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**ENGLISH FOR BUSINESS
COMMUNICATION
ІНОЗЕМНА МОВА
ДЛЯ ДІЛОВОГО СПІЛКУВАННЯ**

**Навчально-методичний посібник
з англійської мови
для здобувачів освіти першого бакалаврського рівня**

Дар'я ПУХАЛЬСЬКА

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Анотація: навчально-методичний посібник складається з восьми розділів за темами передбаченими навчальною програмою з дисципліни «Іноземна мова за професійним спрямуванням» для розвитку навичок ділового спілкування в сфері ділових контактів з зарубіжними партнерами. Кожна тема містить тексти ділової тематики та завдання у вигляді діалогів, тренувальних та творчих вправ. Посібник призначений для здобувачів освіти першого бакалаврського рівня денної та заочної форми навчання спеціальностей:

011 «Освітні, педагогічні науки»

014 «Середня освіта. Українська мова та література»

015 «Професійна освіта. Охорона праці».

015 «Професійна освіта. Транспорт»

015 «Професійна освіта. Машинобудування»

275 «Транспортні технології» (на автомобільному транспорті)

РЕЦЕНЗІЯ

Представлений до рецензування навчально-методичний посібник з іноземної мови для ділового спілкування призначений для здобувачів освіти першого бакалаврського рівня денної та заочної форми навчання зі спеціальностей:

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Мета посібника - навчити основам ділового спілкування англійською мовою в усній та письмовій формах.

Навчально-методичний посібник складається з восьми тем, що охоплюють різні сфери ділового спілкування англійською мовою: види міжнародних компаній та їх структура, влаштування на роботу в закордонну компанію, підготовка резюме чи автобіографії, співбесіда з роботодавцем, ділове листування, структура та оформлення ділового листа, види ділових листів, ділові зустрічі та переговори з зарубіжними партнерами, ділові телефонні розмови, перемовини за допомогою електронної пошти, основні вимоги та норми ділового етикету, ділове відрядження за кордон, замовлення рейсу, купівля квитків, проходження паспортного та митного контролю, замовлення номера у готелі.

Кожна тема містить відомості теоретичного характеру зі сфери ділового спілкування, навчальні тексти для контролю, розуміння і засвоєння навчального матеріалу, тематично-термінологічні словнички до кожного тексту, часто вживані фрази, зразки листів і документів, ситуативні діалоги, лексико-граматичні вправи та практичні комунікативні завдання, спрямовані на формування та закріплення мовних, мовленнєвих, соціокультурних та дискурсивних навичок та вмінь в сфері ділового спілкування.

Посібник укладений відповідно до вимог навчальної програми з дисципліни «Іноземна мова за професійним спрямуванням» для здобувачів освіти першого бакалаврського рівня денної та заочної форми навчання ВСП ДФКІП ДВНЗ УДХТУ.

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викладач англійської мови
ВСП ДФКІП ДВНЗ УДХТУ

Ольга КОСТРИЦЯ

Зміст

Вступ	5
Unit 1. Business Organizations	
Types and Forms of Business Organizations.....	6
Types of Companies	7
Company Structure	8
Unit 2. Applying for a Job	
Resume / Curriculum Vitae (CV)	16
Job Interview	24
Unit 3. Business correspondence. Business Letters	
Structure of Business Letter	29
Types of Letters	33
Unit 4. Electronic correspondence. Business E-mail	42
Unit 5. Business Meetings and Negotiations	46
Unit 6. Business Etiquette Abroad.....	53
Unit 7. Business Telephoning	60
Unit 8. Business Trip Abroad	
Travelling by Air	64
Hotel Reservations	77
Бібліографічний опис	80

Вступ

Навчально-методичний посібник створений відповідно тематики, яка передбачена навчальною програмою з дисципліни «Іноземна мова за професійним спрямуванням» для розвитку навичок ділового спілкування в сфері ділових контактів з зарубіжними партнерами та призначений для здобувачів освіти першого бакалаврського рівня денної та заочної форми навчання спеціальностей:

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Метою навчального посібника є оволодіння навичками усного та писемного мовлення в сфері ділового спілкування, що включає в себе збагачення словникового запасу новою діловою лексикою, ознайомлення здобувачів освіти з вимогами до ведення ділових переговорів з зарубіжними партнерами, правилами оформлення ділової кореспонденції, розвиток основ культури та етикету ділового письма та знайомство із міжнародними стандартами ведення ділової документації.

Навчально-методичний посібник складається з восьми тематичних розділів, їх тематика охоплює основні аспекти ділової комунікації та спрямована на вирішення життєвих і професійних ситуацій, які потенційно можуть виникнути в житті молодого фахівця: працевлаштування, вибір компанії, ділове листування, ділові зустрічі та переговори, ділові телефонні розмови, діловий етикет, ділове відрядження за кордон.

Кожен розділ включає текст, діалог, представлений як взірець ділового стилю мовлення, практичні комунікативні завдання для закріплення активної лексики і використання її у тренувальних ситуаціях, теоретичну частину з основ ділового листування, часто вживані фрази, зразки листів і документів, необхідні для працевлаштування, вправи на закріплення вивченої лексики та розвиток навиків ділового листування, стандартні вирази, які використовуються у діловому спілкуванні, скорочення, прийняті у діловій кореспонденції.

В основу навчальних завдань покладено тексти, діалоги, зразки ділової кореспонденції, взяті з оригінальних сучасних англomовних джерел, вказаних у бібліографічному описі.

Поряд із навчальними текстами, діалогами та вправами щодо формування навичок ділового спілкування англійською мовою посібник містить широкий діапазон практичних та довідкових матеріалів у вигляді виразів, ситуативно зумовлених фраз та рекомендацій, які необхідно мати під рукою при складанні ділових листів та повідомлень, підготовці документів для працевлаштування у закордонну компанію, ведення телефонних розмов та переговорів, а також для ознайомлення з реаліями та правилами сучасної ділової комунікації.

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

Unit 1. Business Organizations

Types and forms of Business Organizations

Economies may differ in the amount of freedom they allow business decision-makers. In market economies most firms are private. The most businesses may set their own price, output level and production techniques.

The owners are the individuals who risk their wealth in the name of the success of the business. If a company (=firm) is successful, it makes profit and financial are received by the owners. If, on the contrary, things go badly the company has losses and the owners suffer bad consequences.

So, how do owners share risks and liabilities of the company (firm)?

How do they carry out or participate in the decision-making?

There are three main legal structures according to which business may be organized. They are:

- 1) sole proprietorships,
- 2) partnerships,
- 3) corporations.

Sole proprietorship is a business that is owned by an individual. It is he or she who is liable for all the debts of the firm. The proprietor himself/ herself often works directly for the firm. He/she provides both managerial and labour services. Most small businesses surrounding us in a market economy, such as grocery stores, barbershops, repair shops, farms, etc. are business proprietorships.

A sole trader is an organization providing the capital, taking the profit and standing any losses itself.

The typical areas for activity for the sole trader are not capital intensive activities, such as retailing, building, repairing, and service industries.

It should be stressed that more often than not sole traders are wrongly termed "one-man businesses". It is true that sole traders are owned by one person, however, the sole business may employ some or sometimes many people.

The sole trader is in a potentially vulnerable financial position. The profits accrue to only one person but so do the losses! Many and many sole traders are made bankrupt each year. What else makes the sole trader vulnerable is limited capital resources.

On the other hand, the sole trader can adapt more quickly to the level of demand and, if necessary, can make personal economies until business improves. The sole trader remains the most common business unit in most developed European countries, Canada, the USA. But they account for only 15-18% of all business receipts in America, for instance. In terms of capital, manpower resources employed sole traders are of limited importance for all (hat 80 per cent of all businesses there are sole proprietorships).

Partnership is set by two or more partners. They act as co-owners of a business. Partners share risks and responsibilities in a prearranged manner. There is no difference between a sole proprietorship and a partnership in terms of owner liability. It means that in both cases the owners are fully liable for debts. Most law, medical, accounting and audit firms are organised as partnerships. Partnerships become common with the origin of economic society. They are better suited to cope with the demands of modern commercial activity than sole traders, who are to provide capital, labour, skill themselves. Two or more persons can combine resources and form, in theory of course, an economically more efficient business unit.

In most Western countries there is the maximum number of member partnership fixed by law. Say, in the UK the figure is 20. The professional partnerships are allowed to exceed this number. These are solicitors auditors, accountants, members of a listed stock exchange. Such organizations are of some size with considerable capital offering economies of scale. It would be unusual, however, to find a trading partnership consisting of more than 5 or 7 partners.

Like sole traders partnerships- are easy to form and they often benefits from governments.

There are general, limited, silent and secret partners.

Corporation is a company that is publicly registered and separated from its owners. It means that the corporation stays in existence even after the death of any of its owners. As a corporation, a business

can buy and sell assets in its own name, make contracts (agreements), defend itself in court or be taken to court by customers, creditors or suppliers.

