes while they're talking to help them to remember what was said.

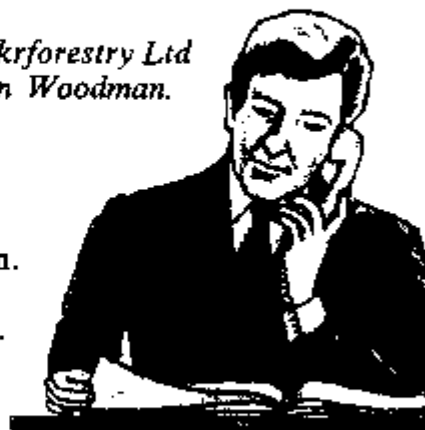
Although it's quick and convenient to phone someone to give them information or to ask questions, the disadvantage is that there is nothing in writing to help you to remember what was said. It's essential to make notes and often when an agreement is reached on the phone, one of the speakers will send a fax to confirm the main points that were made.

As it's so easy to be misunderstood when talking on the phone it's a good idea to repeat any important information (especially numbers and names) back to the other person to make sure you've got it right. Always make sure you know the name of the person you're talking to. If necessary, ask them to spell it out to you, so that you can make sure you've got it right – and try to use their name during the call. And make sure they know your name too.

It's important to sound interested, helpful and alert when answering the phone. You may have to make or receive calls to or from regular customers and prospective customers, so a good telephone manner not only makes an impression in business, but it also helps to make money.

## Guided Conversation

*Viktor Maliarchuk, the new Commercial Director of Ukrforestry Ltd is going to England on business. He telephones Stephen Woodman. Viktor asks John to reserve a room at a hotel.*



### Telephone Conversation with the British Firm

*Secretary:* Forestry Equipment. Can I help you?

*Viktor Maliarchuk:* I'd like to speak to Mr Woodman.

*S.:* Mr Woodman? Who's calling, please?

*VM:* This is Viktor Maliarchuk, from Ukrforestry Ltd.

*S.:* Hold on, please. I'll find out if he is in.

*VM:* What is it, Miss Barton?

*S.:* Mr Maliarchuk wants to talk to you, sir.

*Stephen Woodman:* I'm very busy at the moment. Will you ask him to phone later?

*S.:* Certainly, sir.

*SW:* Oh... wait a minute, Miss Barton. Who is Mr Maliarchuk?

*S.:* He said he was from Ukrforestry Ltd.

*SW:* From Ukrforestry Ltd? ...Oh, ask him what his telephone number is. I'll ring him back.

*S.:* Hello? This is Mr Woodman's secretary speaking.

*VM:* Yes... Maliarchuk, here.

*S.:* I'm sorry, Mr Woodman's very busy at the moment. Could you tell me your telephone number, Mr Maliarchuk? Mr Woodman will call you back later.

*VM:* Of course. Double five-nine-three-six-four-two.

*S.:* ...and where are you calling from?

*VM:* From Kyiv, Ukraine.

*S.:* Could you tell me the code for Kyiv?

*VM:* Three-eight-o-double-four.

*S.:* Thank you, Mr Maliarchuk.

\*\*\*

*SW:* Hello? Is that Ukrforestry Ltd?

*VM:* Yes.

*SW:* This is Stephen Woodman from Forestry Equipment. May I speak to Mr Maliarchuk?

*VM:* Yes. Maliarchuk speaking...

*SW:* Did you want to speak to me?

*VM:* Yes, Mr Woodman. I'm the new Commercial Director of Ukrforestry Ltd, I have a pleasure in informing you that we have carefully studied your materials and decided to accept your proposal.

*SW:* Thank you, Mr Maliarchuk.

*VM:* I am planning to come to London and discuss with you the main points of our agreement in detail.

- SW:* When are you going to come?  
*VM:* On Wednesday, next week.  
*SW:* That's fine. Are you going to travel by air?  
*VM:* Of course. The Ukraine International Airlines Flight from Kyiv arrives at Heathrow Airport at about 10 o'clock, as far as I know.  
*SW:* O.K. We'll meet you at the airport.  
*VM:* Thank you, Mr Woodman. Which hotel in London do you recommend?  
*SW:* I'd recommend the Northern Star Hotel. It's very nice and isn't very expensive. Shall we reserve a room for you?  
*VM:* Yes. If it isn't too much trouble. I'd like to book a single room with a bathroom for three nights.  
*SW:* O.K. Remember me to Mr Petrenko.  
*VM:* Certainly, I will.  
*SW:* Goodbye, Mr Maliarchuk. Have a good trip.  
*VM:* Goodbye, Mr Woodman. See you next week.

### **Reserving a room at the hotel**

- Receptionist:* Hello. Northern Star Hotel. Can I help you?  
*Secretary:* Yes. I'd like to reserve a single room with a bathroom, for three nights, from Wednesday, the 12th of November, to Friday, the 14th of November, inclusive.  
*Receptionist:* Let me see... Yes, sir. A single room for three nights with English breakfast, is that right?  
*Secretary:* Yes, that's right.  
*Receptionist:* What is your name, please?  
*Secretary:* It's for Mr Maliarchuk.  
*Receptionist:* Could you spell it, please?  
*Secretary:* Yes, of course. M-A-L-I-A-R-C-H-U-K.  
*Receptionist:* Thank you, sir.  
*Secretary:* Shall I send a deposit?  
*Receptionist:* No. It isn't necessary, sir.  
*Secretary:* Thank you very much.

## **TELEPHONE CONVERSATIONAL PHRASES**

- Speaking.  
 This is (Taylor) calling.  
 Ivanenko speaking.  
 Who's calling, please?  
 Could you put me through to Mr. ... ?  
 I'm putting you through.  
 The line is engaged.  
 Can you hold on?  
 I'll see if he is in.  
 Mr. ... is on the other line.  
 Mr. ... is out at the moment.

Could you take a message?  
Will you spell your name?  
Could I speak to Mr ... , please?  
Hold on, please, the number is engaged.  
Hold the line, please. . .  
Is there any message?  
I'll call back later.  
Your voice is fading and there's some background noise interfering.  
We had a very bad connection.  
I want to book a call to /to place a call/ at New York for 8 p.m.  
What number are you calling from?  
I'm terribly sorry that you have been disconnected.  
I'll call you back as soon as there is another circuit open.  
I'll ring you as soon as I have your number again.  
You've got the wrong number.  
Sorry to have troubled you.  
I'm sorry to have bothered you.  
That's quite all right.  
There is no one by name of Smith here.  
Mr ... is not available.  
Can you speak louder, please? I can't hear you.  
Can you speak slower, please? I can't follow you.  
Can you say it again?  
My office number is 66-75-43.  
The telephone is quite dead.  
The city is not on STD (Subscriber Trunk Dialling)  
ISD (International Subscriber Dialling)

## Illustrative Dialogues

1. — Can I speak to Mr Spider, please?  
— Hold the line, please.
2. — Could I talk to Frank Black, please?  
— Hang on a moment. I'll just see if he is in.
3. — Sorry, Mr White is out. Can I take a message?  
— It's Tom Buller here. Would you ask him to call back?
4. — Sorry, Mr Black is not here. But he'll be back soon.  
— Can you tell him to ring me up when he gets back?  
— OK!
5. — Can I have your name, please?  
— Smith.  
— Sorry, would you spell it?  
— OK. S-M-I-T-H.



**Telephone techniques:**

- Identify yourself by giving your name and your position in the company.
- Make sure you're talking to the right person.
- Say right away you're calling about. Be brief, and don't waste time.
- If it's a bad line, say that you'll call back at once. Then start the call again.
- Speak slowly and clearly, but in a friendly voice. Smile while you're speaking. Your listener can 'hear' your smile.
- Don't try to be funny — you may be misunderstood.
- Don't use technical terms or abbreviation, because the other person may not understand these as well as you do.
- Give important information, like figures, names, quantities, dates and so on, slowly and carefully.
- Don't interrupt the other person even if you think you know what he or she is going to say, let them finish what they want to say.
- Don't phone during the other person's lunch hour — find out what time it is in the other country before you call.
- Note down all the important information you're given by the other person.
- Send a following-up fax or letter to confirm any important details (especially prices and numbers), so that you both have a written record of them.

**Exercise 1.**

*Say in English the following telephone numbers:*

489-00-01      401-08-09      441-10-07

**Exercise 2.**

*Read and translate the text. Then answer the comprehension questions.*

**TELEPHONE INSTRUCTIONS****Making a call:**

- First check the code (if any) and number.
- Lift the receiver and listen to a dialling tone (a continuous purring).
- Dial carefully and allow the dial to return freely.
- Then wait for another tone:
  - a ringing tone means the number is being called;
  - an engaged tone (a repeated single tone), try again a few minutes later;
  - number unobtainable tone (a steady tone), replace the receiver, recheck the code and number and then redial.
- At the end of the call replace the receiver securely.

**When answering the telephone:**

- Always give your name or name of the office or your telephone number.
- If you hear a series of rapid pips, the call is coming from a coinbox telephone. Wait until the pips stop and then give your name or telephone number.

**When making a call from a coin-box telephone:**

- First drop a coin piece (or pieces) into the slot.
- Lift the receiver and listen to a dialling tone.
- Dial your number.
- On hearing ringing tone, which means that the line is free, wait until your call is answered.

**Trunk-Call via operator**

When booking a trunk-call:

- Give the country, the place concerned and the number you want your call to be connected with.
- Say what kind of call you want to book.
- Indicate the duration of your call if possible.
- Give your name and telephone number.

**Subscriber Trunk Dialling (STD):**

— Keep in your personal telephone directory an up-to-date list of dialling codes and/or number of people you are likely to call. This will save your time in future.

When you dial do not pause too long between digits.

— If you hear a recorded announcement telling you that the trunk line is engaged, replace the receiver and try again later.

— Answer your telephone promptly, giving your name or the name of the office or telephone number. This saves the time and helps the caller.

**International Subscriber Dialling (ISD).**

You can dial for yourself calls to most places in Europe and America.

— First dial the code of the country or the place concerned and then the subscriber's number.

— If you wish to know the code for a place which is not shown in the Telephone Directory, ask the exchange operator.

— When dialling to Europe or America do not pause more than two or three seconds between digits, especially the last few digits. You will often hear nothing for half a minute or a little longer after dialling.

— Do not replace the receiver before you have given the equipment time to connect the call. Sometimes you may hear a series of very rapid pips. It means that the automatic equipment is putting your call through and asks you to hold on.

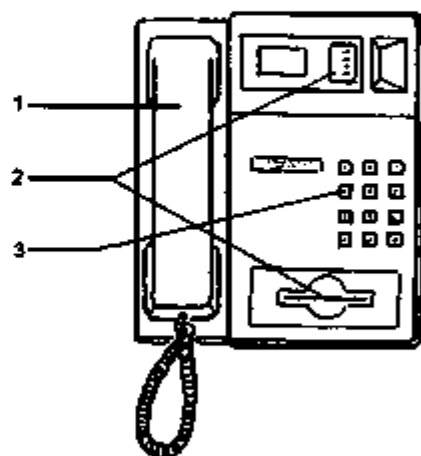
*Note:* Code is a system of figures used before telephone numbers of cities and countries which have been changed to all-figure numbers. For example, for numbers in New York City dial: 0-01 212 followed by the last seven digits of the number of the customer you require.

## COMPREHENSION QUESTIONS

1. What should you do if you want to make a call from your telephone?
2. What do you say when you answer the telephone?
3. What do you do when you make a call from a coin-box telephone?
4. What should you do to get the best from STD?
5. What are the advantages of Subscriber Trunk Dialling?
6. What information is to be given when a trunk-call is booked?

**A public/pay telephone might be coin operated or could be a card phone.**

1. lift the receiver
2. insert (=put in) coins or a phone card into the slot
3. dial the number by pressing the buttons



### Exercise 3.

- A. *Fill the gaps with the phrases from the list which fit best in the following sentences:*

|                  |                    |                    |                |
|------------------|--------------------|--------------------|----------------|
| <i>be over</i>   | <i>get through</i> | <i>look up</i>     | <i>hang up</i> |
| <i>call back</i> | <i>give up</i>     | <i>pick up</i>     |                |
| <i>cut off</i>   | <i>hang on</i>     | <i>put through</i> |                |

1. The phone's ringing. Why don't you ..... the receiver?
2. I'm afraid she isn't available at the moment. Can you ..... later?
3. Can you ..... their number in the directory, please?
4. I'm afraid she's with a client, shall I ..... you ..... to her secretary?
5. Hello? Are you still there? I think we were ..... for a moment.
6. Mr Green never seems to be in his office. I've been trying to ..... to him all morning.
7. Could you ..... for a moment? I'll just find out for you.
8. If the telephonist says 'Thank you so much for calling' and plays me that awful electronic music again, I'll .....
9. If you get a wrong number, it's polite to say 'I'm sorry, I've dialled the wrong number' before you .....
10. If an American telephonist asks 'Are you through?', she wants to know if your call .....

- B. *Substitute the phrases from the previous box for the following ones:*

|              |            |                 |                      |
|--------------|------------|-----------------|----------------------|
| be finished  | lift       | return the call | replace the receiver |
| connect with | disconnect | stop trying     |                      |
| find         | reach      | wait            |                      |

#### Exercise 4.

- A. Work in groups of three, read the conversation aloud. In this kind of telephone conversation there is a great deal of informal idioms. Before you translate it pay attention to "NOTES" given after the dialogue.

### BUSINESS AND COMMERCE.



*Operator:* Good morning. Hawles Engineering. Can I help you?  
*Mr Weston:* I'd like to speak to Mr James Marsh, please, I think it's extension forty-seven.  
*Operator:* Who's calling, please?  
*Mr Weston:* My name is Weston. I'm from Plant Installations Limited.  
*Operator:* Will you hold the line for a moment, Mr Weston? I'll see if Mr Marsh is free.  
*Mr Weston:* Yes, thank you.  
*Mr Marsh:* Hello. Marsh speaking.

*Operator:* Oh, hello, Mr Marsh. I've got a Mr Weston from Plant Installations, on the line. Can you speak to him now?

*Mr Marsh:* Oh, yes. Thank you. Put him through, please.

*Operator:* You're through now, Mr Weston.

*Mr Marsh:* Hello, Mr Weston. What can I do for you?

*Mr Weston:* Good morning, Mr Marsh. You'll remember that our surveyor took another look at the floor of your main polishing shop last week.

*Mr Marsh:* Yes.

*Mr Weston:* Well I've just got his report, and I thought I'd let you know the result.

*Mr Marsh:* Splendid. That was quick work.

*Mr Weston:* Yes, it was quite quick, wasn't it? And you'll be pleased to know that he's been able to confirm what he said in his original report.

*Mr Marsh:* Has he? Oh, good.

*Mr Weston:* Yes, he says that the subsidence hasn't gone any further since he first inspected the floor, and that there's no need to increase the strengthening measures he recommended.

*Mr Marsh:* Well I'm very pleased to hear that, Mr Weston. You've taken a load off my mind.

*Mr Weston:* Yes, I'm glad it won't be necessary to hold things up on account of the floor. I'll confirm all this in writing of course, but I thought that I'd let you know as soon as possible in the hope that we could agree on a definite starting date.

*Mr Marsh:* Yes, of course.

*Mr Weston:* If we can fix that, then I can go ahead with arrangements here.

*Mr Marsh:* Well it'll take us about two days to finish off the outstanding work in the plating and polishing shops, and then you can have a free hand to begin your operations. How does that suit you?

*Mr Weston:* Two days. That brings us to Thursday morning, doesn't it?

*Mr Marsh:* Thursday, yes.



- Mr Weston:* And I did understand you say we could continue working at week-ends.
- Mr Marsh:* Yes, that's right.
- Mr Weston:* Well in that case Thursday morning will suit us very well. I'll put it in hand straight away.
- Mr Marsh:* Good.
- Mr Weston:* Now there is one other matter that I'd like to discuss briefly with you if you can spare the time. I'm not keeping you from anything, am I?
- Mr Marsh:* No, I do have a meeting in about half an hour, but I'm at your disposal until then, so please carry on, Mr Weston.
- Mr Weston:* Well, this is a point which concerns the outlet duct for the main ventilator.
- Mr Marsh:* Ah, yes. You asked to be sent the final plans, didn't you? Did you get those?
- Mr Weston:* Yes, thanks. Your secretary sent them on to me. Now I see from the plans that you intend the duct to be placed alongside an existing chimney. Do you recall that?
- Mr Marsh:* Mm. That's right.
- Mr Weston:* Well, what I'd like to know is whether the chimney's strong enough to support the duct, or whether we shall have to construct independent supports. Now unfortunately, at the time of our survey, we didn't think to inspect the chimney.
- Mr Marsh:* No, of course, because at that stage we still hadn't decided exactly where the duct was to go.
- Mr Weston:* Quite. So can you give me any idea of the strength of the chimney? You see, if we can use it as a support and bolt the duct brackets directly to it, it'll mean a simpler job and it should also save a certain amount of time.
- Mr Marsh:* And it'll be cheaper, too.
- Mr Weston:* Yes, quite a bit cheaper, in fact.
- Mr Marsh:* Mm. Well, all I can tell you at the moment is that the chimney was only built a couple of years ago, and is in good structural condition. What I can't tell you, with any degree of certainty, is whether it'll stand up to the kind of stress you're proposing to put on it. As far as I can remember it's a pretty strong job, so it should be all right.
- Mr Weston:* Yes. Well, it looks quite strong on our plans, but I can't really tell, because they're not sufficiently detailed.
- Mr Marsh:* No. Well, look, Mr Weston, I think we'd better not take any risks over this. I'll call in a building expert and get him to examine the chimney, and perhaps you'll be good enough to send me brief details of the loadings involved and the kind of brackets you're thinking of using and so on. And I'll put them in front of him and see what he thinks.
- Mr Weston:* Yes, I can get that in the post this evening.
- Mr Marsh:* You can? Fine.
- Mr Weston:* Well, that answers my question, Mr Marsh. Thank you very much.
- Mr Marsh:* Not at all. And thank you for letting me know about the report so quickly. I'll get things moving here, and we'll expect your men to start work on Thursday morning.
- Mr Weston:* Yes, they'll be there. Good-bye, Mr Marsh, I'll, be in touch again when the work's started.
- Mr Marsh:* Bye, Mr Weston.

## NOTES

1. **free:** unoccupied
2. **Marsh speaking:** the generally accepted formal way for a man to announce himself on the telephone is for him to use his surname only, omitting the title Mr. An alternative, perhaps slightly less formal, would be to use the Christian name as well, which is generally accepted in American English, e.g. This is James Marsh speaking.
3. **a Mr Weston:** the fact that the operator uses the indefinite article with the name indicates that she does not know the caller.
4. **surveyor:** інспектор.
5. **Splendid:** an exclamation of approval which may sound to some people just a little too hearty or pompous
6. **you'll be pleased to know:** a fixed phrase which would be more appropriate in written English. It is one of the phrases which adds formality to this conversation, and would be unlikely in informal telephone conversations.
7. **subsidence:** осадка
8. **You've taken a load off my mind:** this phrase is colloquial, and is used by someone who has had a cause for worry or anxiety removed.
9. **to hold things up:** to delay proceedings (затримувати роботу)
10. **the outstanding work:** work that has not yet been completed. Contrast the frequent use of "outstanding" to imply "of outstanding merit, qualities", etc., as in "He is an outstanding man in every way", "She has done some outstanding work at school".
11. **the plating and polishing shops:** лакувальний та полірувальний цехи
12. **then you can have a free hand:** the sense is that there will be complete freedom from any hindrance: the "hands" of the workmen will be "free".
13. **That brings us to Thursday morning:** note that idiomatic use of "bring" in such sentences as "That brings us to the next item to be discussed".
14. **I'm not keeping you from anything:** the meaning here is "I'm not preventing you from doing anything else (by talking to you)".
15. **I do have:** note the use of "do" here, making the verb emphatic. The effect of the emphasis is softened, however, by the following clause beginning with *but*.
16. **at your disposal:** prepared to carry on the conversation. A bit of business phraseology.
17. **carry on:** continue.
18. **look, Mr Weston:** note this rather informal use of the imperative "look" as a signal that the speaker wishes to call attention to a proposition or a statement he is about to make.
19. **loadings:** нагрузка
20. **Not at all:** one of the very few ways in English of replying to someone who has just said "Thank you". For some people it has faintly comic overtones, and these are stronger with the comparable formula "Don't mention it". Normally, no reply to "Thank you" is absolutely necessary, but many people feel happier if they say something like "That's all right", "Pleased to help", "Glad to be of assistance", etc.
21. **get things moving:** an informal way of saying "order work to start"

### Exercise 4\*

B. *Perform the telephone conversation as close to the text as possible.*

## Exercise 5.

Fill the gaps with suitable words from the list.



|                              |  |
|------------------------------|--|
| area code                    | collect call (US) / transferred charge call (GB) |
| busy (US) / engaged (GB)     | person-to-person call (US) / personal call (GB)  |
| dialing (US) / dialling (GB) | ringing  |
| off the hook                 |  |

1. To make a call: first listen for the ..... tone and dial the number.
2. With any luck, you'll hear a tone telling you that the number is .....
3. If the other phone is being used you'll hear the ..... tone.
4. To make an international call: first dial the international code, then the country code, then the ..... and finally the number you require.
5. If you want the other person to pay for the call you can make a .....
6. If you want to talk to a particular person you can make a .....
7. If you don't want to be interrupted, you can leave the phone .....

## Exercise 6.

Your business partner is calling you. Make up a conversation:

- A) запитайте англійською, яку компанію він представляє;
- B) вибачтесь, скажіть, що ви зайняті і попросіть його подзвонити вам пізніше;
- C) запитайте, з якого міста він вам телефонує, який його телефонний номер і код міста;
- D) скажіть, що зателефонуєте йому через 2 години.

|   |   |
|---|---|
|  |  |
| Message for _____   |   |
| Caller's name _____   |   |
| Company _____   |   |
| Number _____  |   |
| Please call _____   |   |
| Caller will phone back _____  |   |

## Exercise 7.

Read the conversation. Suggest a suitable word for each gap.

- Andy: Hello, Andy Carman .....
- Cathy: Hello, Andy. It's Cathy again. I'm ..... about the meeting next week. I'm sorry, ..... but Piet isn't ..... at the time we arranged, he's got another ..... But he's ..... later on. Would four o'clock be ..... for you?
- Andy: So that's four o'clock ..... of two fifteen?
- Cathy: Yes. Is that time ..... for you?
- Andy: Yes, that's .....
- Cathy: Oh, good. So, we look forward to seeing you next Tuesday, then. Goodbye, Andy.

## Exercise 8.

*Read the article for getting some information.*

### FORMAL AND INFORMAL TELEPHONE CONVERSATIONS

The language used for speaking on the telephone is basically very similar to that of ordinary conversation, but limited in certain important respects by the special situation, which imposes a number of restrictions. Attention may be called to some of the chief differences between formal and informal telephone conversations. The most notable difference is that a formal telephone conversation is conducted at a much more formal level because the people speaking, are taking care to maintain the high level of politeness usually felt appropriate in this kind of discussion. Another difference is that the formal

discussion is very precise and factual, keeping to the point and never straying off into the chatty vagueness which is found at times in informal telephone conversations. Finally, there is of course a considerable difference in the vocabulary, with more technical terms than one would expect to find in the average informal telephone conversation, and a mixture of formal and informal words and phrases. Informal chatty telephone calls usually take place between friends who have nothing in particular to discuss and are simply engaging in a bit of social pleasantness.

## Exercise 9\*.

*Work in pairs. Say what the underlined words and phrases mean.*

1. I'm afraid I'm tied up all day on Thursday.
2. Can you get back to me first thing tomorrow?
3. Just a minute. I'll put you through.
4. We were cut off earlier.
5. Could you read that back to me?
6. The line's busy. Will you hold?
7. We've got a crossed line. I'll hang up and call you again.
8. The line's very faint. Could you speak up a bit?
9. Could you bear with me for a minute?
10. Could we put off our meeting? Something important has come up.



### Role-play.

*Work in pairs. Imagine that your business partner from England is ringing you up. Discuss:*

- a) the date of his arrival;
- b) reserving a room in a hotel for some days.

*To simulate the situation of a telephone conversation, the people on the phone must sit back-to-back so that they can't see each other's faces.*



*Perform your conversations in class. Other students are going to comment on them afterwards. While listening they have to think about these questions:*

- Does each speaker sound agreeable and efficient?
- Do they sound natural and sincere?
- Does each speaker's tone create the right impression?
- Are they speaking clearly?
- Is the information they're giving correct?
- Have they both covered all the essential points?
- Is it the kind of call you would like to receive yourself?

## **Exercise 10.**

*Working in groups of two,*

**A) read the dialogue "Dealing with Complaint" aloud.**

*Mr Smith:* Hello, is that Parson's Garage?

*Telephone Voice:* Yes, this is Fred Parson.

*Mr Smith:* Good. This is Smith. What I wanted to say, was that I can't quite understand why you have sent me another bill for \$25, considering that I've paid this bill already. I think it was at least four weeks ago.

*Telephone Voice:* Oh, sorry about that. You see, we've got a new girl in the office and she hasn't quite got the hang of things yet. Just ignore it, will you? Sorry to have caused you this inconvenience. It won't happen again, — at least, I hope not.

*Mr Smith:* So do I. Good afternoon.

**B)\* make up a telephone conversation considering this assignment.**

Brown&C<sup>o</sup> for some reason or other have not delivered the goods in the stipulated time. Phone the Company and let them know that they are responsible for the delay and have either to make emergency delivery within a week or to pay you a penalty.

## **CORRESPONDENCE FOR BUSINESS TRIP ARRANGEMENTS**

Business relations presuppose the occasions when you or your business partners arrange visits of exchange (when you want to arrange negotiations or business contracts and have the necessity of amplification of some details) or saying in other words you arrange a business trip. In such occasions you begin to correspond with your partners.

The first part of this correspondence includes **the invitation of a partner.**

e.g.: 1) We appreciate the pleasure of inviting you to visit our firm.

2) We should like to arrange for a visit to Ukraine (England) of Mr. ... (name, position).

After that both sides come into agreement about dates of arrival and departure; reservation of tickets and rooms in a hotel as well as about financial details.

1) We should appreciate if you would notify us your time of arrival.

*Ми були б вдячні, якби Ви повідомили час Вашого приїзду.*

2) We should like to add that the period from (date) up to the (date) seems to be most preferable for your visit.

*Ми б хотіли додати, що період від <дата> до <дата> є найбільш сприятливим для Вашого візиту.*

3) We should like to inquire whether you would be interested in accepting an invitation from the <firm's name>. Let me assure you that we are most anxious to have you with us, and would do our utmost to make your stay with us a pleasant one. If you are willing to accept this invitation we should be pleased to know what dates would be convenient to you.

*Ми хотіли б з'ясувати, чи не погодитесь Ви прийняти запрошення від <назва фірми>. Дозвольте запевнити, що ми дуже зацікавлені у зустрічі з Вами і зробимо все від нас залежне, щоб Ваше перебування з нами було приємним. Якщо Ви готові прийняти наше запрошення, прошу повідомити, які дати є найбільш зручними для Вас.*

4) I know that your work occupies much of your time, but I hope you are not too busy to visit us. I am looking forward to seeing you.

*Мені відомо, що Ваша робота займає багато часу, але сподіваюсь, що Ви не настільки зайняті, щоб не відвідати нас. Чекаю зустрічі.*

5) We are looking forward very much to welcoming you here as a guest of our firm and I do hope that your forthcoming visit to Ukraine will prove to be both fruitful and enjoyable. I assure you that my colleagues and I will do all we can to make it so. Mr <name> who is a member of our staff is responsible for the detailed arrangements of your visit and will discuss your programme with you soon. Meanwhile I attach some notes for you on the administrative and financial arrangements which I hope you will find useful.

*Ми б хотіли б запросити Вас в Україну як гостя нашої фірми, і я сподіваюсь, що майбутній візит буде плідним і приємним. Запевняю Вас, що мої колеги і я зробимо все можливе, щоб це було саме так. Наш працівник, пан <ім'я>, відповідає за організацію Вашого перебування і найближчим часом обговорить з Вами програму Вашого візиту. Тим часом надсилаю Вам декілька нотаток про адміністративні і фінансові умови, котрі, сподіваюсь, будуть корисними для Вас.*

## Sample Letter of Invitation

Mr. George Smith  
Export Sales Manager  
Woodman Industries Ltd.  
55, Riverside Rd.  
London

Ivan Dudar  
Sales Manager  
Ukrlis Ltd.  
32 Shevchenko St.  
Lviv  
5 September 2002

Dear Mr Smith:

It has been a long time since we had the pleasure of seeing you. We understand from your previous letter that you will be visiting Ukraine next month and we do hope you will find it possible to visit us then. We shall be very glad if you would hold a seminar for our managers on "Management of Woodworking Industry", 10 November at 10 am till 12 noon. We usually have a short lecture about 40 minutes in length, followed by discussion. About 30 people might be there. You could talk on any subject in connection with your work. Then we should like to share opinions on projects of our future co-operation.

If you cannot come on this particular day, we could arrange for the seminar to be transferred to another day of the week, beginning 8 November or even the following week, if you wished. Of course we shall arrange accomodation for you in a hotel.

We hope that you will be able to accept this invitation.

We look forward to hearing from you.

Yours sincerely,

*Ivan Dudar*

Ivan Dudar  
Sales Manager

Telex: 674538  
Telephone: 033228769  
e-mail: ukrlis@lv.ua

In some cases you may ask your partner for invitation (if you have previous experience of business with his firm).

e.g.: We should be most grateful if you allow our representative to visit your firm in order to amplify the details of our future contract.

If you need to decline an invitation of your partner on different reasons you can do it using such phrases:

- e.g.: 1) Thank you very much for your kind invitation, but...  
2) We wish we could accept your delightful invitation but...  
3) I very much regret that I have to decline your kind invitation owing to...  
4) I am very sorry that I am unable to accept your invitation.  
5) Because of some urgent business appointments I am really not able to make a trip to Kyiv in the near future.

In most cases you may ask for your partner's agreement to put off a visit on other dates.

e.g.: My new official duties make me change my plans for the nearest future and I find, unfortunately, that it will be impossible for me to leave the country in the first half of 2003. As I am still interested in visiting your firm I have to ask you to put off my trip, if possible. I shall be pleased to make a definite suggestion to this effect at some later date.

It would be polite to say "thank you" to your partner arranging your visit in advance.

e.g.: Thank you very much for your kind willingness to assist in the arrangements connected with my visit to Great Britain. I am pleased to inform you that I am perfectly satisfied with all arrangements made so far by your firm. I am truly grateful for your interest in this matter.

Hotel reservation is usually the duty of accepting side. It has to be done in advance.

- e.g.: 1) Further to my letter of <date> I am pleased to inform you that reservations have been made for Mr. <name> visit as follows: Monday, 10th November, London — Kyiv flight UK 801 Departure London Airport 09.30, arrival Kyiv Airport 11.30.  
2) I should be most grateful if you would reserve me a single room (with a bathroom if possible) from <date> to <date> inclusive. Please, confirm the booking and tell me the terms.

In some cases when you arrange your trip by yourself you should make all reservations in advance. There is no need to make reservations in letters, you can do it by telephone or using fax-machine. The sample of reservation, made by fax is as follows:

I would like to reserve a room at your hotel. I am arriving in London on 10th October and I hope to stay for five nights, leaving on 16th October. I would like a room with a bathroom and a balcony. Is it possible to have a room with a view over the Houses of Parliament and Big Ben? Could you confirm this? Please, let me know if you have rooms available for these dates. I would also be grateful if you tell me the prices for rooms.

I look forward to hearing from you.

Yours faithfully

*Peter Cooper.*

**Finance conditions** as well as other details of a visit (programme of a visit, getting visa etc.) should be also agreed beforehand.

- e.g.:
- 1) Your expenses during your stay in Ukraine will be met by our firm.
  - 2) Our firm will provide Mr <name> with financial support appropriate to the appointment.
  - 3) The work programme includes lecturing, taking seminars, helping with research etc.

### Exercise 1.

*Check up the meanings of the new words in the dictionary. Translate the text given above. Answer the questions.*

1. Why do business partners arrange their visits of exchange?
2. What are the ways of invitation?
3. What phrases do they use arranging the terms of visit and financial details?
4. What will you say to your partner arranging your visit in advance?

### Exercise 2.

*Imagine that you are invited to London for signing the contract with Investment Technologies. Translate the following passage into English.*

Ми раді запросити Вас відвідати Investment Technologies для підписання контракту щодо майбутньої співпраці. Найбільш прийнятний час для Вашого візиту — з 15 листопада 2001 р. по 23 листопада 2001 р. Фінансові витрати на час подорожі бере на себе наша компанія. Вам замовлено квиток на рейс Київ-Лондон UK 802 на понеділок 14 листопада. Виліт з Києва о 15.30. Прибуття у Лондонський аеропорт — 17.30. Також Вам замовлено номер-люкс на 1 особу (із ванною) в готелі Хілтон.

### Exercise 3.

*Imagine that you are a receptionist at the hotel. Write the reply to Peter (See the booking letter by Peter Cooper).*

1. Thank him for his enquiry.
2. Say you are pleased to confirm his reservation for the room he wants and for the dates he wants.
3. Tell him that all rooms have a bathroom and a view on the central part of London.  
The room is 90 pounds per night.
4. End the letter saying that you look forward to welcoming him to your hotel. Finish with "Yours sincerely. Receptionist".

## Exercise 1.

*Write the numerals in words (see the examples).*

e.g. 2,243,567 — two million two hundred and forty-three thousand five hundred and sixty-seven.

5,687,392 .....

4,873,521 .....

9,325,412 .....

e.g. 1100 — eleven hundred

1500 .....

1200 .....

1300 .....

1400 .....

e.g.  $\frac{1}{3}$  — one third,  $\frac{2}{3}$  — two thirds,  $9\frac{5}{6}$  — nine and five sixths.

$\frac{3}{4}$  .....

$\frac{5}{7}$  .....

$\frac{7}{8}$  .....

$\frac{3}{5}$  .....

$2\frac{4}{9}$  .....

$8\frac{4}{7}$  .....

$5\frac{2}{3}$  .....

e.g. 0.03 — zero point zero three; 5.6 — five point six; 47.57 — forty-seven point five seven.

0.04 .....

0.08 .....

12.7 .....

24.39 .....

18.92 .....

## Exercise 2.

*Match sentences 1-5 with their uses a)-e).*

a) permanent facts

b) habits and repeated actions

c) actions in progress at the moment of speaking

d) temporary actions happening "around now"

e) current trends and changing situations

1. These days we're selling more and more of our products abroad.
2. Look! They're selling malt whisky at 20% discount in duty free!
3. We're selling the new model, but we don't have any in stock right now.
4. We usually sell around 40% of our annual total at Christmas time.
5. We sell a full range of consumer electronics, from TVs to cameras.

### Exercise 3.

*Look at these ways of saying and writing telephone numbers.*

|       |                             |                                |
|-------|-----------------------------|--------------------------------|
| 64459 | six four four five nine     | six double four nine           |
| 01731 | oh one seven three one (UK) | zero one seven three one (USA) |

*Practise writing these numbers:*

|        |        |         |          |        |        |
|--------|--------|---------|----------|--------|--------|
| 587463 | 746389 | 8973110 | 03688902 | 478932 | 667009 |
|--------|--------|---------|----------|--------|--------|

### Exercise 4.

*Jane introduces Claude to Juan in London. Complete the dialogue by putting each of the verbs in brackets into the correct form of the present simple.*

*Jane:* Claude, (1) *Do you know* (you/know) Juan? Juan (2) ... (be) from Brazil, but he worked with me in Paris last year. He (3) ... (know) a lot about your line of work.

*Claude:* Really! Well I (4) ... (be) very pleased to meet you, Juan.

*Joao:* Pleased to meet you too, Claude.

*Claude:* So, what exactly (5) ... (you/do)?

*Joao:* I (6) ... (work) in the oil industry as a market analyst.

*Claude:* Oh, so you (7) ... (make) decisions about levels of production?

*Joao:* No, I (8) ... (not make) any decisions really. My job (9) ... (involve) studying market trends and giving advice on levels of production.

*Claude:* Still, that's a lot of responsibility.

*Joao:* Well, yes, but Brazil (10) ... (not/be) a major producer like Saudi Arabia. What about you?

*Claude:* I work for a French company that (11) ... (supply) specialised equipment to the oil industry. We (12) ... (be) one of the biggest companies in our market.

*Joao:* Oh, really? And (13) ... (you/often/come) to London?

*Claude:* Yes, quite often. My company (14) ... (have) an office here. It (15) ... (not/take) long to get here now, if you travel by Eurostar. Could I give you my card?

### Exercise 5.

*Supply the prepositions where necessary.*

1. Could you put me through ... Mr Stamp?
2. Could you hold ... ?
3. I'm putting Mr Borrow ... the line.
4. Mr Smith is out ... the moment.
5. There is no reply ... his number.
6. May I speak ... Mr Brown?
7. This is Vasylyv ... the Ukrainian Embassy.
8. I would like to talk ... you ... your business. Can we meet early next week?
9. I'm calling to confirm your appointment ... Mr Archer ... next Friday ... 4 p.m.

## Exercise 6.

*Underline the correct words.*

1. You often work / Do you often work at the weekend?
2. I don't know / not know why your invoice hasn't been paid. I'll try to find out.
3. Excuse me, does you know / do you know if this is the way to the IT seminar?
4. Sorry, that projector don't work / doesn't work. Use this one instead.
5. A: Do you know our new sales rep Marta? — B: Yes, I do. / Yes, I know.
6. A: Is that Linda Napier over there? — B: Yes, she works / she do work here.
7. I writing / I'm writing the report at the moment. It should be ready tomorrow.
8. They not replying / They're not replying to my e-mails. I'll have to phone them.
9. Why is there such a long delay? What is happening / is happen?
10. You are enjoying / Are you enjoying this conference?
11. Can Karen call you back? She's speak / She's speaking on another line.
12. A: Is Sarah Kennedy expecting me? — B: Yes, she's expecting. / Yes, she is.

## Exercise 7.

*Decide which word order is the most usual, a) or b). Put a tick (/) by the correct answer.*

1. a) I every day arrive at the office at about nine.  
b) Every day I arrive at the office at about nine.
2. a) I always check my e-mail before doing anything else.  
b) Always I check my e-mail before doing anything else.
3. a) This takes a lot of time usually as I receive so many.  
b) This usually takes a lot of time as I receive so many.
4. a) Most of the time the e-mails are not very urgent.  
b) The e-mails are most of the time not very urgent.
5. a) I quite often get junk e-mail from companies I don't know about.  
b) I get quite often junk e-mail from companies I don't know about.
6. a) I about once a month delete all my junk e-mail.  
b) I delete all my junk e-mail about once a month.

## Exercise 8.

*Expand the And you? questions to make full yes / no questions.*

- |   |                                      |
|---|--------------------------------------|
| 1. I've seen the news today. And you?       | <i>Have you seen the news today?</i> |
| 2. I work from home. And you?               | .....                                |
| 3. I can understand German. And you?        | .....                                |
| 4. I've already had lunch. And you?         | .....                                |
| 5. I'll be back in time for lunch. And you? | .....                                |
| 6. I'm enjoying the conference. And you?    | .....                                |
| 7. I agreed with her. And you?              | .....                                |
| 8. I've never spoken to Pierre. And you?    | .....                                |



## Exercise 9.

Complete this newspaper article about the Brazilian company Gerdau by using the words from the list below. Each set of words fills two spaces.

is becoming/companion  
is getting/right  
is making/flexible  
is raising/plants

is attracting/attention  
is beginning/expectations  
is approaching/market share  
is modernising/law

### GERDAU: A BRAZILIAN SUCCESS STORY

Gerdau, the Brazilian steel maker, (1a) *is becoming* one of Latin America's most successful (1b) *companies*. It (2a) ..... productivity in its (2b) ..... ; it (3a) ..... the price and timing of its takeovers of smaller companies (3b) ..... ; and, most important, it (4a) ..... to understanding investors' (4b) ..... Investors want a firm that's focused and transparent, with a simple share structure, and that's exactly what Gerdau gives them.

The only problem in the short term is a problem of success. Gerdau (5a) ..... a 50% (5b) ..... in its domestic market, and so it (6a) ..... the (6b) ..... of Cade, the monopolies authority.

These days it's much easier to do business in Brazil. The government is simplifying the company-tax structure, it (7a) ..... the labour market more (7b) ..... by changing the restrictive labour laws, and it (8a) ..... company (8b) ..... in general.

## Exercise 10.

Supply the articles where necessary. Translate the text.