Each company works out its own policy. It is a selected, planned line of conduct in the light, of which decisions are made and coordination of work achieved.

What are the distinctive characteristics of the corporation? First, its shareholders are not the legal owners of a company. It means that no profit of the company directly belongs to them. Therefore, their liability is strictly limited. Say, if a corporation owes you money, you can't sue the stockholders. You can sue the corporation. In case your corporation goes bankrupt, you and other its employees to whom the company owes money will just be out of luck.

Second, corporations attract investments from many "owners" who not take part in the day-to-day management of the company. The shareholders of most corporations hire managers to operate the company. Here we have a separation of ownership and operational management.

Third, ownership can be easily transferred. The shares of an owner who died can be sold by the heirs to another owner. That's why the corporation can be called "an ongoing concern".

The managers of a large company are trained experts hired by shareholders to run the company. If an outside person or a group of people believe that their own management would be better, they can try to buy stocks (shares) to gain control of this corporation and replace the current management. It is known as a "take-over."

Types of Companies

Limited Liability Company is a joint-stock company, the financial liability of whose members is limited by law.

Private Limited Company. A limited company which must not invite the public to subscribe for its shares or debentures, and does not allow its members to transfer their shares without the agreement of the other shareholders. It must have at least two but usually not more than fifty members.

Public Limited Company. A limited company which can offer its shares and debentures to the public; there is normally no limit to the right of its members to transfer their shares to other persons. There is no limit to the total number of members except that there must be at least seven. *Abbreviations:* P.L.e.; pic; PLC. In Britain such a company must include the words "public limited company" or the abbreviation as part of its name. In France the equivalent is *Societe* (S.A.); in Germany, *Aktiengesellschaft* (AG); in Holland, *Naamlose Vennootschap* (N.V.); in Italy, *Societa per Azioni* (S.p.A.).

Subsidiary Company. A company of which more than half the share-capital is owned by another company, called either a holding company or a parent company. The subsidiaries of the same parent or holding company are said to be affiliates.

Holding Company. In Britain, a company that has been formed for the special purpose of holding all, or more than half, the share-capital of one or more other companies called subsidiary companies. In the USA this is called a pure holding company, while an operating holding company is a company which operates a business, i.e. trading, and also holds more than half the capital of one or more other companies.

Joint-Stock Company. In Britain a form of business organization, called a corporation in the US, which has its capital divided into many small units of stock or into shares of low face value so that they may be bought by small and large investors.

- **Broad of Directors** – рада директорів, правління
- **Chief Executive** – керівник
- **complicated** – ускладнений, складний
- **enterprise** – підприємство
- **joint venture** – спільне підприємство
- **Logistics Department** – транспортний відділ
- **Managing Director** – керуючий
- **Personnel Department** – відділ кадрів

- **Production Department** – виробничий відділ
- **Research and Development Department** – відділ фінансового прогнозування та розвитку
- **Sales Department** – відділ торгівлі і реалізації
- **stock-holiday company** – акціонерне товариство, компанія
- **The Chairman of the Board of Directors** – голова правління ради директорів
- **to be in charge of smth.** – бути відповідальним за щось
- **to be in overall control** – повністю контролювати
- **to report to smb.** – доповідати комусь, звітуватись
- **to run a company** – керувати компанією
- **Vice-Chairman** – заступник голови

Company Structure

Each company, firm, joint venture, stock holding company, concern, bank, fund has its own complicated business structure and the staff which is necessary for the work. But still there are some general principles how to organize the work at the enterprise.

The Managing Director or the Chief Executive or President is the head of the company. The company is usually run by a Board of Directors – each Director is in charge of a department. The Chairman of the Board is in overall control and may not be the head of any one department.

Vice-President or Vice Chairman is at the head of the company if the President or the Chairman is absent or ill.

Most companies have Finance, Sales, Marketing, Production, Research and Development, Personnel, Tax, Logistics Departments. These are the most common departments, but some companies have others as well.

Most departments have a Manager, who is in charge of its day-to-day running, and who reports to the Director. The Director is responsible for strategic planning and for making decisions. Various personnel in each Department report to the Manager.

Let's dwell on some positions in details.

General Manager – Supervises and leads the company's employees. Maintains relations with customers, executes sales contracts and provides problem analysis and resolutions. Represents the company at fairs and distributors' conferences. In some companies maintains a local warehouse. Provides quality audits. Self-motivated, decision maker.

Sales Manager – Manages the sales staff of a company, supervises sales activity including a staff of sales representatives, plans and achieves target sales revenues and maintains a positive relationship between the company and its clients. Most have extensive sales experience, often as many as 5 years in the position of sales representative before moving up to the position of sales manager. Excellent communication and management skills are required. The person must be a proven problem solver and possess management skills necessary to develop a sales team.

Finance and Administration Manager – Must have strong accounting experience including maintenance of Internal Controls, costing, budgeting, forecasting and the development of Management Information Systems. Must possess proven general management skills, including development of Logistics and Administration Systems to support a rapidly growing business.

Marketing Manager – Manages marketing department. Plans, directs and executes all marketing and related activities. Initiates and/or implements advertising strategy and promotional programs. Oversees creative effort and media plans. Must have 3 year commercial experience, strong interpersonal skills, ability to manage a team and lead personnel, excellent communication skills, computer literacy.

Customer Service Manager – Finds proper persons, organizes and supervises the job of Customer Service Clerks, Receptionist. Provides the solution for all existing conflict situations. Provides information and orders forms for distributors, directors. Prepares monthly reports regarding performance of distributors.

Product Development Manager – Develops branded products for the company. Prepares a brief of the project, a timeline with priorities and options for the successful competition of the project. Researches on potential facilities, provides competitors' analysis. Realizes market research on product quality and packing. Negotiates with the producer.

Training Manager – Organizes and supervises trainers, develops and implements training courses for distributor, directors, staff, etc. Learns the existing training practice in other countries with the aim to extract, develop and implement the best ideas in Ukraine. Tests courses to satisfy all distributors' and directors' need in training.

Forecast, Supply and Transport Supervisor – Makes monthly forecasts of all products. Works with a company software system (product Forecast). Provides logistics, work with suppliers concerning shipments of product to Ukraine. Arranges shipments to Service Centers in Ukraine.

Treasury, Budget Specialist – Realizes treasury and cash flow management. Prepares, reviews and monitors reports on all capital expenditure projects. Provides budget cycle and management reporting. Ensures the company's costing system. Deals with internal projects, company's legal documents. Coordinates all insurance matters. Trains and develops staff in functional expertise.

Sales Representative – Realizes coordination of commercial activities. Conducts negotiations with customers. Markets intelligence functions targeting new customer group identifying business opportunities and introduction of new technologies. Is responsible on and controls the selling activities in the frame of the regional strategy. Frequently travels to customers. Must have the following qualifications: Engineering degree in some sphere, 3-5 year experience in the chosen field.

Financial Controller – Develops accounting policies and procedures. Inputs and oversees confidential and complex transactions. Implements auditing techniques that ensure accuracy of financial results. Analyzes data and provides recommendations to senior management for improvement. Prepares consolidated results. Provides financial analysis. Improves internal controls. Must have University education, be well-organized, accurate, detail-oriented personality.

Exercises

1. Translate the words and phrases into Ukrainian:

Chief Accountant, Personal Assistant, be in charge of, Finance Department, Sales Representative, Board of Directors, Vice-President, Public Relations Specialist, Tax Department, Vice-Chairman, run a company, Logistics Department, competitor Merchandiser, Business Information Analyst, Network Administrator, joint venture, Supervisor, negotiate, Research and Development Department, Board of Directors, competitive, maintain relations, supervise.

2. Translate the words and phrases into English:

Керівник, представник з реалізації, рада директорів, агент з нерухомості, заступник голови, голова ради директорів, аналітик бізнес-інформації, спеціаліст по зв'язках з громадськістю, інспектор, конкурент, бути відповідальним за щось, конкурентоспроможний, головний бухгалтер, спеціаліст з податків, відділ фінансового прогнозування та розвитку, особистий помічник, податковий відділ, відділ кадрів, відділ торгівлі і реалізації, віце-президент, вести переговори, підтримувати стосунки, керувати компанією, адміністратор комп'ютерної мережі, спільне підприємство.

3. Answer the following questions.

1. Is it necessary for each company, firm, joint venture, stock holding company, concern, bank, fund to have its own complicated business structure and the staff?
2. Are there any principles how to organize the work at the enterprise?
3. What is the company run by?
4. Who is the head of the company?
5. Who is in overall control of the company?
6. What departments do most companies have?

7. Who reports to the Director?

8. Is the Director responsible for strategic planning and for making decisions?

4. Translate the sentences into Ukrainian:

1) Our company is a big enterprise with complicated structure.

2) The Managing Director runs this firm successfully.

3) The Board of Directors at the bank consists of 17 persons.

4) Mr. Williams, the Chairman of the Board of Directors, is in overall control of our bank.

5) Have you met Mrs. Fox, the Vice-President of the joint venture?

6) There are 8 departments at our stock-holding company. The biggest is Sales Department.

7) He has a great experience in developing food products that's why he's the head of the Research and Development Department, and also one of the creators of our branded products.

8) Who leads your company and supervises everyday activities?

9) She is the Manager of Logistics Department, don't you know?

10) Will your company participate in the next fair and maintain relations with your old partners?

5. Act as an interpreter at a big enterprise. The Managing Director has a meeting with a new partner and wants him to get acquainted with the structure of the enterprise, and staff responsibilities:

A: Добрий день. Радий зустрічі з Вами. Я директор цього підприємства. Ми чули багато схвальних відгуків про Вашу фірму як постачальника найновітніших комп'ютерних технологій.

Interpreter:.....

A: Сподіваємось, що після знайомства з нашим підприємством та його працівниками у Вас складеться вірне уявлення про стиль нашої роботи. Це буде підготовкою до підписання майбутніх контрактів та успішного співробітництва.

Interpreter:.....

B: Good morning. Nice to meet you, I'm a Sales Manager at "Apple Computers, Inc." It's a well-known English computer company with clients all over the world and good reputation as a reliable partner. Thank you for warm reception and the possibility to get general information about your enterprise and staff. It will be very useful for me.

Interpreter:.....

A: На нашому підприємстві працює 500 робітників. Керує його діяльністю правління, що складається з одинадцяти осіб на чолі з головою. На нашому підприємстві існує десять відділів, серед них: виробничий відділ, відділ реалізації, фінансовий відділ, відділ фінансового прогнозування та розвитку, відділ кадрів, транспортний відділ, відділ маркетингу, юридичний відділ.

Interpreter:.....

B: I see that you have a sufficient staff to work successfully at the computer market. As we are dealing with computer technologies to achieve best results it's necessary to organize the work of Finance, Sales, Research and Development Departments at the high level. Could you dwell on some details of the work of these Departments at your enterprise?

Interpreter:.....

A: Наш фінансовий відділ займається всіма питаннями фінансового забезпечення роботи підприємства. До його складу входять: головний бухгалтер, касир, спеціаліст з фінансового прогнозування та розвитку роботи підприємства.

Interpreter:.....

B: As I know you have excellent specialists in this sphere. They are experienced and skillful persons in the questions of finance and tax legislation.

Interpreter:.....

6. Translate the sentences.

A. 1. What's your attitude towards the employees' suggestions concerning this problem? 2. She has been keeping it in her mind all the time. 3. The manager has encouraged us today. 4. His shuffling

feet and averted eyes showed that something was wrong. 5. Have you made a choice today? 6. He followed up the results achieved by us. 7. Why did he change his behavior towards you? 8. The manager appreciated the employees' efforts.

В. 1. Я вважаю вам необхідно звернути особливу увагу відносно даної пропозиції. 2. Слідкуйте за результатами експерименту. 3. Докладаючи зусилля до вирішення цієї проблеми, він змінив свою поведінку та звички. 4. Успіх бізнесу залежить від ефективної організації праці. 5. Саме дух організації визначає успіх бізнесу. 6. Спробуйте розробити свою стратегію та принципи, коли станете менеджером цієї організації. 7. Мета організації – змусити звичайних людей робити незвичні речі. (Ця фраза належить лорду Беверіджу).

7. Fill in the blanks with the necessary words.

Board of Directors, Vice-President, Manager, business structure, the Managing Director, the Director, the Chairman of the Boards

1. Each company has its own complicated ...
2. ... is the head of the company.
3. The company is run by a ...
4. ... is in overall control.
5. ... is at the head of the company if the President is absent or ill.
6. ... is in charge of its day-to-day running.
7. ... is responsible for strategic planning and for making decisions.

8. Translate the sentences.

A. 1. Our company is a big enterprise with complicated structure. 2. The Managing Director runs this firm successfully. 3. Mr. Williams, the Chairman of the Board of Directors, is in overall control of our bank. 4. Who leads your company and supervises everyday activities? 5. It's a well-known English computer company with clients all over the world and good reputation as a reliable partner. 6. If you want to achieve best results it's necessary to organize the work of Finance, Sales, Research and Development Departments at the high level. 7. You have excellent specialists who are experienced and skillful persons in the questions of finance and tax legislation.

В. 1. До ради директорів входять 17 осіб. 2. Чи знаєте ви віце-президента цього спільного підприємства? 3. В нашому акціонерному товаристві 8 відділів. Відділ торгівлі і реалізації – найбільший серед них. 4. У нього великий досвід роботи в харчовій промисловості, тому він і очолює відділ фінансового прогнозування та розвитку. 5. Він – менеджер транспортного відділу, хіба ви про це не знали? 6. Ми чули багато схвальних відгуків про Вашу фірму. 7. Фінансовий відділ займається всіма питаннями фінансового забезпечення роботи підприємства.

9. What would you say if you took part in this dialogue? Complete the phrases.

A.: I don't know personally the Managing Director of your company, but I've heard that he is a perfect specialist with big experience. Can you tell me what his responsibilities include now?

B.: I'm pleased to help you understand ...

A.: I can understand why you have so many departments: Finance, Sales, Marketing, Production, Research and Development, Personnel. But who leads their work in the company?

B.: It's very simple ...

A.: You are a Sales Manager at this firm. I see that every day you work since morning till night, you travel frequently to the customers. What duties do you have at the firm? Who is your chief?

B.: I agree with you, it's a hard work but very interesting ...

A.: Why do you have a big Finance Department at your company? I counted 12 people there. I know who the Chief Account is and what are his responsibilities. But I see you have also the Cash

Accountant, the Treasurer, the Statutory Accountant, etc. What do all the people do there?

B.: You are quite right but don't forget that ...

10. Complete the following text with the words and phrases from the box using them in the appropriate form.

directors of the company, company secretary, is responsible, properly qualified person, types of secretaries, personal assistants of executives, suitable person, chief administrative officer, helps

There are two _____: company secretaries and private secretaries of executives.

Every company, both in Great Britain and the United States, is required, under the law, to have a _____.

In the case of private companies the directors are free to appoint any _____ for this position.

But in the case of public companies the company secretary must be a _____, a member of a recognized institute or association. He or she may be one of the _____. But if the company has only one director, the director cannot also be the secretary.

The company secretary is the _____ of the company. He or she _____ normally _____ for the company, to comply with company law.

As to private secretaries of executives they are practically _____. A secretary answers telephone calls, receives messages and makes telephone calls on the instruction of her boss.

A secretary also _____ in organization of meetings and conferences, entertainments of visiting customers, suppliers and other associates of the firm.

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

Visit to Peugeot Car Factory

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

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

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

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

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

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

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

12. Decide in which department the following phrases can be heard.

— Mr. D from R&D is going to retire next month.
— We know that. We have already advertised for the position and now we are receiving candidates' CVs and covering letters.
— What do you think of the new software?
— It has too many bugs, so we cannot use it at our factory.
— The company is showing good results. The sales have increased by 17% in the last three months.
— I think our staff may get a pay rise soon.
— We confirm your order for 12 trucks. They will be delivered within next few days. On Friday, at the latest. Should you have any questions, please contact our department by mail or by phone.
— We've got to advertise a new car model. In these papers you will find pictures and all technical information about it. I'm waiting for your sketches and nonstandard ideas next Tuesday.
— Our team has nearly finished testing the new hybrid engine. According to the obtained data the new system lets it consume 4% less petrol ...
— Pass me the screwdriver, Jerry. And hold this wheel.
— Here you are. Be careful, Steve.
— Thank you.

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

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

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

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

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

faster.

9. Jane is a secretary. She ... after documents in the office and answers phone calls.

15. Complete the following text with the words and phrases from the box using them in the appropriate form.

personnel, manager, executive, Accounts Manager, senior executives, on ... the payroll (в штатному познучи), owner, supervisor, top managers, Human Resources, the list

“_____” means people, plus the skills and experience they bring to an organization. Job titles such as “_____” or “Personal Assistant” define what people do.

An employer is a person or company that provides job. Boss is an informal word meaning “someone in authority”, for example an employer or _____ of a company, or simply someone in a superior position.

The person who runs a specific part of an organization is called a _____. An _____ is usually a manager at quite a high level. People at the head of an organization, as it was already mentioned, are _____, top executives or _____. Someone who is in charge of making sure a job is well done e.g. on the factory floor, or in retailing, is sometimes called a _____.

People working for a company are referred to as its workforce, employees, staff or _____ and are _____ its _____.

Payroll is _____ of all the people employed by a company, and the amount of money paid to each of them.

16. Give the Ukrainian versions for:

a business organization, business activity, business entity, accounting firms, law firms, dealerships, clothing stores, supermarkets, steel mills, auto manufactures, single proprietorship, a partnership, a corporation, initial investment, shareholders or stockholders, board of directors, state-owned or government-owned companies, to be privatized.