### FORMAL AND INFORMAL CONVERSATIONS

... language used for speaking on ... telephone is basically very similar to that of ... ordinary conversation, but limited in ... certain important respect by ... special situation which imposes ... number of restrictions. Attention should be paid to some of ... essential differences between ... formal and informal telephone conversations ... most notable difference is that ... formal conversation is carried on at ... much more formal level because ... people speaking are taking care to maintain ... high level of politeness usually felt appropriate in this kind of discussion. Another difference is that ... formal

discussion is very precise and factual, keeping to ... point and never straying off into ... chatty vagueness which is found at ... times in ... informal telephone conversations. Finally, there is of course ... considerable difference in ... vocabulary, with more technical terms than one would expect to find in ... average informal telephone conversation, and ... mixture of formal and informal words and phrases. ... informal chatty telephone calls usually take place between friends who have nothing in particular to discuss. In this kind of telephone conversation there is ... great deal of informal idioms.

## Exercise 11.

A. Complete the dialogue. Translate Ukrainian phrases into English.

Susan: Grand Tour Agency. Susan Sharp speaking.

Hans: Hello, Susan. This is Hans Bradly. I need to send two of our sales managers to Rome next week. (1) Чи можна замовити квитки?

Susan: O.K. (2) Коли вони планують вилетіти?

Hans: Monday, October 14th.

Susan: And if you want to book a return flight I must ask you: (3) Скільки часу вони пробудуть там?

Hans: (4) Чотири дні. Вони хотіли б повернутися вночі сімнадцятого. (5) Чи є якісь рейси Британських Авіалій (British Airways) на цей час?

Susan: Let me have a look. There is a flight at 8.50 p.m. with British Airways.

Hans: (6) Там є місця?

Susan: Fortunately, there are. I've called it up on the screen. Shall I reserve you two right now?

Hans: (7) Так, будь-ласка. And make it Business Class, O.K.? (8) Коли будуть квитки (come)?

Susan: (9) Через 3-4 дні. (10) Я надішлю їх вам, як тільки вони з'являться (arrive).

B. What modal verbs can you find in the dialogue? Underline them, explain their use in the sentences.

C. What verb tense forms did you use while translating?

## Exercise 12.

Expand the And you? questions to make full question word questions.

- |  |                      |
|--|----------------------|
| 1. I've known Jim from university. And you?  | How do you know Jim? |
| 2. I've invited Mary. And you?               | Who .....            |
| 3. I'm going on Monday. And you?             | When .....           |
| 4. I parked at the front. And you?           | Where .....          |
| 5. I'm here for the talk on optics. And you? | Why .....            |
| 6. I'll have the steak. And you?             | What .....           |

## Text 1.

### INTERNET

The Internet, a global computer network which embraces millions of users all over the world, began in the United States in 1969 as a military experiment. It was designed to survive a nuclear war. Information sent over the Internet takes the shortest path available

from one computer to another. Because of this, any two computers on the Internet will be able to stay in touch with each other as long as there is a single route between them. This technology is called packet switching. Owing to this technology, if some computers

on the network are knocked out (by a nuclear explosion, for example), information will just route around them. One such packet-switching network which has already survived a war is the Iraqi computer network which was not knocked out during the Gulf War.

Most of the Internet host computers (more than 50 %) are in the United States, while the rest are located in more than 100 other countries. Although the number of host computers can be counted fairly accurately, nobody knows exactly how many people use the Internet, there are millions worldwide, and their number is growing by thousands each month.

The most popular Internet service is e-mail. Most of the people who have access to the Internet, use the network only for sending and receiving e-mail messages. However, other popular services are available on the Internet: reading USENET News, using the World Wide Web, telnet, FTP, and Gopher.

In many developing countries the Internet may provide businessmen with a reliable alternative to the expensive and unreliable telecommunications systems of these countries. Commercial users can communicate cheaply over the Internet with the rest of the world. When they send e-mail messages, they only have to pay for phone calls to their local service providers, not for calls across their countries or around the world. But who actually pays for sending e-mail messages over the Internet long distances, around the world? The answer is very simple; users pay their service provider a

monthly or hourly fee. Part of this fee goes towards its costs to connect to a larger service provider, and part of the fee received by the larger provider goes to cover its cost of running a worldwide network of wires and wireless stations.

But saving money is only the first step. If people see that they can make money from the Internet, commercial use of this network will drastically increase. For example, some western architecture companies and garment centers already transmit their basic designs and concepts over the Internet into China, where they are reworked and refined by skilled — but inexpensive — Chinese computer-aided-design specialists.

However, some problems remain. The most important is security. When you send an e-mail message to somebody, this message can travel through many different networks and computers. The data is constantly being directed towards its destination by special computers called routers. However, because of this, it is possible to get into any of the computers along the route, intercept and even change the data being sent over the Internet. In spite of the fact that there are many good encoding programs available, nearly all the information being sent over the Internet is transmitted without any form of encoding, i.e. «in the clear». But when it becomes necessary to send important information over the network, these encoding programs may be useful. Some American banks and companies even conduct transactions over the Internet. However, there are still both commercial and technical problems which will take time to be resolved.

*Answer the questions.*

1. What is the Internet?
2. What was the Internet originally designed for?
3. What country are most of the Internet host computers in?
4. What is the most popular Internet service?
5. Whom do you have to pay for sending e-mail messages?

## Unit 3.

# BUSINESS TRIP



### COMMUNICATION PRACTICE

Guided Conversations:

- *Buying a Ticket*
- *At the Check-in-desk*
- *Travel Arrangements*

### BUSINESS CORRESPONDENCE

Inquiry

Replies to Inquiries

Letter of Congratulation

### GRAMMAR PRACTICE

Modal Verbs

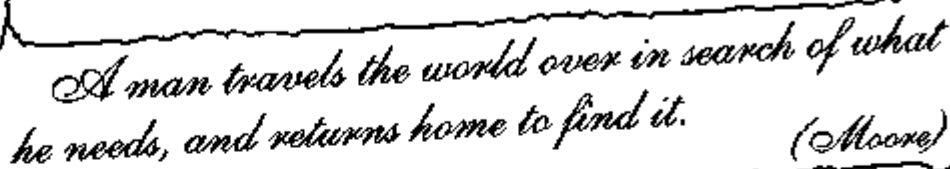
Verbs Tenses: Future

Questions

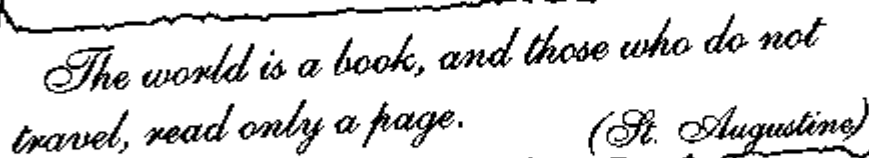
### READING

We Europeans.

Cultural Differences in  
Body Language.



*A man travels the world over in search of what he needs, and returns home to find it. (Moore)*



*The world is a book, and those who do not travel, read only a page. (St. Augustine)*



### **Background Information**

Being a businessman you have to travel much, to meet many people, to arrange business deals and personal relations. It means you will often arrange business trips. Before you have a business trip you should do the following steps: prepare all business documents necessary for your meeting with a foreign partner.

If you visit your business partner for the first time you should take advertising materials representing your firm and its products. Today, many people make all their travel arrangements over the phone. They call the travel agent and **book their flight**, and then give their credit card number to pay for the plane ticket, if you are going to travel by plane. It is the fastest way of travelling and it is helpful if you are **short of time**, but it is rather expensive. If your destination is not far from your town (city) you can travel by car or by train. It is a slower way of travelling but it is cheaper and quite comfortable.

If a visa is necessary, some travel agents take their customers' **passports to the embassy's visa department**. You should also have **medical insurance documents** with you when you are going to visit your foreign partner.

It's not a good idea to carry lots of cash with you, so **traveller's cheques** are a safe way to take money abroad. It's easy to change them at the bank for foreign currency during your trip.

When people travel they almost always stay at hotels or guest-houses, so you should make a **hotel reservation in advance** by letter, telephone or e-mail. Let the hotel manager know the day and the time of your departure, or you may arrive at the hotel and be told that **there are no rooms available**.

If you travel abroad you must go through the **customs inspection**. The **customs officials** check your luggage and ask you to fill in the **customs declaration form**. Some of your things may be subjected to duty, some of them are **duty free**. If you have foreign currency you would indicate the sum in your declaration.

If you don't want to use **public transport** during your business trip you have to agree with **accepting side** to provide you with a car or you may ask about a good car rental company. In this case don't forget to take your **driving licence** — you can't drive without it! You also have to arrange insurance documents and take them too.

## Guided Conversation

*Mr Maliarchuk is going to have a business trip to London. He is having a meeting with the business partner on 12 November. He is making his last arrangements.*

### Buying a ticket

*Cashier:* Good morning. What can I do for you?

*VM:* I want to fly to London. Are there any seats available on Wednesday, next week?

*C-r:* Are you flying alone, sir?

*VM:* Yes.

*C-r:* What class?

*VM:* Economy.

*C-r:* Just a moment, sir... I'm afraid this flight is full. But there are a few seats left for Friday.

*VM:* Fine.

*C-r:* What is your name, sir?

*VM:* Viktor Maliarchuk.

*C-r:* As a rule, we sell Ukrainian citizens return tickets. You can buy an open return.

*VM:* O.K. How much is it?

*C-r:* It's one thousand, one hundred and fifty-five hryvnias, including airport taxes.

*VM:* May I pay in cash?

*C-r:* Certainly, sir. Here you are. Flight PS501.

*VM:* What time is the flight due to depart?

*C-r:* It leaves at 8.55 a.m., but you must check in one hour prior to departure, sir.

*VM:* And what time does it arrive in London?

*C-r:* 10.30 local time. There's two-hour time difference, you know.

*VM:* Thank you very much.

### At the Check-in Desk

*Mr Maliarchuk has come to the airport. He is at the check-in desk now.*

*Clerk:* Hello. Can I see your passport and ticket, please?

*VM:* Here you are.

*Clerk:* Thank you. Do you have just this one case?

*VM:* Yes.

*Clerk:* Do you have any hand luggage?

*VM:* Just this one bag.

*Clerk:* Would you like smoking or non-smoking?

*VM:* Non-smoking, please.

*Clerk:* Right. Here is your ticket and a boarding card.

*VM:* Thanks.

*Clerk:* Your flight will board at gate 14 in about an hour's time. Have a good trip.

*VM:* Thanks. Bye.

**At the Customs.** There is a list of certain goods which are **permitted** to carry through the border (so-called the Duty-Free Quota List). According to the list you may take personal things, a few **trifles** for the family, a bottle of perfume, some bottles of alcohol drinks, a carton of cigarettes and some other things for personal use. If you have the goods above the **fixed quote**, you will have to **pay duty** on each extra article.



There is also a list of goods which are **prohibited** to carry through the border (so-called the Prohibited Articles List). According to this list such things as gold, silver, valuables, pieces of art, weapon, drugs and some others are prohibited to carry through the border.

**At the Hotel.** If you have made a hotel reservation in advance, on arrival you have to confirm your reservation at the **reception desk**. The receptionist will give you a **registration form to fill in and sign** (the form is filled in **block letters**).

At large hotels you may ask for any service by telephone. You tell the telephone operator if you want to be called at a certain time; you call room service when you want a meal or drinks or if you need something (e.g.: to clean or iron your suit or your dress).

---

**Travel, journey, or trip?** The general activity of moving from place to place is **travel**. E.g.: *He came home after years of foreign travel.* If a person moves from place to place over a period of time we speak of **travels**. E.g.: *Did you go to Rome during your travels?* A **journey** is the time spent and the distance covered in going from one particular place to another. E.g.: *It was a long journey by train.* A **trip** is a short journey, especially for pleasure or for a **particular purpose**. E.g.: *I think, I'll take a trip to see him.* *He is going to have a business trip to Japan.*

(from Longman Dictionary of Contemporary English)

## Exercise 1.

Complete each sentence with the word *travel, trip, or journey*.

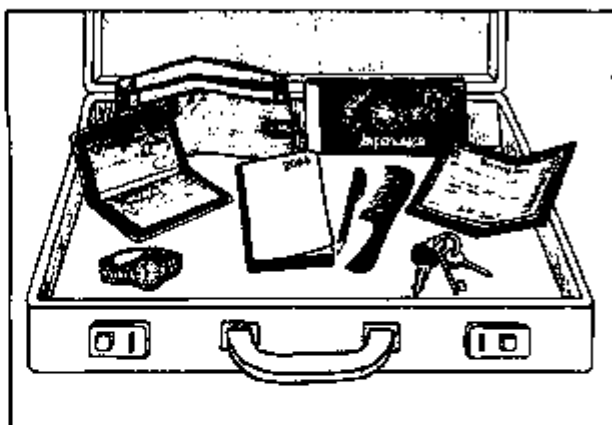
1. Thank you for visiting us, and have a safe ..... home.
2. How was your ..... to London last weekend? Did you have a good time?
3. When we were in London, we went on a sightseeing ..... round the city.
4. I ..... a lot for my business deals.
5. How many business ..... do you make every year, on average?
6. How long does the ..... to Brighton take by train?
7. It was a very long ..... , because there was a lot of traffic on the road.

## Exercise 2.

Complete the list of things in the briefcase.

What other possessions do you usually carry? Add them to the list.

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....
9. ....
10. ....
11. ....
12. ....
13. ....



## Exercise 3.

Imagine that you are buying a ticket from London to Kyiv. Complete the dialogue with a travel agent. Be ready to perform the dialogue at the lesson.

Travel agent (TA): Good afternoon. Can I help you?

You: (Привітайтеся. Запитайте, чи можна купити 1 квиток економічного класу до Києва на вівторок 7 жовтня).

TA: Let me see... I'm very sorry, sir. There are no seats left for Kyiv on Tuesday.

You: (Запитайте, чи залишились ще квитки на той самий рейс на середу).

TA: Just a minute, sir... Yes. There are some seats left for Wednesday.

You: (Скажіть, що середа вас влаштовує. Запитайте про ціну квитка).

TA: It's 198 pounds, sir, including airport taxes... Here you are.

You: (Запитайте про номер рейсу, час відбуття і прибуття в Київ. Подякуйте.).

## Exercise 4.

Work in pairs. List four topics which people often talk about when they meet professionally for the first time. Write a question on each topic to ask a visitor.

- .....
- .....
- .....
- .....
- .....

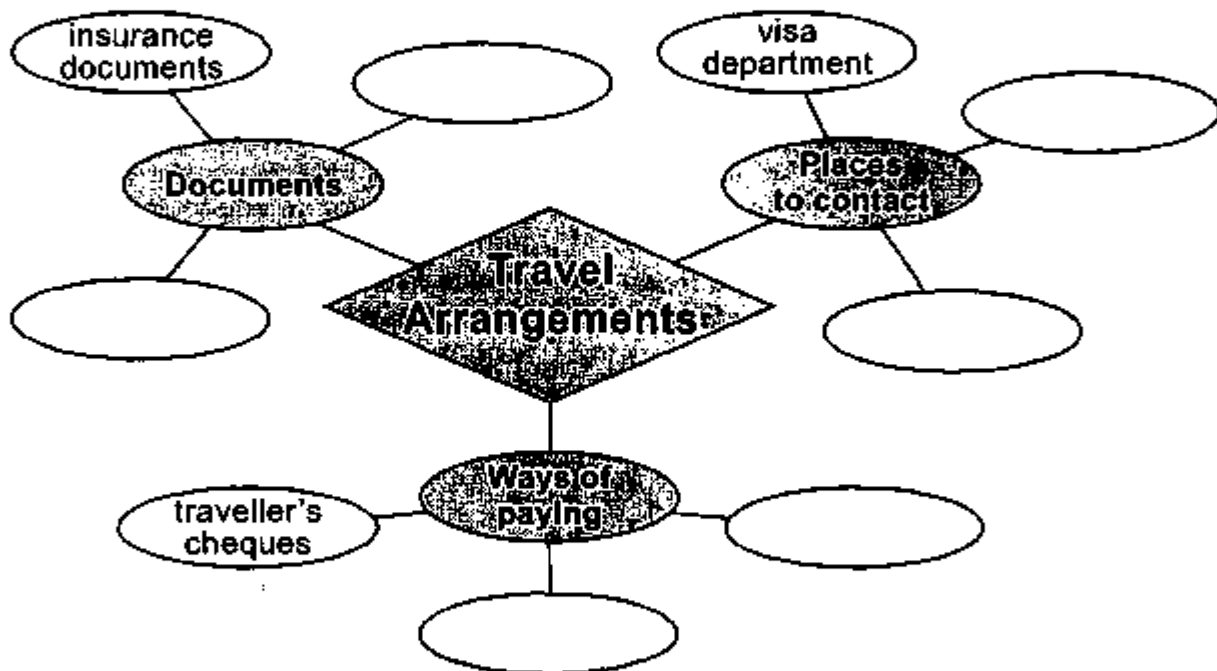


### Exercise 5.

Match the words in the box.

|             |                |
|-------------|----------------|
| visa        | cheques        |
| foreign     | department     |
| insurance   | licence        |
| driving     | documents      |
| credit      | ticket         |
| travel      | agent          |
| plane       | rental company |
| traveller's | currency       |
| car         | card           |

Complete the word map. Use the words in the box.



### Exercise 6.

Complete each sentence 1—8 with an ending a)—h).

- |   |                                     |
|---|-------------------------------------|
| 1. Please take a seat until                     | a) you leave.                       |
| 2. They won't accept our order unless           | b) Dr Rihal is ready to see you.    |
| 3. Helen wants to see you before                | c) you'll have left.                |
| 4. You won't see Helen. By the time she arrives | d) we give a bank guarantee.        |
| 5. As soon as Helen arrives                     | e) have finished and we can talk.   |
| 6. I can't wait! This time next week I'll       | f) I'll ask her to phone you.       |
| 7. I'll have a suntan next time we meet! I'll   | g) have just come back from Greece. |
| 8. Sorry about this. In a few moments I'll      | h) be lying on a beach in Greece.   |

## Exercise 7.

Read the text, title it, translate into Ukrainian.

Before I talk about the qualities I believe a multiculturalist needs to have, I should perhaps explain the term 'multiculturalist', or 'multicultural person'. A multiculturalist is someone who can adapt successfully to living in a culture different from their own, the sort of person we could describe as a citizen of the world, or a member of the global community. In my opinion there are four key qualities you need in order to be a multiculturalist. The first is to be open-minded. This means not judging one culture as better than another, or believing that the way things are done in your culture is the best way or the only way of doing things. In other words, not being in any way 'ethnocentric'.

Second, you must be adaptable. To live successfully in another culture, particularly in one that is very different from your own, you have to adapt to differences, not only visible differences of food, climate, and

\*\*\*

customs, but also to the invisible differences — the different ways in which people of other cultures understand and interpret the world, and their different values.

Third, you need to be sensitive. That means being able to see things from the other person's point of view and being careful to avoid doing things that people of another culture might find strange or unacceptable or offensive, even if in your culture such things are quite OK.

Fourth, and I think this is closely related to the three qualities I have mentioned already, you need to be interested in other cultures. In my view a multiculturalist is a person who has a genuine interest in people of other cultures, who wants to learn their language, find out about their country and its history, and develop real understanding of their culture. Perhaps it's this quality, more than any other, that best describes a multiculturalist.

## Exercise 8.

Peter Eliot is welcoming Bob Watson, a visitor from Toronto, Canada. Read the conversation. What questions do you think they asked?

- Peter :            Watson? How do you do.  
Mr Watson:       How do you do, Mr Eliot.  
Peter:             Do come into my office. Did you have any problems finding us?  
Mr Watson:       No, none at all. I walked here. My hotel is only a few minutes away.  
Peter:             Oh really? Which (1) ..... ?  
Mr Watson:       I'm staying at The Garrick. It's in King Street. Do you know it?  
Peter:             I know the name. What (2) ..... ?  
Mr Watson:       Oh, it's very pleasant. I always stay there when I come to London. I like the fact that it's small and friendly.  
Peter:             How often (3) ..... ?

- Mr Watson:* Quite often. Four or five times a year. What about you?  
(4) .....
- Peter:* Yes, I do quite a lot of travelling - mostly in Europe, but I go to Canada and the States as well — about two or three times a year.
- Mr Watson:* That's interesting (5) .....
- Peter:* No, I've never been to Toronto, but I had a wonderful holiday on Vancouver Island not long ago.
- Mr Watson:* Really? That's where I was born. I lived there until I was twenty.  
Which (6) .....

(from "International Express")

### Exercise 9.

Complete these conversations. Use the phrases in the box.

|                                 |  |
|---------------------------------|--|
| Fine. I'll pay by Visa, then.   | For Tuesday 5 May.                       |
| For one night.                  | I'd like to pay my bill, please.         |
| I'd like to book a single room. | Could you give me an early morning call? |
| Do you accept Visa cards?       | You have a reservation for me.           |

\*\*\*

- Receptionist:* Riverside Hotel. Good afternoon. How can I help you?
- Caller:* Hello. (1) .....
- Receptionist:* Yes, certainly. When is that for?
- Caller:* (2) .....
- Receptionist:* And for how long?
- Caller:* (3) .....
- Receptionist:* One night. Could I have your name, please, madam?
- Caller:* Yes, it's Helen Barnes.
- Receptionist:* Fine. I'll reserve the room for you right now.
- Caller:* Thank you very much.

\*\*\*

- Guest:* Hello. My name's Helen Barnes (4) .....
- Receptionist:* Oh, yes. Good evening, Mrs Barnes. Welcome to the Riverside Hotel.  
Could you fill in this form, please?
- Guest:* Sure.
- Receptionist:* Please could you sign here? Thank you. Here's your key.
- Guest:* Thanks. (5) .....
- Receptionist:* Yes, of course. At what time?
- Guest:* At 6.15, please.

\*\*\*

- Guest:* Good morning. (6) .....
- Receptionist:* Certainly, madam. Just a moment, please. Did you have anything from the mini-bar?
- Guest:* No, nothing.

Receptionist: Fine. Here's your bill.

Guest: Thank you.

Receptionist: How would you like to pay?

Guest: (7).....

Receptionist: Yes, we do.

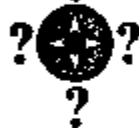
Guest: (8).....

## Exercise 10.

Work in pairs. Do the **AROUND THE WORLD** quizzes. Test your knowledge of international customs and etiquette with this quizzes. Circle the answer you think is correct. Then check your answer with the Answer Key. Give yourselves one mark for each correct answer.

?

### Quiz 1.



#### 1. CHINA

You're invited to someone's house. Which of these may cause offence?

- a) Blowing your nose.
- b) Refusing an offer of food.
- c) Not removing your shoes before entering.

#### 2. SAUDI ARABIA

You want to hire a car to tour the country. Is this permitted?

- a) Yes, but you must take a test first.
- b) Yes, but only if you're male.
- c) No — tourists have to travel by camel.

#### 3. FINLAND

You're planning to relax in a Finnish sauna. What should you wear?

- a) Nothing.
- b) A towelling robe.
- c) A bath hat.

#### 4. NEPAL

While travelling you want to photograph local villagers. Is this allowed?

- a) Yes — the Nepalese love being photographed.
- b) No — their religion forbids it.
- c) Yes, but you must ask permission first.

#### 5. CYPRUS

On a village tour, a local offers you glyco. Should you

- a) Eat it — it's a dessert.
- b) Ride it — it's a type of bicycle.
- c) Wear it — it's a traditional hat.

## 6. MOROCCO

You'd like to visit some mosques but are you allowed to go inside?

- a) Yes, but you have to take your shoes off.
- b) Yes, you don't have to take your shoes off.
- c) You mustn't enter unless you're a Moslim.

## 7. SWEDEN

You go out for a meal. How many glasses of wine can you drink before driving back to your hotel?

- a) Two.
- b) Any amount — there are no drink-driving laws.
- c) None.

## 8. SPAIN

You'd like to sample the local cuisine. How late can you eat?

- a) You have to finish your meal by 9 p.m. Restaurants close early.
- b) Spanish restaurants stay open all night.
- c) You can eat very late. Spaniards often eat after 11 p.m.

## 9. THAILAND

On a bus, the only free seat is next to a Buddhist monk. Should you take it?

- a) Yes, but only if you're male.
- b) Buddhist monks aren't allowed to travel by bus.
- c) Yes, but you must bow first.

## 10. ITALY

You'd like to visit the duomo (cathedral) on a hot day. To show respect, what should you cover?

- a) Your guidebook.
- b) Your thighs and shoulders.
- c) Your head and ears.

## 11. USA

While peacefully drinking a can of beer in Central Park, you are approached by the police. Why?

- a) It's forbidden to drink alcohol in Central Park.
- b) You are required to use a glass or straw.
- c) You aren't allowed to drink alcohol in Central Park unless the can is covered.

## 12. SINGAPORE

You offer a piece of chewing gum to your tour guide. Why does she look shocked?

- a) Because chewing gum is forbidden by law.
- b) Because tour guides aren't allowed to accept gifts.
- c) Because chewing gum is given to animals.

### 13. INDIA

An Indian friend invites you to a traditional meal. How should you eat?

- a) With your left hand only.
- b) With your right hand only.
- c) With both hands.

### 14. JAPAN

You're staying in a Japanese hotel and decide to relax in a traditional, shared bath. What shouldn't you do in the bath tub?

- a) You shouldn't stay too long.
- b) You shouldn't talk to other bathers.
- c) You shouldn't wash yourself.

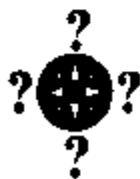
### ANSWER KEY

- 14c. You should shower yourself clean before relaxing in the bath tub.
- 13b. Indians traditionally eat with their right hand, as the left hand is considered unclean.
- 12a. You can be fined for chewing gum in Singapore.
- places that do not have a special licence.
- 11a. Alcohol laws vary from state to state but it's usually prohibited to drink alcohol in public
- 10b. You should avoid wearing shorts or miniskirts, or showing bare shoulders.
- 9a. Buddhist monks are forbidden to touch or be touched by females.
- 8c. Restaurants stay open very late in Spain.
- 7c. Drinking and driving is illegal.
- 6c. Non-Muslims are not allowed to go inside Moroccan mosques.
- offer money for it.
- 5a. A glyco is a traditional dish, given as a welcome to visitors. It's impolite to refuse it or
- 4c. The Nepalese, like many other cultures, are sensitive about having their photo taken.
- 3a. It's considered unhygienic to wear anything.
- 2b. Women are forbidden to drive.
- 1b. It's considered impolite to refuse food (although it's customary not to accept immediately).

### HOW YOU SCORED

- 11 - 14 Congratulations! You've completed your round-the-world tour with the minimum of embarrassment.
- 7 - 10 Not bad. Only a few embarrassing situations!
- 4 - 6 Not so good. You should learn more about cultural differences.
- 0 - 3 You must do some cross-cultural homework before your next trip abroad, or stay at home!

### Quiz 2.



1. Which should you never offer a Moslem to eat?

- a) Beef
- b) Pork

2. What do you have to do before you go into a mosque?

- a) Put on white clothes
- b) Take off your shoes

- 3. At a traditional meal in India, you should eat:**
- a) only with your right hand
  - b) only with your left hand
- 4. In a Buddhist country, you shouldn't:**
- a) pat a child's head
  - b) hold hands with a child
- 5. Which shouldn't you do in Japan?**
- a) Take off your jacket before a meal
  - b) Blow your nose in public
- 6. Which is banned in Singapore?**
- a) Alcohol
  - b) Chewing gum
- 7. Which colour is worn at a traditional Chinese funeral?**
- a) Black
  - b) White
- 8. The usual way of greeting people in Japan is:**
- a) shaking hands
  - b) bowing
- 9. What do Italians do at midnight on New Year's Eve?**
- a) Throw old things out of the windows
  - b) Sit on the floor and hold hands
- 10. If you're invited to a meal in Brazil, you should arrive:**
- a) shortly before the stated time
  - b) some time after the stated time
- 11. On holiday in Spain, you are invited to go on a paseo. Is this:**
- a) a walk?
  - b) a picnic?
- 12. In Russia, what do you do before going on an important journey?**
- a) kiss your hat
  - b) sit in silence for a short time
- 13. Which flowers should you never take to a dinner party in Poland?**
- a) Carnations
  - b) Chrysanthemums
  - c) Tulips

**14. In Britain, what do superstitious people touch for luck?**

- a) Iron
- b) Wood
- c) Glass

**ANSWERS**

(from "Current")

- 14 b) The British touch wood. Americans knock on wood. Italians touch iron.
- 13 b) Chrysanthemums are only given at funerals.
- 12 b) The family sits in silence for a short time before one member goes on a journey. The time isn't strictly determined, but it's for about a minute or two — usually, the time it takes to say a prayer.
- 11 a) In small towns in Spain, young people often take a walk or paseo before dinner. The guys and the girls walk in opposite directions around the town square. Sometimes they stop for a chat, but mostly they just check out the talent!
- 10 b) Your Brazilian host will expect you about half an hour after the stated time. Never arrive early in case they are busy with last minute preparations.
- 9 a) Anything old will do: old clothes, old papers, old furniture, which can make the streets quite dangerous. It symbolizes throwing out the old year.
- 8 b) Bowing is also the usual way of greeting in Japan.
- 7 b) Traditionally the Chinese wear white for funerals.
- 6 b) Chewing gum is illegal in Singapore. Foreign tourists would not be fined for chewing it, although they would be if they tried to sell it.
- 5 b) In Japan, sniffing is more polite than blowing your nose in public.
- 4 a) In Thai Buddhism, spirits enter and leave a person's body through the head. Parting a child on the head would seem rude in Thailand.
- 3 a) At a traditional meal in India (and in Moslem countries) everybody takes food out of the same large dish, with their right hand. Even left-handed people should use the right hand only.
- 2 b) You have to take off your shoes. At some mosques you can borrow slippers.
- 1 b) Moslem do not eat pork. Hindus do not eat beef.

**Exercise 11.**

*Complete the air travel announcements. Use the words in the box.*

|                     |                  |               |
|---------------------|------------------|---------------|
| passport control    | duty-free        | landing cards |
| boarding cards      | passengers       | seat-belt     |
| overhead locker     | hand-luggage     | rows          |
| safety instructions | upright position | window seats  |
| trolley             | life-jacket      |               |

1. We are now ready to board. Would passengers in (1) *rows* 8 to 15 board first. Please have your (2) ..... ready.
2. For your safety, please put your (3) ..... in the (4) ..... above your seat.
3. In case of emergency, your (5) ..... is located under your seat. Please read the (6) ..... in the seat pocket in front of you.

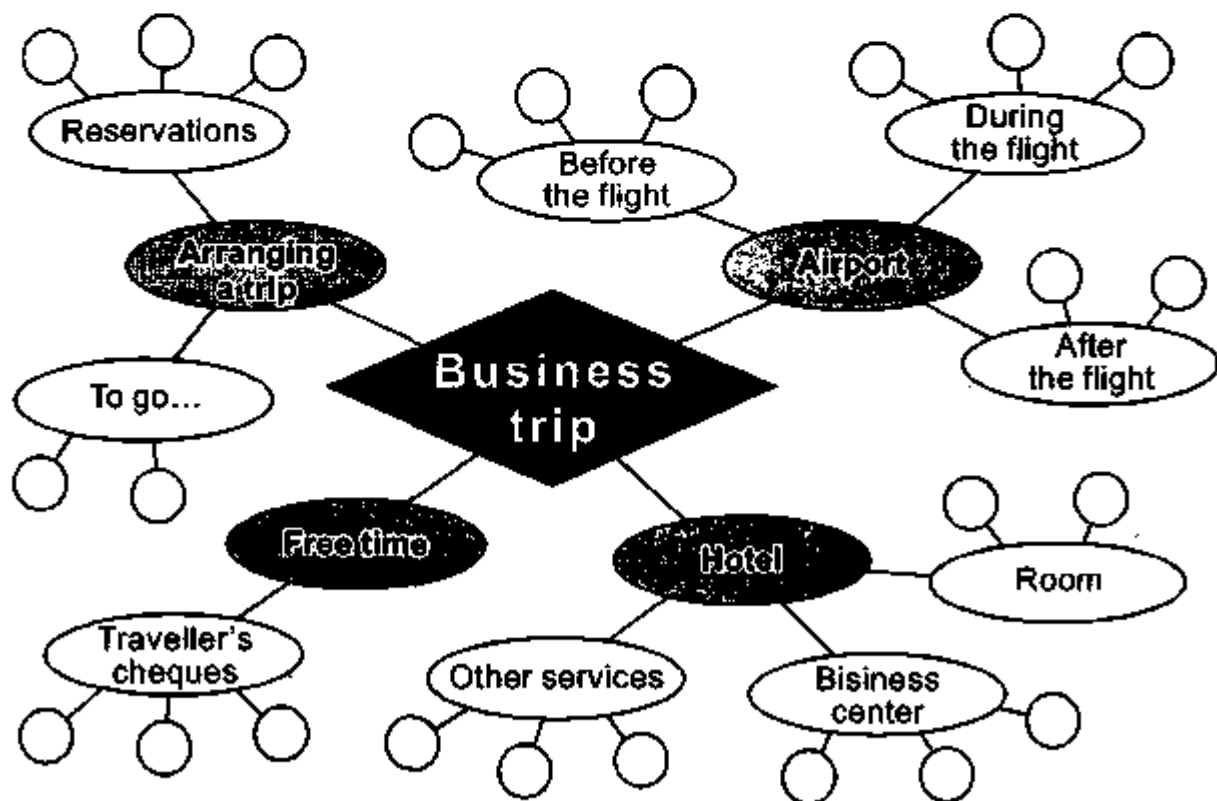


4. If you'd like to buy any (7) ..... items, we are now offering goods from the duty-free (8) .....
5. The cabin crew are giving out (9) ..... at the moment. If you are not an EU citizen, please make sure you complete one of these forms for (10) .....
6. We'll be landing in a few minutes, and the (11) ..... sign is now on. Please could you return to your seats and put them in the (12) .....
7. It's a fine morning, so (13) ..... in (14) ..... on the right side of the aircraft will have a good view of the city.

### Exercise 12.

Complete the Word Map using the words in the box. What other words from this Unit can you add into each category?

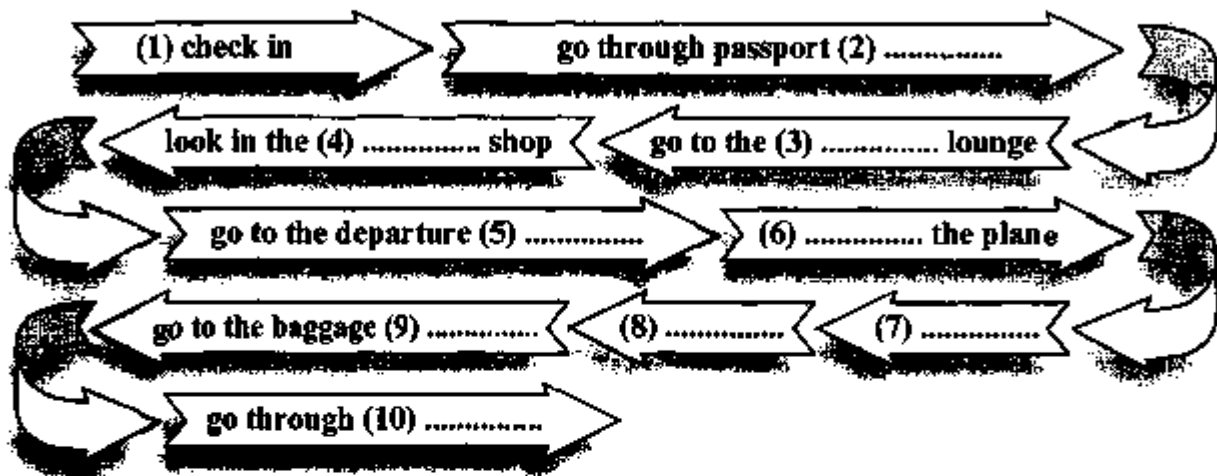
- |                      |                             |                        |
|----------------------|-----------------------------|------------------------|
| a) to reserve a room | g) business computer (PC)   | m) swimming pool       |
| b) departure lounge  | h) to confirm a reservation | n) translation service |
| c) duty-free shop    | i) to take off              | o) electronic safe     |
| d) baggage claim     | j) customs                  | p) supermarket         |
| e) satellite TV      | k) foreign newspapers       | q) fitness room        |
| f) check-in desk     | l) land                     | r) bath                |



### Exercise 13.

At the airport. The word chain below shows what you do when you fly to another country. Complete the gaps with these words.

|       |         |          |           |           |
|-------|---------|----------|-----------|-----------|
| gate  | board   | take off | land      | duty-free |
| claim | control | customs  | departure |           |



### Exercise 14.

Look at the pictures and use these phrases to complete the sentences below.

|                 |                   |                           |
|-----------------|-------------------|---------------------------|
| by bullet train | by coach          | on a jumbo jet            |
| by luxury liner | by car ferry      | on a double-decker bus    |
| by Concorde     | on a bullet train | on an air-conditioned bus |
| by bus          | on a luxury liner | on a car ferry            |



1. a) The fastest way of getting from Kyoto to Tokyo is *by bullet train*.  
b) I've been on an express train, but I've never been .....
2. a) The most comfortable way of travelling is .....
- b) I'd love to spend a holiday .....
3. a) Concorde is very fast, but you are more comfortable .....
- b) You could take a jumbo jet, but it's quicker .....
4. a) You can get about sixty passengers .....
- b) For short journeys it's convenient to travel .....
5. a) We drove to the airport .....
- b) We were taken to the airport .....
6. a) If you are taking the family, it's cheaper to go .....
- b) You can relax and take it easy .....



### **Role-play.**

*Work in pairs. You go on a business trip. Role-play booking a flight (a train), reserving a room and a procedure at the check-in desk (the customs) at the airport.*

## ***INQUIRY***

Inquiry is a kind of letter company sends if it is necessary:

- 1) to get detailed information about goods;
- 2) to find out if goods are available;
- 3) to specify time and dates of delivery;
- 4) to get information about terms and discounts, methods of transportation, conditions of insurance;
- 5) to get information about prices of goods;
- 6) to get catalogues and samples of goods etc.

While writing inquiries you should give full details of the problem. It will help your business partner to shorten the time to write a reply. The letter of inquiry should make absolutely clear the information wanted. The recipient of the inquiry doesn't need to write to ask for additional information or explanation. Inquiry should be brief, clear and polite.

When you send inquiry to this company for the first time, your letter has to include such information:

- 1) reference on the source of information about this company and its goods;
- 2) essence of the matter;
- 3) brief information about your company;
- 4) expression of hope for successful co-operation.

You don't need to follow this strict order. If you make repeated inquiry it should include only the second paragraph.

**Here are the examples of phrases and patterns used in inquiries:**

1. *We read your advertisement in ...*  
*Ми прочитали Вашу рекламу в ... .*
2. *With regard to your advertisement in <newspaper> of <date>, we would ask you ...*  
*У зв'язку з публікацією Вашої реклами в <назва газети> від <дата>, ми хотіли б просити Вас...*
3. *We have heard of your products from ...*  
*Ми дізналися про продукцію Вашої компанії з ...*
4. *We have seen your current catalogue showing ...*  
*Ми звернули увагу на Ваш останній каталог, в якому описані ... .*
5. *We are interested in buying (importing, etc.)...*  
*Ми хотіли би придбати (імпортувати тощо)...*
6. *Please, inform us (let us know) as soon as possible ...*  
*Просимо повідомити нас якомога швидше ... .*
7. *Would you please inform us if it is possible to deliver ...*  
*Просимо повідомити нас, чи зможете Ви доставити ... .*
8. *Please, let us know what quantities you are able to deliver till <date> .*  
*Будь-ласка, повідомте нас, яку кількість Ви зможете доставити до <дата >.*
9. *Could you let us have a quotation for ...*  
*Повідомте нас, будь-ласка, про розцінки на ...*
10. *Would you kindly quote your prices and terms of delivery (terms of payment, etc.) for...*  
*Чи не могли б Ви встановити нам ціни і умови поставки (умови оплати тощо) на ...*
11. *We would like to have further details about ...*  
*Ми б хотіли отримати більш детальну інформацію про ...*
12. *We would like to represent your products in the Ukrainian market.*  
*Ми б хотіли представляти Вашу продукцію на українському ринку.*
13. *Please, send us samples of ... (your catalogues, leaflets, etc.)*  
*Будь-ласка, надішліть нам зразки ... (свої каталоги, брошури тощо).*
14. *As distributors (importers, retailers, etc.) we have a large network of ...*  
*Як дистриб'ютори (імпортери, продавці тощо) ми маємо широку мережу ...*
15. *In connection with this ...*  
*У зв'язку із цим ...*
16. *We would like to get in touch with manufacturers (suppliers, sellers, etc.) of ...*  
*Ми б хотіли встановити контакти з виробниками (постачальниками, продавцями тощо) ...*
17. *We usually effect payment by letter of credit (cheque, bank transfer, etc.)*  
*Ми звичайно проводимо оплату шляхом відкриття акредитива (чеком, банківським переведенням тощо)*
18. *If your prices are competitive (the samples meet the standards, your equipment complies with our requirements, etc.) we may be able to let you have regular orders.*  
*Якщо Ваші ціни влаштовують нас (зразки будуть відповідати вимогам стандартів, Ваше обладнання відповідатиме нашим вимогам тощо), ми будемо регулярно замовляти Вашу продукцію.*
19. *We look forward to your early reply.*  
*З нетерпінням чекаємо Вашої відповіді.*
20. *Your prompt answer would be appreciated.*  
*Будемо вдячні за швидку відповідь.*

## Sample Inquiry Letter

Pet Products Ltd,  
180 London Road  
Exeter EX4 4JY  
England

25th May, 2002

Dear Sir,

We read your advertisement in the "Pet Magazine" of 25th December. We are interested in buying your equipment for producing pet food. Would you kindly send us more information about this equipment:

- price (please quote GIF Odessa price)
- dates of delivery
- terms of payment
- guarantees
- if the price includes the cost of equipment installation and staff training.