17. Give the English versions for:

ділова активність, бухгалтерська фірма, підприємство, акціонерне товариство, товариство з обмеженою відповідальністю, власник, партнер, акціонер, рада директорів компанії, державна компанія, приватна компанія, приватизована компанія.

18. Put the following words in the correct order to make complete sentences and remember some basic ideas about business enterprises.

1. A business, / is / that / company, / or firm / services / an organization / goods / or / sells.

2. A business / an enterprise / may be referred / to / also / as /to emphasize / adventurous, / its / qualities, / risk-taking / may be referred to / free enterprise / and private / as / enterprise / is / and business / in general.

3. Large companies / as / especially / corporations, / in the US, / companies / in many countries / are / large /multinationals / are referred to / operating.

4. An entrepreneur / a company / builds up / from / usually / nothing: / is / who / someone / a start-up company.

5. The people / board of directors / its / responsible / for / a company / legally / are / board /or.

19. Complete the text with the words and phrases from the box, using them in the appropriate form.

Entrepreneur is a person who _____ and _____ a business. This is a French word that has been accepted into the English language. Its popularity probably has something to do with its grand sound which befits anyone who has the _____ to create and run business.

Sometimes the entrepreneur is regarded as a business person who takes _____. This is not so. An entrepreneur is a business person who minimizes risks, he or she does this by advance _____ ,

_____, and meticulous _____ of all factors that could affect and possibly endanger her or his enterprise. When the entrepreneur forgets to do advance _____ and preparation, then he or she is a _____ at best, and a failure statistic at worst.

Speaking about entrepreneurship, Professor K. Vesper of the University of Washington says that “Business continue to be launched by people who didn’t make it the first time round. A driving force in entrepreneurship ... is addictiveness. Once people have a _____ in a business of their own, they like it. They don’t want to go back to working for someone else.”

Organize, initiative, planning, manager, investigation, research, risks, consideration, gambler, taste of freedom

20. Comment on the following.

“The employer generally gets the employees he deserves”. (Anonymous)

21. Agree or disagree with the following statements.

1. Business is the production, buying, and selling of goods and services.
2. A business, company, or firm is an organization that sells goods or services.
3. A business may be referred to as an enterprise to emphasize its adventurous, risk-taking qualities, and business in general may be referred to as a free enterprise and private enterprise.
4. Large companies are referred to as corporations, especially in the US.
5. Large companies operating in many countries are multinationals.
6. An entrepreneur is usually someone who builds up a company from nothing: a start-up company.
7. The people legally responsible for a company are its board or board of directors.
8. When a private company is bought by the state and brought into the public sector, it is nationalized.
9. When the state returns a company to the private sector in a sell-off, it is privatized.
10. A holding or a holding company is one that holds stakes in one or more subsidiaries

22. Give a free translation of the following text.

Бізнес – підприємницька, комерційна чи будь-яка інша діяльність, що не суперечить закону і спрямована на отримання прибутку. У США бізнес розвивається на основі індивідуальної, партнерської та корпоративної форм власності.

На індивідуальній власності заснований бізнес, в якому власником і підприємцем є одна особа, що отримує всі доходи і несе відповідальність за ведення справи. У США таких власників понад 15 млн. (75% від загальної кількості підприємств), але вони отримують лише до 9% грошових надходжень. Для малого бізнесу характерні незалежний менеджмент, власний капітал, локальний район операцій, невеликі розміри. Від відіграє значну роль у забезпеченні зайнятості, певною мірою забезпечує насичення ринку споживчими товарами та послугами, сприяє розвитку конкуренції, є засобом досягнення особистого успіху.

На основі партнерської (групової) форм власності розвивається бізнес добровільно офіційно зареєстрованих асоціацій двох і більше осіб. Партнери створюють компанії, товариства та інші організації і стають співвласниками спільної власності. Партнерство становить майже 8% обсягу підприємницької діяльності і 4 % всіх підприємницьких доходів у США.

На корпоративній формі власності заснований великий бізнес. Корпорації становлять лише 17% від підприємств у США, проте обсяг прибутків цих організацій сягає 75-80% грошових надходжень. Жодна з трьох форм організацій бізнесу не є універсальною, кожна з них має свої переваги і недоліки.

Право власності на частку у статутному фонді (basic capital) юридичної особи (legal person) регулюється корпоративним правом. Воно розглядається як сукупність норм, що регулюють діяльність господарських товариств.

23. Write an essay on one of the following topics.

1. Make the list of advantages and disadvantages of having private company in Ukraine.

2. Business is a combination of war and sport.
3. The main principles of being a successful entrepreneur.

Unit 2. Applying for a Job Resume / Curriculum Vitae (CV)

Резюме – це опис вашого професійного шляху в письмовій формі, який повинен створити позитивну думку роботодавця про вас. Це короткий письмовий опис-виклад професійних якостей претендента, що демонструє потенціал особи і здатність зайняти конкретну посаду. Кожне резюме повинне бути індивідуальним. Резюме буває двох типів: хронологічне і функціональне. *Хронологічне резюме* – це Ваш професійний життєпис. Головним розділом в такому резюме є «досвід роботи». *Функціональне резюме* більше підходить тим, у кого немає досвіду роботи. У такому резюме головними будуть Ваші таланти, навички та уміння. Можна сумістити хронологічне і функціональне резюме, якщо невеликий досвід роботи є, але не відноситься до вибраного напрямку. Скромно перерахуйте місця роботи і розгорнено опишіть свої навички й позитивні якості.

Основні розділи резюме:

1. **Personal Information** - особисті дані (прізвище, ім'я, по батькові, адреса, телефон, e-mail).
2. **Objective** - мета (на яку вакансію претендуєте).
3. **Education** - освіта (пишеться в зворотному хронологічному порядку). У цьому розділі повинна бути повна інформація про Вашу освіту: назва учбового закладу, дати вступу і закінчення навчання, титули, дипломи, сертифікати, які Ви отримали, а також список всіх курсів і тренінгів, які Ви проходили.
4. **Work Experience** - досвід роботи (пишеться в зворотному хронологічному порядку). Повний список усіх Ваших працедавців з указівкою місяця й року прийняття на роботу та звільнення, посад, а також конкретний список обов'язків, що виконувалися, і основних досягнень.
5. **Activities** - діяльність. Пишіть все, що не підійшло в розділ «Досвід роботи». Це може бути волонтерська, суспільна, творча робота.
6. **Foreign Languages** - знання мов.
7. **Professional Certifications** - професійні досягнення й сертифікати.
8. **Personal Features of Character** - особисті якості.
9. **Interests and Hobbies** - інтереси, захоплення.
10. **References** (рекомендації).

Curriculum Vitae (an example)

<i>Name:</i>	Anna J.Simpson
<i>Home address:</i>	34 South Road, EC4P 4EE, London, England
<i>Telephone (fax, e-mail):</i>	Tel. 06 471 9597
<i>Date of birth:</i>	17 January 1969
<i>Place of birth:</i>	London
<i>Nationality:</i>	British
<i>Marital status:</i>	divorced
<i>Education:</i>	London University September 1990 – July 1995
<i>Qualifications:</i>	July 1995 Mathematics (A) Computers (B) English (A) French (D)

	Business Studies (B) Economics (A)
<i>Objective:</i>	Manager
<i>Work experience:</i>	Make up all kinds of financial reports, balances and production planning
<i>Interests & activities:</i>	Fencing Shopping
<i>Referees:</i>	Mr Patkins The Dean of London University London, Eng

Here is another example of a typical English-style CV: **Emily Bronte**

'The Larches'
Hudson Way
Larswick
Somerset
TA12 6MX
tel. 0181 345 2126
e-mail: emily@yahoo.co.uk

Profile

Enthusiastic, responsible graduate with a Postgraduate Printing and Publishing Certificate and good organizational skills. Able to work independently using initiative and as part of a team to tight deadlines. With editing, desktop publishing, and keyboard skills.

Qualifications and training

Postgraduate Certificate in Printing and Publishing, London Institute
BA (Honours) Economics, University of Sheffield
'A' level English, History, French

Experience

Three months' work experience with World-English Press, a company involved in writing, editing, and publishing English as a second and foreign language texts.

Word Processing and general office administration.

Work with an Apple Mac using Claris works and QuarkXpress.

Work experience at Reed Promotional Publishing and Oxford University Press, Currently working with World-English Press as a paid employee with increased responsibility.

Interests

Music: playing the flute.

Mountain walking and rock climbing.

Cinema and theatre going.

Referees

Dr J. M. Eastwood Mrs S. Cruise

World-English Press Castle Street	29, Lower Redhill Lane Mulcheney
--------------------------------------	-------------------------------------

London SE1 7EX Somerset BA11 2DZ

When sending out a CV it should always be accompanied by a **covering letter**. The covering letter can be a major determinant of success. Here is an example of a typical covering letter sent in response to an advertisement in a newspaper.