Our company specializes in distributing pet products in Ukraine. We have more than 50 dealers and representatives in different regions and would like to start producing pet food in Ukraine. If your equipment meets our requirements, and we receive a favourable offer, we will be able to place a large order for your equipment.

Your early reply would be appreciated.

*P. Smereka*

Yours faithfully,  
P. Smereka  
Export-Import Manager

## REPLIES TO INQUIRES

are an important stage in business dealings. Great care must be taken to ensure that the customer receives the information. Careful treatment of customers' inquiries can significantly help in winning order. On the other hand, inability to deal with inquiries can lead to loss of valuable orders.

### Replying to letters of enquiry:

- Thank the writer for his/her inquiry;
- Let the writer know as soon as possible if you have the product or can provide the service he/she is enquiring about;

- Encourage or persuade your prospective customer to do business with you;
- If you do not have what the enquirer has asked for, but have an alternative, offer it to him;
- Your correspondent may be asking about a product you do not make or a service you do not give. If this is so, tell him and if possible refer him elsewhere;
- Make sure that you enclose current catalogues and price-lists if you are sending them;
- And if you are sending samples, let your customer know they will follow the letter immediately by separate post;
- Always thank the customer for writing to you. If you have not done so in the beginning of the letter, you can do so at the end. You should also encourage further enquiries.

**Here are the examples of phrases and patterns used in replies to inquiries:**

1. In reply to your request for our Catalogue № ... we enclose a copy herewith, and we hope you may find it useful.  
*У відповідь на Ваше прохання про каталог № ... ми додаємо копію і сподіваємось, що вона буде корисною для Вас.*
2. We were very pleased to receive your letter in reply to our advertisement in...  
*Ми були дуже раді отримати Вашого листа у відповідь на нашу рекламу в ...*
3. As requested, we enclose our illustrated catalogue. We should like to draw your attention particularly to our model ... which is the latest word in ...  
*Як Ви просили, ми додаємо наш ілюстрований каталог. Ми б хотіли привернути Вашу увагу, зокрема, до нашої моделі, яка є останнім словом ...*
4. We are certain that a trial order will give you full satisfaction and we shall be very glad to hear from you ...  
*Ми впевнені, що пробне замовлення повністю задовільнить Вас і ми будемо раді почути від Вас ...*
5. It gives me great pleasure to send you our catalogue which contains all technical details about the model you inspected.  
*Із великим задоволенням надсилаю Вам наш каталог, який містить усі технічні деталі про модель, яку Ви оглянули.*
6. We thank you for your inquiry, in reply to which we are sending you our illustrated catalogue of ...  
*Дякуємо за Ваш запит, у відповідь на який надсилаємо Вам наш ілюстрований каталог ...*
7. We much appreciate your offer ...  
*Ми дуже цінуємо Вашу пропозицію ...*
8. We are very gratified to learn from your letter that you are interested in...  
*Ми раді дізнатися з Вашого листа, що Ви зацікавлені в ...*
9. In reply to your letter of 6<sup>th</sup> June we confirm ... We want to thank you very much for your inquiry and hope that our prices will induce you to place an order.  
*У відповідь на Ваш лист від 6 червня ми підтверджуємо... Ми вдячні Вам за Ваш запит і сподіваємося, що наші ціни сприятимуть розміщенню Вашого замовлення.*
10. We are obliged for your letter of May 19, in which you inquire ...  
*Дякуємо за Ваш лист від 19 травня, в якому Ви запитуєте ...*

11. We shall be only too pleased to supply you with ...  
*Ми будемо дуже раді забезпечити Вас ...*
12. May we use opportunity to draw your attention to ...  
*Чи могли б ми привернути Вашу увагу до ...*
13. We should appreciate it very much if you could send us ...  
*Ми будемо вдячні, якщо Ви надішлете нам ...*
14. We can promise delivery in four weeks if we receive your order immediately.  
*Якщо Ви надішлете своє замовлення негайно, ми обіцяємо доставку через 4 тижні*
15. We hope that our offer will interest you.  
*Ми сподіваємося, що наша пропозиція зацікавить Вас.*
16. As we are extremely busy at present, it would help us to give you prompt delivery if you could send us your order as soon as possible.  
*Оскільки ми дуже зайняті в даний час, ми зможемо здійснити негайну доставку, якщо Ви надішлете нам Ваше замовлення якомога швидше.*
17. We are awaiting your instructions with interest.  
*Із цікавістю очікуємо Ваших інструкцій.*
18. Kindly let us know if you would like ...  
*Повідомте, будь ласка, якщо Ви бажаєте ...*

### *Sample Reply to Inquiry Letter*

[Receiver's address =  
== Inside address]  
[City]  
[Country]

[Date]

Dear Sir,

We thank you for your inquiry of 5<sup>th</sup> June, and we have pleasure in submitting herewith two copies of our Export Price List together with some publicity material. Our usual discount is 5% but if an order is exceptionally large we are prepared to increase the discount.

All items in our range are carried in stock, enabling us to effect despatch of orders within 10 to 14 days of receipt of the order. We hope that our products will meet your approval and we will have the pleasure of receiving your order instruction.

Yours faithfully,  
*Bob Sober* Bob Sober  
Sales Manager

### Exercise 1.

*Write down a similar inquiry for equipment you need:*

- a. to make furniture;
- b. to open a new line of skin care products.

### Exercise 2.

*Answer the questions on the text:*

1. What is inquiry?
2. What information does it give?
3. Do you need to follow a strict order writing inquiry?

### Exercise 3.

*Work in pairs. Write down a reply to inquiry of your partner (Use Ex. 1).*

## **LETTER OF CONGRATULATION.**

If you want to keep your relations with business partner for a long time, take every possibility to send him congratulations on this or that occasion –on promotion, on a new appointment, the establishment of a new business, the award of an honor , on birthday, on New Year or Christmas, etc.

The congratulatory message should be sincere and brief. To write a letter of congratulation is one of the best ways to promote good will. Whatever the occasion, your letter is sure to be well received. It may be either short and formal or conversational and informal, depending on the circumstances and the relationship between you and your recipient.

#### **1. Formal letter of congratulation upon a promotion**

Dear Mr Roberts,

I am writing to convey my warm congratulations on your appointment to the Board of Electrical Industries Ltd.

My fellow directors and I are delighted that the many years of service you have given to your Company should at last have been rewarded in this way and we join in sending you our very best wishes for the future.

Yours sincerely,  
Jack Nickolson



## 2. Informal letter of congratulation on the award of a public honour

Dear Charles,

On looking through the Camford Times this morning I came across your name in the New Year Honours List and hasten to add my congratulations to the many you will be receiving.

The award will give pleasure to a wide circle of people who know you and your work. Your services to local industry and commerce over many years have been quite outstanding and it is very gratifying to know that these have now been so suitably rewarded.

Warm regards and best wishes.

Yours as ever,  
Norman Dee

## 3. Letter acknowledging congratulations

Dear Mr. Fleming,

Thank you for your letter conveying congratulations on the award of my OBE.

I am of course happy that anything I may have been able to do for commercial education in my limited field should have been rewarded by a public honour, but at the same time I regard the award as being less of a tribute to me personally than to the work of my college as a whole - work in which I have always enjoyed the willing help and support of many colleagues.

Yours sincerely,  
Harold Jackson

### Exercise 1.

*Write down the letters of congratulation*

- on promotion,
- on the award of an honor,
- on birthday.

### Exercise 3.

*Underline the correct words.*

1. Do you *can* / Can you come to the meeting next week?
2. I *can come* / *I can to come* to the meeting next week.
3. I *won't can't* / *be able to* come to the meeting next week.
4. Sorry that I *didn't could* / *I couldn't* come to the meeting last week.
5. Sorry that I *wasn't able to* / *I wasn't able* come to the meeting last week.
6. Do you *will* / *Will you* show me how to log on to the network?
7. What *we can do* / *can we do*?
8. I hope to *can* / *to be able to* fly directly to Dusseldorf.
9. I *must speak* / *I must to speak* with Mr Reiner as soon as possible.
10. I *managed to* / *I could* speak to Mr Reiner yesterday.
11. The hotel was OK, but I *managed to* / *I could* hear a lot of noise from the street.
12. I *managed to* / *I could* take a boat trip on Lake Lemman when I was in Geneva.

### Exercise 7.

A. *Read the following impolite dialogue between a hotel receptionist and a guest.*

*Receptionist:* Give me your name.

*Guest:* It's Jessop.

*R:* Spell it.

*G:* It's J-E-S-S-O-P.

*R:* Leave your passport.

*G:* OK. I want an early morning call.

*R:* Of course.

*G:* When is breakfast?

*R:* It's from seven thirty until ten.

*G:* Also, I must leave a message for a colleague.

*R:* Do you want a pen?

*G:* Thank you.

B. *Now rewrite the following lines from the dialogue. The words in brackets will help you.*

1. (May / have / name please) .....
2. (Could / spell / that / me please) .....
3. (Would / mind / your passport) .....
4. (Do / think / book me / early morning) .....
5. (I wonder / you / tell me when) .....
6. (Would / mind if I / message / colleague) .....
7. (Would / like me / lend / a pen) .....

## Exercise 1.

*Fill in the gaps with have to or should.*

1. When you catch a plane, you ..... check in before you board the plane.
2. You ..... wear comfortable clothing.
3. A pilot ..... train for many years.
4. People who want to smoke ..... sit in certain seats.
5. You ..... wear your seat belt all the time. You can take it off.
6. But you ..... wear it at take-off and landing.
7. You ..... drink too much alcohol because you might be ill.
8. There is often a film on a long flight, but you ..... watch it. You can go to sleep.
9. When you've got your luggage, you ..... go through the Customs.
10. You ..... have too much hand luggage.
11. You ..... go to the bus-station.

## Exercise 2.

*Read the following extract from a guidebook to Thailand. Fill in the gaps with can, can't, must, mustn't, should, or shouldn't. (Sometimes more than one answer is correct.)*

### Visas

UK visitors *must* apply for a visa. You (1) ..... enter the country without one.

### Customs Regulations

- You (2) ..... bring in up to 200 cigarettes.
- You (3) ..... bring in guns or drugs.
- You (4) ..... bring in one litre of wine or spirits.
- Cars (5) ..... be brought into Thailand for personal use, but you (6) ..... have a valid Driving Licence.
- You (7) ..... have at least US \$250 with you. If you don't you (8) ..... enter the country.

### Advice to travellers

- It's usually very hot in Thailand, so you (9) ..... bring summer clothes.
- You (10) ..... drink tap water. (It's not always dangerous, but it's safer to buy bottled drinking water.)
- Traveller's cheques get a better exchange rate than cash, so you (11) ..... bring traveller's cheques with you.
- You (12) ..... tip taxi drivers. They don't expect tips, and they might be embarrassed.
- You (13) ..... make international phone calls from hotels as they are very expensive.
- You (14) ..... use the government telephone offices.
- You (15) ..... have medical insurance.

## Exercise 4.

Complete the sentences with *can*, *can't*, *could*, *couldn't* or *be able to*.

1. I'm afraid I *can't* help you at the moment.
2. I don't think I'll ..... come to the meeting.
3. The negotiations broke down because we ..... agree on the price.
4. I ..... see you were having problems, so I didn't interrupt.
5. If you ..... make a firm order today, we should ..... ship by Friday.
6. I find Portuguese very difficult. I ..... understand it, but I ..... speak it.
7. Sorry, I ..... see you next week, but I might ..... make the week after.
8. A: Will you ..... go to the training seminar?  
B: No, I ..... — I'm very busy.
9. I'm sorry I ..... come to your talk yesterday. I had to sort out a problem.
10. I ..... ski really well when I was in my twenties, but now I'm out of practice.

## Exercise 5.

A businessman is describing his trip to Lagos. Complete the text with *had to*, *didn't have to*, *couldn't*, *should have* or *shouldn't have*. Each phrase is used twice.

"I (1) *...should have...* travelled on the 10 am flight, but when I got to the airport they told me that the flight was overbooked and I (2) ..... catch a later flight. Then at the check-in desk they told me that I (3) ..... take both my bags as hand luggage, so I (4) ..... let one of them go in the hold, which was very annoying as I had my diary in it, and it delayed me by nearly an hour at baggage reclaim at the other end. When I got on the plane I wanted to use my laptop, but of course I (5) ..... until after take off. The flight attendant told me to turn it off and said that I (6) ..... known not to use it. To be honest I'd just forgotten, and he (7) ..... been so rude. Er, it was quite late when I finally left Lagos airport, so it was lucky I (8) ..... go to any meetings that afternoon. And, looking back at what happened, I (9) ..... travelled with that airline — they have a lot of problems with overbooking. And my company was paying for the flight so I (10) ..... choose the cheapest option."

## Exercise 6.

Martin and Anne have arrived at check-in at Heathrow Airport. Complete their dialogue with *must*, *might*, *can't*, *must have*, *might have* or *can't have*. Use each word once only.

- Martin: Oh no, I can't find my passport.  
Anne: You're joking.  
Martin: No, really, it's not in my briefcase.  
Anne: Well, it (1) *must* be in your other bag. Quick, have a look.  
Martin: It's not there. Where on earth is it?  
Anne: Well, I don't know. Do you think you (2) ..... left it at home?  
Martin: That's impossible. I (3) ..... done. I checked I had it with me four times before I left the house.

- Anne:* OK, calm down. What about checking your coat pockets? You never know, it (4) ..... be there.
- Martin:* No, it isn't. This is ridiculous. We're going to miss our flight.
- Anne:* Look, you (5) ..... be looking in the right place.
- Check-in attendant:* Excuse me, sir. Is that your passport there on the ground?
- Martin:* Oh, yes, so it is. Ah, I (6) ..... dropped it when I was looking for the tickets.

## Exercise 8.

Underline the correct words in each mini-dialogue.

- A:* Are you free next Tuesday morning?

*B:* Sorry, *I'll have/I'm having* a meeting with Sue.

*A:* Oh, right. Well, what about Thursday?
- A:* What are your plans for next year?

*B:* *We'll open/We're going to open* a new factory in Hungary.

*A:* That sounds interesting.
- A:* What do you think about their new marketing campaign?

*B:* I think *it'll probably succeed/it's probably succeeding*.

*A:* Do you really?
- A:* What about tomorrow at around five thirty?

*B:* OK, *I'll see you then./I'm seeing you then*.

*A:* Bye.
- A:* So as you can see, I've been thinking about this problem quite a lot.

*B:* Yes, I see. So, *what are you going to do?/what are you doing?*

*A:* Resign!
- A:* It would be nice to see you next week.

*B:* Yes, it would. *Are you doing anything/Will you do anything on Wednesday?*

*A:* No, I'm free.

## Exercise 9.

Complete the sentences by putting the verbs in brackets into the most appropriate future form. Choose between will, going to and the present continuous.

- Have you heard the news? Vivendi *is going to buy* (buy) Seagram.
- I ..... (meet) Andrea at nine next Thursday morning outside the station.
- I've just had a call from Richard — he ..... (be) late.
- Next year ..... (be) the company's centenary year.
- This taxi driver is terrible. He ..... (have) an accident.
- In the future video-conferences ..... (probably replace) many international meetings.
- We ..... (test) the new machine sometime next week.
- I ..... (go) to Manchester on Friday.
- Would you mind waiting for a moment? I ..... (not be) long.

## Exercise 10.

Complete this dialogue by putting each of the verbs in brackets into the future. Choose between will and going to. Sometimes either answer may be possible, but decide which form is the most natural. Use contractions where possible.

- Joanna:** Please, come in, have a seat. Would you like a drink? Coffee? Mineral water?
- Greg:** Oh, I (1) ..... (have) a coffee, please.
- Joanna:** Lucy could you make two coffees? Well, thanks for coming this morning. I (2) ..... (tell) you why I asked you here. Um, as you know, there (3) ..... (be) some big changes in the company. In fact, we (4) ..... (restructure) the whole department.
- Greg:** Yes, I know. When (5) ..... (it/happen)?
- Joanna:** Everything (6) ..... (be) finished by the summer. Um, the thing is, under the new structure your job (7) ..... (probably/disappear).
- Greg:** Really? Is that certain?
- Joanna:** Well, we (8) ..... (have) a meeting next week to finalise all the plans, and of course I (9) ..... (let) you know what we decide. Anyway, you don't have to worry.
- Greg:** Oh?  
(coffee arrives)
- Joanna:** Well, as I was saying, you don't have to worry. We (10) ..... (offer) you a new job. You (11) ..... (have) more responsibility, and the salary (12) ..... (be) much better.
- Greg:** That's wonderful, thank you very much. What exactly (13) ..... (the new job / involve)?
- Joanna:** Well, we (14) ..... (expand) the whole customer services area. If you accept the job, you (15) ..... (be) responsible for the new team. Um, it (16) ..... (mean) a lot more work, of course. What do you think?
- Greg:** It sounds great, but I (17) ..... (need) a day or two to think about it.
- Joanna:** Of course, no problem. Look, I (18) ..... (not/be) in the office for the next few days — I (19) ..... (visit) our subsidiary in Hungary. (20) ..... (you/have) an answer for me by next week?
- Greg:** Yes, I (21) ..... (give) you my decision on Monday.

## Exercise 11.

Compare travelling by bus, by car, by train, by plane using the adjectives given below. Make as many sentences as possible.

fast / slow

cheap / expensive

comfortable / uncomfortable

enjoyable / tiring

safe / dangerous

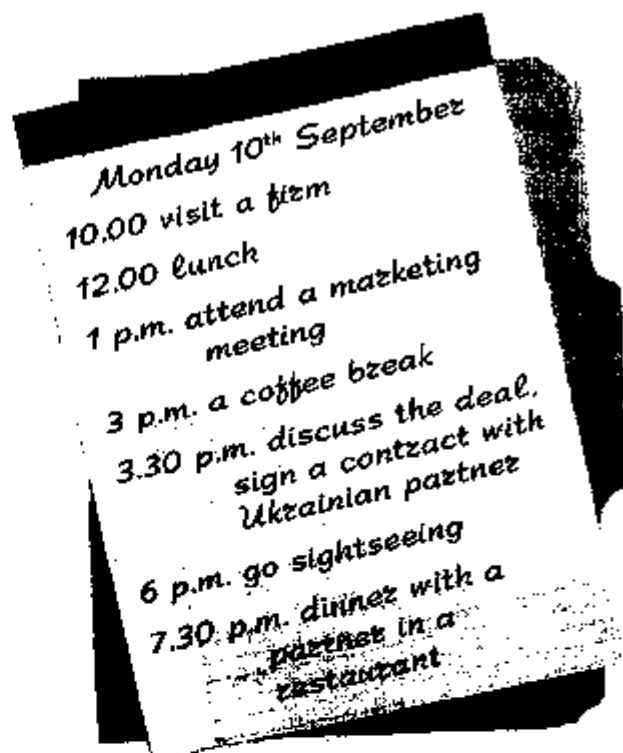
easy / difficult

good / bad

## Exercise 12.

Mr Woodman is going to have a business trip to Ukraine. Look at his schedule and write about his day. Put the verbs in the correct form.

E.g.: Monday, 10.00. He is visiting (visit) a firm.



## READING

### Text 1.

#### WE EUROPEANS

For new countries joining the European Union, and older ones getting used to their burgundy passports, becoming 'Europeans' is a bit like marrying into a large, eccentric, diverse family.

Europeans have a lot in common but their differences, not their similarities attract the attention of sociologists and market researchers, and are more interesting.

— 35% of Germans live alone; but only 9% of Spaniards. Perhaps this explains why Spaniards lead in Europe in the habit of going out for a drink.

— The British attend more adult

evening classes than anyone else in Europe, and the Belgians least. So it can't just be the dark evenings. There are no figures on how many Britons go for a drink afterwards. If there were, they might be up at the top with Spain!

— The British think black cats are lucky. Every other European country regards them as unlucky.

— The Dutch and Germans are the greatest caravanners, but the Germans like bigger beds in their caravans.

— The French are most athletic Europeans. Next come the Dutch. But the

Belgians, just over the border, play fewest sports.

— The Germans spend twice as much on heating as the Spaniards. Well, of course they do, it's colder.

— Dutch husbands do the household shopping a lot more often than Italians or Spaniards. Women, you have been warned!

— Only the British put their knives and forks at 06.30 on the plate when they are finished. Everyone else puts them between 09.15 and 07.25. The British also put salt in the pot with the single hole. This causes visitors considerable confusion.

— The French are the champion public transport commuters (people who travel a long distance from home to work every day) of Europe. If you hate commuting, go and live in the Netherlands, where journeys to work are shorter than anywhere else.

— The amount of direct eye-contact

between strangers is three times greater among Spaniards than it is among the British or Swedes. Sharing a lift is torture for both the British and the Swedish.

— No European country really agrees with any other about how to make good coffee. German, Belgian, French, Italian, Greek, and Spanish roasting methods are all different.

— There are exceptions to all these rules. Approach them in the spirit of my 8-year-old daughter. 'If you don't understand each other's language, you just laugh a lot, and eat, and point at things.' *Vive l'Europe!*

*(adapted from an article by Libby Purves, a British journalist reporting on some amusing differences between Europeans discovered by the French market research company Mintel and by Richard Hill, the author of "We Europeans")*

## Exercise 1.

*Underline the answer you think is correct.*

1. The colour of European Community passports is pink / blue / burgundy.
2. The percentage of Germans who live alone is 9% / 26% / 35%.
3. The Spaniards / Belgians / British go out for a drink more than other Europeans.
4. Adult evening classes are most popular with the Germans / British / Belgians.
5. In Britain black cats are lucky / unlucky.
6. The British / Germans / Dutch have the biggest beds in their caravans.
7. The most athletic people in Europe are the British / Belgians / French.
8. Italian / Dutch / Spanish husbands do the household shopping most often.
9. The French / Germans / British use public transport the most to travel to work.
10. German, French, and Italian methods of roasting coffee are the same / different.

## Exercise 2.

*Discuss your answers to the questions.*

1. Have you experienced any of the differences described in the article?
2. What other differences have you discovered between people from other countries?



### Exercise 3.

*Work in groups.*

1. List any stereotyped ideas other nationalities may have about your country and its people.
2. Choose two nationalities. How do people in your country view them?
3. Do you think national stereotypes help us to understand other nationalities, or do they create problems between nationalities?

### Text 2.

#### CULTURAL DIFFERENCES IN BODY LANGUAGE

Understanding the 'body language' of different nationalities — the way they use gestures, eye-contact, and touching to communicate without words — is an important part of communicating across cultures. In his book *Foreign Bodies*, Oxford University research psychologist, Dr Peter Collett, examines some of the differences among Europeans.

➤ *Gesture.* Dr Collett suggests that if we compare the way different European nations use gestures, they fall into three groups. In the first group are the Nordic nations — the Swedes, Finns, Norwegians, and Danes — who use gestures very little. The second group includes nations such as the British, Germans, Dutch, Belgians, and Russians. They use some gestures, for example, when they are excited, or want to communicate over long distances, or to insult each other. The third group includes the Italians, Greeks, French, Spanish, and Portuguese. They use gestures a lot, to emphasize what they are saying, and to hold the other person's attention. 'Even when they are silent', says Dr Collett, 'their hands are often busy sending messages through the medium of manual semaphore.'

➤ *Personal Space.* People's sense of 'personal space' — the distance that

separates them from another person — also varies between people of different nationalities. What feels right for one nationality may feel uncomfortable for another. British zoologist, Desmond Morris, has identified three 'personal space' zones in Europe. In countries such as Spain, France, Italy, and Greece, people stand close enough to each other easily. Morris calls this the 'elbow zone'. In East European countries such as Poland, Hungary, and Romania, people stand a little more distant. Morris calls this the 'wrist zone' because they are close enough to touch wrists. In Britain, Holland, Belgium, Germany, and the Scandinavian countries, people prefer to stand further away from each other, and they do not generally touch. This he calls the 'fingertips zone'.

➤ *Eye-contact.* Another cultural difference between nationalities is the amount of eye-contact between people. In countries where people stand close to each other, in Morris's elbow zone, eye-contact is more frequent and lasts longer. Mediterranean countries, says Dr Collett, are 'high-look' cultures whereas north European-countries are 'low-look' cultures. Children who grow up in a low-look culture learn that it is rude to look too long at another person. In a high-

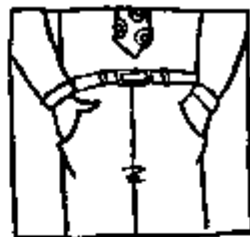
look culture, eye-contact, like physical contact and gestures, is a natural way of expressing your feelings and relating to other people. This explains why, for

example, north Europeans visiting south European countries may feel uncomfortable at the way people look at them.

### Exercise 1.

*Work in groups. Discuss how the impression you may give, especially to a stranger or to someone from another country, can be affected by:*

- ✓ The noises you make: yawning; clicking a pen; sniffing; tapping your fingers.
- ✓ Talking in a loud voice; talking a soft voice.
- ✓ Your body language and appearance, as shown in these pictures:



## Exercise 2.

*Discuss those questions.*

1. Which nationalities in Europe usually use
  - a) a lot of gestures when they speak?
  - b) very few gestures when they speak?
2. In conversation, why might a north European move away from, and a south European more closer to, the person they're talking to?
3. Why might north Europeans visiting Mediterranean countries feel uncomfortable at the way people look at them?

## Exercise 3.

*Do you agree with Dr Collett's observation on body language?*



## UNIT 4

# IN THE OFFICE



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### COMMUNICATION PRACTICE

Guided Conversations:  
— *Office Talks*  
— *Boss and Secretary*

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### BUSINESS CORRESPONDENCE

Writing Telegrams  
E-mail

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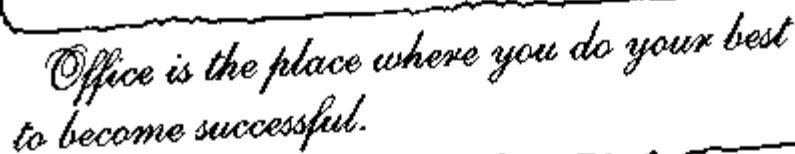
### GRAMMAR PRACTICE

Adjectives  
Prepositions

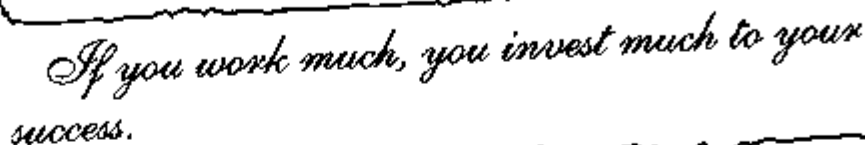
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### READING

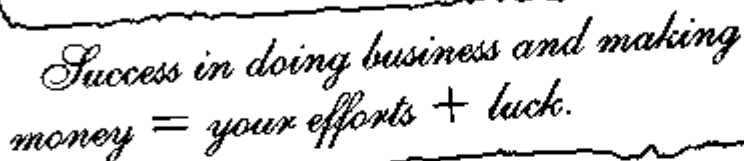
Multitasking  
Pattern of Multitasking



*Office is the place where you do your best to become successful.*



*If you work much, you invest much to your success.*



*Success in doing business and making money = your efforts + luck.*



### **Background Information**

Talking about an office of a big company we imagine a high building or even a sky-scraper belonging to a business corporation or a big enterprise. Such office includes many departments and every department has its own office (a special room). **Office** is a room or building where written work, accounts, sales statistics, business letters are kept (especially in connection with a business or organization). *E.g.: the manager's office; the company is moving to new offices in central London.* There are some kinds of offices: a **receptionist's office** (a secretary office); an **executive's office**, a **principal's office** (or a **chief's office**), etc.

In every office you can see a desk (or some desks), a telephone (and office intercom), some office cupboards, including many drawers for files, folders and multipurpose shelves, a computer, a printer, sometimes a photocopier, swivel chairs.

In executive's office besides the desk you can see a conference table for different meetings and appointments, some chairs, a two seater sofa or a conference grouping for visitors, a safe for confidential documents, some cabinets for files (folders), a bar (drinks cabinet). On the executive's desk there is a desk mat (blotter), appointments diary, a calendar, a desk set, a telephone, an office intercom, a desk lamp.

On the secretary's desk you will usually see a shorthand pad, a letter tray, a stack (set) of forms, a typewriter, a pen and pencil tray, an internal telephone list, a telephone and intercom, a fax machine, a computer, a customer card index, a calculator, etc.

**Secretary** is an employee in an office, usually working for another person, dealing with letters, typing, filing and making appointments and arrangements and doing many other important errands.

### *Different ways of communicating in writing*

In a **LETTER**, the emphasis is on a high quality appearance. Letters have to be typed or word-processed accurately on the company's headed paper with a smart, clear layout. International mail tends to be slow and in some countries the post is unreliable. Important documents or valuable items can be sent by registered mail — or they can be sent by courier.

A **FAX** is facsimile copy of a document which is transmitted by normal telephone lines to another fax machine. Some faxes are exactly like letters, some are printed on special fax forms rather like memos, others are simply handwritten messages. The sender of a fax can't be certain if the message has been received perfectly — sometimes lines get missed or are illegible. A fax is not usually a legally binding document.

**E-MAIL** (electronic mail) is a way of sending messages between computers. The message appears on a screen and can be printed out if necessary. To make e-mail more "personal" some people use punctuation to add happy {;-) or unhappy {:-( faces to their message!

In a **TELEX** readers often overlook some errors of spelling and grammar. Abbreviations such as **TKS** (Thanks) and **RGDS** (Regards) are common in telexes. The sender knows when each telex has been transmitted and received. A telex can be a legally binding document.

International mail within a company or between branches of the same firm is usually in the form of **MEMOS**: These may be brief handwritten notes or longer, word-processed letters. Most firms use special memo pads for internal message. A memo to a senior English-speaking member of staff may need as much care as a letter to a client. The style that is used depends on the practice within the company and on the relationship between the people involved.

## COMMUNICATION PRACTICE

### Guided Conversation

#### *Office Talks*

*It's Monday morning. Mr Woodman, the Sales Manager of Forestry Equipment, is away on business. His secretary Miss Susan Barton takes several messages for him and does some errands. Life in the office is busy as always.*

1. **09:00** Susan and Rachel

Susan: Good morning. Stephen Woodman's office.

Rachel: Hi, Sue. It's Rachel. Can you give Stephen a message, please? I won't be in until Friday. I have the flu. I saw the doctor this morning.

Susan: OK, Rachel. I'll give him the message. I hope you'll feel better soon.

2. **10:30** Susan and Robin.

R: Hi, Susan.

S: Hi, Robin. What can I do for you?

R: Stephen isn't there, is he?

S: No, he won't be until tomorrow.

R: Well, it's just that I need Wednesday off. You see, my grandmother died yesterday and I'll have to go to the funeral.

S: Oh, I'm sorry. How old was she?

R: Ninety-four.

3. **11:45** Susan and Cindy

S: Good morning, Stephen Woodman's office.

C: Good morning. This is Cindy Newton from Western Video Systems. Stephen is at the trade show in Glasgow, isn't he?

S: Yes, that's right. He should be here tomorrow.

C: Well, can you give him this message first thing in the morning? I'm afraid we have to cancel our last order. The customers have changed their minds again.

S: OK. I'll give Stephen the message.

4. **12:15** The boss is calling the office in London.

S: Good morning. Stephen Woodman's office. How can I help you?

SW: Good morning, Susan. It's Mr Woodman.

S: Hello, Mr Woodman. Is everything O.K. with your trip to Glasgow?

SW: Yes, everything is great. It's just that something else has come for me to do. I'm having some more meetings in Edinburgh tomorrow morning, so could you book the Royal Hotel in Edinburgh for this night if possible?

S: Right. Shall I book you a flight from Edinburgh to London on Tuesday night?

SW: No, thank you. I'm not sure about the trip back yet, it might be either in the afternoon or in the evening.

Forestry Equipment TM Telephone message Pad 7888

To Stephen Woodman Date 10/11/11 Time 11:45

**WHILE YOU WERE OUT**

From Cindy Newton  
of Western Video Systems  
Phone No. \_\_\_\_\_

|                    |                          |                |                                     |
|--------------------|--------------------------|----------------|-------------------------------------|
| TELEPHONED         | <input type="checkbox"/> | PLEASE CALL    | <input type="checkbox"/>            |
| WAS IN TO SEE YOU  | <input type="checkbox"/> | WILL CALL BACK | <input type="checkbox"/>            |
| WANTS TO SEE YOU   | <input type="checkbox"/> | <b>URGENT</b>  | <input checked="" type="checkbox"/> |
| RETURNED YOUR CALL | <input type="checkbox"/> |                |                                     |

Message Has to cancel the last order. Customers have changed their minds.

Operator Susan



S: Would you like me to get some information about the flights and the times of trains from Edinburgh?

SW: Yes, if you could. I'd appreciate that. Would you mind checking the time of arrival of the TGV and the plane?

S: Of course, not.

SW: Thank you very much, Susan. That's all for the moment.

5. **12/15** Susan to Bob Dale, an office clerk.

S: Oh, Dale?

B: Yes, Susan?

S: Mr Woodman wants you to fax these sales reports to Belfast, I've just done them.

B: Sure. I'll do it later.

S: No, Bob. Do it now. I know it's important. And could you also send a fax to the Royal Hotel in Edinburgh, please?

B: O.K. I don't think, there will be a problem.

S: And one more thing, Bob. ... Err, did you call your girlfriend on the office phone last Friday?

B: Well... uh... yes. I did. But it was urgent.

S: I think S.W. heard you. He wasn't very pleased about it. Don't use the office phone for personal calls, O.K.?

B: Yes, O.K., Susan. I won't do it again. I'm sorry.

*Look at the faxes Bob Dale has sent:*

**FAX** #0097

10/11/02

**FROM** Forestry Equipment    **TO** Fred Duvall, Ocean View  
Supplies

**Re:** Our order TR 678

Last month we ordered from you 120 boxes of your article No. 231. You promised delivery on 30 October 2002. So far we have not received this shipment and have not heard from you.

Please arrange for immediate shipment and inform us when the shipment will arrive here.

Regards,

Stephen Woodman



**Fax** from Stephen Woodman

**Forestry Equipment London Britain +44 223 3713 9119**

To: Hotel Royal, Edinburgh, Scotland +44 353 5715 7614

Could I please book a single room with a bath for the night on Monday 10 November. I shall be arriving at approximately 20.00 hrs.

Please, confirm by return.

Many thanks,

*Susan Barton*

p.p. Stephen Woodman

6. **15:10** The Ukrainian partner is calling.

*S:* Mr Stephen Woodman's office. May I help you?

*VM:* Hello. This is Viktor Maliarchuk from Ukrforestry calling. May I speak to Mr Woodman, please?

*S:* I'm afraid Mr Woodman is out of the office today. Would you like to leave a message?

*VM:* Could you tell Mr Woodman that I'm not arriving on Wednesday. I had a problem with the flights. The one I was going to book on is full — there is a big football match apparently. So, the earliest I can make it is on Friday, 10:30, at Heathrow. I'm sorry about this but there's nothing I can do. Could you arrange a new hotel reservation for me, please. I'm awfully sorry.

*S:* Alright. I'll give him a message. And could you spell your name for me again, please?

*VM:* Sure. That's Viktor, V-I-K-T-O-R, Maliarchuk, M-A-L-I-A-R-C-H-U-K.

7. **15:20** Susan and Production Manager:

*PM.:* Good afternoon, Miss Barton. You look great today.

*S:* Thank you, Mr Hudson. What can I do for you?

*PM:* I wonder if my memo on the production survey has been sent to the office staff?

*S:* Yes, it certainly has, Mr Hudson. And here is the memo about CE Party from Philip Grouss, the Purchasing Manager.

*PM:* Oh, thank you very much, Miss Barton. That's very interesting.

To: Ms. Hudson  
From: Philip Grouss

Date: 10 November  
Subject: CE Party

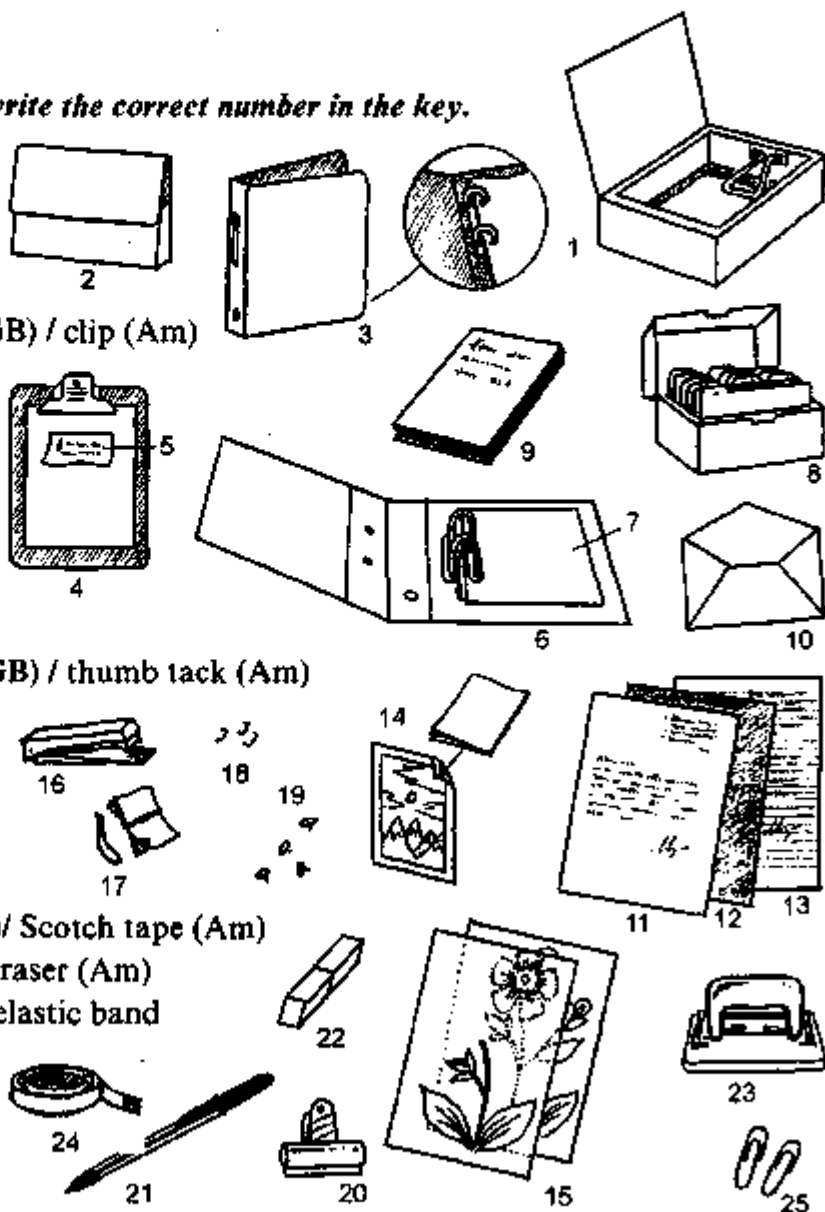
Welcome back! Hope everything went well in Belfast. I'm off to Brussels for three days (back Thurs). Could you check my list of people to invite to our party and add anyone else you think so. Claire needs to send out invitations asap.