Covering Letter (an example)

Fitness Space
Pond Road
Wiveliscombe
TA5 5MX 14, Hudson Way
tel. 01458 783460

1st December 2014

Dear Mr. Fish,
Re: Fitness Instructor Vacancy

I am writing to apply for the job of Fitness Instructor, as advertised in Monday's Courier newspaper. This is an ideal job for me given my enthusiasm for sport, my related experience and qualifications. Sport and fitness training have always been important to me, which is why I chose to take a BTEC Diploma in Sports Science. I obtained distinctions in the Sports Anatomy & Physiology and Sports Injuries modules last year and am confident that I will get similar marks in Exercise Physiology, Mechanics of Sport and Sports Supervision & Management this year. I am a confident user of Microsoft Office and have worked extensively with Fitness Line, a program for analyzing fitness.

As you can see from my CV, I've taken the opportunity to gain extra qualifications that were on offer at college, which has helped me get part-time work as a pool attendant. I'm called on to provide cover during busy times so am used to working irregular hours at short notice. I've also run a lunchtime aerobics class at college since the start of this year.

I finish college in six weeks and am keen to find a job rather than carry on with further full-time study. I could start any part time work or training sooner as many of my classes are finishing and most of my assignments are done. I look forward to hearing from you.

Yours sincerely
Joanne Titmus

Exercises

1. Прочитайте та письмово перекладіть на українську мову 1 та 2 абзаци тексту, дайте йому заголовок.

When a person is eager to get a job he is often to fill in a resume (USA) or a curriculum vitae (UK) or a standard printed application form. The forms can be laid out in different ways but the information required will, in most cases, be the same.

The information given by the candidate in these papers will be helpful in assessing the candidate's suitability for the post.

From the candidate's point of view, this paper is the first impression the firm will obtain of him or her and therefore it is important that the candidate completes the paper clearly and carefully.

CVs or resumes as well as application forms will require the name and address of at least two individuals who can act as referees, which means those who can provide references. The referees may be contacted and asked whether or not they consider the applicant to be suitable for the post. The candidate may name a vicar, a doctor, or an old family friend as one of referees.

Normally, the firm will ask for the names of present or former employers or supervisors for whom the candidate has worked.

2. Ознайомтеся з лексикою до тексту, вивчіть нові слова та вирази:

CV=Curriculum Vitae – резюме

to look for smth – шукати щось

to fill in – заповнювати

to suit – підходити

reference – рекомендація
 qualifications – оцінки
 applicant – претендент, кандидат
 application form – анкета претендента
 supervise – керувати
 assess – оцінювати

3. Дайте відповідь на запитання:

1. When does a person fill in the resume?
2. Why is it important that the candidate completes the paper clearly and carefully?
3. The firm will ask for the names of present or former employers, won't it?

4. Прочитайте та перекладіть українською мовою резюме. Знайдіть необхідну інформацію, яка відсутня в резюме.

<i>Name:</i>	John G.Smith
<i>Home address:</i>	9 North Road, BN1 5 JF, London, England
<i>Telephone (fax, e-mail):</i>	
<i>Date of birth:</i>	14 September 1989
<i>Place of birth:</i>	London
<i>Nationality:</i>	British
<i>Marital status:</i>	Married
<i>Education:</i>	London School of Economics September 2000 – July 2005
<i>Qualifications:</i>	July 2005 Mathematics (A) English (A) Deutsch (A) Business Studies (B) Economics (A)
<i>Objective:</i>	Accountant
<i>Work experience:</i>	Prepared accounts and balance sheets of every kind.
<i>Interests & activities:</i>	Dancing Collecting cars
<i>Referees:</i>	Mrs Patrick The Headmaster London School of Economics London, England

5. Прочитайте та перекладіть українською мовою резюме. Знайдіть необхідну інформацію, яка відсутня в резюме.

<i>Name:</i>	Angelica Baker
<i>Home address:</i>	Breakway, 84A Clarendon Road, Colchester
<i>Telephone (fax, e-mail):</i>	Tel. 26 548 9427 e-mail: angelsweet@gmail.com
<i>Date of birth:</i>	13 August 1980
<i>Place of birth:</i>	London
<i>Nationality:</i>	German
<i>Marital status:</i>	Married
<i>Education:</i>	Open university in Britain September 1997 – July 2002; Language courses, 1995 – 1996
<i>Qualifications:</i>	Educational Studies

<i>Objective:</i>	Teacher training
<i>Work experience:</i>	Teacher, Colchester primary school
<i>Interests & activities:</i>	Gardening, cooking, knitting
<i>Referees:</i>	Mr Naunton, a head teacher Primary school Colchester

6. Give the Ukrainian versions for:

CV, resume, to submit, education, background experience, a letter of application, interview, salary, housing loans, bonuses, attractiveness of a job, secretarial work, arranging and attending presentations, working with clients, solving problems, qualifications and experience.

7. Give the English versions for:

звертатися за роботою; надавати резюме; документи, що додаються; роботодавець; перспектива; реклама; засоби масової інформації; досвід роботи; вирішення проблем; обов'язки; очікувати неочікуваного; бути самим собою; схема нарахування пенсії; позика; привабливість роботи.

8. Put the following words in the correct order to make complete sentences and remember some basic ideas about using job advertisements effectively.

1. Remember / want ads / you / that / only / are / use / of / the methods / may / one.
2. Reading / the want ads / will / useful / information / all / you / learn / general.
3. Avoid / make / offers / ads / unrealistic / that / ads.
4. Analyze / which / to / interest / you / ads / are / of.
5. Determine / for / job / your / qualifications / that.
6. Act / effectively / cheerful / quickly / stay / and.

9. Complete the text with the words and phrases from the box, using them in the appropriate form.

Individual, to govern, to occupy, monthly wage, retirement, to limit, handicap, workplace, fine, calendar, week, position

Conditions of employment in Ukraine (a) _____ by the Labour Code. The main requirements under Ukraine's employment legislation are as follows:

- Ukrainian labour legislation requires employers to follow statutory requirements as to the working time, overtime and time-off from work. In Ukraine, working time (b) _____ to 40 hours a week. An employer may introduce a six-day working week, in which case the working day may not exceed seven hours. Shorter working time is ensured for some categories of employees;

- the amount of I _____ shall meet the minimum threshold established by the legislation in force (as of 1 January 2009 it is UAH 605). Wages and all other payments due to employees shall be in UAH only;

- employees may at any time (d) _____ the employment relationship. The notice period is at least two (e) _____. In contrast, employers may terminate the employment relationship only in cases that are expressly envisaged by the Ukrainian Labour Code and provided that all applicable formalities are met. The statutory termination notice is two months;

- an employee's minimum annual holiday entitlement is 24 (f) _____ days. However, it may be longer depending on the number of years worked, working conditions and the employee's (g) _____;

- normal (h) _____ age is 55 years for women and 60 years for men All enterprises must ensure employment of (i) _____ persons according to quotas specified in the law. The quota for any enterprise equals to 4% of the total number of employees or one (j) _____ where the enterprise employs from 15 to 25 (k) _____. Failure to employ handicapped within the quota can attract a (l) _____ amounting to the enterprise's annual average salary per each working place for handicapped not (m) _____ by a handicapped person.

10. Comment on the following.

“Genius without education is like silver in the mine” (Franklin).

11. Agree or disagree with the following statements.

“Golden rules” for writing CV

1. Adapt your resume to the information you have gathered about the employer and the job you want.
2. Use action verbs, they will bring your resume to life (analyzed – аналізував administered, managed – вів справи, керував; completed – завершив; created – створював; evaluated – визначав (кількість, вартість), підраховував; implemented – впроваджував; improved – удосконалював; investigated – досліджував, вивчав; organized – організував; participated – брав участь; performed – виконав; planned – планував; proposed – запропонував; provided – забезпечив; researched – досліджував; solved – вирішив (проблему, задачу); streamlined – модернізував; supervised – завідував; supported – підтримував).
3. Avoid pronoun “I”. Describe your skills and capabilities by using as many specific words as possible.
4. Highlights your accomplishments and achievements.
5. Keep it simple and clear: 2 pages at most.
6. Be truthful. Don’t exaggerate or misrepresent yourself. Remember that the employers check the information.
7. Don’t mention salary.
8. Avoid long sentences. Use the minimum number of words and phrases but avoid abbreviations.
9. Looks are important, the resume should be typed with plenty of white space and wide margins. Place headings at the left side of the page, and the details relating to them on the right side.
10. Make sure of date
11. Don’t sign or date the resume.
12. Always send an original of your resume. Don’t send a photocopy.
13. Keep copies of resumes on file for future reference. Once you have a job, update your resume on a regular basis.

12. Give a free translation of the following text.

Ніхто нічого вам не винен, в тому числі і роботу, за її отримання потрібно боротися. Різниця між щасливцем та невдахою визначається тим, як вони ведуть свої справи, а не зовнішніми факторами, на зразок кризи на ринку праці.