Philip

### Exercise 1.

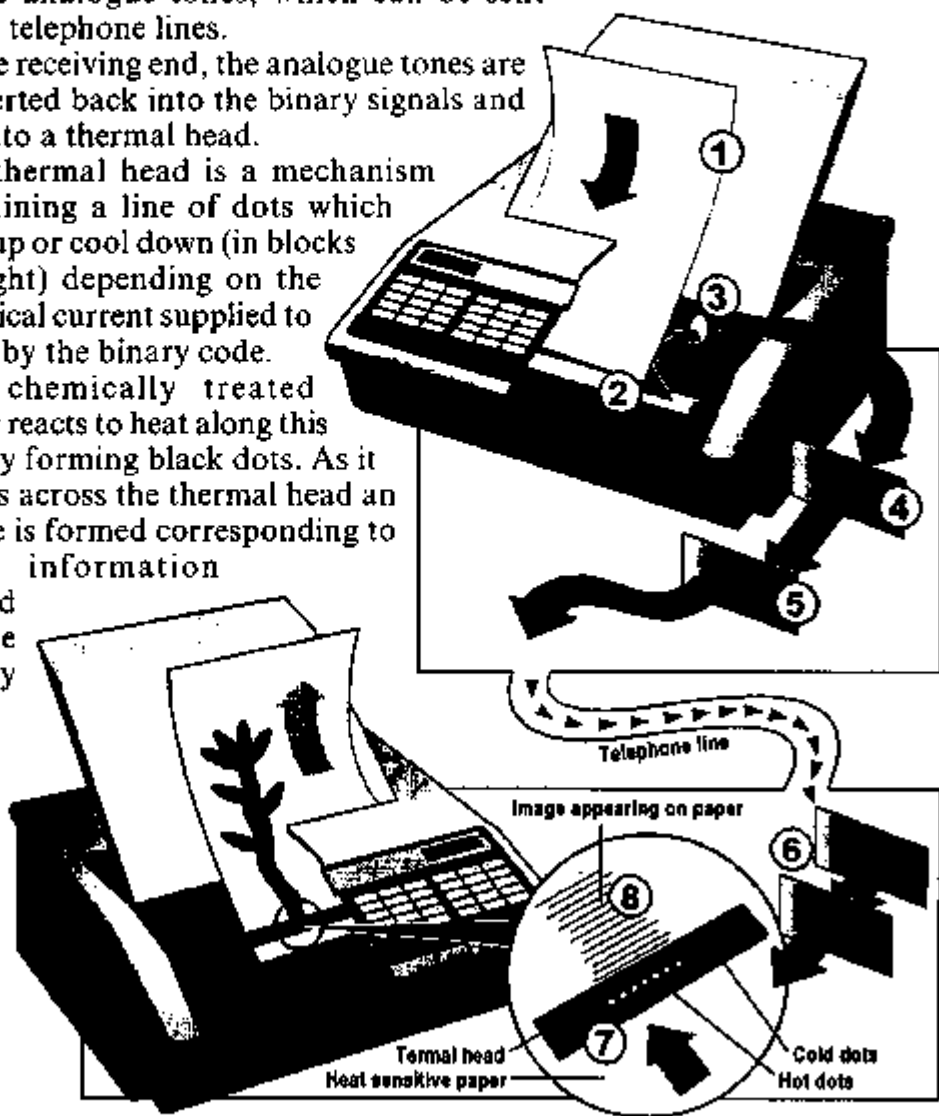
Look at the picture and write the correct number in the key.

- (1)  carbon paper
- (2)  notepad
- (3)  stapler
- (4)  staples
- (5)  bulldog clip (GB) / clip (Am)
- (6)  lever arch file
- (7)  folder
- (8)  clipboard
- (9)  box file
- (10)  Post-in note
- (11)  writing paper
- (12)  Blu-Tack
- (13)  drawing pin (GB) / thumb tack (Am)
- (14)  hole punch;
- (15)  paper clip
- (16)  card index
- (17)  ring binder
- (18)  ballpoint
- (19)  Sellotape (GB) / Scotch tape (Am)
- (20)  rubber (GB) / eraser (Am)
- (21)  rubber band / elastic band
- (22)  plain paper
- (23)  envelope
- (24)  tracing paper
- (25)  ruled paper



### How a fax works

- 1 A document is fed into the fax machine, face down.
- 2 It passes over a fluorescent tube which shines light over the paper, reflecting the image on to a lens.
- 3 The lens passes the light on to a microprocessor which breaks the image down to a series of horizontal lines (7.7 lines to a mm).
- 4 Another microprocessor converts each line to a series of black and white dots, which are then transformed into binary code. This in turn is converted into digital information.
- 5 A third microprocessor (or modem) converts this information into signals, called analogue tones, which can be sent down telephone lines.
- 6 At the receiving end, the analogue tones are converted back into the binary signals and fed into a thermal head.
- 7 The thermal head is a mechanism containing a line of dots which heat up or cool down (in blocks of eight) depending on the electrical current supplied to them by the binary code.
- 8 The chemically treated paper reacts to heat along this line by forming black dots. As it passes across the thermal head an image is formed corresponding to the information supplied by the binary code.



## Exercise 2.

- A. *Read the letter from a young secretary who has just started her job to learn more about secretary's duties.*

Dear Susan,

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

They wanted to know my *shorthand* and *typing* 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 cassette tape, so they wanted to know if I could manage *audio typing*. But they also gave me a shorthand *notebook*. They explained that I would 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 meetings 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*

- B. *Paul is an administrative assistant in an office. How many of these statements are true about him in his job.*

1. He works at a computer most of the time, where he writes letters and reports.
2. He answers phone calls, takes messages and sends faxes.
3. He makes a lot of phone calls, especially to retailers.
4. He does a lot of general paper work, e.g. filing reports, writing memos, answering letters.
5. He arranges meetings for his boss and other managers of the company.
6. He sells the factory furniture.
7. He checks the goods when they come off the assembly line.
8. He sends invoices to customers. (=papers showing products sold and the money to pay).
9. He shows visitors around the factory.
10. He controls the financial situation of the company.

### Exercise 3.

Complete the telephone conversation using the phrases in the box. Fill in the message form.

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| a) Could you give him a message?   | f) Could you give me your number?   |
| b) Can you spell that, please?     | g) Hold the line, please.           |
| c) I'm sorry, he's away this week  | h) ...could I have your name again? |
| d) Could you ask him to call me... | i) Could I speak to...              |
| e) Who's calling please?           |                                     |

Receptionist: Good morning. Software Centre. How can I help you?  
 Caller: Hello. (1) ..... Tim Newton, please?  
 Receptionist: (2) .....  
 Caller: It's Felix Schumacher.  
 Receptionist: Thank you. (3) .....  
 Oh, wait. I've got a note here about Mr. Newton. (4) .....  
 Caller: Oh, no! (5) .....  
 Receptionist: Yes, certainly.  
 Caller: (6) ..... next Monday?  
 Receptionist: Yes, of course. I'm sorry, (7) .....  
 Caller: It's Schumacher.  
 Receptionist: (8) .....  
 Caller: It's S-C-H-U-M-A-C-H-E-R.  
 Receptionist: (9) .....  
 Caller: 0-1-7-1, 3-4-6, 7-2 double 8.  
 Receptionist: Right. Mr Felix Schumacher on 0-1-7-1, 3-4-6, 7-2 double 8.  
 Caller: That's it. Thanks very much. Goodbye.  
 Receptionist: Goodbye.

|                           |                |
|---------------------------|----------------|
| To .....                  |                |
| Date .....                | Time .....     |
| <b>WHILE YOU WERE OUT</b> |                |
| From .....                |                |
| of .....                  |                |
| Phone No. ....            |                |
| TELEPHONED                | PLEASE CALL    |
| WAS IN TO SEE YOU         | WILL CALL BACK |
| WANTS TO SEE YOU          | <b>URGENT</b>  |
| RETURNED YOUR CALL        |                |
| Message .....             |                |
| .....                     |                |
| .....                     |                |
| Operator .....            |                |

### Exercise 4.

Look at the messages Alice Daniel, the secretary at Chris Rampson's office, has taken this morning. Make up conversations between her and the callers.

|  |                  |
|--|------------------|
| To <i>Chris</i>  |                  |
| Date <i>23/11</i>  | Time <i>9:30</i> |
| <b>WHILE YOU WERE OUT</b>  |                  |
| From <i>Joe Watkins</i>  |                  |
| of <i>Finance Dept.</i>  |                  |
| Phone No. ....   |                  |
| TELEPHONED ✓   | PLEASE CALL ✓    |
| WAS IN TO SEE YOU  | WILL CALL BACK   |
| WANTS TO SEE YOU   | <b>URGENT</b>    |
| RETURNED YOUR CALL   |                  |
| Message<br><i>Can't make meeting Thursday p.m. We'll call you Wednesday a.m.</i> |                  |
| Operator <i>Alice</i>  |                  |

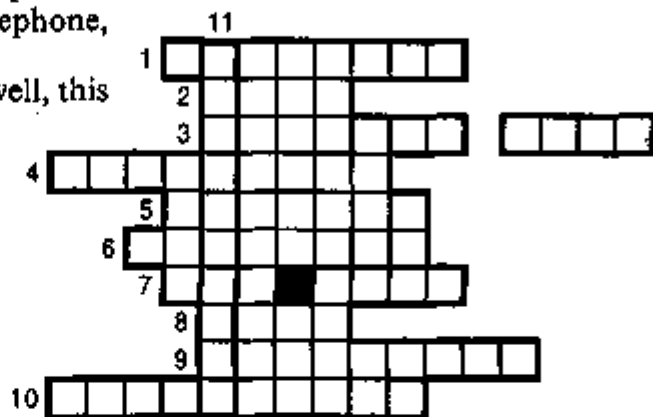
|   |                   |
|---|-------------------|
| To <i>Chris</i>   |                   |
| Date <i>23/11</i>   | Time <i>10:15</i> |
| <b>WHILE YOU WERE OUT</b>   |                   |
| From <i>Joan Matthews</i>   |                   |
| of .....  |                   |
| Phone No. ....  |                   |
| TELEPHONED  | PLEASE CALL       |
| WAS IN TO SEE YOU   | WILL CALL BACK ✓  |
| WANTS TO SEE YOU  | <b>URGENT</b> ✓   |
| RETURNED YOUR CALL  |                   |
| Message<br><i>She'll be out of her office Wednesday a.m. Wants to talk Tuesday p.m.</i> |                   |
| Operator <i>Alice</i>   |                   |

## Exercise 5.

*Add the missing words to the puzzle.*

Who's speaking?

1. Hello. This is Louise Bonnard ... . Can I help you?
2. Could you ... the line for a moment, please?
3. Hello, switchboard? Can I have an ... , please?
4. What is Miss Fisher's ... number?
5. Can I leave a ... for Sarah Grey, please?
6. To make a call from a public telephone, lift the ... and insert a coin.
7. I'm sorry, I can't hear you very well, this is a ... .
8. Could you give me a ... tomorrow morning?
9. The number for ... enquiries in the UK is 192.
10. She's in a meeting, I'm afraid. Can I be of any ... ?
11. Some public phones take coins, others take ... .



## Exercise 6.

### BEING POLITE

A. *Imagine that you're writing a letter to a client. Write down the words you would write in place of these sentences which were spoken on the phone.*

1. "Oh, do you think you could call me about this next week?"  
Could *you please telephone me about this next week?*
2. "Do you think you could confirm it by fax?"  
Would .....
3. "Sorry, but we can't give you a special discount."  
I regret to say that .....
4. "If you like, we can send you a sample of this product."  
Please let us know if .....
5. "Will it be OK to ship the order in two separate consignments?"  
With your permission, we propose .....
6. "Thanks a lot for all your help. It was very kind of you."  
Thank you .....
7. "There may be some questions about our literature — if so, can I help at all?"  
If you .....
8. "Terribly sorry, but you can't amend an order over the telephone."  
Unfortunately, .....

- B. Making requests, offering to help and asking for permission.**  
*Match a line in A with a line in B.*

**A**

1. Um, I wonder if you could lend me an umbrella? I need to go out for a little while.
2. Would you mind telling me how to put it up?
3. I'm expecting a call from Tokyo at 1.30. I'd like you to take a message for me, please.
4. Yes, Chris?
5. 4.30? Oh, yes, that should be OK.

**B**

- a. Sure, you just press this button here.
- b. Why certainly, I'd be glad to. Mine's over there.
- c. Excuse me, Mr Brown, is it all right if I leave the office at 4.30 this afternoon?
- d. I'm sorry, but I'm having lunch at 1.30.
- e. Oh, thanks very much, Mr Brown.

**Exercise 7.**

*Read the memo from the Production Manager to the office staff and match the parts of the memo (1-6) with the descriptions (a-f).*

| <b>MEMORANDUM</b> |  |
|-------------------|--|
| ① — c             | DATE: 7 <sup>th</sup> November 2002  |
| ② — ○             | TO: To all office staff  |
|                   | FROM: William Hudson, Production Manager   |
| ③ — ○             | SUBJECT: Productivity survey   |
| ④ — ○             | [As a result of the productivity survey carried out in the factory, more rapid and efficient ways of operating are now being applied in the factory. Productivity has been increased by over 50 per cent.  |
| ⑤ — ○             | [The management intends to apply these same methods to office staff in order to reduce costs. Our company must adapt in the competitive world. We aim to find ways of avoiding unnecessary actions by all staff. We, therefore, propose to pay a month's extra salary to any person, who in the managements opinion, has put forward the most practical suggestion to improve a particular office routine. |
| ⑥ — ○             | [All suggestions should be sent to the P.M.'s office before the end of next month.   |
|                   | WH   |

- The 'body' of the memo.
- A short heading, which tells you what the memo is about.
- When the memo is sent.
- The conclusion of the memo, which often recommends a course of action.
- Name of the person to whom the memo is sent.
- A brief introduction to the memo giving the most important information.

### Exercise 8.

Look at the following memo and decide where to add punctuation. You'll also need to add line breaks (new paragraphs) and some Capital Letters.

memofrommariaferrandothemanagingdirectortovincentlans  
 onthehumanresourcesmanagerdate9thjune2002subjectsemin  
 arsonjapanesecultureandmanagementthetripto japanhasbee  
 nconfirmedforthe15thofnextmonthivedecidedtogoaheadwit  
 htheseminarsaswediscussedcouldyoucontacttheconsultant  
 youmentionedandgetbacktomeaboutthefollowingthetopicss  
 hecoversshortdescriptionofeachtopicwhetheryouthinkwes  
 houlduseherservicesorlookforsomeoneelsewehaventmuchti  
 mesocouldyoudothisasapandalsochecktheavailabilityofth  
 eexecutiveswhowillbeinvolvedinthistrainingmf

### Useful Information

#### *More about memos*

A memorandum (or memo) is a very common form of business communication, which is exchanged between members of the same organization. The memo usually focuses on one message or piece of information, and often requests action to be taken. It may be sent to a single person or a group of people.

- Since memos are a little less formal than business letters, it is best to use simple language and a neutral tone.
- Keep your memo clear. Use short, simple sentences.
- A memo should not be any longer than one page. Most people do not have time to read long memos.
- The opening and closing formula can be more direct, and less formal than in a letter.



## Exercise 9\*.

*Read the following texts. Choose one of the titles for each text which describes different processes.*

### PROCESSES AND OPERATIONS

- a) Starting a record player.
- b) Using a personal computer.
- c) Typing a report.
- d) Making a paper aeroplane.

1. First of all you have to put the plug in. And be careful not to forget to take the covers off. Now you first switch this on here and also you switch this on. Now I take one of these and push it into this slot. Like this. Is that clear? It only takes a few seconds to load. And then I can select what I'm going to be working on. Right, then I click this little thing on here. You see that arrow? And then the whole thing starts up. And now I'm ready for serious work. When I've finished whatever job I've been doing, I have to take care to save it like this. Then I take this out and put it away and then I can use another one of these and repeat the same general procedure, leaving it on all the while.

2. You take a piece of paper. A4 size will do. First you fold it all the way down the middle. And then unfold the corners at one end. Then you fold in the corners so that they meet the original crease. Now fold in the new edges so that they meet the centre crease. And then fold once again to meet the centre crease. Next, fold the point so meet the side edge. Now comes the tricky bit. Fold the edge twice, to give it some weight. And then make a double fold. Then you need a pair of scissors. You need to cut out a small section not far back from the nose and fold down the wings. Now to throw it you need to hook an average size rubber band in the cut-out section and grasp the end. Stretch back and let go. I hope you have fun with it.

3. First of all make sure the machine is plugged in. And then switched on. We then open it up here and, by the way, don't forget to move the control arm clear. Take what you want to hear out of the sleeve and place it on the spindle. At this stage you may have to check that the correct speed has been selected. If not, of course, you have to select it. Then switch the control to automatic. And as long as the thing is on, that's it. Just lean back and enjoy it.

4. Now to start off with you use A4 paper. OK? You have to make one top copy and then two extra copies. And you should type in double spacing on one side of the paper only. OK? Now you have to leave a 40 millimetre margin on the left-hand side. About 25 millimetres at the right. And 25 millimetres at the top and the bottom. Don't type part of a word on one line and then part of it on the next, please. And don't type a hyphen at the end or the start of a line. Now number the pages in the centre of each page at the top. Use a separate page for each of the tables. All right. The number of the table and the heading should be immediately above the table. Don't indent the first paragraph after a heading. Don't underline the headings. Only underline the words that are underlined in the manuscript. And finally, the contents page is to be typed last, when the page numbers are known.

## Exercise 10.

### *How Do You Manage Your Time?*

#### **A.** *First match the words with their corresponding definitions.*

- |               |   |
|---------------|---|
| 1 a challenge | a written documents containing information about the past       |
| 2 maintenance | b to deal with  |
| 3 paperwork   | c work involving written or printed documents                   |
| 4 a report    | d to review and include recent changes                          |
| 5 to tackle   | e a piece of writing giving information on a particular subject |
| 6 to update   | g a difficult but exciting thing to do                          |
| 7 records     | f to pay special attention                                      |
| 8 to focus    | h keeping equipment in good condition                           |

#### **B.** *Complete the following questionnaire using words from A. Change the form of the words where necessary.*

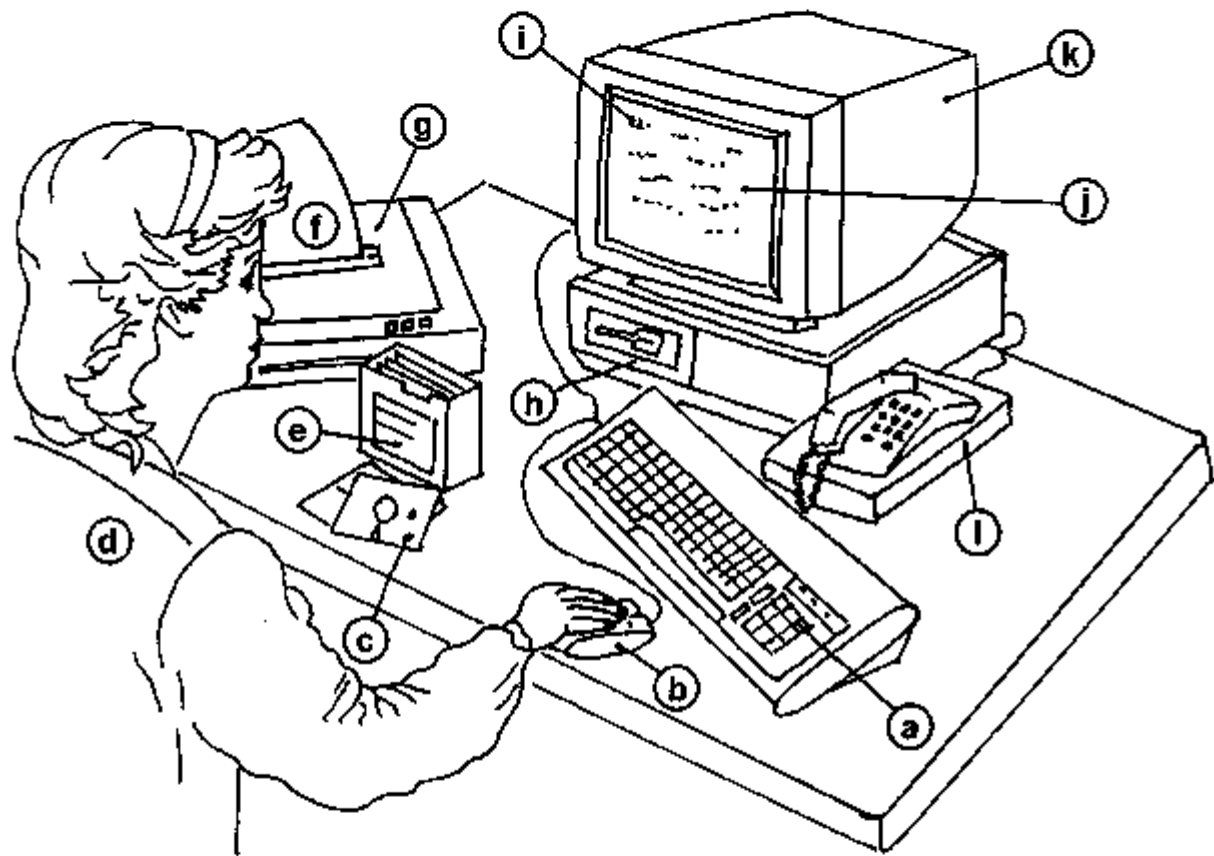
- 1) When working with other people do you *focus* on the work that you can do best?  
Yes  No
- 2) When preparing a written ..... do you list the different sections then make a brief summary of what you will include in each?  
Yes  No
- 3) Do you ..... your address book as soon as people move?  
Yes  No
- 4) Do you organise your ..... so that documents are grouped according to subjects  
Yes  No
- 5) Do you enjoy the ..... of doing new and perhaps more complicated work?  
Yes  No
- 6) Do you regularly do ..... work to make sure that equipment works efficiently?  
Yes  No
- 7) Do you keep clear ..... of the work that you have already done?  
Yes  No
- 8) Do you ..... the most difficult pieces of work first?  
Yes  No

#### **C.** *In pairs, interview each other. Suggest how your partner could manage his or her time better.*

### Exercise 11.

Look at the picture below and label it correctly using the words in the box.

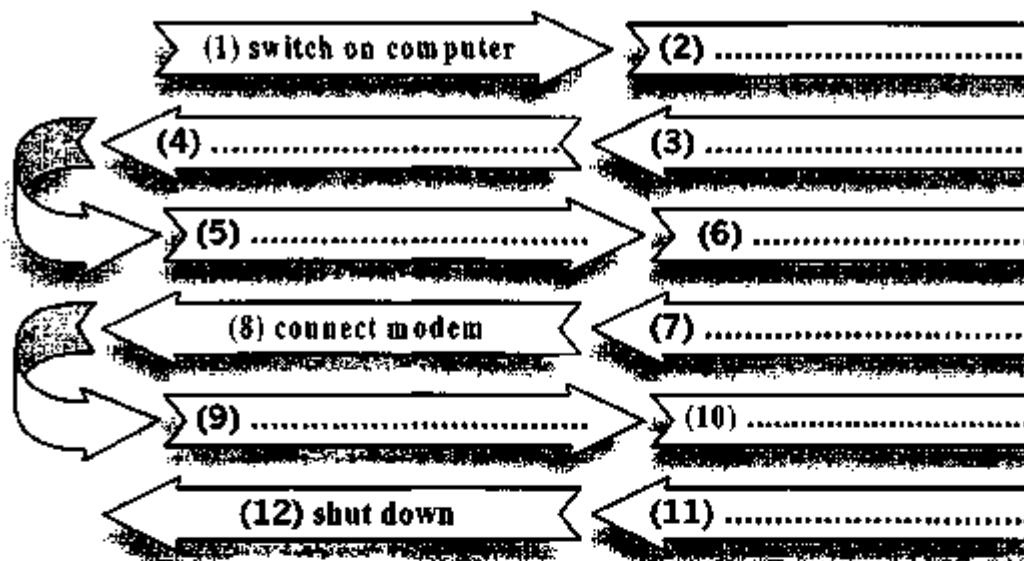
|          |         |            |                  |
|----------|---------|------------|------------------|
| keyboard | monitor | disk drive | screen           |
| printer  | mouse   | printout   | operator         |
| disk     | display | modem      | disk storage box |



### Exercise 12.

Susan has to write a report, and then send it to her boss with an e-mail message. Complete this flow chart using the phrases in the box.

|                  |                      |
|------------------|----------------------|
| send to boss     | connect modem        |
| save any changes | shut down            |
| attach report    | save document        |
| check spelling   | write report         |
| open application | write e-mail message |
| disconnect modem | switch on computer   |

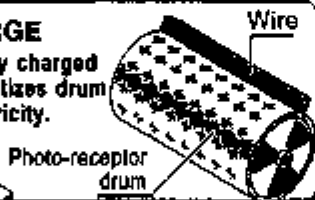


Useful Information

**Photocopier**

**1 CHARGE**

Electrically charged wire sensitizes drum with electricity.



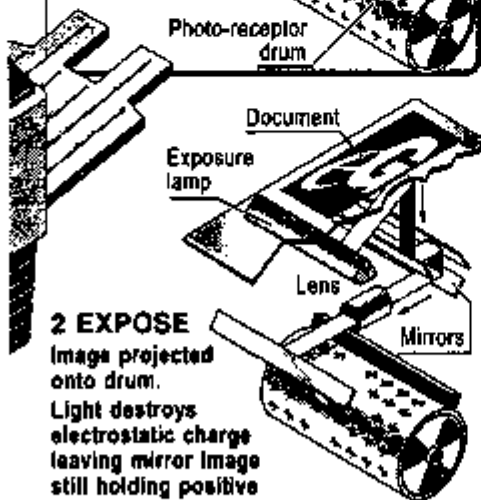
**3. DEVELOP**

Negatively charged toner powder is dusted over drum. Toner adheres to positively charged image.



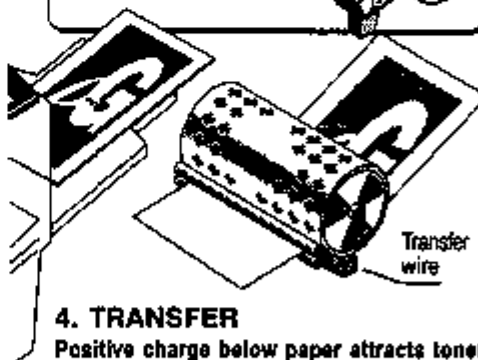
**2 EXPOSE**

Image projected onto drum. Light destroys electrostatic charge leaving mirror image still holding positive charge on surface of drum



**4. TRANSFER**

Positive charge below paper attracts toner.



**5. FUSE**

Hot roller: fuse toner to paper.



## Guided Conversation 2

### **BOSS AND SECRETARY'S TALK**

*On Wednesday morning Mr Woodman is back in the office.*

**Stephen Woodman:** Hello, Susan. Could you come in for a minute, please?

**Susan:** Hello, Mr Woodman. Did you have a good trip?

**SW:** Yes, thanks. It went very well. And how are things here? Have you finished those sales reports?

**S:** Yes, I've typed them.

**SW:** And have you photocopied them?

**S:** Of course, I've done this and I've mailed the letters, too.

**SW:** Good, thank you.

**S:** You're welcome.

**SW:** By the way, has Bob faxed those reports to Belfast?

**S:** Not yet. But I told him to do it immediately. I think he's doing it now.

**SW:** Fine. Did you tell Bob not to call his girlfriend from here?

**S:** Yes, I told him not to use the office phone for personal calls. He says he won't do it again. I'm sure he won't.

**SW:** Well, I hope you're right. His girlfriend lives in Tokyo.

**S:** You had a few messages yesterday. Shall I run through them?

**SW:** Yes, go ahead.

**S:** OK. Rachel called. She said she wouldn't be in until Friday.

**SW:** Oh? Why is that?

**S:** She said she had the flu.

**SW:** OK. What else?

**S:** Robin came in looking for you. He said he wanted tomorrow off.

**SW:** Did he say why?

**S:** Yes. He told me his grandmother had died and he'd have to go to the funeral.

**SW:** Oh, I'm sorry to hear that. I'd better talk to him later on.

**S:** Then Cindy Newton called. She said that the customers had changed their minds again, therefore they had to cancel the last order.

**SW:** Oh, I wonder what the problem is. It must have been something serious.

**S:** Our new business partner from Ukraine called yesterday. He is arriving on Friday morning at 10:30 at Heathrow airport. He couldn't have made it this morning.

**SW:** Oh, I see.

**S:** And here's a memo about the productivity survey, which was carried out last week from Mr Hudson, the Production Manager.

**SW:** Thank you very much, Susan. Well done! And what's happening today? I've got a meeting this afternoon, haven't I?

**S:** Yes, that's right. With Henry and Ted.

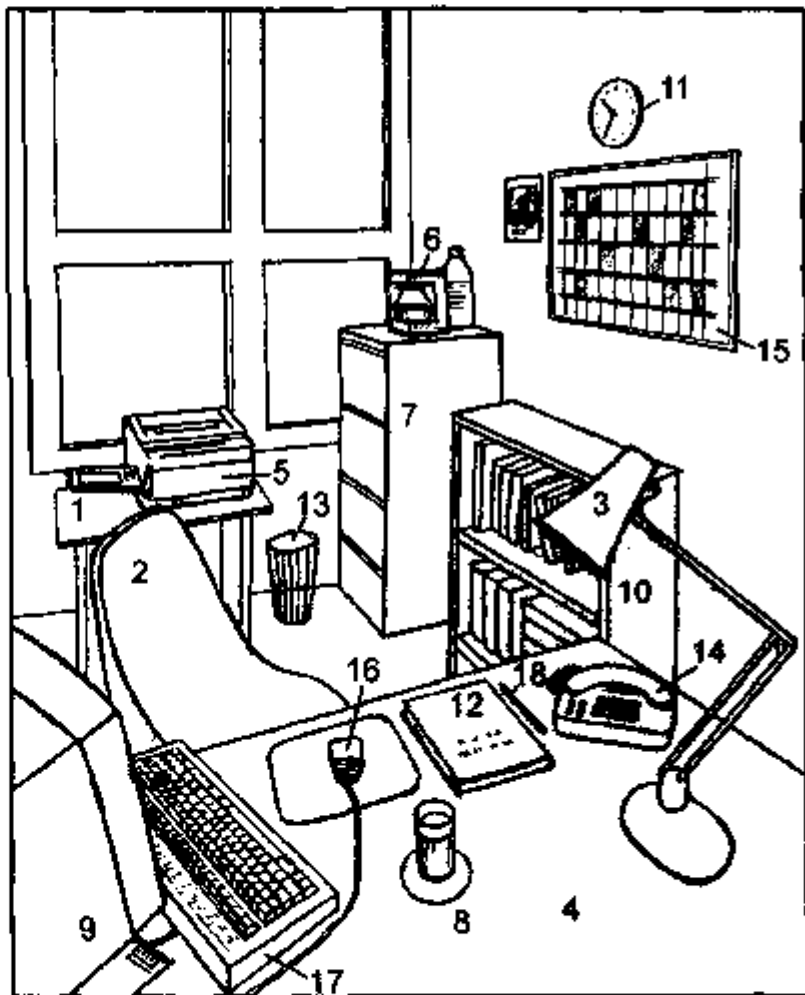
**SW:** And the meeting's here, isn't it?

- S: No, it isn't. The venue is in Ted's office at 15:00.  
 SW: Oh, I'm not having lunch with anyone, am I?  
 S: No, you're free all morning.  
 SW: Phew! I'll start on that report then. Er... I signed all the letters, didn't I?  
 S: No, you didn't, actually. They're on your desk, waiting for you.  
 SW: Gosh, Susan! Where would I be without you?  
 S: Thank you very much, Mr Woodman. There is something else I would like to ask you for. Could I possibly leave at 16:30 this afternoon? It's my Dad's birthday. And here is the agenda of the meeting. I've made enough copies for everyone.  
 SW: You're something, Susan. OK. You're free at 16:30. And thank you very much indeed.

### Exercise 13.

Look at the picture of an office. Write the correct number in the key. Describe location of objects in the office. Use prepositions of place.

- (1)  diary
- (2)  phone
- (3)  bookcase
- (4)  filing cabinet
- (5)  table lamp
- (6)  chair
- (7)  table
- (8)  desk
- (9)  clock
- (10)  keyboard
- (11)  photocopier
- (12)  bin
- (13)  coffee machine
- (14)  year planner
- (15)  computer
- (16)  mouse
- (17)  mineral water
- (18)  pen



## Exercise 14.

*Read the text and translate it into Ukrainian.*

### DIFFERENT KINDS OF MEETING

Business people spend quite a lot of time in meetings, and meetings come in all shapes and sizes, ranging from formal committee meetings to informal one-to-one meetings.

There are several reasons why meetings are held:

- Reaching decisions in a meeting means that all the participants can feel more committed to the decision
- More information is available
- Different and unexpected ideas can be contributed
- Meetings can lead to more imaginative and informed decisions — often more courageous decisions than one person might feel brave enough to make

Some of the drawbacks of meetings are:

- More time is required than if one person made the decisions
- There's more talk (and this is sometimes irrelevant and repetitive)
- There's more group pressure

The larger the meeting, the longer it may take to reach a decision.

The way a committee operates often depends on the chairperson. An effective chairperson should be flexible. In some committee meetings the members have to take a vote before a decision can be made. Other meetings may require a consensus of the members: everyone agrees with the decision — or at least no one disagrees.

Most meetings have an **agenda**. For a formal meeting this document is usually circulated in advance to all participants. For an informal meeting, the agenda may be simply a list of the points that have to be dealt with. The purpose of an agenda is to speed up the meeting and keep everyone to the point. Often the agenda shows not only topics but meeting's function regarding each topic ("to receive a report on ...", "to confirm ...", "to approve ...", etc.).

**Agenda** would usually have this format:

1. Minutes of previous meeting
2. Matters arising
3. Items

Any other business (AOB)

**Taking minutes**, and writing them up later, involves decisions like "Do we need to know which person made every point?" and "Is this point worth mentioning?" Minutes usually report details of the time, date and duration of the meeting and the names of those present, but the content of the report itself may be detailed or brief. Even one-to-one or small informal meetings are structured (usually with an agenda) and planned. They are different from chance conversations in a corridor over coffee. Small informal meetings may also take place or continue during a meal.

Here are minutes, taken from a staff meeting at Raybeams Products plc.

The consensus of the meeting was that 4,500 was a realistic target. One member disagreed. It was agreed that new product range would be marketed in the same colors as before. Ms. Black insisted that an outside agency should be employed to prepare publicity literature. Ms. Pink offered to draw up guidelines on the training of staff. It was pointed out that Mr. Gold's staff were afraid of using the computer. The matter of attitude of office services staff was raised. Mrs. Bright agreed to have a word with two members of her staff.

## AGENDA

The chairperson will bring everybody up to date on the financing aspects of the later TV series. (5 mins.)

Star's Financial team will express their views on the project. (10 mins.)

If they are willing to support, the discussion of the investment plan will follow. Everybody will put forward their suggestions and recommendations to reach the best cooperation. (20 mins.)

Other possible investors will be considered. Action points will be decided upon. (10 mins.)

People, responsible for the action points will be appointed. (5 mins.)

## Exercise 15.

Match the explanations and the idioms to use in a meeting.



1. Start the discussion.
2. Say exactly what I think.
3. Say it in few words.
4. Say things in a long, indirect way.
5. Finish the discussion.
6. Say stupid things.
7. Come to the important part of the matter.
8. Say intelligent, reasonable things.



## Exercise 16.

*Bob Wyatt has brought with him Star TV's Director of Finance, Julie Hart, to London for the discussion with Network Video Productions. Divide the phrases in the box into three groups under the following headings. Write the minutes of the meeting.*

1. Agreeing and disagreeing .....
2. Chairing a meeting .....
3. Interrupting/Asking for clarification .....

- |   |                                 |
|---|---------------------------------|
| a. the aim of this meeting is to agree on     | g. Shall we start?              |
| b. before we go on, could I say something?    | h. let's sum up.                |
| c. let's move on to the next question         | i. Then let's call it a day.    |
| d. I'd go along with that.                    | j. Yes, you have a point there. |
| e. I'm afraid I can't agree with that idea.   | k. You could be right,          |
| f. Just a minute, could I just ask something? |                                 |

*Complete the discussion at the meeting. Use the phrases in the box.*

*P=Piet van Els, B=Bob Wyatt J=Julia Hart, R=Rosa Lanson*

- P:* Right. (1) ... Welcome first to Bob and to Julie, Star's Financial Director. Now.  
(2) ... investment in later programmes in our new series. Bob, you and your team have studied the plans, so, what are your views?
- B:* Right. In our opinion, you've got a very promising product here, and we want to support it. The question is how best to co-operate?
- P:* Well, our main problem is investment in the later programmes.
- B:* So, perhaps you'd like us to finance the second half of the series?
- P:* Possibly, but...
- J:* (3) ...
- P:* Yes, of course. Go ahead.
- J:* Well, the second half includes the more exotic programmes in Mexico, Japan, and Thailand. And they'll probably be more expensive to make and less profitable. won't they? So, (4) ...
- P:* Julie's right, of course. I was going to suggest a percentage investment in the whole series.
- J:* Hmm, yes. (5) ... It seems the fairest way of doing things.
- P:* Good. But my next question is should we bring in more partners? The production costs are quite high, as you know. What do you think?
- B:* (6) ... But I think we shouldn't have more than one other major partner. It's dangerous to have too many partners.
- R:* Sorry, I don't quite follow you. Could you explain?
- B:* Sure. It's simply because people in that situation often want various things changed. Pretty soon you can end up with a series that has lost the ideas that made it special. And I'm sure we wouldn't want that.
- P:* Mmm, perhaps, Bob. (7) ... but from a financial point of view at least two more partners may be necessary. Perhaps we should come back to this later. Right now, (8) ... — the budget itself.

B: O.K., but (9) ... I know an Australian company that might be very interested in this series. Ocean Productions.

P: Really? It would certainly be good to get into the Australian market. Thanks, Bob. I'd like to know more about them... I see it's nearly five o'clock now, I know you've got to catch a plane, Bob and Julian.

B: Yes, unfortunately. It is late. Anything else, Julie.

J: No, I don't think so.

P: Good. Then (10) ... We've agreed that we're going to invest a third each in the series. And we're going to look for the other third from one or, at most, two other partners.

B: And I'm going to talk to Ocean Productions to see if they're interested.

P: Fine. (11) ...



(from "International Express")

### Exercise 17.

Work in pairs. Look at these opinions about meetings. Put a tick ✓ beside the opinions you share and a cross beside the ones you disagree with.

**'Oh no, not another meeting!'**

We asked some business people for their opinions. Here's what they said...

1. The purpose of most meetings is to decide when the next one will take place
2. A meeting is a group of people who can decide nothing alone and who decide together that nothing can be done.
3. It's better to send everyone a memo about a new procedure than to have a meeting about it.
4. Meetings help everyone to feel personally involved in decision-making.
5. It's better for the boss to make a decision than to have a meeting.
6. The most important person at a meeting is the chairperson.
7. The most important piece of paper at a meeting is the agenda.
8. Most meetings are unnecessary, they're just a way of making people feel important.
9. It's better to talk to each person individually than to call them all together for a meeting.
10. A meeting may be the only chance the members of a group actually have to see each other face-to-face.
11. Meetings lead to better decisions, because of the exchange of information and ideas.
12. You can never rely on the person who takes the minutes to tell the truth about what actually happened at a meeting.
13. More time is wasted during meetings than during any other business activity.

## Exercise 18.

A. Match the expressions a-j below to the following things that a chairperson should do.

- |   |  |
|---|--|
| 1. open the meeting                               | a. Has everyone got that?                              |
| 2. keep things moving                             | b. Shall we move on?                                   |
| 3. keep an eye on time                            | c. As I see it, we seem to be saying ...               |
| 4. make sure everyone stays focused               | d. Could you let us have the exact figures for Friday? |
| 5. invite contributions                           | e. What exactly do you mean?                           |
| 6. summarise regularly                            | f. So what we've finally decided on is ...             |
| 7. seek clarification                             | g. We'll have to move on I'm afraid.                   |
| 8. summarise agreed action points                 | h. Thanks everyone for coming .                        |
| 9. allocate action points and establish deadlines | i. What do you think of that, Mr ...?                  |
| 10. close the meeting                             | j. Thanks very much everyone, that was very useful.    |

B. Match the expressions a-l below to the following things that participants should do.

- |                          |   |
|--------------------------|---|
| 1. express agreement     | a. I'm convinced that ...                 |
| 2. express disagreement  | b. How about ...                          |
| 3. make suggestions      | c. I'm all in favour of that.             |
| 4. summarise arguments   | d. Why don't we ...                       |
| 5. ask for clarification | e. I'm afraid I don't accept that at all. |
| 6. present arguments     | f. So what you are suggesting is ...      |
|                          | g. Could you explain that in more detail? |
|                          | h. I'm sorry but I don't agree at all.    |
|                          | i. I quite agree.                         |
|                          | j. The way I see it is ...                |
|                          | k. Am I right in thinking that ... ?      |
|                          | l. In other words you are saying ...      |

C.\* Complete the sentences below with an appropriate verb.

|          |         |         |              |
|----------|---------|---------|--------------|
| propose  | give    | advise  | moving away  |
| losing   | agree   | add     | moving on    |
| schedule | review  | come    | recommending |
| see      | proceed | recap   |              |
| explain  | tell    | comment |              |

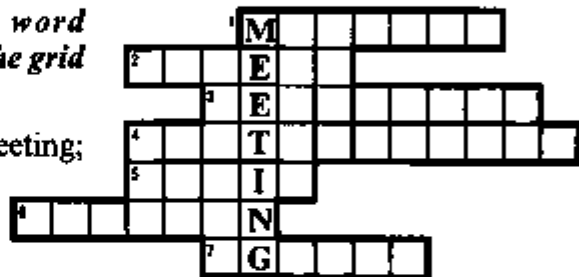
- a 'If I can just ....., the main points so far have been the following ...'  
b 'Correct me if I'm wrong but are you ..... that we ..... ?'  
c 'Could you ..... that in a little more detail please?'  
d 'Perhaps I can ask you all to ..... me your thoughts on that.'  
e 'Can I just ..... something to the point that's just been made?'  
f 'I'm afraid that we appear to be ..... from the main issues.'  
g 'I don't really ..... with that last point.'