Чим більше часу ви витратите на визначення того, чим ви вирізняєтеся з 19 інших людей, які могли б виконати аналогічну роботу, тим вищі ваші шанси.

В жодному разі не приймайте рішень виходячи з того що є в наявності. Зі всією настирливістю прагніть саме до тієї роботи, яку ви найбільше хочете отримати.

Якщо ви визначили для себе, яку роботу ви шукаєте, поясніть це своїм оточуючим. Чим більше очей та вух вам допомагає, тим краще.

Організації прагнуть наймати переможців. Подайте себе як подарунок долі для їхньої фірми. Не дай вам Бог виглядати жалюгідним жебраком!

Залишившись без роботи, займайтеся пошуком нового місця 24 години на добу. Хорошу роботу отримує тільки той, хто здатний наполегливо її шукати.

Налаштуйтеся на те, що ви можете отримати тисячі відмов. Це нормально. З правильним настроєм чергова відмова не буде вибивати вас з колії і наступна спроба обов’язково буде успішною для вас!

13. Write an essay on one of the following topics.

1. The information you’d advice to exclude from the resume.
2. Give a short description of a person you like in your professional life.

3. Describe a person whom you regard as successful and define the qualities needed to achieve success.

14. Read the following text and discuss it.

A manager who has an understanding of what the employee wants from work will have a better chance of having more satisfied and productive employees. Studies of employee motivation point out that people work for many different reasons. The reason or reasons a person behaves a certain way is called a motive. Employee motivation is the reason an employee works a certain way on the job. There are many explanations of what motivates employees. One theory was developed by A. Maslow. Maslow's hierarchy of needs theory explains that an individual has many different levels of needs.

SELF-ACTUALIZING

Realizing of individual potential, creative talents, personal future fulfillment

ESTEEM

Self-prospect, respect of others, recognition, achievement

SOCIAL

Friendship, affection, acceptance

SAFETY

Security, protection from physical harm, freedom from fear of deprivation

PHYSIOLOGICAL

Food, water, air, rest, sex, shelter (from cold, storm) This theory suggests that when one level of needs is satisfied, the next level has the greatest influence on a person's behaviour.

Frederik Herzberg developed another theory of job satisfaction. It suggests that job satisfaction and job dissatisfaction come from two different sets of factors. One set he referred to as "motivating" factors, and the other set he called "hygiene" factors. The motivating factors (recognition, achievement, responsibility, opportunity for advancement, and the job itself) relate to internal satisfaction and influence employees to improve their performance. The set of hygiene factors (salary, company policies, working conditions, and relationships with other employees) are separate from the job itself.

He suggests that hygiene factors must be present in order to prevent job dissatisfaction, but it is those

motivating factors that influence employees to maximize their performance on the job.

These theories show that employee performance is a complex topic to understand. Developing a work environment where the employee meets the needs of the business and the business meets the needs of the employee is what the most successful managers work at.

Which of the following would motivate you to work harder (higher salary; good team; job security; holidays, opportunities to travel; good working conditions; interesting; creative work; promotion opportunities; threat of redundancy; fringe benefits; hard working boss...). Choose your top five and rank them in order of priority.

Scripture maintains that man does not live by bread alone, but the need hierarchy suggests that man lives by bread alone when there is no bread. What does it mean?

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

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

Dear Ms. Regis

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

This year I have graduated from the University of Sheffield and [b] ... in Journalistic Studies. Also I have [c] ... of working in the sphere. During my studies I worked as a copywriter and a freelance

journalist for 'The BuZZ'. I did interviews and published articles on various social issues. Generally my employers [d] ... and can provide necessary references.

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

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

Please [g]

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

Your [i]

Patrick Spencer.

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

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

You and Your CV

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

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

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

But what are the rules for applying online? As Rick Bacon (CEO of iProfile) says (4) ... and not just job titles. These could be things like "developed a new product or its design", "helped the company increase profits", "reduced costs", "developed a new piece of software" and so on. This can also include voluntary work and other non-work related achievements, such as running in a marathon. Employers do look for more than the ability to write a software code or upgrading a factory's machinery. They want well-rounded people. Employers have in mind (5) ... who will fit their culture and also fit the position they're looking to fill.

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

Job Interview

1. Прочитайте та письмово перекладіть на українську мову 1 та 2 абзаци тексту, дайте йому заголовок.

An interview is an important event in the life of every job applicant. It can be the last test on the way to a new position. That's why it's very important to be well prepared for an interview. Come in time to the appointed place for an interview. Don't forget to take all the necessary documents for your better presentation (references, characteristics, diplomas).

Don't be nervous and tense with the interviewer, be polite and listen attentively to all the questions you are asked. If you are confident in what you are talking about it will make a good impression on the interviewer. Try to give full and clear answers to the questions. Be ready to discuss the details of your future work. Try to persuade the interviewer that you are the best candidate for the chosen position and an asset for the company. Don't talk about personal questions if they are not connected with the future work.

Don't hesitate to describe fully your responsibilities and regular duties at the previous job if you are asked. Show that you are thinking ahead in your career development. Be ready to explain the reasons of your desire to change the work.

Tell about your educational history and obtained degree. Don't forget to mention your computer skills, language fluency if it's required by the company. Good interviewers prepare their questions carefully in advance to the candidate's applications and CV. So candidates need to prepare just as carefully.

Here are some useful tips on answering interview questions.

➤ *What don't you like about your current position?*

No job is perfect; there's always something we don't like. Be honest but don't give a list of complaints. The important thing is to talk positively about how you deal with problems at work.

➤ *Where does your employer think you are today?*

Be honest. If you lie to your current employer, you'll lie to your next employer. Don't phone in sick on the day of the interview. Take a day's holiday but don't say why.

➤ *What are your professional objectives?*

Think about this before the interview. Your objectives should be relevant the job you have applied for. If your new job cannot offer you everything you want, the interviewer will think that you probably won't stay with company very long.

➤ *What are your weakness?*

Be honest: no one is perfect. Think about this before the interview and chose your answer carefully. Talk about how you deal with a weakness – this is far more important than the weakness itself.

At the end of the interview thank the interviewer for his\her attention. Don't demand the immediate answer about their decision, appoint the certain date for it.

2. Ознайомтеся з лексикою до тексту, вивчіть нові слова та вирази:

to get an interview	проходити (мати) співбесіду
reference	відгук; рекомендація
to present a list of references	представити список рекомендацій
to be confident	бути впевненим
obtained degree	отриманий ступінь
career development	кар'єрний ріст; просування по службі
educational history	отримана освіта
to persuade	переконувати
regular duties	звичайні (щоденні) обов'язки
colleague	колега
to be an asset for the company	бути здобутком для компанії
to give a good representation	гарно представити (себе)

to demand to appoint a date	вимагати призначити дату
--------------------------------	-----------------------------

3. Дайте відповідь на запитання:

- 1) What is interview?
- 2) Why is it very important to be well prepared for an interview?
- 3) When must you come to the appointed place for an interview?
- 4) In what case will the interview make a good impression on the prospective employee?
- 5) Is it necessary to give full and clear answers to the questions of the interviewer?
- 6) Will you talk about your personal questions?
- 7) Will you talk about your educational history and obtained degree?
- 8) What will you do at the end of the interview?
- 9) Is it polite to demand the immediate answer about his\her decision?

4. Доберіть правильні лексичні одиниці в пропуски:

skills, details, test, interviewer, documents, career development, interview

1. An interview can be the last ... on the way to a new position.
2. It is very important to be well prepared for ...
3. Don't forget to take necessary ...
4. Be ready to discuss the ... of your future work.
5. Show that you are thinking ahead in your ...
6. At the end of the interview thank the ... for attention.
7. Don't forget to mention your computer ... if it's required by the company.

5. Перекладіть речення українською мовою:

A. 1. My friend has got an interview for tomorrow that's why he is so nervous. 2. Did you present a list of references to the interviewer? 3. He was confident and they didn't hesitate to take him for this position. 4. The interviewer was impressed by my experience in this field. 5. What date was appointed for your interview? 6. Did you understand all the questions during the interview? 7. The interviewer told me that Mr. Green was an asset for any company.

B. 1. У мене достатній досвід роботи в харчовій промисловості. 2. Чи можете ви зараз надати список відгуків? 3. Які риси характеру ви цінуєте в колегам? 4. Наша фірма шукає кандидатуру на посаду головного бухгалтера. 5. Спробуйте переконати роботодавця, що ви є придбанням для компанії. 6. Намагайтесь давати вичерпні та чіткі відповіді на поставлені запитання. 7. Чому ви бажаєте змінити роботу?

6. Доповніть діалог:

A.: Well, Mrs. Bradley, I see you've already had quite a lot of experience in the food industry. Could you dwell on your regular duties at your recent job?

B.: Yes, I can tell you that ...

A.: You mentioned earlier that you liked the people you had worked with. What features do you appreciate in your colleagues?