- h 'Before we go on to the next point, I think we should ..... the main ideas that have come up so far.'
- i 'I ..... that we adjourn the meeting for today.'
- j 'I think we've said enough on that point ..... to the next item on the agenda...'
- k 'I'm afraid that is not the way I ..... it at all.'
- l 'Can you ..... us exactly what that would involve?'
- m 'Well, if no one has anything else to add that I think we can ..... directly to...'
- n 'Would anyone else like to ..... on that?'
- o 'I think we are ..... track of the main problem here.'
- p 'If I could just ..... in here for one minute.'
- q 'In other words you'd ..... us to accept the offer.'
- r 'Why don't we ..... the next meeting for two weeks' time?'

### Exercise 19.

*The vocabulary of meetings. Use the word 'meeting' and the clues provided to complete the grid below.*

1. a written summary of what happens in a meeting;  
 2. to be present at a meeting; 3. the person who keeps a written record of what happens;  
 4. the people who take part in the meeting;  
 5. to lead and conduct a meeting; 6. to stop a meeting before all the points have been discussed; 7. the list of the different things that will be covered in a meeting.



### Role-play.

*Work in pairs. Read the agenda for one-to-one meeting between two managers, Kate Thomas and David Williams and role-play a one-to-one meeting.*

*to David Williams*

### AGENDA FOR MEETING ON APRIL 15

*Guidelines for people who travel abroad on our behalf, arising from J.L.'s trip to Germany & J.E.'s trip to Japan. Advance to cover anticipated expenses:*

- How much should the advance be?
- When should it be paid?
- How should they pay their on-the-spot expenses when abroad?

*Air travel:*

- Who should book & pay for the tickets?
- Who should check dates & times?
- What class: club (business) or economy?

*Itinerary:*

- Who should have copies of it?
- What details should be on it?

*Accommodation:*

- What kind of accommodation should we book?

*Any other business.*



### **Role-play.**

*Work in groups of four. Each group should consist of two pairs. You'll be role-playing a meeting between a client and a salesperson discussing the idea of using your school, college or institution as a venue for a seminar or conference.*

1. Spin a coin to decide which pair will play the role of salespeople (Pair A, who are "selling" the venue) or clients (Pair B, the conference organizers).

2. **Pair A.** Decide how well your college can cater for a seminar or conference. How many participants can be comfortably accommodated in the premises? What facilities can you offer? How will you deal with accommodation for the delegates?

**Pair B.** Make a list of the requirements you have for your seminar/conference. What facilities will you require?

3. Phone the other pair to confirm or discuss the arrangements for the meeting.

4. **Pair A.** Draft an agenda for the meeting.

**Pair B.** Draft a list of questions you will ask the salespeople.

5. One member of Pair A goes to meet one member of Pair B to have a one-to-one meeting. Imagine that you already know each other, and you haven't met for quite a while. Make notes as you go along on the decisions you reach. The other member of each pair will be sitting in on the meeting and making notes as 'Observers'. They should not participate in the meeting.

If you're an **Observer**, note down...

- what the client and salesperson did well
- what they did less well
- what they forgot to do
- what you would do differently
- any other comments on their meeting

6. At the end of the meeting the Observers give their feedback.

Also, compare the notes the client and salesperson made: did they note down the same points?

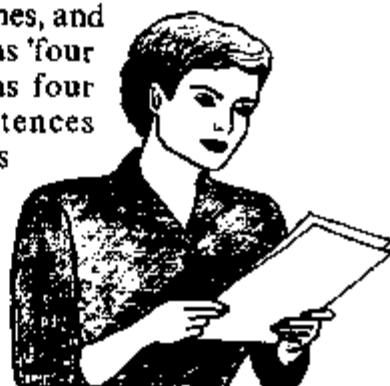
7. Change roles and hold the meetings again, so that the Observers can themselves receive feedback as client and salesperson.

## WRITING TELEGRAMS

The telegram should be as brief as it is consistent with clearness, which is absolutely essential. Telegrams are expensive, and every word eliminated from a message means a saving; but the elimination of words at the expense of clearness is poor economy.

In all telegrams the date, address, and signature are sent without charge. Each word, long or short, and each figure is counted. Therefore it is economy to use one long word when it conveys the idea of two or more short ones, and words rather than figures in giving large numbers, such as 'four thousand' instead of '4000', which would be counted as four words. The word **STOP** may be used between sentences (punctuation marks are not communicated), but it counts as one word each time it is used. A standard abbreviation like C.O.D. is counted as one word.

Since telegrams are charged according to the number of words, extreme economy in wording is essential. With a little care messages can usually be shortened by using single words to replace phrases.



*Instead of* → *Say*

come to a decision → **DECIDE**

in the course of → **DURING**

in the event of → **IF**

in the meantime → **MEANWHILE**

in the near future → **SOON**

on behalf of → **FOR**

on the question of → **ABOUT**

with the object of → **TO**

at this moment → **IN TIME**

with regard to → **ABOUT**

furnish particulars → **GIVE DETAILS**

owing to unforeseen circumstances → **UNEXPECTEDLY**

**The long words are changed by short ones:**

accomplish → **DO**

acquire → **GET**

approximately → **ABOUT**

commence → **START**

considerable → **MUCH**

currently → **NOW**

purchase → **BUY**

terminate → **END**

utilise → **USE**

**There are some abbreviations:**

|             |      |         |     |           |            |
|-------------|------|---------|-----|-----------|------------|
| about       | ABI  | message | MSG | position  | PSN. POSNN |
| degrees     | DGS  | minimum | MIN | regarding | RE         |
| information | INFO | miles   | MIS | situation | SIT        |
| from        | FM   | number  | NO  | velocity  | VEL        |
| maximum     | MAX  | per day | PD  |           |            |

**What is termed “telegraphic English” may also be used:**

IF POSSIBLE — якщо можливо  
IF AVAILABLE — якщо є наявними  
ON ARRIVAL — після прибуття  
PLEASE ARRANGE — прошу підготувати  
PLEASE CONFIRM — прошу підтвердити  
PLEASE INVITE — прошу запросити  
PLEASE WIRE — прошу телеграфувати  
PLEASE NOMINATE — прошу призначити  
PLEASE SUPPLY — прошу доставити  
PLEASE INFORM — прошу проінформувати  
REQUEST INSTRUCTIONS — прошу інструкцій

e. g.: We regret we cannot accept your price. — REGRET PRICE UNACCEPTABLE  
Our competitors are in a very strong position. — COMPETITORS POSITION  
VERY STRONG

To avoid misreading, essential figures should be stated in words.

A telegram should always be confirmed by letter the same day, either by repeating the words of telegram, or by sending a carbon copy.

Lengthy messages that are urgent may be sent by letter telegram. The rate charged is much lower than that for ordinary telegrams.

### *Samples of Telegrams*

CARGO DISPATCHES STOP PLEASE INFORM OF ANY  
ASSISTANCE REQUIRED

ВАНТАЖ ВІДПРАВЛЕНО КРАПКА БУДЬ ЛАСКА ПОВІДОМТЕ ЧИ ПОТРІБНА  
ДОПОМОГА

ARRIVAL DELAYED TILL SUNDAY STOP PLEASE ARRANGE  
QUICK UNLOADING

ПРИБУТТЯ ЗАТРИМУЄТЬСЯ ДО НЕДІЛІ КРАПКА ПРОШУ ЗАБЕЗПЕЧИТИ  
ШВИДКЕ РОЗВАНТАЖЕННЯ

### Exercise 1.

*Translate into English.*

### ЯК ПИСАТИ ТЕЛЕГРАМИ

Дата, адреса та підпис у телеграмах - безкоштовні. Кожне слово, довге чи коротке, а також кожна цифра, підраховуються для оплати. Між реченнями можна ставити крапку, але вона вважається словом, яке оплачується.

### Exercise 2.

*Paraphrase the following message to suitable telegraphic form.*

The palletes of veneer you ordered is out of warehouse at present, but we hope to be able to supply it next week.

### Exercise 3.

*Translate into English.*

ПОТРІБНА МЕДИЧНА ДОПОМОГА КРАПКА НЕОБХІДНА  
ТЕРМІНОВА ОПЕРАЦІЯ КРАПКА ТЕЛЕГРАФУЙТЕ МОЖЛИВІСТЬ  
НАДАННЯ ДОПОМОГИ ВАШОЮ ЛІКАРНЕЮ

### E-MAIL (ELECTRONIC ADDRESSES)

E-mail addresses are very interesting. At first glance, they are not properly understood to novice, but these short sets of numbers, letters, and symbols can assure their owners of e-mail from anywhere in the world. The most important symbol in an e-mail address is the @ sign, which separates the personal user's identification (user ID) on the left, from the domain, or machine address, on the right. Here's an example of e-mail address:

**ahbsc@cuatvm.cuat.edu**

The part to the left of the @ is a personal user ID (AHBSC), which stands for Alan H. Brown, Somewhere College. The part immediately after the @ shows the machine. Many universities use VM machine (VM = virtual machine), so the machine address is CUATVM, which means "City University of Any-Town Virtual Machine". Then there is a dot to separate



the different “domains” or “subdomains” within the address. After the dot, we have the name of the institution, City University of Any-Town (CUAT), and finally we have the domain EDU which stands for “education”.

**Domains can be:**

- EDU — for education
  - GOV — for government
  - COM — for commercial
  - MIL — for military
  - NET — for Internet or related network service provider
  - ORG — for organisation, probably non-profit
- ComputerServe addresses are all @compuserve.com.

**There are searching servers:**

- www.yahoo.com
  - www.infoseek.com
  - www.altavista.com
  - www.rambler.ru
  - www.muzic.ru
- } — to search different information  
— to search essays  
— for searching music

**Exercise 4.**

*Work in groups. Make up your own e-mail address. Write a letter to your partner using e-mail.*



**Exercise 1.**

*Put each group of words into the best order.*

1. old-fashioned / a / large / machine / cutting a large old-fashioned cutting machine.
2. wooden / square / two / cartons .....
3. new / package / an / amazing / software .....
4. period / a / transition / three month / difficult .....
5. chips / computer / Taiwanese / high-quality .....
6. a / strategy / well-planned / investment .....
7. access / cheap / Internet / high-speed .....
8. a / new / revolutionary / computer / handheld .....
9. a / powder / washing / new / wonderful .....
10. awful / plastic / cheap / souvenirs .....

## Exercise 2.

Underline the correct adjective.

1. I couldn't do any more work last night I was just so *tired/tiring*.
2. I don't think the audience liked the talk. They looked *hored/boring*.
3. I don't think the audience liked the talk. It was a bit *bored/boring*.
4. Your new multimedia project sounds really *excited/exciting*.
5. You look *worried/worrying*. Is anything the matter?
6. Their profits last year were extremely *large/enormous*.
7. Their profits last year were absolutely *large/enormous*.
8. The sales figures last month were very *bad/terrible*.
9. Warsaw is absolutely *cold/freezing* at this time of year.

## Exercise 3.

Complete the sentences with one word from the list A and one word from list B.

**A:** badly completely easily extremely heavily quite unexpectedly well

**B:** delayed designed helpful illegal late made promoted recognizable

1. This suitcase is very *well made*. It will last for years and years.
2. The new product is being ..... You see the adverts everywhere.
3. This website is very ..... I can't find the information I need.
4. You've been ..... I really appreciate it.
5. Our offices are ..... Look out for the large flags at the front.
6. I'm sorry, my flight has been ..... I'll call you when I arrive.
7. Taking bribes is ..... You'll lose your job if they catch you.
8. I arrived at the presentation ..... and missed the first part.

## Exercise 4.

Read this report about the convergence of mobile phones and handheld computers. Underline either the adjective or adverb each time.

### The Net: anywhere, anytime, in the palm of your hand

It seems (1) *strange/strangely*, but some people are walking around with a mobile phone, a handheld computer like a Palm, a pager, and even a notebook computer with a (2) *conventional/conventionally* keyboard as well. These digital devices are converging (3) *rapid/rapidly*, but manufacturers are finding it difficult to get all the parts to integrate (4) *proper/properly*. Contemporary mobile phones look (5) *good/well*, are relatively (6) *good/well* at sending short text messages, but don't work (7) *good/well* as handheld computers. They lack memory, synchronise (8) *bad/badly* with desktop PCs, and are not (9) *easy/easily* to use for writing e-mails. Searching

the different “domains” or “subdomains” within the address. After the dot, we have the name of the institution, City University of Any-Town (CUAT), and finally we have the domain EDU which stands for “education”.

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— to search essays  
— for searching music

**Exercise 4.**

*Work in groups. Make up your own e-mail address. Write a letter to your partner using e-mail.*



**Exercise 1.**

*Put each group of words into the best order.*

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6. a / strategy / well-planned / investment .....
7. access / cheap / Internet / high-speed .....
8. a / new / revolutionary / computer / handheld .....
9. a / powder / washing / new / wonderful .....
10. awful / plastic / cheap / souvenirs .....

for an address-book entry or scrolling through a contact list is (10) *slow/ slowly*, although once you find the name you can call the person (11) *direct /directly* by just touching the phone number. Of course the big issue in the future is Internet access — it needs to be fast, (12) *easy/ easily* and (13) *cheap/ cheaply*, but still allow phone companies to make a profit. Things are moving very (14) *quick/ quickly* in this area, and the manufacturers who succeed in getting everything (15) *right/ rightly* are going to make (16) *huge/ hugely* profits.

### Exercise 5.

Complete the sentences with a word from the list below. At the end of each sentence write *adj.* (adjective) or *adv.* (adverb) to show how the word in the gap is being used.

|      |      |      |      |      |      |        |      |      |         |
|------|------|------|------|------|------|--------|------|------|---------|
| good | well | fast | fast | hard | hard | hardly | late | late | monthly |
|------|------|------|------|------|------|--------|------|------|---------|

- We're going to introduce a *monthly* newsletter for all employees. *adj.*
- I'm sorry, your goods are going to arrive about a week .....
- That flight time is too ..... Haven't you got anything earlier? .....
- Everything's fine. The meeting is going very .....
- I was so tired that I could ..... keep my eyes open. ....
- The hotel was ..... but we didn't like the food in the restaurant. ....
- It's a ..... choice, but I think Caria is the better candidate. ....
- I had to work very ..... to get everything finished on time. ....
- I'm sorry, I don't understand. You're talking too .....
- We'll have to make a ..... exit if things start going wrong. ....

### Exercise 6.

Complete the sentences with one of these words *too, enough, so, such, much, many, little, few*.

- Is your coffee *too* hot? Would you like a little more milk?
- I had ..... trouble finding somewhere to park that I arrived late.
- I had ..... problems finding somewhere to park that I arrived late.
- There were ..... replies to the last mailing that we won't do another.
- I had ..... cash on me that I couldn't even buy a sandwich.
- The price of their shares is ..... high to buy any more right now.
- We're making ..... progress that we should finish a week early.
- We're expecting a lot of people. This room won't be large .....
- I couldn't do any work on the train. I was ..... tired that I fell asleep.
- She speaks ..... quickly for me to understand.
- They pay ..... late that we won't receive the money until June.
- That's ..... a good idea. It'll save us thousands of dollars.

## Exercise 7.

Underline the correct words.

1. The new line should be so *profitable as / as profitable* as the old one.
2. This handset is *the most profitable / the more profitable* we've ever made.
3. This version of the programme is *the most recent / recenter*.
4. The guarantee is a year longer *than / that* with our older models.
5. Nothing is *worse / worst* than missing a flight because of traffic.
6. This printer is one of *the best / better* on the market.
7. The meeting wasn't *long as / as long as* I thought.
8. Today the share price is *more bad / worse* than it was yesterday.
9. I'm sorry, the journey took *longer than / the longest* we expected.
10. We'll be there soon It's not much *fewer / further*.

## Exercise 8.

Complete the sentences with a comparative or superlative form of the adjective in brackets. Include any other necessary words like the, more, less, as or than.

1. Coca-Cola is *the biggest* (big) soft drinks manufacturer in the world.
2. This keyboard is quite difficult to use. It's ..... (small) the one I'm used to.
3. The conference was a little disappointing. It was ..... (interesting) I expected.
4. Yesterday was one of ..... (hot) days of the year.
5. I think this suggestion is ..... (good) the other one.
6. It's impossible to choose between these two products. One is ..... (good) the other.
7. The first round of negotiations was easy. The next will be ..... (difficult).
8. We're only a small company. We're not ..... (large) the market leader in our sector.
9. This year our sales figure are ..... (bad) last year.
10. This is ..... (bad) case of corruption we've seen for years.

## Exercise 9.

Put one suitable word in each space.

1. We are bigger *than* GNC, but Satco are *the* biggest in the market.
2. I can see you either day. One day is ..... good ..... the other.
3. Nobody knows more about electronics ..... Tina .....
4. Of course I'll speak to him. It's the ..... I can do after all your help.
5. Sorry, 5% discount is my best offer. It's the ..... I can do.
6. He is one of the ..... difficult customers I have ever dealt with.
7. Everyone else had worked a lot longer on the project ..... I .....
8. I don't think that this market is ..... risky ..... it was.
9. The restaurants are the same. This one is ..... as expensive ..... that one.
10. This restaurant is better for us. It's ..... as expensive ..... that one.

## Exercise 10.

Underline the correct words.

1. The salary they are suggesting sounds *so good / too good* to be true!
2. There were *so few / so little* customers that I went home early.
3. We can't pull out now. There's *too much / too many* money involved.
4. It was *such / so a* boring meeting that I nearly fell asleep.
5. The meeting was *such / so* boring that I nearly fell asleep.
6. I had to say "no" — the cost was *so much / too much* for the budget I was given.
7. We had *so much / so many* new business that we needed extra staff.
8. I had *so much / so many* reports to write that I put the answering machine on.
9. We have *so few / so little* information that we can't make a decision.
10. The meeting was *so short / too short* to cover all the points properly.
11. Can you help me? I'm not *enough tall / tall enough* to reach the top shelf.
12. There isn't *enough money / money enough* in the budget for your idea.

## Exercise 11.

Underline the correct words.

1. Sorry, I was out of the office *this morning / in this morning*.
2. I'll give you a call *next week / at next week*.
3. Bye, I'll see you *the day after tomorrow / the next day*.
4. We have a security guard to look after the premises *at the night / at night*.
5. It's very important to arrive at meetings *on time / in time* in this country.
6. If you arrive *on time / in time* we can talk a little before the meeting starts.
7. The joint venture has been operating successfully *for / during* three years.
8. We had one or two problems *for / during* the summer, but things are OK now.
9. I started working here *since two years / two years ago*.
10. The market crashed. Luckily I had sold my shares *a few months ago / before*.
11. *During / While* the meeting I made a lot of notes.
12. *During / While* she was talking I made a lot of notes.
13. It happened *during / while* dot-corn shares were booming in 2000.
14. It happened *during / while* the dot-corn boom of 2000.
15. We have to finish this project *by / until* the end of the month.
16. I have to work late. I'll be here *until / by* eight this evening.
17. We reviewed the training plans, and *after / then* talked about the cost.
18. We had lunch, and *afterwards / after* I showed them round the factory.
19. *Afterwards / After* lunch I showed them round the factory.
20. I can't talk now. I'll call you *later / afterwards* today.

**Text 1.****MULTITASKING***(Adapted from S. McCartney)*

From the earliest time people have been trying to do several things simultaneously. They can read a book, cook dinner, talk on the phone, and do many other things at the same time. As cars have become available, the time of multitasking has increased: people drive, listen to the radio, eat, and smoke in their cars at the same time.

Now an arsenal of new technology (from notebook computers to cellular phones and portable televisions) makes it possible for everyone to multitask all day.

The computer industry introduced the word «multitasking» into the vocabulary. Mainframe computers that handled networks were the original multitaskers. Apple's and Microsoft's software turned millions of personal computers into multitaskers. Today millions of people can set their personal computers to multitask while they are themselves multitasking: talking on the phone, receiving faxes, and looking through newspapers at the same time.

While multitasking is not bad for computers, it may be a bad thing for some people. Psychologists say it is possible for the human brain to process two or more tasks at the same time, but only one of them receives full attention. Multitasking makes people's stressful

lives even more stressful. Experts say that although a lot of people believe that multitasking enhances their productivity, in fact it can reduce it.

Because of the limitation of the human brain, multitaskings can lead to many mistakes. Indeed, a person who is doing several things at a time may put the wrong number in a spreadsheet or send a message to the wrong e-mail address. Moreover, people on the other end of the line don't usually like to talk to a person who is doing something else while talking to them. It may alienate the people from the multitasker.

Multitaskers also like to do more than one thing at once even in their leisure time. They cannot watch television without reading a newspaper or have dinner without watching TV.

Now multitasking takes place nearly everywhere. A lot of businessmen and managers are never far from their notebook computers and cellular telephones. They are almost always doing two or three things at once, driving and dialing, speaking and typing on their computers. On airplanes they are using their notebook computers to answer e-mail messages. While driving, they are speaking on their cellular phones. "Why wait?" they ask. "That's the world we live in right now".

## Text 2.

### PATTERN OF MULTITASKING

(By A. Hailey)

Edwina went back to the beginning. What were the obvious facts? The first was that money was missing. The second was that the amount was six thousand dollars. The third obvious fact was that Juanita Nunez knew the exact amount of money missing from her cash drawer after almost five hours of transactions and before she had balanced out her cash. Everyone who knew about the loss agreed it was impossible.

But was it impossible? Edwina got up. "Mr. Tottenhoe, will you come with me, please?" They crossed the floor. Juanita Nunez was accepting a deposit. Edwina said quietly, "Mrs Nunez, when you've dealt with this customer, please put up your position closed sign and lock your cash drawer".

Juanita did not speak while transferring a small metal plaque to the counter as instructed.

Edwina asked, «Mrs Nunez, you've been insisting that you always know the amount of cash you have. Do you know how much is in your drawer now?»

Juanita hesitated. Then she nodded, unable to speak.

Edwina handed her a slip of paper "Write down the amount". After visible hesitation Juanita took a pencil and wrote "\$23,765".

Edwina passed the slip to Tottenhoe. "Please go with Mrs Nunez and stay with her until she balances out today's cash. Compare the result with this figure".

Three quarters of an hour later Tottenhoe reappeared. He put the slip of paper on Edwina's desk.

"The figure was right?" Edwina asked.

"Exactly right," Tottenhoe replied.

### Exercise 1.

*Answer the questions.*

1. What is multitasking?
2. Are you a multitasker?
3. How many things are you doing at the same time: at home, when you are going home, when you are watching TV or having dinner?
4. Would you say it's dangerous to be a multitasker?
5. What else was Juanita doing while dealing with customers of the bank?



## Unit 5.

# COMPANY STRUCTURE. MANAGEMENT STYLES.



### COMMUNICATION PRACTICE

Guided Conversation:  
— *Business  
Appointment*

What is a Company

### BUSINESS CORRESPONDENCE

Letter of the Firm  
Introduction

### GRAMMAR PRACTICE

Adverbs

Verb Tenses: Past

### READING

The Philips Story

The Spirit of an  
Organization

*The man who gets the most satisfactory results is not always the man with the most brilliant single mind, but rather the man who can best coordinate the brains and talents of his associates.*

*(Jones)*

*The secret of success is constancy to purpose.*

*(Disraeli)*



### Background Information

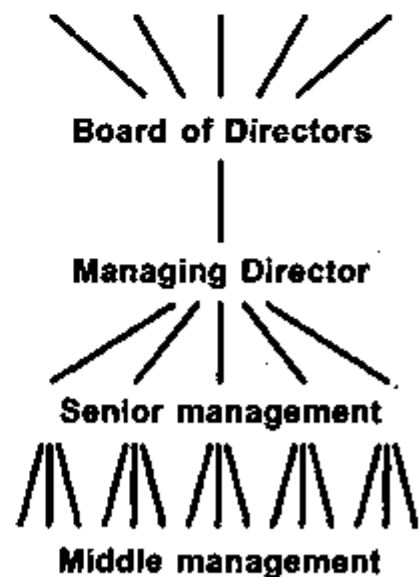
In business **organization structure** means the relationship between positions and people who hold the positions. Organization structure is very important because it provides an efficient work system as well as a system of communication.

Most companies are made up of three groups of people: the **shareholders** (who provide the capital), the **management** and the **workforce**.

The **management structure** of a typical company is shown in this organisation chart.

At the top of the company **hierarchy** is the **Board of Directors**, headed by the **Chairperson** or **President**. The Board is responsible for policy decisions and strategy. It will usually appoint a **Managing Director** or **Chief Executive Officer**, who has to overall responsibility for the running of the business. **Senior managers** or **company officers** head the various departments or functions within the company, which may include the following:

- Marketing
- Sales
- Public Relations
- Information Technology or IT
- Personnel or Human Resources

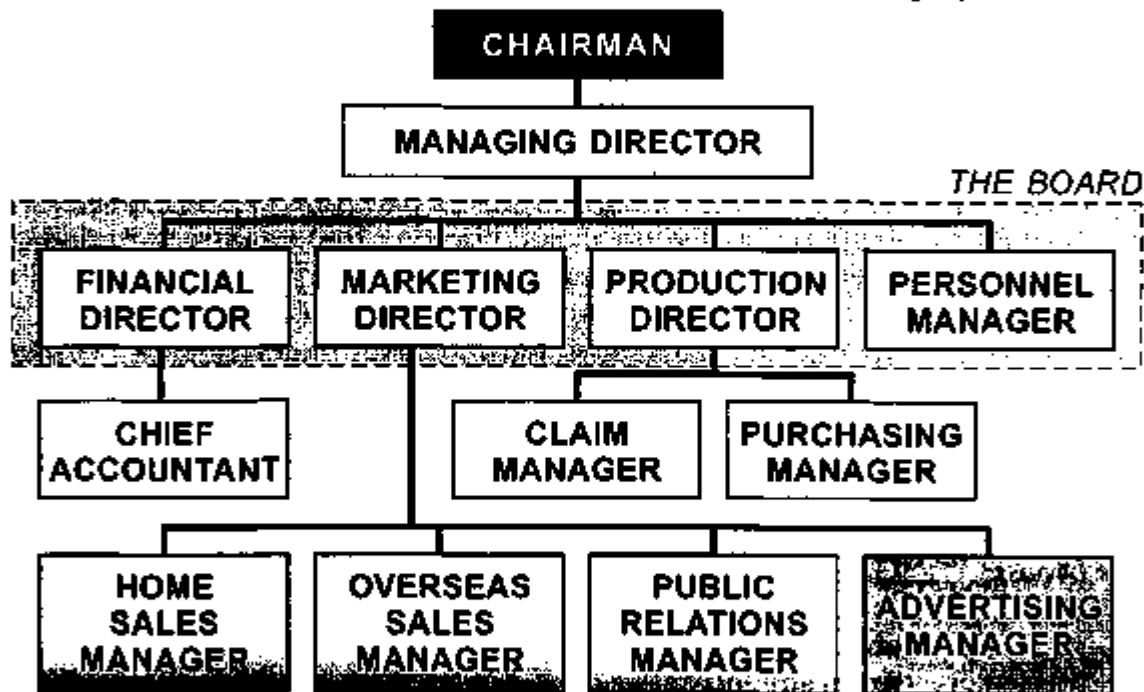


Finance  
Production  
Research and Development or R&D

Historically, **line structure** is the oldest type of organization structure. The main idea of it is direct vertical relationship between the positions and tasks of each level, and the positions and tasks above and below each level. For example, a sales manager may be in a line position between a vice-president of marketing and a salesman. Thus a vice-president of marketing has direct authority over a salesman. This **chain of command** simplifies the problems of giving and taking orders.

When a business grows in size and becomes more complex, there is a need for specialists. In such a case administrators may organize **staff departments** and add staff specialists to do specific work. These people are usually busy with services, they are not tied in with the company product. The activities of the staff departments include an accounting, personnel, credit and advertising. Generally, they do not give orders to other departments.

*Here is an example of the organizational chart of the company:*



#### *International Business Styles*

The characteristics of management often vary according to national culture, which can determine how managers are trained, how they lead people and how they approach their jobs.

The amount of responsibility of any individual in a company depends on the position that he or she occupies in its hierarchy. Managers, for example, are responsible for leading the people directly under them, who are called subordinates. To do this successfully, they must use their authority, which is the right to take decisions and give orders. Managers often delegate authority. This means that employees at lower levels in the company hierarchy can use their initiative, that is make decisions without asking their manager.

## Guided Conversation

### **BUSINESS APPOINTMENT**

*Mr Maliarchuk, the Commercial Director of Ukrforestry is at the office of London Forestry Equipment. He is having an appointment with Mr Stephen Woodman, the Sales Manager of this company.*

- Mr Woodman:* Nice to meet you, Mr Maliarchuk. To start with, let me tell you about our company. As you know, Mr Maliarchuk, we produce equipment for wood treatment. Our firm consists of eight departments: Production, Sales, Purchasing, Export, Finance, Personnel, Research & Development and Communications. The last one is the newest at the company. It was created five years ago... We are managed by the Meeting of Shareholders and the Chairman of the Company was one of the senior partners, but now it is Mr Rogers, as you know. Currently we employ about 1,600 people. Our turnover is more than €300 million.
- Mr Grandland:* You will work with our Export Department. We export our equipment to five countries. We also have two subsidiary companies in Holland and Germany with headquarters in those countries.
- Mr Maliarchuk:* Are they your subsidiaries or branches?
- Mr Woodman:* They are our subsidiaries. Each company trades under its own name. We are looking for new partners in Eastern Europe as well, as we would like to expand our activities. That's why Mr Bartnan went to Kyiv to establish personal contacts with your company. Have you read all our correspondence with your Director?
- Mr Maliarchuk:* Yes, I think so. We investigated your business proposal thoroughly.
- Mr Grouss:* Good morning, Mr Maliarchuk. I'm Philip Grouss. I'm in charge of the Purchasing Department. And I would like to say a few words about my department. There are five managers in the team and seven administrative staff. We are responsible for all purchases, raw material, components, and other supplies. We travel a lot to China, the Philippines, and Korea. We have a large open-plan office on the second floor and two more offices on the top floor. We use fax and e-mail a lot.
- Mr Madison:* Hello. I'm John Madison from Research & Development Department. There are four scientists in the department plus ten technicians. At the moment our main activity is software research. We have a well-equipped laboratory and four offices. We are not in the main building. We work with a number of companies in the

- USA, so we spend a lot of our budget on travel.
- Mr Clairic:* I'm Liz Clairic. My department is the Personnel Department. We are on the first floor of the main building. We are responsible for recruitment and training. As you know, we spend a lot of our budget on computer and language training. There are six of us in the department, plus the Director.
- Mr Slopton:* Hello. I'm Dan Slopton, the Head of the Communications Department. It's very small. There are three of us in one large open-plan office on the ground floor. We are in charge of internal and external communications and public relations. Our main projects are the company newsletter, which we produce four times a year, and we are also responsible for the publication of the annual report.

### Exercise 1.

*Get the meanings of the names of the different positions in a company.*

**Director** is a person who manages the affairs of a business company.

**Board** is a group of people controlling a company or some other organization.

**Chairman** is a permanent president of a committee, board of directors of a company.

**President** is the head of a business firm or a bank.

**Accountant** is a person whose profession is to keep or inspect financial accounts.

**Manager** is a person controlling a business.

**Secretary** is an employee in an office, usually working for another person, dealing with letters, typing, filing and making appointments and arrangements.

**Auditor** is a person who audits accounts.

### Exercise 2.

*Render into Ukrainian properly.*

- The Managing Director is accountable to the board and is responsible for running the company.
- The subsidiaries report to the Export Sales Department which is accountable to the Board.
- The Managing Director is assisted by four executive departments.
- Human Resources Department is responsible for personnel, training and management development.
- Finance Department takes care of corporate finance and accounting.
- Purchasing Manager buys all the things that the company needs.
- Sales Director is in charge of the people who sell the products of the company.
- Sales Manager is responsible for supplying goods to customers.
- The head of the Accounts Department is responsible for all the money in the company, handles payments from customers and wages for staff.
- The person who greets a visitor and tells him or her to get to the right office is the receptionist.
- Accountants are the employees who check a company's financial affairs.
- Clerks are the employees responsible for carrying out general office duties, filling in forms and keeping statistics.

### Exercise 3.

*Read the text "WHAT IS A COMPANY" and translate it into Ukrainian. Write down new words into your vocabulary.*

Company is a corporate enterprise that has a legal identity separate (from that of its members; it operates as one single unit, in the success of which all the members participate. An **incorporated company** is a legal person in its own right, able to own property and to sue and be sued in its own name. A company may have limited liability so the liability of the members for the company is debt's is limited. An **unlimited company** is one in which the liability of the members is not limited in any way. There are various different types of companies: a **chartered company** is one formed under Royal Charter in Great Britain.

Chartered companies, however, are now rare, unless a charter is required for prestige purposes, as it might be for a new university. A **joint-stock company** is a company in which the members pool their stock, trading on the basis of their joint stock. This differs from the earlier **merchant corporations** or **regulated companies** of the 14<sup>th</sup> century, in which each member traded with his own stock but agreed to obey the rules of the company.

A **registered company** is the most common type of company. A company may be registered either as a public limited company or a private company. A **public limited company** must have a name ending with the initials «plc» and

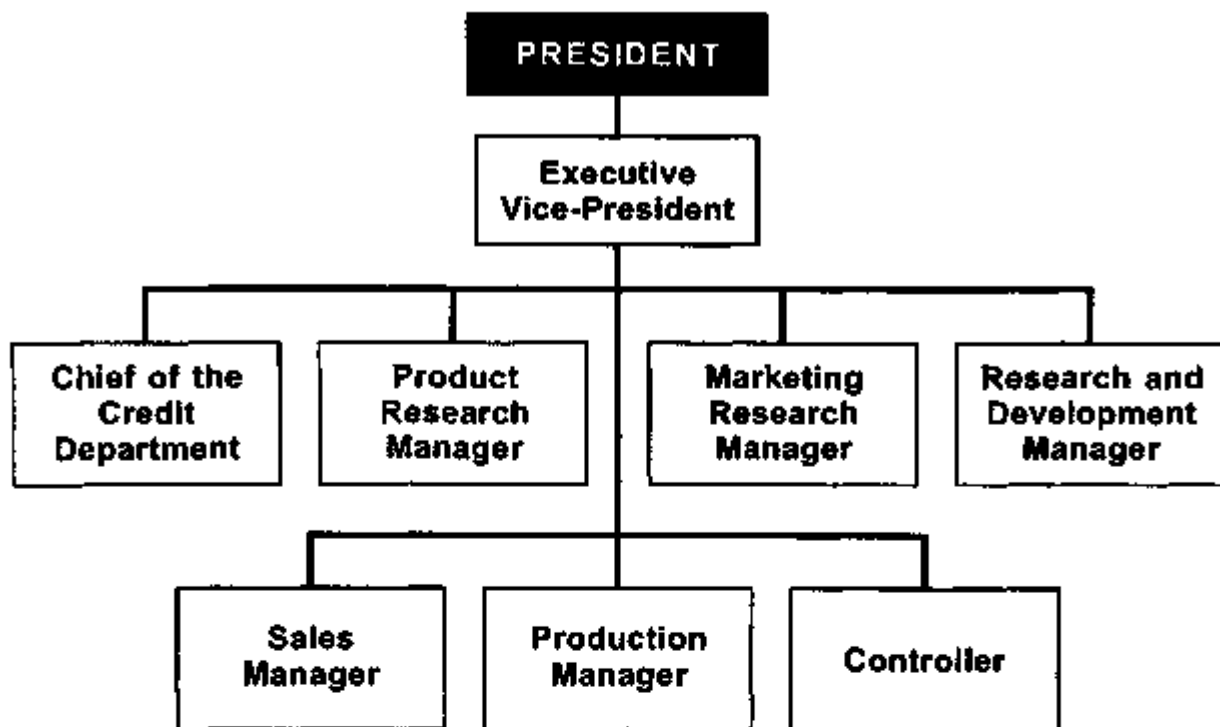
have an authorized share capital. The regulation of such companies is stricter than that of private companies. Most public companies are converted from private companies, under the re-registration procedure laid down in the Companies Act. A **private company** is any registered company that is not a public company. The shares of a private company may not be offered to the public for sale. A **statutory company** is a company formed by special Act of parliament in Great Britain. These are generally public utilities that were either not nationalized or that have been privatized.

Many companies open a **branch office** to improve distribution in countries where a good market exists. The first step, of course, is to find suitable premises in a good location, where the rent is reasonable and transport to retailers and distributors is fast and easy to arrange. Local conditions including fire precautions and safety regulations, must be met; a manager must be appointed and staff must be found.

A decision must be made about whether the branch office is to hold stock or not. The success or failure of this enterprise will depend on the relationship of the branch office to the Head Office, and that must be established before any of the details are considered.

### Exercise 4.

*Have a look at the organizational chart of the company. Speak about the organizational structure of this enterprise answering the following questions:*



- How many departments are there at the company?  
 How many managers work at the company?  
 Which is the most important department in your opinion?  
 Are there any overseas branches?

### Exercise 5.

*Match the jobs in the box with the descriptions below.*

|                       |                         |
|-----------------------|-------------------------|
| managing director     | personal assistant      |
| sales representative  | training officer        |
| purchasing manager    | quality control manager |
| laboratory technician |                         |

- I organize training courses for members of staff — language, computer, etc.
- I set up the equipment and do experiments and tests.
- I am the senior executive.
- I check that products are made to the right standards.
- I visit customers and try to increase business.
- I work with the Managing Director. I am responsible for his diary, organize his travels, and take calls for him.
- I buy everything the company needs, from raw material to stationery.

## Exercise 6.

*Read the interview with a manager. What can you say about his company and his position in it.*

*Interviewer:* And now, could you give us a few details about your job?

*Frank Sonders:* Well, I joined the company as General Manager in 1996, so I've been working for Gruver Huberth since then. My main job responsibility as General Manager is for the management team — that's the five managers who are in charge of the different departments — finance, production, marketing, sales, and human resources. My job involves a lot of meetings. I have weekly meetings with managers in the Barcelona office and monthly meetings at the company's headquarters in Belgium. I don't get out of the office as much as I'd like to, but I usually manage to spend two or three days a month travelling to different areas of Spain, to meet the sales teams and to visit customers.

*I:* What qualities do you think are important for your job?

*FS:* Well, first I think you need to have a lot of patience and you need to be very flexible. Then it's very important to be a good communicator and to be able to motivate people. And because change happens so quickly today, you have to be good at taking decisions very quickly, too. Another quality I think you need in a global company is the ability to think globally, and of course, you need to have a good level of English!

*I:* Which aspect of your job do you like most?

*FS:* Well, the part I find most interesting is the marketing, because it's very creative. I also enjoy working with a team and really like being part of an international group and working with different nationalities.

*I:* Is there any aspect of your job that you don't like?

*FS:* Yes, I don't like the long hours — working 10 or 12 hours a day and I dislike firing someone — that's always very difficult.

*I:* Lastly, could you tell us what *perks* come with your job?

*FS:* Mmm... I have a company car, a BMW... I also get private health insurance and life assurance but there isn't a company pension scheme. I get a bonus of between 20% and 40% of my salary — the actual percentage depends on performance — and everybody in the company gets vouchers for lunch. We don't have our own sports facilities but one evening in the week the company has the use of all the facilities at a sport centre. Oh, I get another useful perk — the company also pays my private telephone bill. That's something not many companies do.

## Exercise 6.

*Read the dialogue and dramatize it.*

*(Peggy Forman is talking with Jaff Downing, an administrative assistant in her company)*

*Jaff:* How are you today, Peggy?

*Peggy:* Oh, fine, thanks.



- Jaff:** Glad to hear that. By the way, are you familiar with the organizational chart for the company?
- Peggy:** No, I am not. What is it like actually?
- Jaff:** Well, the chart shows how the employees are divided into groups. It gives one an overview of the chain of command in the company.
- Peggy:** I see. The positions can be line and staff ones.
- Jaff:** Yes. The subject is not new to you. What else do you know about it?
- Peggy:** As far as I know a worker in a line position receives orders from his immediate subordinate.
- Jaff:** Exactly, that's the line chain of command.
- Peggy:** A worker in a staff position reports directly to a line worker but he neither gives nor receives orders to line workers. Am I right?
- Jaff:** Yes, you are. But someone may have line authority over people in his department and not be considered a line administrator.
- Peggy:** How can it be?
- Jaff:** That's possible when a whole department is a staff department. For example, in our company, the head of the credit department or the personnel department can hardly ever be president of the company.
- Peggy:** And what do the people in staff departments do, how is their work different?
- Jaff:** Well they are usually busy with services and they could do the same service for any company. So they are not in the line.
- Peggy:** It seems to be rather complicated.
- Jaff:** It only seems so. I think the chart should help.
- Peggy:** Oh, sure. But, Jaff, would you explain me what span of control is?
- Jaff:** Oh, span of control refers to the number of people whom one manages directly.
- Peggy:** Can you give me an example?
- Jaff:** Well. The President of our company directly manages the Vice-President of Production, the Vice-President of Marketing and the Controller. Thus, his span of control includes three people.
- Peggy:** Yes, now I see. Thank you for your help.
- Jaff:** Not at all. Why don't we go to the coffee stall and have a snack together?