B.: I think that ...

A.: It seems to me you had a pleasant place to work. I'm surprised you are going to leave.

B.: You are quite right, but ...

A.: You mentioned that you had attended special language courses. How do you think it will help you in the future work?

B.: I suppose that ...

7. Дайте письмову відповідь на одну з запропонованих тем:

- 1) You are seeking a job for the first time. Is it necessary to prepare for an interview? Why do you think so? How will you do it?
- 2) Is it easy for you to present yourself fully in a short interview with unknown person? If it is difficult, explain how you will overcome it. What or who will help you in this situation?
- 3) How do you imagine your future interview? What are the main rules of your behavior?
- 4) How should you behave at the interview to achieve your goal? Demonstrate it:
a) as an interviewer, b) as an applicant.

8. Preparation for an interview is essential. The list of questions below is designed to serve as a guide so that you are not taken by surprise!

Samples of Interview Questions

1. Tell me about yourself.
2. How would you describe yourself? (character / personality)
3. What are your strengths/weaknesses?
4. Are you married? Single? Do you have a partner?
5. What do you do in your free time?
What are your hobbies? / Do you have any hobbies?
6. Why are you interested in working for our company?
Why do you want to work for this company?
7. What type of position do you think you are suited for / would suit you?
8. How would you describe the position we have to offer?
9. What aspects of the position are you most / least interested in?
10. What would you like to find in this job that you didn't have in your previous job?
11. How do you think you could develop the position?
What would be your strategy to develop the position?
12. What have you got to offer us?
What could you contribute to our company?
13. Why do you want to leave your present job?
Why do you want to change jobs?
14. What were you responsible for?
What did your job involve?
15. What do you think you gained by working in your last job?
16. What do you think of your (last) boss?
17. What are your salary requirements?
How much would you hope to earn in this position?
How much do you think you should be offered for this position?
What salary would you expect (to be offered) for this position?
18. Have you received any offers of a job?
19. Why have you had to look for a job for so long?
Why have you been looking for a job for so long?
Why did it take you so long to find a new job?
20. How do you feel about your future in the profession?
21. Have you had any failures? / What failures have you had?
Have you had any negative experiences?
22. What sort of obstacles have you come across / encountered in your work?
23. If you had to recruit colleagues, what qualities would you look for?
24. Would you be willing to relocate / to move to another part of the country / to work abroad?
Did you have to travel abroad in your last job?
25. Don't you think you have too much experience / you are over-qualified for this job?

26. How long do you think you would stay with us?
If we offered you the job, how long would you expect to stay with us?
27. Which do you prefer: to work alone or in a team?
Do you prefer working alone or with other people as part of a team?
28. Do you know how to manage a team?
Are you capable of leading a team?
Do you think you have the ability to be a team leader?
29. Why should I recruit you?
How could you persuade me to recruit you?
30. Do you have any comments to make, or questions to ask?

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

Job Interview: Before, During, After

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

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

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

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

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

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

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

Question	Response
1. Чому ви обрали саме нашу компанію?	A. People say I’m sociable, organized, and decisive.
2. Які ваші сильні й слабкі сторони,	B. My aim is to have a position in the Management Team.

3. Як ваші друзі можуть вас охарактеризувати?	C. I have excellent time management, but I can be impatient for results.
4. Яке ваше найвагоміше досягнення?	D. Because I think I will find the work environment both challenging and rewarding.
5. Наскільки добре ви працюєте в команді?	E. I always support my colleagues and believe we should work towards a common goal.
6. Ким/Де ви бачите себе через 5 років?	F. First of all I used to be the editor of our school newspaper. Also I won Literary competition twice.
7. Ви коли-небудь були у Франції?	G. Yes. I speak French fluently and I know a bit of German.
8. Ви володієте іноземними мовами?	H. Yes, I have. I studied there for six months. I lived in Marcel

11. Complete the text with the words from the box.

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

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

I wanted to look really smart for the (6) I wore a smart suit with a white shirt and my black shiny shoes. I wanted to make a good (7) At the interview they asked me lots of questions. They asked me about my previous work (8) ... and (9) ... that I've got for the job. I also had to fill out some paperwork. I was well prepared, so I think it went well.

Afterwards, the interviewers shook my (10) ... and said, "We'll be in touch." I have sent them a(n) (11) ... and now I am looking (12) ... to hearing from them!

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

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

13. Use your CV and covering letter and role play a job interview with your group mate.
Follow instructions:

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

Unit 3. Business correspondence. Business Letters

Structure of Business Letter

Адреси в Британії та Америці мають наступний вигляд:

Ms J.Simpson Foreign Rights Manager Chapman & Hall Ltd. 11 New Fetter Lane London EC4P 4EE England
Ms. A.Arafel Product Information Manager McCraw-Hill Book Co 1221 Avenue of the America New York, N.Y.10020 USA

Різниця між британським та американськими стилями представлені в такій схемі:

British	American
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Дата (Date):

27th December, 20__ 27 December 20__ 27 Dec.20__	December 27,20__
--	------------------

Привітання (Salutation):

Dear Sir, Dear Madam, Dear Mrs.Smith, For the attention of Mr.E.Wilson Dear Sirs,	Dear Sir: Dear Madam: Dear Mrs.Smith: Attention: Mr. E.C.Wilson Gentlemen:
--	--

Комплементарне закінчення (Complimentary Close):

Yours faithfully, Yours sincerely,	Sincerely yours, Yours truly.
---------------------------------------	----------------------------------

У листах не допускається ніяких граматичних скорочень (I'm, don't, we've, тощо.) Усі ці слова потрібно писати повністю.

Формат ділового листа:

1. Шапка листа. Більшість листів пишуться на бланках, де вже є назва, адреса, номери телефонів фірми та інші дані. Адреса відправника інколи стоїть в кінці листа після імені та посади.
2. Внутрішня адреса. Адреса адресата розміщується зверху зліва.
3. Строка: Увага (не обов'язково). Додається у тих випадках, коли лист відправляється на фірму, але адресовано комусь особисто. Часто пишеться на конверті в нижньому лівому куту.
4. Дата. Зазвичай пишеться наступним чином: March 1, 2018 або 1 March 2018.
5. Привітання. За привітанням стоїть двокрапка або кома.
6. Посилання. Запозичена із службових записок, але в листах використовується рідко.
7. Комплементарне закінчення. Звичайні закінчення: Yours truly, Yours sincerely, Yours faithfully.
8. Підпис, посада, відділ. Підпис, розшифровка підпису, посада, адреса пишуться один за одним в строку у лівому або правому куту листа. Інколи лист може бути продиктовано однією людиною, а підписано іншою, зазвичай секретарем. Наприклад, директор, відправляючись у

відрядження, доручив надрукувати та підписати листа секретареві. У цьому випадку підпис буде виглядати таким чином:

pp Diana Price
David Bradley
Managing Director,

де pp (per procuracionem, лат.) означає за дорученням, за когось.

9. Відправні ініціали. Відправні ініціали вказують на тих, хто писав (перекладав) лист і/або друкував його.

10. Вкладені матеріали. Якщо до листа додаються певні матеріали (прейскуранти, реклама та ін.), то про це згадується після відправних ініціалів.

11. Копії. Вказівки на адресатів копій листа даються у самому кінці.

<i>Example:</i>	
Government of Canada (1)	
Office of the Chairman	
Public Service Commission (2)	
Ottawa, Ontario	
K1A 0N	
Attention: P.Smith (3)	
December 8, 2018 (4)	
Dear Sir: (5)	
Ref: PC Program analyst (6)	

	Yours sincerely, (7)
	A.Robertson (8)
	Director
	General Services
Division	
AP/CL (9)	
Encl. (10)	
cc: D.Dube (11)	

General guidelines of writing a business letter:

If writing a business letter in English takes you much longer than in your own language, here are a few guidelines that you may find helpful.

Plan before you write.

- ◇ Look up the words you need before you start.
- ◇ Note the points you want to make, and order them into logical paragraphs.

Tone

- ◇ Write as you would speak in a business conversation.
- ◇ The tone should be friendly and polite.

Names

- ◇ Make sure you check the gender of the addressee (the recipient), as well as the correct spelling of the person's name and title.
- ◇ Use Ms. for women and Mr. for men. You can use Mrs. for a woman if you are 100% sure that she is married.

Dates

◇ To avoid any confusion, write the month instead of using numbers (e.g. January 15th, 2007, or 15 January 2007)

Be concise and clear

◇ The easier it is to read a letter, the better.

◇ Keep sentences and paragraphs short and simple.

◇ Use straightforward vocabulary to avoid any misunderstanding.

◇ Ask direct questions.

◇ Rewrite any sentence that does not seem perfectly clear.

◇ If the recipient is not a native English-speaker, it is preferable to avoid words and expressions that are too technical or complicated.