### Exercise 8\*.

*Work in pairs. Look through this extract. Fill each gap with one of these words:*

|         |            |           |           |          |       |
|---------|------------|-----------|-----------|----------|-------|
| another | basic      | business  | countries | economic | major |
| fishing | fully      | most      | per cent  | labour   | work  |
| primary | productive | secondary | workers   | services |       |

#### **Divisions of economic activity.**

Although the structure of each country is different, their economies can be shown to have similar sectors. When speaking of (1) ..... or economic activity, commentators normally recognize three (2) ..... 'sectors':

- primary — agriculture, fishing, mining, construction;
- (3) ..... — crafts and manufacturing;
- tertiary — (4) ....., including education, banking, insurance, etc.

**The occupational structure.**

The types of activities that most (5) ..... are occupied in differ, sometimes dramatically, from one country to (6) ..... and from one time to another. In (7) ..... developing countries (and in all (8) ..... before the 19th century), the vast majority of the workforce (9) ..... in the agricultural, or (10) ..... sector. Their work is almost entirely manual, and most of the country's (11) ..... power is concentrated on the (12) ..... task of feeding the population. In (13) ..... developed countries far more of their (14) ..... resources are directed towards other (15) ..... activities. In the United States and Canada, for example, only 4 and 7 per cent, respectively, of all employed persons work in agriculture, (16) ....., and mining, compared to more than 70 (17) ..... in India.

**Exercise 9.**

*Work in groups. Which of these companies do you know? Match them up with the sectors of industry and the product groups in the chart. Discuss these questions:*

**Primary**

- oil
- other

**Secondary**

- engineering
- other
- vehicle manufacturing
- aerospace
- chemicals
- food processing, beverages
- computers
- electronics

**Tertiary**

- other
- hotels and restaurants, catering
- insurance
- banking
- airlines
- telecommunications
- transport
- retailing

**Logos for matching:**

- ABBA
- Pizza-Hut
- KNIBCTAP GSM
- McDonald's
- PHILIPS
- Coca-Cola
- Kodak
- Mercedes-Benz
- le mut de Cartier
- NEWAYS
- AMERICAN EXPRESS
- Dunhill
- IBM
- UMC
- AVON
- NESCAFÉ
- Clintel
- SONY

1. Which are the five largest or more important companies in your region (or country)?
2. Which sectors of industry or product groups do they belong to?
3. Make a list of the products they make or the services they supply.

*Compare your list with another group.*

## Exercise 10.

*Read and translate the dialogue.*

*(Anna is having lunch with her sister Barbara. Anna has just accepted a position as an Administrative Assistant. Her boss is an executive with a firm that manufactures heavy machinery used in construction.)*

**Barbara:** You've got a new job, Anna. My congratulations.

**Anna:** Thanks, Barbara.

**Barbara:** Tell me a few words about your boss. What does he do?

**Anna:** Well, he is one of the vice-presidents of the company, so he's rather important. He is an executive.

**Barbara:** Do you know the difference between an executive, a manager and an administrator?

**Anna:** I am afraid, I can hardly tell you the difference, I think these words are interchangeable and they really aren't different in many companies.

**Barbara:** What about your company?

**Anna:** In our company the top officers are called administrators. The next highest group — the vice-presidents, the heads of major departments and branch plant managers — are executives like my boss.

**Barbara:** Is that all?

**Anna:** The group below consists of managers, they are general managers and foremen.

**Barbara:** So I see that an organisation has a number of positions and some people have more authority than others.

**Anna:** You are right.

**Barbara:** But it would be interesting to know more about the functions of an executive like your boss.

**Anna:** I'd say he makes a lot of important decisions. He sets objectives, coordinates work, delegates authority, makes hiring, firing, evaluating and just general leading.

**Barbara:** It seems to be important.

**Anna:** It is important. It's evident that making careful decisions is the basis of good management.

**Barbara:** But do you work under much pressure?

**Anna:** Barbara, you know I am quite used to working under pressure from my last job. I am also accustomed to lots of paper work and red tape.

**Barbara:** Good for you.

**Anna:** And what's more important I feel that I can team a lot because my boss is very competent.

**Barbara:** Good, I think we'd better hurry not to get late for work.

## Exercise 11\*.

*Work in groups. Discuss these more general questions:*

- What percentage of people working, approximately, are engaged in each of the sectors in your country?
- Which sector is contracting? Which is growing? Which is staying the same?
- In which sector are the most companies, businesses or enterprises in your region located, would you say?
- Which sector do your parents (or do you expect to) work in?
- Which areas of the economy in your country are changing most?
- Which areas have the most people working in them?
- Which areas are the most important?
- Which sectors can we not do without?

## Exercise 12.

*Read this text about International Business Styles. Paragraphs 1-9 contain advice for business leaders. Choose the appropriate heading for each paragraph from the list below.*

- a. A leader should be a good teacher and communicator.
- b. A leader must manage time and use it effectively.
- c. A leader must have technical competence.
- d. A leader must provide vision.
- e. A leader must be visible and approachable.
- f. A leader should be introspective.
- g. A leader should be dependable.
- h. A leader should be open-minded.
- i. A leader should have a sense of humour.

1. In large organizations, leaders should spend no more than four hours a day in their offices. The rest of the time, they should be out with their people, talking to lower-level employees and getting their **feedback** on problem areas. They should be making short speeches and handing out awards. They should be travelling widely throughout their organizations.

2. The best leaders are those whose minds are never closed and who are eager to deal with new issues. Leaders should not change their minds too frequently after a major decision has been made, but if they never reconsider, they are beginning to show a degree of **rigidity** and inflexibility that creates problems for the organizations.

3. **Executives** must take a disciplined approach to their schedules, their post, their telephone calls, their travel schedules and their meetings. Staying busy and working long hours are not necessarily a measurement of leadership effectiveness.

4. Leaders may run efficient organizations, but they do not really serve the long-term interests of the institution unless they plan, set goals and provide strategic **perception**.

5. The leader must be willing to pass on skills, to share **insights** and experiences, and to work very closely with people to help them **mature** and be creative.

6. Leaders should let people know that life is not so important that you can't sit back occasionally and be amused by what is happening. Laughter can be a great **reliever of tension**.

7. Reliability is something that leaders must have in order to provide stability and strength to organisations. Leaders must be willing to be flexible but consistency and coherence are important elements of large organizations.

8. Leaders must not only understand the major elements of their businesses but must also keep up with any changes.

9. Leaders should be able to look at themselves objectively and analyse where they have made mistakes and where they have disappointed people.

**feedback** — зворотній зв'язок  
**rigidity** — непохитність, твердість  
**executive** — виконавчий, адміністративний  
**perception** — відчуття, сприйняття  
**insight** — проникливість, інтуїція

**mature** — витривалий, зрілий  
**consistency** — логічність, щільність  
**reliever of tension** — той, що знімає напругу  
**coherence** — узгодженість, узгоджений

### Exercise 13.

*Read the following passage and choose the correct word from A, B or C to fill each gap.*

Recent research at business schools in the USA has shown that traditional management styles are rapidly becoming obsolete. In the traditional model, senior management exercises its (1) ..... to ensure that decisions are carried out by (2) ..... at lower levels of the company (3) ..... . However, in today's rapidly evolving business environment, it has become clear that (4) ..... is something that all managers will have to live with and adapt to. In the modern digital organization (5) ..... is no longer restricted to senior managers, and employees are not expected to blindly (6) ..... orders from above. Because of the increasing complexity of business, managers have had to (7) ..... tasks to people at lower levels and to (8) ..... them to take the necessary decisions. It has become a system where what you achieve, in other words your (9) ..... , is what determines not only the respect that other people in the organization have for you but also how you are (10) ..... for the work that you accomplish. As one manager puts it, "Today you have to be very careful about what you say to someone who works for you because tomorrow the same person could be your boss!"

- |                    |                  |                    |
|--------------------|------------------|--------------------|
| 1. a) custom       | b) gesture       | c) authority       |
| 2. a) bosses       | b) subordinates  | c) partners        |
| 3. a) culture      | b) hierarchy     | c) headquarters    |
| 4. a) initiative   | b) change        | c) etiquette       |
| 5. a) knowledge    | b) communication | c) decision-making |
| 6. a) obey         | b) operate       | c) value           |
| 7. a) reward       | b) signal        | c) delegate        |
| 8. a) empower      | b) infer         | c) familiarise     |
| 9. a) relationship | b) education     | c) performance     |
| 10. a) rewarded    | b) scheduled     | c) measured        |

## Exercise 14.

*What qualities does a person need to be a manager of a company?*

|                     |                                |                          |
|---------------------|--------------------------------|--------------------------|
| General education   | Motivation to work             | Foreign languages        |
| Flexibility         | Ability to cope under pressure | Ability to make decision |
| Communication skill | Punctuality                    | Fantasy                  |

## Exercise 15.

A. *Read the text describing company structure. Then choose the correct answer to the questions.*

SBS stands for Siemens Business Services. It is a division of the famous German company Siemens. It is only about five years old but is already responsible for a considerable part of Siemens' turnover. How? Siemens had the idea in 1995. A whole department of Siemens was at the time responsible for the information and communication activities of Siemens. The idea was to offer this service not only inside the company but outside too. SBS is now one of the world's leading providers in the area of electronic business solutions and services.

Friedrich Froeschi is the CEO and SBS is now an independent division with 33,000 employees in 88 countries and turnover of €5.8 billion. One of its largest customers is the British government. SBS organizes and manages the passports and national savings accounts for Britain. In Europe its main competitors are IBM, Cap Gemini, and EDS. With growth in this market of at least 15% the future looks bright for this German service company.

1. **What is the activity of SBS?**
  - a) electronic engineering
  - b) printing
  - c) database management
2. **Which company does Friedrich Froeschi manage?**
  - a) Siemens Business Services
  - b) Siemens
  - c) IBM
3. **One of its largest customers is:**
  - a) EDS
  - b) SBS
  - c) the British government
4. **€5.8 billion represents:**
  - a) Siemens turnover
  - b) SBS's turnover
  - c) SBS's profit
5. **SBS manages electronic services for:**
  - a) IBM
  - b) British passports
  - c) 88 countries

**6. SBS is:**

- a) a branch of Siemens
- b) a department of Siemens
- c) a division of Siemens

**B. Find words in the Siemens text which match these definitions.**

- 1. a computer application for keeping records — .....
- 2. annual sales — .....
- 3. clients — .....
- 4. companies in the same market — .....
- 5. a document for travelling from one country to another — .....
- 6. an increase — .....

**C. Look at this list of words. Match pairs of words, as in the examples, to make the expressions defined below.**

|        |        |           |             |
|--------|--------|-----------|-------------|
| sales  | annual | company   | development |
| office | human  | research  | marketing   |
| stock  | market | resources | managing    |
| head   | parent | director  | production  |
| site   | public | relations | turnover    |

- 1. a department in charge of finding new ideas  
*research + development = Research and Development*
- 2. a person in charge of a company  
*managing + director = Managing Director*
- 3. a firm which owns subsidiaries  
.....
- 4. a department in charge of finding and increasing the number of customers  
.....
- 5. a factory or a plant  
.....
- 6. department in charge of recruitment, training, and personnel  
.....
- 7. the administrative and central building of a company  
.....
- 8. the value of a public company is quoted here  
.....
- 9. the total sales of a company for a year  
.....
- 10. the department of a company which is in charge of external communication  
.....

## Exercise 16.

*Where do these people usually work?*

Accountants work in the *department*.

Scientists often work .....

Sales people .....

Lawyers .....

PR people .....

Training Managers .....



### Role-play.

*Work in groups. Think about department you would like to work in. Draw an organization chart. Use these phrases to give a short presentation about your department.*

#### **Describing the activity of a department**

My department deals with / is responsible for marketing / administration, etc.

We organize tests / studies / research.

We work with customers / suppliers / subsidiaries / other companies in the group.

#### **Describing the staffing of a department**

There are .....people in the department.

Pierre Bookos is in charge of the department.

I am one of the managers / technicians / secretaries / engineers.

#### **Describing the equipment / premises of a department**

We have a large office / three laboratories / a small building.

We use computers / fax / e-mail a lot.

We have a well-equipped laboratory / a lot of technical equipment.

## FRAGMENTS OF BUSINESS CORRESPONDENCE

### **LETTER OF INTRODUCTION**

If you are writing to your partner for the first time it would be polite to start your correspondence with introduction of your firm. First of all you have to describe your organization in short and to represent its aims and tasks in the sphere of international business activity. Then you may praise your firm or represent its advantages among the other firms. You can also send an advertising booklet representing your products and a sphere of activity. If you are not acquainted with your partner quite well it would be better to find out what kind of business activity this company represents and what



possibilities of future co-operation you can get. At the end of the letter you should express your hopes for fruitful co-activity.

### **Words and Phrases**

1. The <firm's name> is a research and consultancy organization with a worldwide membership.  
*<назва фірми> є дослідницькою і консультативною організацією з широким представництвом у всьому світі.*
2. The <...> company was established to satisfy its members' needs in up-to-day quality information on...  
*Компанію <...> було засновано для задоволення потреб її членів щодо сучасної і високоякісної інформації з ...*
3. As you may know, we are one of the largest firms in the country, producing <...> as well as <...>.  
*Як Вам можливо відомо, ми – одна з найбільших у країні фірм, що виробляють <...>, а також <...>.*
4. Our firm is active in all areas of <field> .  
*Наша фірма активно діє у всіх сферах <галузь>.*
5. It has been very successful in recent years in producing and selling ...  
*Вона досить успішно працювала в останні роки у виробництві і продажу...*
6. We pride ourselves on providing all our customers with the highest quality production and personalized service.  
*Ми пишаємося тим, що забезпечуємо всіх своїх клієнтів продукцією найвищої якості і персоналізованим обслуговуванням.*
7. It is very interesting for us to introduce our firm and to learn about your company.  
*Ми дуже зацікавлені в тому, щоб представити нашу фірму і дізнатись детальніше про Вашу компанію.*
8. It would be most helpful to know in which fields you are particularly interested and whether you would like to receive regular information about our activity.  
*Нам би дуже хотілося дізнатись, в яких саме сферах діяльності Ви зацікавлені і чи бажаєте Ви регулярно отримувати інформацію про нашу діяльність.*
9. We look forward to beginning the dialogue and then to expanding our increasingly beneficial relations.  
*Ми розраховуємо на початок діалогу і, згодом, на поступове розширення наших взаємовигідних стосунків.*
10. I hope that the future will bring us closer collaboration.  
*Я сподіваюсь, що у майбутньому ми матимемо більш тісну співпрацю.*
11. We would welcome the opportunity to co-operate with you.  
*Ми вітаємо можливість співпраці з Вами.*

## Sample Letter of Introduction of the Firm

Ukrlis Ltd.  
12 Vesela Street  
Lviv, Ukraine  
September 8, 2002

Maidstone Woodcraft Ltd  
1456 Pine Avenue  
Maidstone, Kent  
England

Dear Sirs,

We are small but energetic company producing raw materials for furniture production. We were established in 1998 and since then we have become one of the leading companies in our region.

We provide our customers with the highest quality production and satisfy growing demands of modern market.

So that you may know a little more about our company we enclose a booklet we have recently published, giving the history, our achievements, representing our products and plans of our company. If you need any further information about our activities, please contact us: our telephone number is 48769540; e-mail: [ukrlis@com.ua](mailto:ukrlis@com.ua).

It would be most helpful to get some information about your company and spheres of its activity.

We look forward to building successful co-operation in the future.

Yours faithfully,

*M. Bereza*

Mykhailo Bereza  
Director General

## Exercise 1.

*Translate this letter into English.*

Ми — невелика в даний момент, проте енергійна група молодих людей, збираємось розширювати свою діяльність в найближчі роки. Для того, щоб Ви змогли дізнатися більше про нашу компанію, я беру на себе сміливість (I am taking the liberty of) вкласти у конверт буклет, який дає уявлення про історію, структуру і плани нашої компанії. Ми розраховуємо встановити тісні і теплі (cordial) взаємовідносини з вашою фірмою.

## Exercise 2.

*Think of a firm you would like to have and write down a letter of introduction of the firm.*

# GRAMMAR PRACTICE

## Exercise 1.

*Complete the dialogue using the verbs from the list below in the past simple. There is a mixture of affirmative, negative and question forms. There is one negative question.*

|           |           |         |      |      |
|-----------|-----------|---------|------|------|
| go        | take      | think   | sell | like |
| have (x2) | make (x2) | be (x4) | buy  |      |

**Sam:** Hi, Mat. You (1) *went* to the Milan Fashion Show last week, didn't you?  
(2) ..... you ..... a good trip?

**Mat:** Yes, it was great.

**Sam:** (3) ..... you ..... any useful contacts?

**Mat:** Well, there (4) ..... loads of people at the show, and I (5) ..... a lot of good contacts but we (6) ..... nearly as many orders as last year.

**Sam:** Oh, why was that? (7) ..... they ..... our new styles?

**Mat:** No, no, that (8) ..... the problem. The shoes (9) ..... really well, but we (10) ..... so successful with some of our other products, like handbags, for example, and there (11) ..... much more competition this year.

**Sam:** Who from?

**Mat:** Well, the Paul Smith stand was really busy.

**Sam:** Oh, but his clothes are expensive... Um, (12) ..... people at the show ..... our prices were too high?

**Mat:** Possibly. But we (13) ..... the authority to lower them at the time.

**Sam:** Oh, what a shame. So it was a waste of a trip then?

**Mat:** Well, not exactly... I (14) ..... this great pair of Prada shoes and *this* Gucci handbag...

## Exercise 2.

*Complete the sentences by putting the verbs in brackets into either the past simple or past continuous. Sometimes the same tense is used twice; sometimes different tenses are used.*

1. What *did you eat* (eat) when you *went* (go) to Paris?
2. While I *was negotiating* (negotiate) the contract, my boss *phoned* (phone) me to say that he wanted completely different conditions.
3. The last time something like this ..... (happen), she ..... (call) a press conference immediately.
4. Anne ..... (explain) her proposal when Pedro ..... (interrupt) her.
5. We never got the chance to interview him. While we ..... (investigate) the incident, he ..... (resign).
6. When he ..... (finish) reading the article, he ..... (give) it to me.
7. Everyone ..... (wait) for the meeting to begin when he ..... (call) to say that he was stuck in a traffic jam.
8. When I ..... (clean) the piece I ..... (drop) it by mistake.

## Exercise 3.

*Underline the correct words. This exercise includes examples of the past perfect, used to, the past simple and past continuous.*

1. While I looked/was looking for my keys, I suddenly remembered I left / had left them at home.
2. In those days the unions used to / had used to go on strike whenever there was / was being a problem.
3. After they were buying / had bought the company, they started / were starting to make a lot of people redundant.
4. Jack used to have / was having a Mac, but then he used to change / changed to a PC.
5. I asked about my package in reception, but they said / were saying that it still hadn't arrived / wasn't arriving.
6. I was sure that I used to lock / had locked the door to my office last night, but it was / had been open this morning.
7. I'm sure that the winters used to be / had been colder when I was a child. I remember that we used to walk / were walking to school in the snow every winter.
8. I had gone / went back to the restaurant to look for my umbrella, but found / was finding that someone took / had taken it.

## Exercise 4.

*Underline the correct word.*

1. Look in the Appendix at / by the end of the report.
2. When I got in / on the plane someone was sitting in my seat.
3. What a fantastic view! The sky above / over and the sea below / under.
4. Next week I'll be at / in Hungary for a few days.

5. Turn into Western Avenue and you'll see our offices *on / at* your left.
6. You can't miss it. The restaurant is exactly *by / opposite* the cinema.
7. I often work *in / at* home in the evening.
8. I bought this tie *in / at* Madison Avenue.
9. She'll be here in a few minutes — she's just *at / on* the phone at the moment.
10. The power socket is over there, *by / at* the door.
11. This graph isn't labelled properly. Write the units *by / next* to the X axis.
12. I went to visit my son *in / at* hospital yesterday.
13. Put a sheet *above / over* the machine to stop it getting dusty.
14. Siena is quite *near / by* Florence.
15. I'll see you tomorrow at ten thirty, *in / by* my office.
16. It's a large block. Our offices are *at / on* the fifteenth floor.
17. I saw Simon *at / in* the station while I was waiting for a train.
18. I must have been standing *in / at* the queue for half an hour.

### Exercise 5.

- A. Complete this e-mail choosing the correct preposition from the list below.

|         |      |      |         |             |
|---------|------|------|---------|-------------|
| towards | over | past | through | in front of |
| by      | in   | to   | at(x2)  | on (x2)     |

|              |            |
|--------------|------------|
| Anne Skinner | July 10    |
| Richard Hume | Directions |

Hi there!

Here are the directions (1) *to* our head office.

Take the A34 from Oxford and then join the M4 (2) ..... London not Wales. Come off the M4 (3) ..... junction 12 and continue straight ahead. Continue (4) ..... the next two roundabouts, go (5) ..... a BP garage

(6) ..... your right and you'll come to some traffic lights. You are now (7) ..... Reading. Go straight (8) ..... the traffic lights and (9) ..... the next set of lights, turn right. Henry Street is the 5th road (10) ..... the left. Follow the road to the end and the office is (11) ..... you! There is a long drive (12) ..... the side of the office — you can park there.

If you have any problems give me a call, but it's very easy really!

Richard

**B. Complete this e-mail by putting one suitable word in each space. It is also possible to use 10.**

|       |      |          |                         |
|-------|------|----------|-------------------------|
| To:   | Sue  | Date:    |                         |
| From: | Tony | Subject: | Magazine advert artwork |

Thanks for sending me the artwork for the magazine advert. I have a few comments about the layout (1) *on* the 1 page. The photograph (2) ..... the top looks good, but instead of being (3) ..... the middle I think it should be (4) ..... the left, (5) ..... to the text. Then (6) ..... the other corner we could have the company logo.

Did you know there's going to be an article about our company (7) ..... the same magazine? I hope it will be (8) ..... the page directly (9) ....., but that isn't (10) ..... my hands.

Can you also give the artwork (11) ..... Steve for his comments? He should be back (12) ..... work on Monday.

Thanks,  
Tony.

### Exercise 6.

*Complete the sentences with one word from list A and one word from list B.*

|    |         |            |        |        |        |         |
|----|---------|------------|--------|--------|--------|---------|
| A: | agreed  | remind     | apply  | belong | comply | explain |
|    | heard   | hoping     | insist | listen | pay    | qualify |
|    | rely    | apologised |        |        |        |         |
| B: | about   | on         | on     | from   | with   | with    |
|    | to (x3) | for (x5)   |        |        |        |         |

- You can *pay for* the goods in twelve monthly instalments.
- Excuse me, but does this umbrella ..... you?
- The first thing is to ..... the client to find out their needs.
- I asked my lawyer to ..... the contract ..... me.
- Everybody ..... the decision. It was unanimous.
- There's a new job in R&D. I wonder if Chris is going to ..... it.
- Jill is a good team member. You can always ..... her in a crisis.
- They've ..... the delay and said that the items are in the post.

9. I'm certain to forget. .... me ..... it nearer the time.
10. It's been a disappointing year. We're ..... better results soon.
11. Have you ..... Jackie recently? She hasn't written for ages.
12. Does this product ..... European safety standards?
13. No, no, I ..... paying. You're my guest.
14. If we build the factory in that area we'll ..... a regional aid grant.

## Exercise 7.

Complete the sentences with one word from list A and one word from list B.

|    |          |       |         |          |         |           |
|----|----------|-------|---------|----------|---------|-----------|
| A: | attached | tired | popular | involved | serious | dependent |
|    | suitable | safe  |         |          |         |           |
| B: | about    | for   | from    | in       | of      | on to     |
|    | with     |       |         |          |         |           |

1. This fund is very *popular with* investors looking for long-term growth.
2. The firewall should make the network ..... attack by hackers.
3. For further details, see the copy of the contract ..... this letter.
4. Starting salary is ..... previous experience.
5. I don't think they're ..... this, they haven't been in touch for weeks.
6. We're ..... every stage of the process, from design to production.
7. I need a change. I'm ..... doing the same thing every day.
8. Hedge funds are very risky. They're not ..... the private investor.

## Exercise 8.

Underline the correct word.

1. I'm really angry *about / with* them for not letting us know sooner.
2. I've spoken to Robert and I'm reasonably happy *with / for* all the arrangements.
3. I'm really happy *with / for* Maggie, she deserved to get promoted.
4. I'm a bit annoyed *about / with* all this confusion with the wrong invoices.
5. I'm a bit annoyed *about / with* them for sending the wrong invoices.
6. I'm sorry *about / for* what happened yesterday.
7. I'm sorry *about / for* arriving so late — I got delayed in traffic.
8. I feel very sorry *about / for* Frances. She didn't deserve to be treated like that.
9. Low inflation is good *at / for / with* every sector of the economy.
10. She'd be excellent in Human Resources, she's really good *at / for / with* people.
11. Richard, can you help us with this translation? You're good *at / for / with* French.
12. If you need to refer the decision upwards, who are you *responsible for / to?*
13. As head of department, how many staff are you *responsible for / to?*
14. Who is responsible *for / to* the Scandinavian market?

## Exercise 9.

*Underline the correct words.*

1. At / In first sight it looks like a good deal, but we need more details at / in a hurry
2. A: Shall we try using a different supplier by / for a change?  
B: It's up / out to you.
3. Are you paying by / in cash or by / in credit card?
4. The house next door is for / at sale. It's been on / in the market for ages.
5. Very few Board members are at/in favour of the merger. In / On the whole, they think it will create more problems than it solves.
6. We need to keep in / on touch with the situation as it develops.
7. Are you here on / for business or on / for pleasure?
8. A: Did you do it by / on purpose?  
B: No, of course not, I did it by / on mistake.
9. By / In financial terms they're not doing well. They're \$10m in / out of debt.
10. A: Patrick, it's Paul Brock from Tyco at / on the phone.  
B: Can you put him at / on hold while I look for his file? OK, I've found it — I'll take it at / on the other line.

## Exercise 10.

*Complete the e-mail with the correct prepositions. The second number in each bracket shows the number of letters in the word.*

1.

|       |                  |          |             |
|-------|------------------|----------|-------------|
| To:   | Customer queries | Date:    | 11 December |
| From: | Peter Carey      | Subject: |             |

I've just been looking (1-2) at your website and comparing your on-line banking facilities (2-4) ..... your competitors. There's a few things I'd like to ask you (3-5) .....

a) If I want to borrow money (4-4) ..... you, how much will I pay (5-3) ..... the loan? I assume that your cheaper operating costs will result (6-2) ..... a lower interest rate than a normal bank.

b) I see that if I open an account this month I qualify (7-3) ..... a credit card with special payment terms. Do you offer insurance (8-7) ..... on-line fraud with this card to protect card-holders (9-4) ..... hackers who might steal the number)?

I look forward to hearing (10-4) ..... you. Thank you.



|                  |         |             |
|------------------|---------|-------------|
| Peter Carey      | Date    | 13 December |
| Customer queries | Subject |             |

Thank you (11-3) ..... your recent e-mail and I apologise (12-3) ..... taking so long to reply. Here is the information you requested.

a) You can rely (13-2) ..... the fact that our interest rates are very competitive, but I cannot give exact figures as it depends (14-2) ..... the amount you want to borrow. I invite you (15-2) ..... check the table on our website for this information. I can assure you that we deal with the process very quickly — after applying (16-3) ..... the loan you shouldn't have to wait more than a few days before hearing (17-4) ..... us.

b) Yes, as soon as you inform us (18-5) ..... any possible fraud associated with your card we take care (19-2) ..... everything and refund any money that you have lost. In relation to our own customer accounts, we do everything necessary to prevent hackers (20-4) ..... entering the system, and have invested heavily (21-2) ..... this area over recent years.

I hope this answers your questions. Please do not hesitate to contact us again if you think (22-2) ..... anything else.

### Exercise 11.

Complete the sentences with a preposition from the list below.

|         |         |     |     |      |      |
|---------|---------|-----|-----|------|------|
| between | between | for | for | in   | in   |
| of      | of      | to  | to  | with | with |

1. Have you received a reply *to* the e-mail you sent yesterday?
2. The demand ..... microchips is very cyclical.
3. The results this year are in strong contrast ..... those of the year before.
4. There is a strong contrast ..... these results and those of the year before.
5. What's the matter ..... your PC? Has it crashed?
6. Last year there was a fall ..... unemployment ..... 0.5%.
7. Is there any difference ..... these two boxes? They both look the same.
8. At the moment I can't think of any solution ..... the problem.
9. The increase ..... profits was disappointing. There was a rise ..... only 4%.
10. I'd like to place an order ..... forty cases of single malt whisky.

## Exercise 12.

Complete the sentences with a word from list A and a word from list B.

|    |             |             |         |           |         |       |    |
|----|-------------|-------------|---------|-----------|---------|-------|----|
| A: | advantage   | focus       | trouble | objection | payment | price |    |
|    | suitability | involvement |         |           |         |       |    |
| B: | of          | of          | for     | for       | in      | on    | to |
|    | with        |             |         |           |         |       |    |

1. We're going to change suppliers. We have so much *trouble with* them.
2. The ..... oil has gone down by \$2 a barrel since January.
3. The ..... using a small company is that they're usually cheaper.
4. We're wasting time, we need to ..... the main issue.
5. We haven't received ..... the last invoice yet.
6. Does anyone have any ..... that proposal? OK, it's agreed.
7. There are rumours of their ..... illegal arms deals.
8. It's a violent film. I'm not sure about its ..... a young audience.

## Exercise 13.

Complete the conversation between a financial consultant, Andrew Cutting (AC), and a sales director, Chris Wood (CW), by underlining the correct words.

- AC: Right. Before we decide on the conditions for the loan, we need to have a careful look at your business. I've got the sales (1) *graph / graphic* for last year right here. Um, can you just go through the figures for me?
- CW: Of course. As you can see, sales at the start of the year were quite (2) *flat / level*, (3) *so / although* that's not surprising (4) *because / due to* we always have a quiet period after Christmas.
- AC: OK, but there wasn't much of a (5) *recover / recovery* over the spring period, was there? From your graph I see that at the (6) *peak / high* in June you were only (7) *increased / up* (8) *by / with* two (9) *million / millions* (10) *pounds / of pounds* (11) *since / on* the January figure. What happened?
- CW: Well, it ... it was a difficult trading period for us — our main competitor (12) *cut / fell* their prices (13) *significant / significantly*. (14) *However / In spite of* the second (15) *half / halve* of the year things started to improve.
- AC: Um. How did that happen?
- CW: Well, we launched a series of new products onto the market, and you can see that sales (16) *rised / rose* (17) *sharp / sharply* over the autumn.
- AC: Ah. Oh, yes.
- CW: In fact the figure went (18) *to / until* a little (19) *under / over* fifteen million by the end of the year. Now, we were very happy with those results. And we expect the increase (20) *of / in* sales to continue this year. Our sales forecasts are look very good.
- AC: Um, well, that does look promising. I think we can ...

## Exercise 14.

*Adjectives and nouns of nationality. Complete each sentence below with an adjective or a noun of nationality, using the information in the accompanying passages.*

1. Packard Bell has already taken a significant share of the US computer market and has performed better, in some areas, than its main national rivals Compaq and Apple.  
Compaq, Apple and Packard Bell are American computer companies.
2. Nordak is currently recruiting a senior manager who will head up the UK office of its first foreign subsidiary.  
Nordak is not of ..... origin.
3. The shares of Heineken NV have reached a record level in their home market in Amsterdam, Holland.  
Heineken is a ..... company.
4. Whenever we set up a foreign subsidiary, we always make sure that it is managed by someone from the country concerned. That will be the case with our new operation in Finland.  
Our new subsidiary will be managed by a .....
5. The authorities in Japan now allow foreign firms to manage investment funds on the Tokyo market.  
The Tokyo market was previously restricted to ..... firms.
6. This year we have decided not to attend the trade fair in Milan as the date coincides with a similar but more important event in Vienna in Austria.  
We will be attending the ..... trade fair.
7. Our main markets are Eastern Europe and North America. However, we also do some business with Portugal.  
The ..... are our best customers in Western Europe.
8. Although our company was originally from Sweden, four years ago we transferred all of our operations to Switzerland.  
The company is no longer ..... Today it is .....
9. Next year the presidency of the commission will be taken by Spain.  
The commission's new president will be a .....
10. The country is one of the most attractive destinations for business investment in the EU and its capital, Dublin, has excellent facilities.  
Many companies are setting up ..... operations.

## Text 1.

*Read the text and translate it. Before reading, decide whether you think these statements are true (T) or false (F).*

1. It is the world's second biggest electronics company.
2. It has produced over 100 million TV sets.
3. Its headquarters are in Amsterdam.
4. It was the first company to produce compact discs.
5. It is active in a small number of specialised businesses.
6. It provides the lights for famous landmarks such as London's Tower Bridge.

### THE PHILIPS STORY

The foundations of the world's biggest electronics company were laid in 1881 when Gerard Philips established a company in Eindhoven, the Netherlands, to manufacture light bulbs and other electrical products. In the beginning, it concentrated on making carbon-filament lamps and by turn of the century was one of the largest producers in Europe. Developments in new lighting technologies fuelled a steady programme of expansion and, in 1914, it established a research laboratory to stimulate product innovation.



In the 1920s, Philips decided to protect its innovations in X-ray radiation and radio reception with patents. This marked the beginning of the diversification of its product range. Since then, Philips has continued to develop new and exciting product ideas like the compact disc, which it launched in 1983. Other interesting landmarks include the production of Philips' 100-millionth TV set in 1984 and 250-millionth Philips electric shaver in 1989.

### THE PHILIPS COMPANY

Philips' headquarters are still in Eindhoven. It employs 256,400 people all over the world, and has sales and service outlets in 150 countries. Research laboratories are located in six countries, staffed by some 3,000 scientists. It also has an impressive global network of some 400 designers spread over twenty-five locations. Its shares are listed on sixteen stock exchanges in nine countries and it

is active in about 100 businesses, including lighting, monitors, shavers and colour picture tubes; each day its factories turn out a total of 50 million integrated circuits.



## THE PHILIPS PEOPLE

Royal Philips Electronics is managed by the Board of Management, which looks after the general direction and long-term strategy of the Philips group as a whole. The Supervisory Board monitors the general course of business of the Philips group as well as advising the Board of Management and supervising its policies. These policies are implemented by the Group Management Committee, which consists of the members of the Board of Management, chairmen of most of the product divisions and some other key officers. The Group Management Committee also serves to ensure that business issues and practices are shared



across the various activities in the group.

The company's creed is 'Let's make things better'. It is committed to

making better products and systems and contributing to improving the quality of people's work and life. One recent example of this is its 'Genie' mobile phone. To dial a number you just have to say it aloud. Its Web TV Internet terminal brings the excitement of cyberspace into the living room. And on travels around the world, whether passing the Eiffel Tower in Paris, walking across London's Tower Bridge, or witnessing the beauty of the ancient pyramids of Giza, you don't have to wonder any more who lit these world famous landmarks, it was Philips.



(<http://www.news.philips.com>)

to fuel a steady programme of expansion — впроваджувати стійку програму розширення  
diversification — урізноманітнення

to launch — випускати

integrated circuits — загальний обіг

to be implemented — проводиться, виконується

creed — кредо

cyberspace — кіберпростір

### Exercise 1.

*Read "The Philips Company" again and find the figures that correspond to the following pieces of information.*

*Example: The approximate number of designers working for Philips: 400*

1. The number of people working for Philips worldwide
2. The number of countries with sales and service outlets
3. The number of countries where Philips has research facilities
4. The approximate number of scientists working in Philips' research laboratories
5. The number of integrated circuits produced every day

*Practise reading the figures aloud.*

## Exercise 2.

Read 'The Philips Story' again. Why are these dates important?

- a) 1891      b) 1914      c) the 1920s      d) 1983      e) 1984

## Exercise 3.

Match the words from the text with their corresponding definitions.

- |                             |  |
|-----------------------------|--|
| 1. an innovation (line 3)   | a) a planned series of actions             |
| 2. a patent (line 5)        | b) main offices                            |
| 3. diversification (line 7) | c) a place or address                      |
| 4. a range (line 8)         | d) the introduction of a new idea          |
| 5. headquarters (line 17)   | e) a selection or series                   |
| 6. a location (line 25)     | f) making different types of products      |
| 7. a strategy (line 30)     | g) an agreed course of action              |
| 8. a policy (line 35)       | h) the right to make or sell an invention. |

## Exercise 4.

In pairs, replace the words in italics with the words used in the text.

- Gerard Philips *set up* (established) a company in Eindhoven.
- The company initially *specialised in* (c.....) making carbon-filament lamps.
- Developments in new lighting technologies fuelled a steady *plan for growth* (p..... of e.....).
- In 1983 it *introduced* (l.....) the compact disc onto the market.
- Each day its factories *produce* (t..... o.....) a total of 50 million integrated circuits.
- Royal Philips Electronics is *run* (m.....) by the Board of Management.
- The Supervisory Board carefully *watches* (m.....) the general course of business.
- Policies are *put into practice* (i.....) by the Group Management Committee.
- The Group Management Committee consists of members of the Board of Management and chairmen of most of the product *sectors* (d.....).
- The Group Management Committee serves to ensure that important *matters* (i.....) and *ways of doing business* (p.....) are shared across the company.

Now check your answers with the text.

## Exercise 5\*.

Complete the passage using words from Ex. 3 and Ex. 4 in the correct form.

The key to Philips' success can be described by two words. The first is (1) *innovation*; the company designers are continually developing and creating new products. The second is (2) .....; Philips is active in about 100 businesses varying from consumer electronics to domestic appliances and from security systems to semiconductors. With such a wide (3) .....of products the company needs a complex system of management. Each product (4) .....has its own chairman; most of these chairmen are members of the Group Management Committee, which (5) .....all company decisions and plans. The Supervisory Board (6) .....the general business of the group and it also advises and supervises the Board of Management.

## **Text 2.**

*Read and translate the text.*

### **THE SPIRIT OF AN ORGANIZATION**

*(Adapted from Peter Drucker "The Practice of Management")*

Two sayings sum up the "spirit of an organization". One is the inscription on Andrew Carnegie's tombstone:

*Here lies a man*

*Who knew how to enlist*

*In his service*

*Better men than himself*

The other is the slogan of the drive to find jobs for the physically handicapped: "It's the abilities, not the disabilities, that count".

Management by objective tells a manager what he ought to do. The proper organization of his job enables him to do it, but it is the spirit of the organization that determines whether he will do it or not. It is the spirit that motivates, that calls upon a man's reserves of dedication and effort, that decides whether he will give his best or do just enough to get by.

It is the purpose of an organization to "make common men do uncommon things" — said Lord Beveridge. No organization can depend on genius; the supply is always scarce and always unpredictable. But it is the test of an organization that it makes ordinary

human beings perform better than they are capable of, that it brings out whatever strength there is in its members and uses it to make all other members perform better. It is the test of an organization that it neutralizes the weaknesses of its members.

Altogether the test of a good spirit is not that "people get along together"; it is performance, not conformance. "Good human relations" not grounded in the satisfaction of good performance and the harmony of proper working relations are actually poor human relations and result in poor spirit. They do not make people grow; they make them conform and contract. I shall never forget the university president who once said to me: "It is my job to make it possible for the first-rate teacher to teach. Whether he gets along with his colleagues or with me — and very few really good teachers do either — is irrelevant. We certainly have a collection of problem children here — but, boy, do they teach". When his successor substituted this for a policy

of “peace and harmony”, both the performance and the spirit of the faculty rapidly went to pieces.

There are five areas in which practices are required to ensure the right spirit throughout management organization.

There must be high performance requirements; no excuse of poor or mediocre performance; and rewards must be based on performance.

Each management job must be a rewarding job in itself rather than just a step in the promotion ladder. There must be a rational and just promotion system.

Management needs a «charter» spelling out clearly who has the power to make life-and-death decisions affecting a manager; and there should be some way for a manager to appeal to a higher court.

In its appointments management must demonstrate that it realizes that integrity is the absolute requirement of

a manager, the one quality that he has to bring with him and cannot be expected to acquire later on.

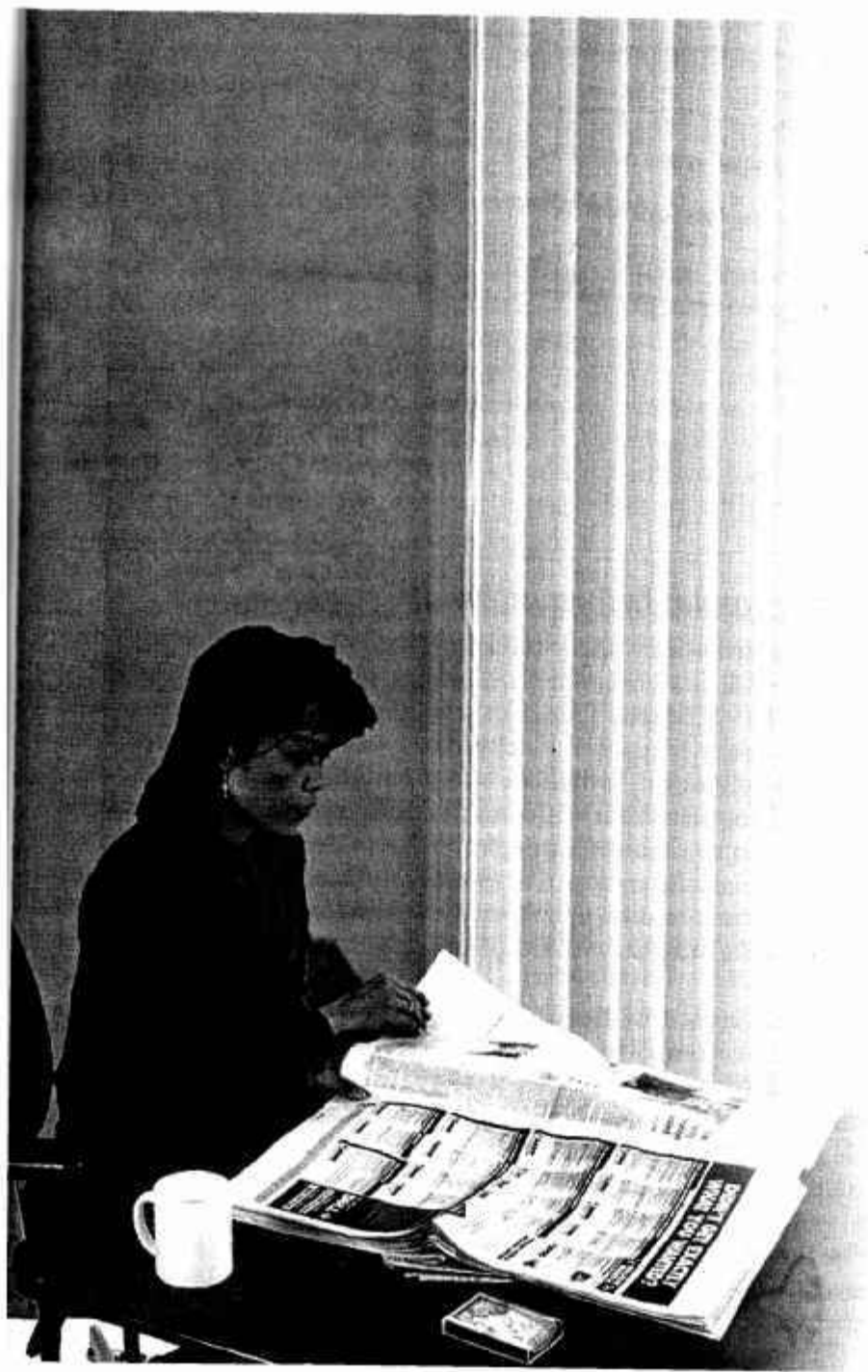
A man should never be appointed to a managerial position if his vision focuses on people’s weaknesses rather than on their strengths. He should be a realist; and no one is less realistic than the cynic. A man should never be appointed if he is more interested in the question: “Who is right?” than in the question: “What is right?” Management should never appoint a man who considers intelligence more important than integrity.

The men with whom a man works, and especially his subordinates, know in a few weeks whether he has integrity or not. They may forgive a man a great deal: incompetence, ignorance, insecurity or bad manners, but they will not forgive a lack of integrity, nor will they forgive higher management for choosing him.



## Unit 6.

# APPLYING FOR A JOB



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### COMMUNICATION PRACTICE

Guided Conversation;  
— *Job Interview*

Getting a Job

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### BUSINESS CORRESPONDENCE

The Resume /  
Curriculum Vitae

Letter of Application

Recommendation

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### GRAMMAR PRACTICE

Pronouns

Perfect Tenses

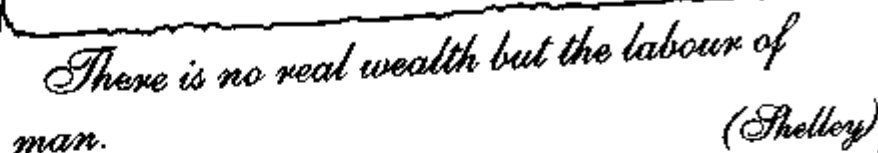
Passives

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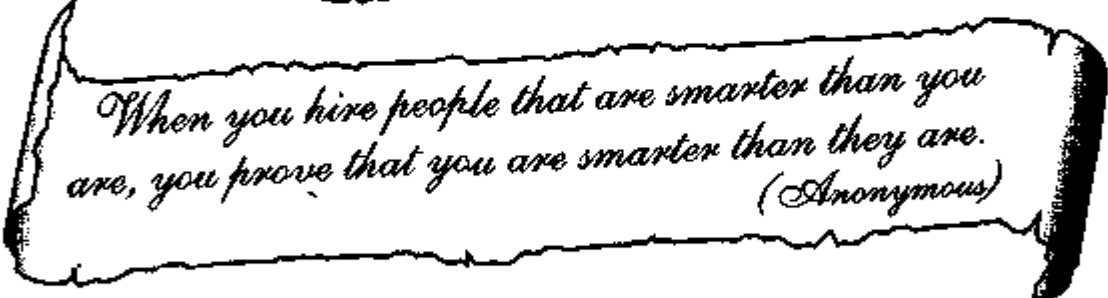
### READING

Job in America

The Major Problems  
of a Working Mother



*There is no real wealth but the labour of  
man.* (Shelley)



*When you hire people that are smarter than you  
are, you prove that you are smarter than they are.*  
(Anonymous)



### **Background Information**

In different countries, different conventions apply to the process of job applications and interviews. In most parts of the world, it's common to submit a typed or laserprinted CV (*curriculum vitae* — British English) or *resume* (American English). This contains all the unchanging information about you: your education, background and work experience. This usually accompanies a letter of application, which in some countries is expected to be handwritten, not word-processed. A supplementary information sheet containing information relevant to this particular job may also be required, though this is not used in some countries.

Many companies expect all your personal information to be entered on a standard application form.

Unfortunately, no two application forms are alike, and filling in each one may present unexpected difficulties. Some personal departments believe that the CV and application letter give a better impression of candidate than a form.

There are different kinds of interviews: **traditional one-to-one interviews**, **panel interviews** where one or more candidates are interviewed by a panel of interviewers and even '**deep-end**' interviews where applicants have to demonstrate how they can cope in actual business situations. The atmosphere of interview may vary from the informal to the formal and interviewers may take a friendly, neutral or even hostile approach. Different interviewers use different techniques and the only rules that applicants should be aware of may be 'Expect the unexpected' and 'Be yourself'!

**Progress interviews** are interviews where employees have a chance to review the work they are doing and to set objectives for the future. Such interviews usually take place after a new employee has working with a company for several months, and after that they may take place once or twice a year.

## Guided Conversation

### JOB INTERVIEW

*A year ago Ukrforestry Ltd was looking for candidates for the position of Commercial Director. Three applicants came for an interview after they had submitted their Curriculum Vitae. The third and most successful was Mr Maliarchuk. Here is the interview with him.*

*Viktor Maliarchuk:* Good morning, sir.

*Mr Petrenko:* Good morning. Come in. It's Mr Maliarchuk, isn't it? Have a seat. I'm Mr Petrenko, the Director General. Would you, please, excuse me for a moment? I need to sign these letters. I'll be with you shortly. ...All right. I apologize for keeping you waiting, Mr Maliarchuk. Now I can concentrate my attention on you. I have your application form and curriculum vitae here. I see your present position is with Alpha, isn't it?

*VM:* Yes, that's right. But I'm quitting soon. The firm is moving to Lviv and my family is here.

*Mr P.:* OK, I understand... As you know, Mr Maliarchuk, we are the leading company of forestry products in Ukraine. We are planning to expand our activities into foreign markets, mainly England. We want to buy equipment and technology from there and do the training here in Ukraine. We definitely need a team of creative people to make our company competitive in world markets.

*VM:* I hope I can be a useful part of the plans for your company. Could you, please, tell me what my responsibilities would be during the first year?

*Mr P.:* First of all, you would be negotiating with our partners for new contracts. The job also involves a great deal of travel. We expect a trade fair in London soon, which we hope the new Commercial Director would be able to attend.

*VM:* Yes, I see.

*Mr P.:* Tell me, what you feel your three main strengths are.

*VM:* I think my three main strengths are reliability, loyalty, and energy.

*Mr P.:* OK. Do you work well under pressure?

*VM:* Yes, I often work under pressure.

*Mr P.:* Do you think you are a good leader?

*VM:* Yes, I believe so. Twenty-five people worked under me in my job with Alpha.

*Mr P.:* All right, Mr Maliarchuk. I'm impressed with your qualifications. Besides you have excellent references from your previous job. And your good knowledge of English will be very useful. We are ready to hire you for the position of the Commercial Director. You'll start at 2,000 hryvnias per month and if you do well we'll consider a raise in three months. The working hours are from nine to five thirty, an hour for lunch and a three week holiday. Does that suit you?

*VM:* Yes, everything sounds very good. When do you want me to start, Mr Petrenko?

*Mr P.:* In a week, if possible.

*VM:* I'm afraid I can't start working till the eighth of September.

*Mr P.:* No problem. We'll see you on the eighth then.

*VM:* Yes, indeed. It was nice meeting you, Mr Petrenko. Thank you very much. Goodbye.

*Mr P.:* Goodbye.

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### The Interview

- ✓ What do I do well?
- ✓ What are my good points?
- ✓ Why would I like this job?
- ✓ Hobbies? Interests?
- ✓ What do I like doing and why?
- ✓ What do I not like doing and why?
- ✓ School activities? School subjects?
- ✓ Previous job?
- ✓ Part-time work?



You will want to ask questions too:

- ✓ The job itself?
- ✓ Training?
- ✓ Prospects for advancement?
- ✓ Educational opportunities?
- ✓ Can I see where I would be working?
- ✓ Hours?    ✓ Money?    ✓ Conditions?

Write down your answers and go over them just before you go into the interview.

### Exercise 1.

*Get some information to give advice to your friend who is going to be interviewed:*

Getting the job you want can sometimes depend on the success of the job interview. During the interview the employer will try to find out what kind of person you are, what experience you have, and how you can fit into the job situation.

After you have got an appointment, review the information that you wrote on your application form and resume. Practice talking about your education and previous job experience both in the USA and your native country. Be prepared to explain your skills and abilities specifically.

Go to the interview alone; don't take your friends or children with you. Plan to arrive about ten minutes before the appointment time. Wear appropriate clothing: a neat appearance will make a good impression.

During the interview look directly at the interviewer and answer all of his/her questions as specifically as you can. Ask any questions that you have about the job, such as hours, salary, or job benefits. Write down these questions before you go to the interview. Before you leave, there should be a clear understanding about all aspects of the job.

At the close of the interview, express your thanks and make sure that the interviewer knows how to contact you if he/she wants to hire you.

## Exercise 2.

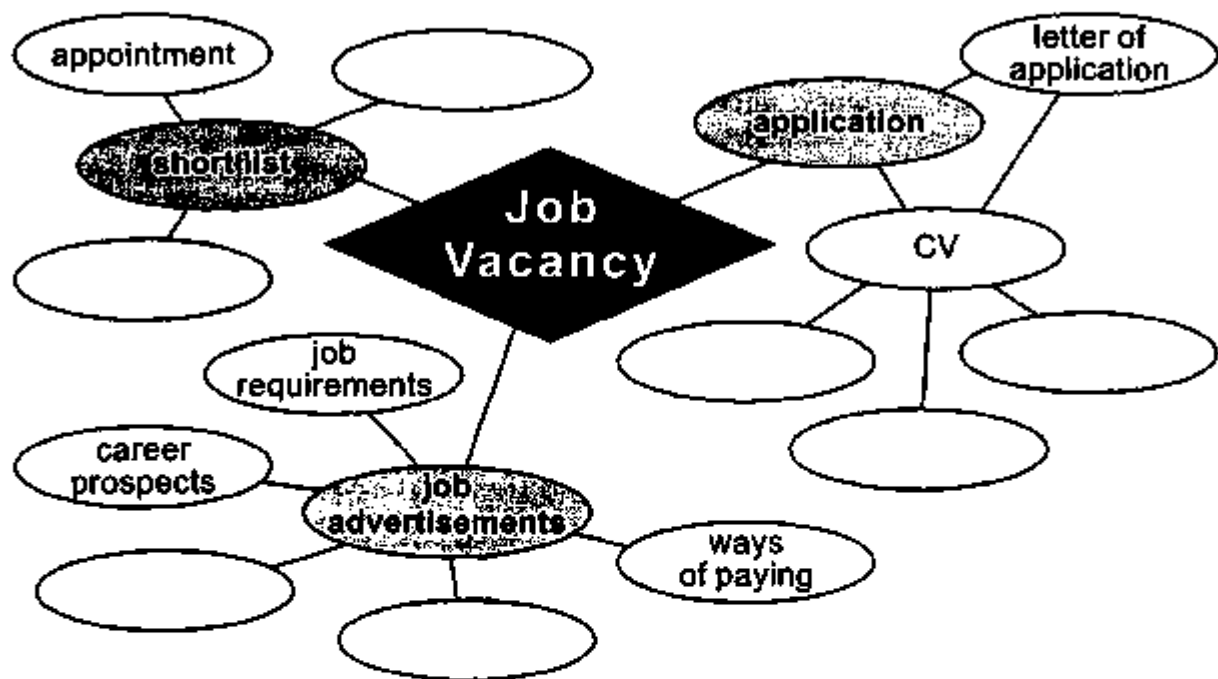
Work in pairs. Complete the word map with the words from the box. Use your dictionary to check the new words.

candidate  
job title

experience  
qualifications

interview  
salary

personal details  
working conditions



## Exercise 3.

Read the dialogues and perform them in pairs:

\*\*\*

— Sit down, please, Mr. Sloan. We have your letter in answer to our advertisement. I'd like to talk with you about your qualifications for the position.

— (Mr. Sloan, taking a seat) I suppose you have received a great many replies to your advertisement.

— I haven't counted the exact number of replies, but I would say that at least fifty persons answered. Naturally, many who wrote don't have the qualifications we require — but we have picked out the ten or twelve best replies and plan to interview these applicants. Your letter was among the ten or twelve we picked out.

— I am very glad to know that my letter was acceptable. It is sometimes very difficult to answer a newspaper advertisement well.

— As to your letter, Mr. Sloan. I would say that it was one of the best we received. I am always amazed at the poor letters most people write when applying for a position. They use

any old kind of writing paper that seems to be handy. They write illogibly and include many personal factors which are not important. At the same time they fail to state simply and clearly their qualifications for a job. Incidentally, you mentioned in your letter that you had already done considerable work in selling.

— I was Field Representative for five years of the large commercial schools. I enrolled new students for the school.

— What did your work consist of exactly?

— The school supplied me with leads, which were generally simply the names of prospective students who had telephoned or written to the school requesting information. I had to visit such students in their homes, talk with their parents, etc. The job also involved some public relations work, since I had to visit high schools and talk with student groups about the advantages of commercial training.

— This job for which we are interviewing applicants is somewhat similar — except, of course, you would be selling typewriters rather than commercial courses. We pay a straight commission of ten per cent on all sales, with a drawing account of fifty dollars a week to start. Your school experience would be very useful, since in this job you would also call upon schools and colleges. You would visit typewriting classes, demonstrate new machines, and talk with school officials and commercial teachers in an effort to interest them in buying our typewriters. The job occasionally involves some travelling.

— I'm prepared to travel if necessary. As I stated in my letter, I have my own car.

— That is important. We give you an allowance for all automobile and travelling expenses.

— I am sure that I could do the work well. I also feel that I have the necessary qualifications.

— Frankly, Mr. Sloan, I was very favourably impressed by your letter. Since talking with you I feel even more strongly that you are perhaps the right man for the job. However, we naturally want to interview the remainder of the applicants before we make any final decision.

— I included the names of several references in my letter. I can also send you copies of personal recommendations from my last two employers.

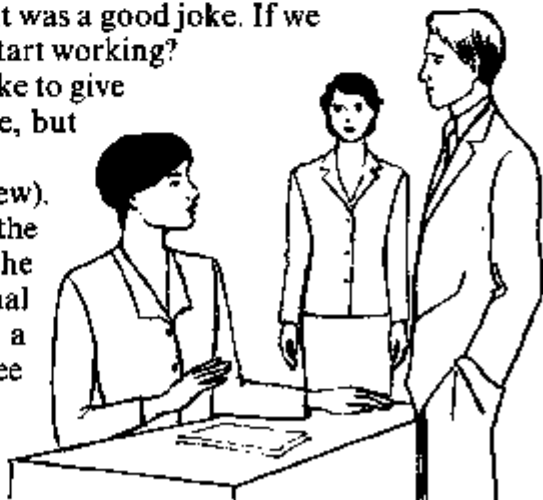
— Incidentally, in that connection, the young man whom I interviewed just before you sent along two letters of reference with his application. One was from the minister of his church and the other from his Sunday School teacher. I told him that the two references proved that he was a good person on Sundays but I was more interested in his conduct on weekdays. He laughed and thought it was a good joke. If we decided to hire you, Mr. Sloan, when could you start working?

— I could start almost immediately. I would like to give my present employer a week or ten days' notice, but otherwise I would be free to begin any time.

— That's fine. (Rising to indicate end of interview). You'll no doubt hear from us, Mr. Sloan, writing the next five days. As soon as we have interviewed the remainder of the applicants we will make our final decision. We can telephone you or send you a telegram. Thank you very much for coming in to see us. It has been a real pleasure to talk with you.

— Thank you, Sir! Then I'll wait to hear from you.

(from magazine "Life Lines")





\*\*\*

*Interviewer:* Are you working?

*Mr. Guzman:* Yes, I am.

*Interviewer:* What do you do exactly?

*Mr. Guzman:* I'm a mechanic. I work in a small auto shop with three mechanics and supervise all auto repairs. I diagnose problems, make repairs and also check all the repairs in the shop. I have experience with both American and foreign cars.

*Interviewer:* How long have you been working there?

*Mr. Guzman:* For three years.

*Interviewer:* What other jobs have you had? And what did you do?

*Mr. Guzman:* I was a maintenance mechanic in a plastics factory. I repaired the production machinery. I also did all the general maintenance work and made all electrical repairs.

*Interviewer:* How long were you there?

*Mr. Guzman:* For about three years.

*Interviewer:* Tell me about your education and any special training you've had.

*Mr. Guzman:* I graduated from high school in Colombia in 1980. After high school I went to a university for one year and studied engineering. Now I'm studying English at Alemany Community College.

*Interviewer:* What other skills do you have?

*Mr. Guzman:* I can do general book-keeping and billing.

*Interviewer:* Why do you want to change your job?

*Mr. Guzman:* The auto shop I work in is very small. There is little room for advancement.

*Interviewer:* What hours can you work?

*Mr. Guzman:* I prefer to work days, but I could work any hours.

*(from Howard Romann, Barbara Foley "LifeLines")*

\*\*\*

*Art Miranda:* How do you do? It's Paula Chandler, isn't it?

*Paula Chandler:* Yes. How do you do?

*Art:* Have a seat. I'm Art Miranda, and I have your application form here. I just want to check the information.

*Paula:* Fine, sure.

*Art:* You're applying for the position of export sales representative, aren't you?

*Paula:* Yes, I am.

*Art:* You aren't from Connecticut, are you?

*Paula:* No, I'm from Massachusetts.

*Art:* You got a bachelor's degree in business administration at college, didn't you?

*Paula:* Yes, that's right.

*Art:* But you didn't get a master's degree, did you?

- Paula:** No, I didn't. I started working when I was 22.  
**Art:** I see. You have worked in international sales, haven't you?  
**Paula:** Yes, I've been a sales representative in Latin America for two companies.  
**Art:** But you haven't worked in the Middle East, haven't you?  
**Paula:** No, I haven't, but I'd like to.  
**Art:** You can't speak Arabic or French, can you?  
**Paula:** No, but I can read and speak Spanish very well.  
**Art:** I'm sure you can learn another language quickly, can't you?  
**Paula:** Sure! I'd like to learn Arabic or French.

*(from "American Streamline")*

### Useful Tips

#### ***Before The Interview***

1. Find out all you can about the company.
2. Find out the interviewer's name and office phone number.
3. Find out where the interview is.
4. Find out how to get there and how long it will take you to get there.
5. Make sure you know what the job involves.
6. Dress to look clean and neat.

#### ***At The Interview***

##### **DOs**

1. Arrive early. Call ahead if you're delayed.
2. Shake hand firmly.
3. Try to smile and show confidence.
4. Ask questions and show interest in the job.
5. Be polite, listen carefully, and speak clearly.

##### **DON'Ts**

1. Don't panic. (Breathe deeply and remember your good points)
2. Don't slouch or look bored. (Stand and sit straight; make eye contact)
3. Don't smoke or chew gum.
4. Don't give one-word answer or say you don't care what you do.

#### ***Letters***

##### **Make a good first impression:**

- Type the letter neatly on good stationery.
- Check for spelling mistakes. Use a dictionary if you are not sure of a word, or use a computer spelling-checker.
- Follow standard, business-letter format. Address the letter and envelope clearly.

#### Exercise 4.

*Answer the following questions. Think of a job you would like to have in future. Make up a conversation with your partner.*

1. What is your future profession? / What is your profession (occupation)?
2. Do you have a dilemma in choosing your profession (occupation)?
3. What subjects have you always given your preference to?
4. Did your parents (friends) impose their views, likes and dislikes on you?
5. When did you make a choice to become a lawyer / an economist / an accountant?
6. What do you have to do to master English?
7. What is your regular business?
8. Do you have a big personnel (staff)?
9. How do you earn your living?
10. What special education does your profession require?
11. How many hours a day do you work?
12. What is your salary?
13. What are the merits and demerits of your job? Give the reasons.

#### Exercise 5.

*Interview another student. Write his / her answers:*

1. What kind of job are you looking for?  
.....
2. Are you working now?  
.....
3. What do you do?  
.....
4. How long have you been working there?  
.....
5. What jobs have you had? And what did you do exactly?  
.....
6. Tell me about education and any special training you have had.  
.....
7. What other skills do you have?  
.....
8. What hours can you work?  
.....
9. Why do you want to change your job?  
.....
10. Do you have any questions about the job?  
.....  
.....

## Exercise 6.

Following is a list of reasons a person may have for leaving or changing a job. Talk about each reason and check the ones you think are acceptable to give to an interviewer:

- I don't like the job I have.
- There isn't much room for advancement.
- I was laid off because business was slow.
- I didn't get along with the boss.
- I'm bored with my job.
- I want to work on a job that is more interesting.
- My job is a long way from my house. I'd like to get something closer.
- My job is a long way from my house. I have trouble getting to work on time.
- The pay is very low.
- I hurt my back and I'm unable to do heavy work.

## Exercise 7.

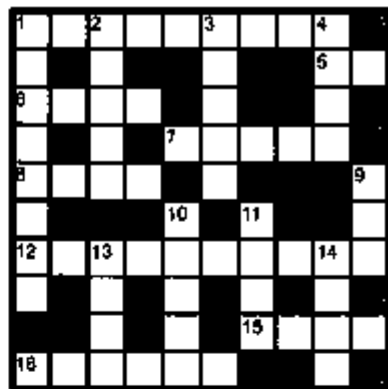
Do this crossword using the clues below.

### ACROSS

1. You make a ..... of candidates after receiving all the applications.
5. What languages did you study ..... school?
6. The interviewer asks the candidate questions about his personal and professional.....
7. This ..... shows the number of people who have left or joined the company this year.
8. We have to ..... the applications to make an initial selection.
12. Another word for *candidates*.
15. The opposite of *difficult*.
16. The company have asked me to ..... an interview.

### DOWN

1. The person who does this job often has to travel a lot and be persuasive.
2. If your application is successful, the company will ..... you the job.
3. A contract is a ..... document.
4. The company wants to ..... on fifteen new employees.
9. Documents that are sent with letters of application.
10. The best candidates are ..... a second or third interview.
11. The opposite of *love*.
13. We are advertising for the ..... of Chief Accountant.
14. Some employers ask you to do a psychological .....



## Exercise 8.

Match each sentence or word in the left-hand column with the best meaning in the right-hand column. Place the letter of the best definition in the space provided.

- |                |  |
|----------------|--|
| 1) accountant  | a) a person who practises law, especially a barrister or solicitor   |
| 2) surgeon     | b) a worker who makes and repairs, especially the wooden parts of buildings and other structures of wood   |
| 3) lawyer      | c) a person whose profession is to keep and examine business accounts  |
| 4) journalist  | d) a person who designs and supervises the construction of the buildings   |
| 5) carpenter   | e) a doctor who performs operations  |
| 6) barber      | f) a person engaged in journalism (work of writing for editing or publishing journals)   |
| 7) architect   | g) a person who cares for people who are ill or injured  |
| 8) nurse       | h) employee in an office, who deals with correspondence, keeps records, makes arrangements and appointments for a particular member of the staff                     |
| 9) turner      | i) a person whose trade is shaving and cutting men's hair  |
| 10) secretary  | j) a workman who builds with bricks  |
| 11) bricklayer | k) a person who works at lather  |
| 12) engineer   | l) a person who writes lectures on economics or political economy  |
| 13) economist  | m) an artist who makes sculptures  |
| 14) sculptor   | n) a person who works in a branch of engineering; a person who designs engines, machines, bridges, railways; a skilled or trained person who controls communications |



### Role-play.

*Work in pairs. Imagine that a friend is about to start a new job. Decide which are the six most important pieces of advice that you'd give to your friend for their first day at work. Which of these tips do you disagree with?*

Arrive twenty minutes early.

Wear your smartest clothes (not trousers if you're a woman).

Go to the hairdresser's the day before.

Smile at everybody you meet.

Make a note of everything anyone tells you.

Show your new colleagues pictures of your family.

If you're a smoker, don't smoke in an office you share with someone.

Enquire about the company pension scheme.

Ask who the trade union representative is.

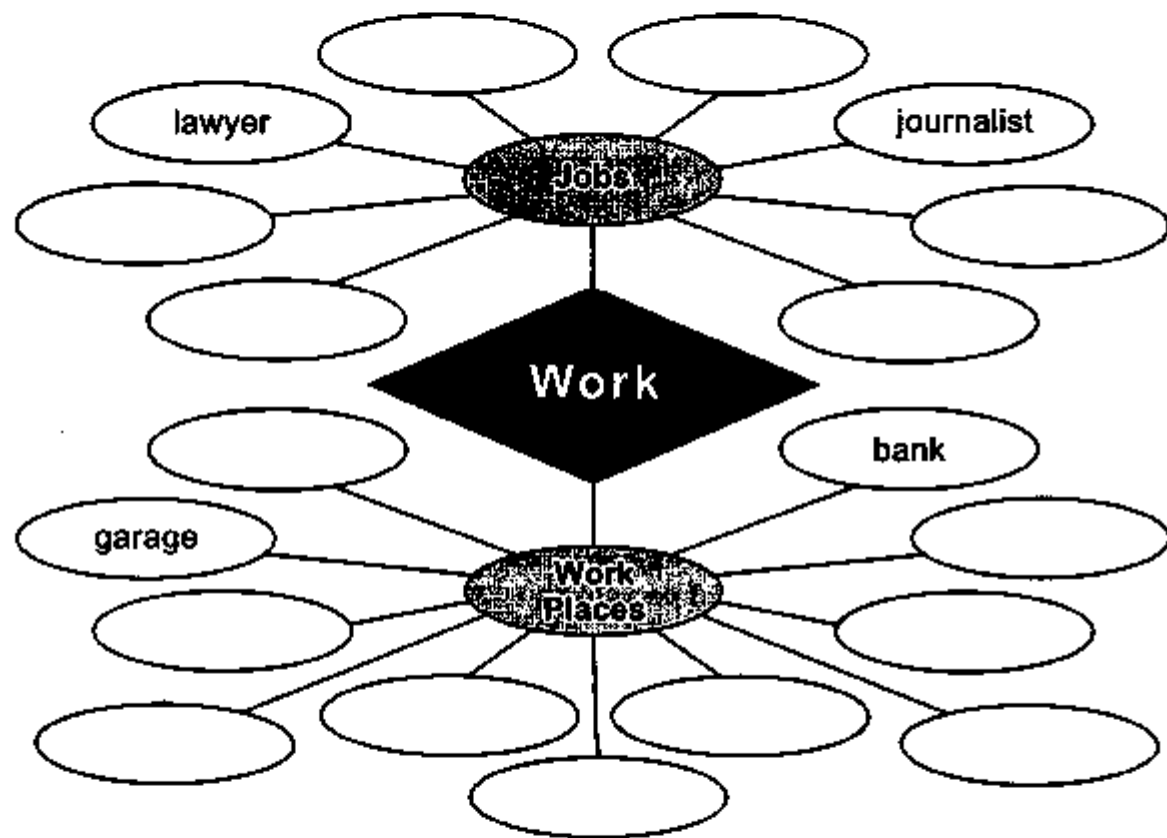
.....  
.....

Add two more pieces of advice you'd give to someone starting a new job.

## Exercise 9.

Use the words in the box to complete the word map.

|                |           |                |           |
|----------------|-----------|----------------|-----------|
| traffic warden | cashier   | vicar          | pub       |
| mechanic       | newspaper | check-in clerk | lawyer    |
| hotel          | bartender | street         | bank      |
| courtroom      | dentist   | surgery        | departure |
| hall           | church    | hotelier       |           |



## Exercise 10.

Translate the text into English.

Зараз на ринку праці є багато вакансій, об'єднаних спільним словом "менеджер". Серед них одна з найпоширеніших — менеджер з реклами.

Якщо Ви закінчили інститут (вища освіта є важливим фактором для більшості роботодавців), сповнені сил та енергії — у Вас є непогана можливість отримати цікаву роботу, яка, до того ж, добре оплачується. Найбільше потребують менеджерів з реклами торгівлі та засобів масової інформації. Працюючи в

торговельній організації, менеджер з реклами планує і проводить рекламні кампанії своєї фірми, а також оцінює їхню ефективність. Де б не працював менеджер з реклами, він завжди повинен розробити власний план роботи і максимально проявити себе.

Багато роботодавців вимагають, щоб претендент на посаду вмів працювати на комп'ютері, зокрема, в Інтернеті, володів графічними програмами, наприклад, CorelDraw, Photoshop. Знання іноземної мови є бажаним також. Дуже важливим є досвід роботи — мінімум 1–2 роки (57% вакансій), наявність власної клієнтурної бази та зв'язків у засобах масової інформації.

## Exercise 11.

Match the words and expressions in the box with the headings below.

|              |                  |              |
|--------------|------------------|--------------|
| job seekers  | doctorate        | initiative   |
| bonus        | candidates       | company car  |
| applicants   | advertisement    | diploma      |
| confidence   | qualifications   | interview    |
| shortlist    | enthusiasm       | degree       |
| job offer    | interviewees     | independence |
| pension plan | health insurance |              |

- fringe benefits .....  
.....
- education .....  
.....
- stages in recruiting .....  
.....
- personal qualities .....  
.....
- people looking for work .....  
.....

## Exercise 12.

Read the reports of the interviewers and complete the forms, given after the texts.

1.

Good afternoon. This is Gus Morrison calling from Glasgow. Now, most of the people I've talked to today have been pretty hopeless. One of them was obviously lying when he filled in the application form. Do you know, he claimed to speak German, but when I started talking to him in German, he couldn't understand!

Well, now, the best of the bunch was er...where is it...er **Duncan McCabe** (that's

D-U-N-C-A-N M-C-C-A-B-E). He's quite young, he's only 21 and he's a graduate of Edinburgh...Edinburgh University. He's got an MA and it's in modern languages. Now, he's been working for the publicity department of Glasgow City Council for about a year. He speaks fluent French and his German is quite good too. He's a very pleasant lad, he seems a bit shy when you first talk to him, but when you get to know him he's got a lovely sense of humour, and I think he's very bright, he's very eager and I think he'd fit in well with your people down in London. Now unfortunately he's not available until September 1st.

But if you want to contact him, his address is 145 Pentland (I'll spell that, that's P-E-N-T-L-A-N-D) Pentland Gardens, Glasgow, and the postcode is G5 8TG, and his phone number is 041 667 8092.

|                  |                |
|------------------|----------------|
| Report from:     | _____          |
| Best candidate:  | _____          |
| Education:       | _____<br>_____ |
| Languages:       | _____          |
| Work experience: | _____<br>_____ |
| Personality:     | _____<br>_____ |
| Suitability:     | _____<br>_____ |
| Address:         | _____          |
| Phone:           | _____          |

2.

Lama Steele: Hello, this is Laura Steele, I'm calling from Sheffield. I've spent this morning interviewing four candidates and the best one is a Mrs Sylvia Sabbatini (that's S-Y-L-V-I-A S-A-B-B-A-T-I-N-I). Now, she's 25, she's married and has been working for Johnson Brothers, in Marketing since leaving school. She has a lovely personality — very cheerful and bright. She speaks Italian fluently (her father is Italian, her mother is English). Her qualifications on paper are not all that good, she left school at 16 to do a secretarial course, but she's a very intelligent young woman — she impressed me very much. She's been married for two years, no children, and her husband has just got a job in London, so she'd be able to start work in London more or less right away.



Her address is 78 Pennine Avenue, Pennine (P-E-N-N-I-N-E) Avenue, Huddersfield (that's H-U-D-D-E-R-S-F-I-E-L-D), and the postcode is LS34 7QT. Her telephone number is 0484 078432.

|                  |                |
|------------------|----------------|
| Report from:     | _____          |
| Best candidate:  | _____          |
| Education:       | _____<br>_____ |
| Languages:       | _____          |
| Work experience: | _____<br>_____ |
| Personality:     | _____<br>_____ |
| Suitability:     | _____<br>_____ |
| Address:         | _____          |
| Phone:           | _____          |

3.

**Terry Williams:** Hello, this is Terry Williams calling from Cardiff. I've just finished a very frustrating day interviewing people for you. There were really only two applicants that you should have invited for interview and I discovered after half an hour that one of them isn't available: he'd already accepted another job but decided to come to the interview anyway!

So the only person I have to tell you about is Miss Emma Harris (that's E-M-M-A H-A-R-R-I-S). She's only 20 but she has really good potential. She had all the right exam results to get into university when she left school, but decided to go into industry. She speaks Spanish and French, though she's not exactly fluent in either, but she's so confident I don't think that matters.

She's been working in marketing for a small light engineering firm and she had just become their Export Marketing Manager when the firm was taken over and she was made redundant because they decided to close her department. She is full of confidence, makes friends easily and she would work well in a team. She has no ties here, and she could start next week if you wanted. I think she'd be a real find and you should get in touch with her right away.

Her address is 214 Gower Road (that's G-O-W-E-R), Swansea (S-W-A-N-S-E-A), SA2 4PJ. Her phone number is 0792 98762. Alright. Ah, cheerio then.

|                  |       |
|------------------|-------|
| Report from:     | _____ |
| Best candidate:  | _____ |
| Education:       | _____ |
| Languages:       | _____ |
| Work experience: | _____ |
| Personality:     | _____ |
| Suitability:     | _____ |
| Address:         | _____ |
| Phone:           | _____ |

### Exercise 13.

Complete the conversation. Use the words in the box.

|                  |              |                   |
|------------------|--------------|-------------------|
| application      | candidates   | job offer         |
| fringe benefits  | experience   | job title         |
| interview        | interviewers | job description   |
| qualifications   | short list   | curriculum vitae  |
| personal details | salary       | job advertisement |

George: Good news about your new job, Tony.

Tony: Yes. I saw a (1) ..... in the newspaper. The (2) ..... seemed just right for me.

George: What about the money?

Tony: The (3) ..... was good too. So I sent in a letter of (4) ..... along with my (5) ..... Three weeks later they said I was on their (6) ..... of six (7) ..... for the job. They asked me to go for an (8) ..... There were four (9) ....., and they asked hundreds of questions.

George: What about?

- Tony:** Well, first they checked my (10) ..... — age, family, education, and that sort of thing. Then they asked about my (11) ..... from college. And they wanted to know about my work (12) ..... — what jobs I've done in the last three years.
- George:** Did they offer you the job immediately?
- Tony:** No, they made a formal written (13) .....
- George:** So, what exactly is your new (14) .....
- Tony:** Assistant Sales Manager.
- George:** Sounds good. Do you get any nice (15) ..... with the job?
- Tony:** Well, a car of course, and the holidays are good.

### Exercise 14\*.

Complete the extract from the letter of application below, using an expression from A in the correct form and a preposition from B.

|    |            |           |                |            |                   |
|----|------------|-----------|----------------|------------|-------------------|
| A: | to believe | to result | to report      | to benefit | to collaborate    |
|    | to apply   | to work   | to be involved | to succeed | to be responsible |
| B: | from       | in        | to             | on         | for (x2) with     |

I am writing to (1) *apply for* the position of Senior Computer Programmer. As you can see in my enclosed curriculum vitae, I already hold the position of Team Manager where I (2) ..... three programmers who (3) ..... me directly. As an additional part of my job I have to (4) ..... other Team Managers from different divisions of the company. I have recently (5) ..... a major research and development project where my team was asked to (6) ..... a new network application for the company's accounts department. During this project we (7) ..... solving a number of complex technical problems. This programme is now in the final stages and once complete will (8) ..... considerable savings in both cost and time. While I am happy in my present position, I would welcome the challenge of managing a bigger team. I firmly (9) ..... the value of teamwork and power sharing which I know are important elements in the working environment of your company. Moreover, I feel sure that on both a personal and professional level I would be able to (10) ..... the opportunity of working for a company with such a well-established international reputation.

### Exercise 15\*.

Replace the words and expressions in italics with words from the box which are similar in meaning, in the correct form.

|                   |              |             |    |
|-------------------|--------------|-------------|----|
| department store  | applicant    | subordinate | CV |
| corporate culture | interview    | head-hunter |    |
| decision-making   | headquarters | range       |    |

There were hundreds of (1) *people who sent letters of application / applicants* for the post of Chief Buyer in one of our (2) *large city centre outlets selling a variety, of different products / .....*. Our Personnel Department couldn't possibly study all the (3) *documents containing education and employment history / .....* which we received. They had to call on the services of a (4) *search firm / .....* to help them compile a short list of the most suitable people to (5) *meet with to talk about their experience and qualifications / .....*. We were looking for someone with good communication and organisational skills. Furthermore this is a position that requires someone who is capable of (6) *deciding what action to take / .....* and can get (7) *the people who work under him/her / .....* to reach their objectives. The job involves monitoring performance and ensuring that our large (8) *variety of products / .....* is always up to date. The final selection process was organised at our (9) *main office / .....*. The successful candidate is now being given extensive training in order to help him to adapt to our (10) *company philosophy and style of working / .....*.

## THE RESUME / CURRICULUM VITAE

A *resume* is also referred to by, and sometimes even labelled with, the Latin terms *curriculum vitae* (the course of one's life) or *vita brevis* (a short life) or simply *vita*. Whatever name it bears, this document presents, usually on one or two pages and in the form of a list, a summary of an applicant's job objective, education, work experience, personal experiences, extracurricular activities, achievements, honours, etc. Sent out with a cover letter that is addressed to a specific person in the company, the resume is intended to introduce the applicant to a potential employer and to elicit a request for further information about the applicant and ultimately for an interview.

Under such headings as **Education, Work Experience, and Extracurricular Activities**, the items are usually listed in reverse chronological order, starting with the most recent and ending with the earliest. The items that the applicant chooses to list should be **pertinent** to the kind of job being **sought**. The **cover letter** that accompanies the resume should call attention to those items that are especially pertinent to the particular job that is being applied for.

The resume and the cover letter should be neatly, and attractively typed on good heavy paper. The physical appearance alone of these documents could make a crucial impression on the reader. You cannot afford to be careless in preparing these documents. Remember that you are trying to sell yourself and the service you have to offer. So in listing your assets and achievements, do not misrepresent yourself, either by exaggerating or by downplaying your merits. Do not **brag**: let the facts speak for themselves. For example, if you mention that you have a four-year Grade Point Average of 3.8, you do not have to **boast** that you have been an excellent student. The resume usually mentions that letters of reference and transcripts of

academic work are available upon request. In the case of students who are applying for a job, the resume sometimes gives the address of the school's placement office where the interested employer can write for the applicant's dossier, which is a collection of such documents as transcripts, letters of reference, and samples of one's writing. If your resume and cover letter move the potential employer to write for your dossier, you will have reached an important stage in the process of applying for a job. The next important step is to gain an invitation to a face-to-face interview.

There are two kinds of basic resumes: chronological and functional. If your work experience was fairly continuous and in related areas, use a chronological resume, which lists your work experience in reverse order. A functional resume, developed on the basis of three or four skill areas, can be used if you were in and out of the job market at various times or if your work experience does not appear directly related to the job for which you are applying. Writing both kinds of resumes may benefit you, because this exercise gives you two different perspectives on yourself.

There is no one-and-only way to write a resume, but some good basic guidelines to follow are: (1) be brief, (2) be clear, (3) be neat, (4) be honest. The best resume describes your qualifications on only one page.

Usually people send a resume with an individual letter addressed to a specific person in a company. Sometimes the resume is attached to an application or requested after an application has been received. The general idea is to give the employer a preview of you before an interview takes place.

### *How to write resume:*

1. Name, address, home phone, business (or message) phone.

List this information prominently at the top of the page. Be sure to give useful phone numbers; a prospective employer should know where to reach you, day or evening. If you do not wish your present employer to know you are job hunting, ask someone to take messages for you when you are at work.

2. Position objective, as specific and brief a job title as possible.
3. Qualifications in brief: a short summary highlighting your education, experience, and skills to capture the attention of and assure the reader that you can do the job. Elaboration (but not repetition) is included in the body of the resume.

4. Experience summary.

5. Educational background (can go before work experience if it is more job-related).

The purpose of this background is to indicate general and specific training for a job. A person who has little or no educational training would omit this item.

College name, City, State, Degrees, Majors, Dates. If you received no degree or you are presently attending college, give the number of units completed (or say 'degree candidate'), major, date, place.

High school. List if you have not attended college. Add dates and areas of speciality.

6. Personal paragraph. You may wish to include a statement describing personal attitudes towards work that make you a valuable and unique employee.

### The type of presentation may be :

**Chronological.** Begin with your most recent job and work backward. In this type of resume, you may wish to include a section on community service, military service, or whatever applies.

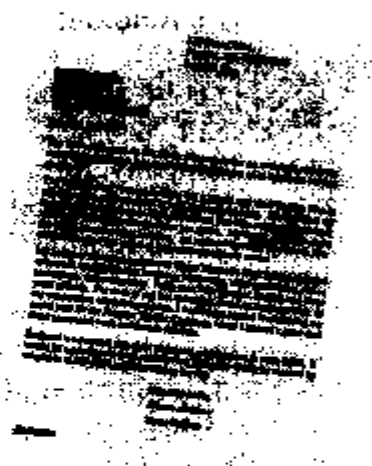
**Functional.** The information is arranged by areas of competence, expertise, or effectiveness, such as public relations, management, organisation, program development, sales. List several key functions that are related to your position objective. Follow each category with the businesslike action words you've collected, such as "planned" and "classified"; then give a summary of the type of things you accomplished. You may either list employers and dates at the end or note them on the company's application form.

**Combination of chronological and functional.** If this format suits your experience, be sure that special skills relevant to your position objective are highlighted.

## THE LETTER OF APPLICATION

The letter of application can be as important as the CV in that it often provides the first direct contact between a candidate and an employer. If this letter is not well written and presented, it will make a poor impression. The letter of application normally contains four paragraphs in which you should:

- confirm that you wish to apply and say where you learned about the job
- say why you are interested in the position and relate your interests to those of the company
- show that you can contribute to the job by highlighting your most relevant skills and experience
- indicate your willingness to attend an interview (and possibly say when you would be free to attend).



## AUTOBIOGRAPHY

In this document a person presents a summary of facts of his or her biography as accepted in Ukraine. It includes:

1. The name of the document
2. A text where one gives his or her
  - name in full
  - date of birth
  - place of birth
  - summary of education, work experience (in chronological order), personal experience, social activities
  - information about the family
3. Date
4. Signature

## *Sample Autobiography*

I, Prokopenko Mariya Oleksandrivna, was born on April 29, 1978 in Kyiv in the family of an officer.

In 1985 I became a pupil of the first form of Kaniv secondary school in Ukraine.

When my father entered the Military Academy in Kharkiv in 1986 we moved there and I continued my studies at School No. 20 till 1989.

Since 1989 till 1995 I studied at Kyiv secondary school No. 50. In 1995 I entered the Foreign Languages Department of the Ukrainian State Pedagogical University after M.P. Drahomanov where I am studying now. I am the monitor of group 43.

My family.

Father - Prokopenko Oleksandr Vasyliovych, born in 1954, is an officer and works at the Defence Ministry of Ukraine.

Mother - Prokopenko (Kyrylenko) Natalia Viktorivna, born in 1958, is a music teacher of Kyiv children musical school No. 2.

Sister - Prokopenko Kateryna Oleksandrivna, born in 1987, is a pupil of the second form of Kyiv secondary school No. 44.

October 10, 1999

Signature

## **RECOMMENDATION** *(Рекомендаційний лист)*

The letter of recommendation may be either personal or general. The personal type is addressed to some person or firm by some writer who is recommending someone for a position. It may be written at the request of the one seeking the position or in answer to inquiry of the prospective employer.

It should give definitely and clearly the information which would help the employer most in determining the applicant's fitness for the position. There should be no vague statements and no over-stressing of good qualities to make the applicant seem super-human. The general type of recommendation, which is placed in the hands of the one recommended, is not much in favour at present and does not carry much weight because the tendency of the writer is to give only favourable facts. The employer of today prefers to send a questionnaire to references given by the applicant. In this way he gets information which might be omitted from the regular letter of recommendation. Of course, he interprets failure of a reference to answer the questionnaire or any item of it as unfavourable to the candidate.

When you give a recommendation to somebody you take moral responsibility for professional, business and other qualities of the person recommended. You can ask your partner to recommend somebody in this way:

e.g.: Mr <name> proposes spending a month in our firm starting <date> as a consultant. It is customary under these circumstances to ask for letters of reference. We would appreciate it, therefore, if you could send us a short statement of your opinion of the technical competence and character of Mr <...> in order to support my request for his appointment.

**When you recommend somebody to your partner, use these phrases:**

- 1) I am just writing a few lines to introduce Mr <name>.
- 2) It gives us a great pleasure to introduce Mr <name>.
- 3) I am glad to say a word of recommendation on behalf of Mr <...>.
- 4) I can sincerely recommend Mr <...> as a highly responsible and reliable man.
- 5) It is pleasure to write on behalf of Mr <...> who combines the qualities of technical training and practical efficiency.
- 6) I am glad to write you concerning Mr <...>. I have been associated with him rather closely as he is one of my colleagues. I am pleased to say that I know him to be a man of unusual ability and irreproachable character. He is hard-working, loyal and trustworthy in every way. It is my opinion that he would be a credit to your firm.



## *Sample Letter of Recommendation*

448 Ward Street  
Knoxville, Tennessee  
June 12, 1998

Central Insurance Company  
1668 Blair Street  
Louisville, Kentucky

Gentlemen:

It is with pleasure that we recommend Mr. H. F. Warren, about whom you inquire in your letter of June 10. He has been with us for five years and in that time he has continued to grow in efficiency as an insurance salesman until he is now among our largest and most consistent producers of quality business. It is because of this development that he now wishes to enter a larger field, such as you can offer him. Although we are loathe to give him up, we are not selfish enough to wish to hold him back from the greater opportunities you can provide.

Mr. Warren is a persistent and tireless worker who considers rebuffs only as a challenge to lead him to improve his sales presentation. He is, we sometimes think, unduly impatient at his own reasonable progress; but this may be, after all, a most commendable fault.

You will, we feel sure, find many occasions to consider yourselves fortunate if you engage Mr. Warren as a salesman.

Sincerely yours,

THE BLAND-DOW INSURANCE SERVICE

## Exercise 1.

*Raymond Roussel is a French computer programmer working in Great Britain. He read the "Chemical Machinery" advertisement. He decided to send an application letter to Peter Field. He phoned Mr Field telling him that he wanted to be an applicant for the post and that he would send an application letter and his curriculum vitae. Here is his application letter. Use his letter as an example to write down your own application letter.*

Flat 9, 25 Newcastle Road Conselt  
Co Durham DU4 3ME  
England  
5 January 1992

Mr Field  
Staff Controller  
Chemical Machinery  
Apdo 235,  
Lille,  
France

Dear Mr Field

Application for the post of Divisional Software  
Engineering Manager

Further to our telephone conversation this morning, I can confirm that I wish to apply for this post. I enclose a copy of my cv.

You will see that I have added the name of one of my referees, Mrs Helen Andrews. You may contact her at any time. If you require other referees, perhaps you will be so kind as to let me know.

I can come to Lille for interview at almost any time, provided I have at least three days' notice.

Yours sincerely

*Raymond Roussel*

Raymond also sent his CV. There are many "right" ways to write a CV. Raymond has made his short and simple. He knows that all business documents must be easy to read and understand. That is why he has divided it into sections and tabulated it: the main headings are on the left of the page, the sub-headings a little further to the right. We can see at once where each section starts and ends.

This is the CV that Raymond sent to Peter Field, read it and make up your own CV.

# CURRICULUM VITAE

## (A) PERSONAL INFORMATION

name: *Raymond Roussel*  
home address: *Rue Moteau-Nelaton, 48, Apt 15a, Paris, France*  
present address: *Flat 9, 25 Newcastle Road Consett  
Co Durham, DU4 3ME  
England*  
date and place of birth: *14.5.61 in Paris, France*  
nationality: *French*  
sex: *male*  
marital status: *single*

## (B) EDUCATION

### secondary education:

1976-79 *Senior High School in Paris  
High School Graduation Certificate*

### further education:

1979-80 *military service*  
1980-85 *University of Lyon: BSc in Computer Studies*  
1985-87 *University of Paris: PhD in Systems Engineering*

## (C) EMPLOYMENT

1987-88 *I took a year off and, with some friends, sailed round the world in 12-metre sailing cruiser*  
1988-89 *Franco-Italian Bank, Milan: Systems Analyst*  
1989-90 *Imprimerie Ledoux, Paris: Control Systems Supervisor*  
1990- *Topdown Systems, UK: Client Consultant (promoted to Senior Software Development Engineer, July 1991)*  
current salary: *equivalent to \$48,000 plus car and bonuses*

## (D) OTHER INFORMATION

languages: *French (native)  
English (fluent, spoken/written)  
Italian (fairly fluent)*

## (E) REFEREES

*Mrs Helen Andrews  
Manager, Industrial Clients Department,  
Topdown Systems Ltd  
Unit 37, Medomsley Road  
Consett County Durham DU 11 5AE  
England  
(name of other referees will be supplied on request)*

## Exercise 2.

*Read this text. Translate it into Ukrainian.*

### A RESUME

What is a resume? What information should it include? Did you overwrite resume? What kind of job were you applying for?

A resume should show an applicant's qualifications for a specific job. It would include your name, address, and telephone number; an employment objective; educational and training data; and a list of previous work experience. The list should start with your present job or with your last job that shows qualifications for the work you want now.

All of this data should be listed in an easy-to-read form. If possible, all of the information should be on one page. Type

your resume on standard size (8 1/2x11) business stationery.

The interviewer usually sees the resume before he sees the applicant. The resume gives the first impression of the applicant to the employer. It should be neat and well organized.

It is usually a good idea to attach the resume to the letter of application. Always send it with a cover letter, never send it alone. An applicant should bring additional copies of her resume to the interview.

The job applicant should always rewrite and revise the resume to fit the specific job that she is applying for.

## Exercise 3.

*Read each sentence. If it is true, write T. If it is false, write F.*

1. The same resume should be submitted for all jobs.
2. Always send a cover letter with your resume.
3. Resumes should only include information about job experience.
4. The way a resume looks can make an impression on the employer.
5. Bring a copy of your resume with you when you go to an interview.

*(from magazine "LifeLines")*

## Exercise 4.

*Work in pairs. Discuss these questions:*

- What impression do you try to give in an application letter?
- Should an application letter be handwritten, typed, or laser-printed?
- How important is a well-presented CV or resume?
- Do you always tell absolute truth in application letters?

## Exercise 5.

*Write your own letter of application, the resume and recommendation letter.*

## Exercise 1.

Complete the sentences using the most appropriate words from the list below.

|         |           |           |          |            |
|---------|-----------|-----------|----------|------------|
| anyone  | anything  | anything  | everyone | everything |
| someone | something | something | no one   | nothing    |

1. It's just not right. *Something* is worrying me about this.
2. The office is empty. There's ..... here except me.
3. I'm sorry, I don't think there's ..... I can do to help you.
4. (the telephone line is dead) Hello? Is there ..... there?
5. .... seems to be wrong with the printer. It's not working.
6. There's ..... to see you. Shall I ask them to wait?
7. I see that..... has a copy of the agenda, so let's begin.
8. (before moving on to the next point in a meeting) Is there ..... else?
9. Good, ..... is going according to the plan.
10. No, I've decided. .... you could say would make me change my mind.

## Exercise 2.

Underline the correct words.

1. We can't blame anyone / *no one* but ourselves for this mess.
2. There's *anything* / nothing in the post for you this morning.
3. There isn't *anything* / nothing in the post for you this morning.
4. *Anyone* / *Someone* called for you earlier, but I don't know who.
5. Isn't there *anywhere* / *nowhere* to go that's open at this time of night?
6. Can I ask you *anything* / *something*?
7. There's *anyone* / *someone* on the phone to speak to you.
8. You can do *anything* / *something* you want, it won't make any difference.
9. Sorry, I don't know *anything* / *nothing* about it.
10. *No one* / *Someone* knew what to do, so I used my own initiative.

## Exercise 3.

Underline the correct words.

1. They offer reasonable prices, but I'm not sure about their / *theirs* quality.
2. Excuse me, is this *your* / *yours* seat?
3. Excuse me, is this seat *your* / *yours*?
4. Is this pen *yours* / *your's* or mine?
5. We do all *ourselves* / *our own* design and printing.

6. We do all the design and printing *ourselves / our own*.
7. The office at the end of the corridor is *my / mine*.
8. *My / mine* office is at the end of the corridor.
9. It's not really *her / hers* decision.
10. The committee had *its / it's* final meeting yesterday.

### Exercise 4.

*Complete the dialogues with the words from the list below.*

|            |          |           |           |            |
|------------|----------|-----------|-----------|------------|
| anyone     | anything | anywhere  | everyone  | everything |
| everywhere | someone  | something | somewhere |            |

- A** *David:* I can't find my mobile phone. I've looked (1) *everywhere*. I must have put it down (2) ....., but I just can't remember where. Oh, how annoying! It could be (3) .....
- Rita:* Perhaps (4) ..... has picked it up by mistake? (5) ..... in the company has the same type of mobile phone. (6) ..... could have picked it up.
- B** *Guy:* Sales have dropped by 50% in Asia over the last 12 months.  
*Petra:* There must be (7) ..... we can do to increase sales.  
*Guy:* But what? I've tried (8) ..... I can't think of (9) ..... else we can do.

### Exercise 5.

*Rewrite the sentences with apostrophes where necessary.*

1. Susan should know that its Marys decision, not hers.  
*Susan should know that it's Mary's decision, not hers.*
2. Alices friends names Bill. Hes one of Merrill Lynchs top analysts.  
 .....
3. Toyotas deal on its company cars is better than ours.  
 .....
4. I went to my doctors and hes computerised all the patients records.  
 .....
5. Its important to recognise that every company has its own particular culture, however...  
 .....
6. My boss PA reads all the customers letters.  
 .....
7. Look at those two Mercedes. Ones our directors and the others a visitors.  
 .....

## Exercise 6.

*Alan is talking about his first job. Complete what he says with the best form of the verb in brackets. Choose between the past simple, past continuous or past perfect.*

*Interviewer:* So, Alan, why did you quit your last job?

*Alan:* Well, at the time I (1) *was working* (work) as a financial officer for an International Accountancy firm in London. I (2) ..... (be) in the same company for three years.

*Interviewer:* How (3) ..... (you / get) the job?

*Alan:* Just after I (4) ..... (finish) university I (5) ..... (go) to a job fair. I still (6) ..... (decide) what I wanted to do and I was interested to see what kind of jobs there (7) ..... (be) at the fair. While I (8) ..... (look) at information on one of the stands for a large international accountancy firm, someone (9) ..... (give) me an application form to fill in. I thought this might be a good career opportunity for me as I (10) ..... (already / take) some accountancy exams for my degree. So I (11) ..... (complete) the form and (12) ..... (send) it off. They (13) ..... (interview) me the following week and I got the job. At first, I (14) ..... (feel) satisfied with the job, but as time went by, things (15) ..... (change) and I began to hate working there.

*Interviewer:* So what (16) ..... (go) wrong?

*Alan:* Well, the situation was this: I (17) ..... (work) for a person who was very difficult, er ... very demanding ... never satisfied. What's more, my job (18) ..... (become) too repetitive and I really wanted to do something more creative. So, that's why I resigned... I (19) ..... (not have) another job to go to, but I knew I (20) ..... (have) to make a change.

## Exercise 7.

*Complete the sentences by putting the verbs in brackets into a form of the present perfect. Use contractions where possible.*

1. Are you sure it isn't working? *Have you tried* (you / try) it?
2. I ..... (never / see) such a boring presentation.
3. Luckily, our customers ..... (not / complain) about the price rise.
4. We ..... (already / spend) quite a lot of money on this project.
5. .... (they / reply) to your last e-mail?
6. I ..... (not / get) the figures to hand — can I call you back later?
7. Unemployment ..... (go / up) by 2% since January.
8. I'm sorry, she's not here. She ..... (just / leave).
9. Their shares ..... (fall) by 15% since the merger.
10. .... (you / ever / take) the Eurostar to Brussels?

## Exercise 8.

Complete the dialogue with question words and question phrases from the list below.

|          |           |            |              |          |
|----------|-----------|------------|--------------|----------|
| whose    | how often | how far    | how long     | how many |
| how much | what (x2) | which (x2) | what kind of |          |

- Sam:* So, tell me about your new job. (1) *What kind of* work is it?  
*Joe:* It's in sales, like my last job, but it's a bigger company.  
*Sam:* Really? (2) ..... people work there?  
*Joe:* I suppose there's about 60 people in our office.  
*Sam:* Oh, yeah. And (3) ..... holiday can you take a year?  
*Joe:* Twenty-four days a year plus public holidays.  
*Sam:* Oh, that's much better than your last job. And (4) ..... is it from your home?  
*Joe:* Well, it's really not that far and I don't have to catch the train to work every morning, which is great.  
*Sam:* Oh, lucky you. So, (5) ..... does it take you to get to work in the morning now?  
*Joe:* About 20 minutes by car.  
*Sam:* Wow. It sounds perfect. (6) ..... time do you start work in the mornings?  
*Joe:* About nine. But sometimes I have to go on sales trips at the weekends as well.  
*Sam:* Oh? (7) ..... idea was that?  
*Joe:* I don't know, it's just something you have to do.  
*Sam:* And (8) ..... do you have to do it?  
*Joe:* About once a month, I think. They're going to give me a company car.  
*Sam:* Really! (9) ..... model are they going to give you?  
*Joe:* A Golf, I think — and I can choose the colour.  
*Sam:* Oh, and (10) ..... colours are there?  
*Joe:* Well, I can choose between black and dark blue.  
*Sam:* Only two! So, (11) ..... one do you prefer?  
*Joe:* Well, dark blue sounds better than black.  
*Sam:* Hmm, yeah. Well, congratulations, I'm sure you'll do really well.

## Exercise 9.

Fill in the blanks:

- Art Miranda:* Come in. Have a seat. It's Gary Praton, isn't it?  
*Gary Praton:* Yes, Gary Alan Praton.  
*Art:* And I'm Art Miranda. Well, I've looked over your application. Can I just check the information?  
*Gary:* Yes, of course.  
*Art:* You're applying for a secretarial position, ..... ?  
*Gary:* Yes, in the export manager's office.  
*Art:* You aren't from Darien, ..... ?  
*Gary:* No, I'm from Fairfield.



- Art: You didn't go to a secretarial school, ..... ?  
 Gary: No, I didn't.  
 Art: But you learned to type in high school, ..... ?  
 Gary: Right.  
 Art: You can take shorthand, ..... ?  
 Gary: Yes, I studied it in high school.  
 Art: I see. But you can't speak any foreign languages, ..... ?  
 Gary: No, I can't.  
 Art: You've worked as a secretary for four years, ..... ?  
 Gary: Yes.  
 Art: But you haven't stayed with one company for much time, ..... ?  
 Gary: No, I haven't. I've worked at some awful places.

(from "American Streamline")

### Exercise 10.

Look at the paired sentences below. Match each one with situation a) or b).

- |                                      |  |
|--------------------------------------|--|
| 1. Inflation has fallen by 1 %.      | <del>a) Two years ago it was 4%. Last year it was 3%.</del>  |
| 2. Inflation fell by 1%.             | b) Last month it was 4%. This month it is 3%.                |
| 3. I think I've lost the file.       | a) I can't find the file. I wonder where I put it?           |
| 4. Sorry, I lost the file.           | b) The file has gone and I'll never find it.                 |
| 5. Has Jane called this morning?     | a) Jane promised to call this morning. It's 11 am.           |
| 6. Did Jane call this morning?       | b) Jane promised to call this morning. It's 2 pm.            |
| 7. Sales improved.                   | a) Last year sales were poor. This year they are better.     |
| 8. Sales have improved.              | b) Sales were poor initially. A year later they were better. |
| 9. How long have you worked here?    | a) In 1999.  |
| 10. When did you start working here? | b) Since 1999.   |

### Exercise 11.

Complete the sentences with a suitable time expression from the list below:

|         |     |      |       |      |     |       |        |
|---------|-----|------|-------|------|-----|-------|--------|
| already | yet | ever | never | just | for | since | always |
|---------|-----|------|-------|------|-----|-------|--------|

- The goods will be with you soon. They've *already* left our warehouse.
- I've ..... had a great idea! Why don't we launch a new range of colours?
- We've known each other ..... more than twenty years.
- I've ..... used my credit card on the Internet. I don't think it's safe.
- I haven't had a chance to speak to Magda ..... but I'm sure she'll agree.
- I've ..... worked in insurance, ever since leaving university.
- I'm sorry he hasn't called you back. He's been in a meeting ..... lunchtime.
- Have you ..... been to Sao Paulo? It's completely different from Rio.

## Text 1.

### JOB IN AMERICA

Many Americans change jobs during their lifetime. In fact, some Americans even change careers one or more times. For example, someone who has been a teacher for fifteen years might decide to quit that profession in order to begin a restaurant business. Or a banker might decide to go back to school to study law. You sometimes meet older Americans who have tried several careers in their lifetime.

The Small Business Administration is a US government agency established in 1953. It lends money to small business to help them grow. The Small Business Administration also helps small businesses receive government contracts.

Before World War II, most American women did not work outside the home. Between 1941 and 1945, more than 6 million women took jobs outside the home for the first time. Since then, the number of women in the workplace has greatly increased. In most American families, both the husband and wife must work in order to afford a home or a college education for their children.

As recently as 1970, public opinion polls indicated that most American men did not want their wives to work outside the home. But today, most husbands approve of their wives having a job. In fact, the majority of American wives now work outside the home. About 60% of mothers with children under the age of six are now employed. And about 70% of mothers with school-age children are now working, too.

American teenagers often take job in the summer, when they are not going to school. Many teenagers work as counsellors in summer camps for young children. Some

teens may work in supermarkets or in fast-food restaurants. Other have jobs as messengers, delivery people, or sales clerks. Occasionally, teenagers work at some of these jobs during the school year as well as during the summer.

Traditionally, America's fast-food companies hire teenagers. While teenagers provide cheap labor, they are sometimes unreliable. Consequently, fast-food companies are looking into another source of cheap labor — the elderly. Older people are less likely to skip a day of work or quit without giving notice, but because they have not been brought up with computers, they view the high-tech fast-food counter with terror. Training centers are being opened in order to teach older people how to operate computerized equipment, and how to use a calculator.

In the United States, about 5% of all jobs are in agriculture, fishing, and mining. About 25% are in manufacturing and construction. The rest of the jobs are in service professions, such as teaching, selling, and medicine.

Many Americans retire at the age of 65. Some retire at a younger age, and other choose never to retire. The federal government provides social security (money each month) for workers who retire.

There are many organization of retired people in the United States. Some of the members of these groups volunteer their time to help people in a particular kind of business. Other groups of retired people work for educational, social, religious, or political causes.

*(from "Family Album, USA" by Atvin Cooperman and George Lefferts)*

## Exercise 1.

Mark each true statement *T* and each false statement *F*. Correct each false statement.

1. Americans never change jobs during their lifetime.
2. The Small Business Administration is a US government agency established in 1953.
3. Before World War II, most American women worked outside the home.
4. In most American families, both husband and wife must work in order to afford a home or college education for their children.
5. Nowadays most of American husbands do not approve of their wives having a job.
6. American teenagers do not like to take job during their vacations.
7. American teenagers never work during the school year.
8. America's fast-food companies hire only teenagers.
9. Many Americans retire at the age of 60.
10. The federal government provides social security for workers who retire.
11. Groups of retired Americans work for educational, social, religious, or political causes.

## Text 2.

### THE MAJOR PROBLEMS OF A WORKING MOTHER

The major problems a working mother faces concern her children. She must either find a reliable person who will be loving toward the children or a good day-care center where the children can go. If a child gets sick, the mother must make special arrangements for the child to be cared for at home, or she must stay home from work. While at work, the mother may worry about her children. She may wonder if they are safe, if they are learning the values she wants them to have, and if her absence is hurting them emotionally. She may also regret not being able to take them to after-school activities or participate in family activities with them.

Even though a mother is frequently forced into working for economic reasons, she soon discovers that there are added expenses. Her biggest

expense is child care. Another expense is transportation. This may include purchasing and maintaining a car. Yet another expense is clothing, such as a uniform or stylish suits to maintain a professional appearance. Finally, if her company does not have a subsidized cafeteria, she will have to pay for food in restaurants.

After a mother takes into account all of the above problems and perhaps other problems unique to her situation, she must decide if a job is worth it. I believe that even though she faces major obstacles, these obstacles are not insurmountable. Many mothers do work and manage a family very successfully. In conclusion, it is a woman's right to make this choice, and only the woman herself should decide this matter.

*(from "Cambridge Preparation for the TOEFL" by J. Gear and H. Gear)*

## Unit 1.

**acquaintance** [ə'kwɛɪntəns] знайомство  
**agreement** [ə'grɪmənt] — згода, угода, договір  
**to be airsick** ['eəzɪk] страждати від повітряної хвороби  
**appropriate** [ə'prɔʊpɪət] привласнювати; призначати  
**branch** [brɑ:ntʃ] галузь  
**client** ['klaɪənt] клієнт  
**colleague** ['kɔli:ɡ] колега, товариш по службі  
**to deal with** [di:l] мати справу з  
**department** [di'pɑ:tmənt] відділ; відомство  
**determine** [di'tɜ:mɪn] встановлювати; визначати; вирішувати  
**equipment** [i'kwɪpmənt] обладнання  
**extend** [ɪks'tend] поширювати; продовжувати  
**goods** [ɡʊdz] товар  
**to increase** [ɪn'kri:s] збільшуватися  
**organization** [ˌɔ:ɡənə'zeɪʃn] організація  
**requirements** [rɪ'kwəɪmənts] вимога; потреба  
**reserve (to book)** [rɪ'zɜ:v] резервувати; залишити за собою  
**staff, personnel** — службовий персонал  
**stranger** ['streɪndʒə] чужоземець  
**subordinates** [sə'bɔ:dɪnɪt] підлеглий  
**superior** [sju'pɪəriə] начальник  
**suppliers** [sə'plaɪə] постачальник  
**visitor** ['vɪzɪtə] відвідувач  
**to wait for smb** — чекати  
**to have an appointment with smb** — мати зустріч з кимось  
**to be at smb's disposal** — бути у чьомусь розпорядженні  
**Let's get down to business** — Перейдемо до справ.  
**that's why** — ось чому  
**first of all** — перш за все  
**Inquiry** [ɪn'kwɪəri] — запит  
**Reply to inquiry** [rɪ'plai] — відповідь на запит  
**Letter of Credit (L/C)** — акредитив  
**Invoice** ['ɪnvɔɪs] — рахунок-фактура  
**Bill of Lading (B/L)** — коносамент  
**Bill of Exchange (draft)** — перевідний вексель  
**Letter of insurance** [ɪn'ʃʊərəns] — страховка  
**Explanatory letter** — роз'яснювальний лист  
**Order** ['ɔ:də] — замовлення  
**Offer** ['ɔ:fə] — пропозиція

**Letter of packing** — лист про упаковку  
**Letter of shipment** — лист про відправку  
**Letter of delivery** — лист про доставку  
**Letter of complaint** — рекламація, скарга  
**to affix signature** [ˈsɪgnɪʃə] — ставити підпис  
**p.p. (per pro), by warrant** [ˈwɒrənt] — за дорученням

## Unit 2.

**to speak to smb.** — розмовляти з кимось  
**to tell smb. to do smth.** — сказати комусь зробити щось  
**to say smth to smb./ that** — сказати щось комусь / сказати що  
**to inform smb/ to let smb. know** — поінформувати / повідомити когось  
**to find out** — виявити (дані, інформацію)  
**to be in / out (away, off)** — бути присутнім / відсутнім  
**to (tele)phone (ring (up), call)** — телефонувати  
**to make / give a call / ring** — подзвонити  
**receiver** [rɪ'si:və] — телефонна трубка  
**to lift / take up / pick up the receiver** — підняти трубку  
**the line is free** — лінія вільна  
**the line is engaged** [ɪn'geɪdʒd] / **busy** — лінія зайнята  
**to connect / to put a call through** — з'єднувати абонентів  
**to disconnect/ to clear** — роз'єднувати абонентів  
**coin-box telephone / telephone booth/ box phone** — телефон-автомат  
**trunk-call / long distance call (Am.)** — міжміський телефонний виклик  
**digit** ['dɪdʒɪt] — цифра  
**to dial the number** — набрати номер  
**dialling tone** — тривалий гудок  
**rapid pip** — короткий гудок  
**to spell smth.** — назвати по буквах  
**subscriber** [səb'skrɪbɪə] — абонент  
**International Subscriber Dialling (ISD)** — міжнародний автоматичний телефонний зв'язок  
**Subscriber Trunk Dialling (STD)** — міжміський автоматичний телефонний зв'язок  
**The city is not on STD.** — Із містом нема автоматичного телефонного зв'язку.  
**Telephone Directory / Book** — телефонний довідник  
**a touch-tone phone** — телефон з тоновим набором  
**a collect call** — дзвінок за рахунок абонента

### Unit 3.

- to arrange business deals [ə'reɪndʒ] — готувати ділові угоди  
to book the flight — замовити квитки на літак  
to be short in time — бути обмеженим у часі  
customers' passports — паспорти клієнтів  
customs inspection — митна перевірка  
customs official — службовець митниці  
customs declaration form — митна декларація  
embassy's visa department ['embəsi] — відділ видачі віз у посольстві  
return ticket / open return ticket — квиток в обидві сторони / квиток з відкритою датою  
arrival [ə'raɪvl] — прибуття  
departure ['dɪpɑ:tʃə] — від'їзд  
to accept smb's proposal — прийняти чиясь пропозицію  
to travel by air / by plane — подорожувати літаком  
to be in time — прийти вчасно  
in advance [əd'vɑ:ns] — заздалегідь  
destination [,destɪ'neɪʃn] — місце призначення  
check-in desk — пункт контролю та реєстрації в аеропорту  
if it isn't much trouble ['trʌbl] — якщо це не завдасть багато клопоту  
available [ə'veɪləbl] — наявний  
no rooms available — нема вільних місць (у готелі)  
as a rule — як правило  
to pay in cash — платити готівкою  
medical insurance documents — страхові медичні документи  
traveller's cheques ['tʃek] — дорожні чеки  
hotel reservation — замовлення готелю  
duty free — звільнений від сплати мита  
public transport — громадський транспорт  
car rental company — компанія, яка надає машини в аренду  
driving licence ['laɪs(ə)ns] — водійські права  
accepting side [ə'kseptɪŋ] — сторона, що приймає  
to be permitted [pə:'mɪtɪd] — бути дозволеним  
to be prohibited [prə'hɪbɪtɪd] — бути забороненим  
trifle [traɪfl] — дрібничка  
fixed quote [fɪkst 'kwɔ:t] — визначена кількість  
to pay duty — сплатити мито  
border ['bɔ:də] — кордон  
reception desk — бюро реєстрації  
registration form — форма реєстрації  
to fill in — заповнювати  
to sign [saɪn] — підписувати

- block letters — друковані літери  
for a particular purpose [pə'tɪkjələ 'pɜ:pəs] — з певною метою  
arrangements [ə'reɪndʒmənts] — приготування до подорожі  
due to depart [dju tə dɪ'pɑ:t] — виліт, відліт  
prior to departure ['praɪə tə dɪ'pɑ:tʃə] — перед відльотом

### Unit 4.

- action points — головні моменти  
to adjourn the meeting [ə'dʒɔ:n] — відкласти зустріч  
agenda [ə'dʒendə] — порядок денний  
appoint [ə'pɔɪnt] — назначати  
to avoid [ə'vɔɪd] — уникати  
brief [brɪf] — короткий, стислий  
to bring smb up to date — ознайомити з останніми даними  
cabinet ['kæbɪnɪt] — ящик  
chairperson — голова  
conclusion [kən'klu:ʒn] — заключення  
confirm [kən'fɜ:m] — підтвердити  
contribute [kən'trɪbjʊ:t] — вносити  
to deal with — мати справу з  
errand ['erənd] — доручення  
executive's office [ɪg'zekjʊtɪv] — кабінет адміністратора  
facsimile copy [fæk'sɪməli] — точна копія  
folder ['fouldə] — папка, швидкокопіювач  
improve {ɪm'pru:v} — покращувати  
intend [ɪn'tend] — мати намір  
irrelevant [ɪ'reləvənt] — недоречний  
to keep everyone to the point — дотримуватися теми  
layout ['leɪaʊt] — план  
minutes ['mɪnɪts] — протокол  
to take the minutes — вести протокол  
in order to — для того, щоб  
pressure ['preʃə] — тиск  
principal's office ['prɪnsɪpəl] — кабінет директора  
proceed [prə'si:d] — рушати далі, продовжувати  
proofreading [pru:f 'ri:dɪŋ] — коректура  
to put forward the suggestions — висунути пропозиції  
receptionist's office [rɪ'sepʃənɪst] — прийомна  
to reduce costs — зменшити кошти  
regarding [rɪ'gɑ:dɪŋ] — стосовно  
schedule ['ʃedju:l] — таблиця, графік, план  
shorthand pad — блокнот

**suggestion** [sə'dʒestʃən] — пропозиція  
**swivel chair** ['swivl 'tʃeə] — обертове крісло  
**to tackle the work** — енергійно братись за справу  
**to take a vote** — голосувати  
**therefore** ['ðeəfɔ:] — тому, отож  
**typing speed** — швидкість друкування  
**venue** ['venju:] — місце зустрічі

### Unit 5

**board** [bɔ:d] — рада директорів  
**branch** [brɑ:nʃ] — підрозділ  
**Chairman** ['tʃeəmən] — голова ради директорів  
**Chief Executive Officer** [tʃi:f ig'zekjutiv] — виконавчий адміністратор  
**organization structure** [ˌɔ:ɡənai'zeiʃn 'straktʃə] — організаційна структура  
**relationship** [ri'leiʃnʃɪp] — взаємовідносини  
**to hold a position** — займати посаду  
**organizational chart** [tʃɑ:t] — організаційна схема  
**line department** — лінійний відділ (який має безпосереднє відношення до кінцевого продукту)  
**line position** — лінійна посада  
**hierarchy** ['haɪətɑ:kɪ] — ієрархія  
**immediate subordinate** [i'mi:dʒət sə'bɔ:dnit] — безпосередній підлеглий  
**line chain of command** — лінійна структура підпорядкування  
**shareholder** ['ʃeəhəʊldə] — акціонер  
**staff** [stɑ:f] — штат; управління  
**staff position** — управлінська посада  
**staff department** — відділ управління (який не має прямого відношення до виробництва, але обслуговує його)  
**span of control** [spæn] — сфера безпосереднього підпорядкування  
**subsidiary** [səb'sɪdʒəri] — філіал  
**workforce** ['wɜ:kfɔ:s] — робоча сила

### Unit 6.

**job search** [sə:tʃ] — пошук роботи  
**job hunting** ['hʌntɪŋ] — пошук роботи  
**position** [pə'zɪʃn] — посада  
**form, job application** [æplɪ'keɪʃən] — анкета  
**job applicant** [æplɪkənt] — кандидат на посаду  
**to fill out (complete) a job application** — заповнювати анкету  
**job opening** — вакансія  
**promising** ['prɒmɪsɪŋ] — перспективний

**diploma** [dɪ'plɒmə] — диплом  
**creative** [kri'eɪtɪv] — творчий  
**competitive** [kəm'petɪtɪv] — конкурентоспроможний  
**responsibility** [rɪ,spɒnsə'bɪlətɪ] — відповідальність  
**obligation** [ɒblɪ'geɪʃn] — зобов'язання  
**skillful** ['skɪlfʊl] — досвідчений  
**negotiation** [nɪɡoʊ'fɪ'eɪʃn] — переговори, обговорення умов  
**entrepreneur** [ˌɒntrəprə'nə:] — підприємець, господар підприємства  
**fair** [feə] — чесний, справедливий  
**strength** [streŋθ] — сила  
**tension** ['tenʃn] — напруга, тиск  
**reference** ['refrəns] — рекомендація, відгук  
**superior** [sju'piəriə], **supervisor** ['sju:pəvaɪzə] — начальник  
**subordinate** [sə'bɔ:dnit] — підлеглий  
**senior** ['si:njə] — старший (за посадою)  
**junior** ['dʒu:njə] — молодший (за посадою)  
**officer** ['ɔ:fɪsə] — посадова особа  
**connections** [kə'neɪʃən] — зв'язки  
**administrative job** [əd'mɪnɪstrətɪv dʒɒb] — адміністративна робота  
**high level job** — висока посада  
**top position** — ведуча посада  
**managerial job** ['mænɪdʒəriəl] — керуюча посада  
**job title** ['tɑɪtl] — назва посади  
**to resign** [ri'zaɪn] — відмовитись від посади  
**to fill a position** — вступити на посаду  
**occupation** [ɒkju'peɪʃn] — заняття  
**to apply for a position** — подати заяву про прийом на посаду  
**qualification background** [kwɒlɪfɪ'keɪʃn] — кваліфікація  
**employer** [ɪm'plɔɪə] — роботодавець  
**employment** [ɪm'plɔɪmənt] — працевлаштування  
**employment office** — агентство по працевлаштуванню  
**boss** — начальник  
**want ad** — оголошення про прийом на роботу  
**to answer a want ad** — подзвонити по оголошенню  
**duty** ['dju:ti] — обов'язок  
**experience** [ɪks'pɪəriəns] — досвід  
**professional experience** — професійний досвід  
**personnel (department office)** — відділ кадрів  
**letter of invitation** [ɪnvi'teɪʃn] — лист-запрошення  
**letter of introduction** [ɪntrə'dakʃn] — рекомендаційний лист  
**seniority** [si:nɪ'ɔ:ri:ti], **length of service** — стаж роботи  
**test** — тестування

test scores — результати тестування  
to take a test — пройти тестування  
job interview [ˈɪntəvjuː] — співбесіда  
working conditions — умови праці  
to earn [ɜ:n] — заробляти  
to discharge [dɪsˈtʃɑːdʒ] / to fire — звільнити,  
вигнати з роботи  
compensation [kɒmpenˈseɪʃən] — оплата викона-  
ної роботи; винагорода  
charge [tʃɑːdʒ] — оплата послуг  
salary [ˈsæləri] — заробітна плата службовців  
wages [ˈweɪdʒɪz] — заробітна плата робітників  
fee [fiː] — гонорар творчих працівників  
fringe benefits [frɪndʒ ˈbenɪfɪt] — пільги на роботі  
bonus [ˈbəʊnəs] — премія  
red tape (розм.) — канцелярська (паперова)  
робота, бюрократизм

deadline — кінцевий строк  
labour (US labor) contract (agreement) — трудове  
погодження  
paid holidays — оплачувані святкові дні  
paid vocation — оплачувана відпустка  
raise [reɪz] — підвищення зарплати  
profit [ˈprɒfɪt] — прибуток  
cash award [əˈwɔːd] (bonus, premium) — грошова  
премія  
overtime pay — додаткова оплата  
gross pay — загальна сума зарплати  
advance [ədˈvɑːns] — аванс  
deduction [dɪˈdʌkʃən] — відрахування  
minimum wages (salary) — мінімальна зарплата  
net salary (take home pay) — чиста зарплата (за  
відрахуванням податків)

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# **Business English Essentials**

## **Book 1**

Навчальний посібник  
з англійської мови  
для навчання ділового спілкування в старших класах  
шкіл, гімназій, ліцеїв економічного профілю.

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