*Remember this **word order** principle:*

Who - Does - What - How - Where – When (Subject - Verb - Object - Manner - Place - Time)

Examples :

▪ Mr. Brown will travel by plane to London on Monday, June 5th.

▪ A technician will install the equipment in your office on Tuesday morning.

▪ I will confirm the transport arrangements as soon as possible.

Avoid old-fashioned words

◇ Although they are used in legal documents and contracts, words like 'herewith', 'hereby', 'herein', 'aforementioned', etc. are rarely used in letters.

The following style of sentence is preferable :

• "You will find more information on our products in the enclosed brochure."

Useful phrases

Salutation:

Dear Mr Brown

Dear Ms White

Dear Sir

Dear Sirs

Dear Madam

Dear Sir or Madam

Gentlemen

Starting:

We are writing to inform you that ...

to confirm ...

to request ...

to enquire about ...

I am contacting you for the following reason.

I recently read/heard about . . . and would like to know ...

Having seen your advertisement in ... , I would like to ...

I would be interested in (obtaining/receiving) ...

I received your address from ... and would like to ...

I am writing to tell you about ...

Referring to previous contact:

Thank you for your letter of March 15 ...

Thank you for contacting us.

In reply to your request ...

Thank you for your letter regarding ...

With reference to our telephone conversation yesterday ...

Further to our meeting last week ...

It was a pleasure meeting you in London last month.

I enjoyed having lunch with you last week in Tokyo.

I would just like to confirm the main points we discussed on Tuesday ...

Making a request:

We would appreciate it if you would ...

I would be grateful if you could...

Could you please send me . . .

Could you possibly tell us/let us have...

In addition, I would like to receive ...

It would be helpful if you could send us ...

I am interested in (obtaining/receiving...)

I would appreciate your immediate attention to this matter.

Please let me know what action you propose to take.

Offering help:

We would be happy to ...

Would you like us to ...

We are quite willing to ...

Our company would be pleased to ...

Giving good news:

We are pleased to announce that ...

I am delighted to inform you that ...

You will be pleased to learn that ...

Giving bad news:

We regret to inform you that ...

I'm afraid it would not be possible to ...

Unfortunately we cannot/we are unable to ...

After careful consideration we have decided (not) to ...

Complaining:

I am writing to express my dissatisfaction with ...

I am writing to complain about ...

Please note that the goods we ordered on (date) have not yet arrived.

We regret to inform you that our order № ... is now considerably overdue.

I would like to query the transport charges which seem unusually high.

Apologizing:

We are sorry for the delay in replying ...

I regret any inconvenience caused

I would like to apologize for (the delay/the inconvenience) ...

Once again, I apologise for any inconvenience.

Orders:

Thank you for your quotation of ...

We are pleased to place an order with your company for ...

We would like to cancel our order № ...

Please confirm receipt of our order.

I am pleased to acknowledge receipt of your order № ...

Your order will be processed as quickly as possible.

It will take about (three) weeks to process your order.

We can guarantee delivery before ...

Unfortunately these articles are no longer available/are out of stock.

Prices:

Please send us your price list.

You will find enclosed our most recent catalogue and price list.

Please note that our prices are subject to change without notice.

We have pleasure in enclosing a detailed quotation.

We can make you a firm offer of ...

Our terms of payment are as follows:

Referring to payment:

Our records show that we have not yet received payment of ...

According to our records ...

Please send payment as soon as possible.

You will receive a credit note for the sum of ...

Enclosing documents:

I am enclosing ...

Please find enclosed ...

You will find enclosed ...

Closing remarks:

If we can be of any further assistance, please let us know.

If I can help in any way, please do not hesitate to contact me.

If you require more information ...

For further details ...

Thank you for taking this into consideration.

Thank you for your help.

We hope you are happy with this arrangement.

We hope you can settle this matter to our satisfaction.

Referring to future business:

We look forward to a successful working relationship in the future.

We would be (very) pleased to do business with your company.

I would be happy to have an opportunity to work with your firm.

Referring to future contact:

I look forward to seeing you next week.

Looking forward to hearing from you.

" " to receiving your comments.

I look forward to meeting you on the 15th.

I would appreciate a reply at your earliest convenience.

Ending:

Sincerely, } (for all customers/clients)

Yours sincerely, } (for all customers/clients)

Sincerely yours, } (for all customers/clients)

Regards:

(for those you already know and have a working relationship with)

Types of Letters:

- Letter of Advice – авізо, повідомлення
- Letter of Attorney – доручення
- Letter of Comfort – лист-поручництво
- Letter of Credit – акредитив
- Letter of Deposit – заставний лист
- Inquiry Letter – лист-запит
- Guarantee Letter – гарантійний лист
- Hypothecation Letter – заставний лист
- Instruction Letter – лист-доручення
- Offer Letter – лист-пропозиція

Inquiry Letter

Лист-запит (inquiry або enquiry) компанія посилає, коли хоче:

- отримати детальну інформацію про товари (goods);
- довідатися, чи є вони у наявності (availability of goods);

- з'ясувати час та терміни поставки (delivery dates);
- отримати інформацію про умови поставки та знижки (terms and discounts), спосіб транспортування (method of transportation), страхуванні (insurance);
- отримати інформацію про ціни на товари (prices of goods);
- отримати каталоги (catalogues) та зразки товарів (samples of goods), тощо.

При написанні листів-запитів потрібно якомога детальніше викласти суть питання (to give full details), що дозволить Вашому діловому партнеру скоротити час на складання листа.

У випадку, якщо Ви звертаєтесь із запитом до цієї компанії вперше, у лист бажано включити наступні пункти:

1. Посилання на джерело інформації про дану компанію та її товар.
2. Суть питання.
3. Коротка інформація про Вашу компанію.
4. Сподівання надії на співробітництво.

При цьому зовсім не обов'язково суворо дотримуватися даної послідовності. При повторному запиті в лист звичайно включається тільки другий пункт. Як і більшість інших ділових листів, лист-запит, як правило, друкується на фірмовому бланку, де вказані назва компанії-відправника запиту, її поштова адреса, номери телефонів, факсів, адреса сайту в Інтернеті та електронної пошти.

Зразок листа – запиту (Sample Inquiry Letter)

Pet Products Ltd. 180 London Road Exeter EX4 4JY England	25th February, 2018
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:	
<ul style="list-style-type: none"> - price (please quote CIF Odessa price) - dates of delivery - terms of payment - guarantees 	
- the price should include 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.	
	Yours faithfully, <i>Smurov</i> V.Smurov Export-Import Manager

Offer Letter

Листом-пропозицією постачальник зазвичай відповідає на лист-запит. Відповідаючи на загальний запит, він дякує за проявлену зацікавленість та звичайно пропонує прейскуранти (price-lists), каталоги (catalogues) та умови типової угоди (typical contract). Відповідь на спеціальний запит передбачає відповіді на всі питання потенційного клієнта.

Структура листа-пропозиції:

1. Привід для написання.
2. Відповіді на питання потенційного замовника.
3. Додаткові пропозиції.
4. Висловлення надії на замовлення.

Відповідаючи на запитання, слід дати детальний опис товару, за можливості супроводити його фотоматеріалами та / або малюнками та / або зразками (samples). При визначенні ціни (price) беруться до уваги можливі знижки (discounts). Окремо вирішуються питання витрат на пакування (packing), транспортні витрати (transportation costs), умов та термінів поставки (terms of delivery) та оплати (terms of payment).

Листи-пропозиції надсилають також без попереднього запиту, якщо постачальник намагається звернути увагу потенційних клієнтів або знайти нових замовників на певну продукцію (special products) або їх асортимент (range). Тверда пропозиція (firm offer) передбачає особливі умови, наприклад, кінцевий термін (deadline) отримання замовлення та систему знижок в залежності від кількості товару та інших умов.

Зразок листа-пропозиції (Sample Letter of Offer)

Mr. Fred North
Purchasing Manager
Broadway Autos

November 11, 2018

Dear Mr. North,

Thank you very much for your enquiry. We are of course very familiar with your range of vehicles and are pleased to inform you that we have a new line of batteries that fit your specifications exactly. The most suitable of our products for your requirements is the Artemis 66A Plus.

This product combines economy, high power output and quick charging time and is now in stock. I enclosed a detailed quotation, specifications and delivery terms. As you will see from this, our prices are very competitive. I have arranged for our agent Mr. Martin of Fillmore S.A. to deliver five of these batteries to you next week, so that you can carry out the laboratory tests. Our own laboratory reports, enclosed with this letter, show that our new Artemis 66A Plus performs as well as our competitor's product and, in some respects, outperforms them.

If you would like further information, please telephone me: my extension number is 776. Or you may prefer to contact Mr. John Martin of Fillmore S.A. in M...: his telephone number is 01 77 99 02. I look forward to hearing from you.

Yours sincerely,
Fred Stock
Fred Stock

Exercises

1. Прочитайте та письмово перекладіть на українську мову 1 та 2 абзаци тексту, дайте йому заголовок.

Business letters are company to company written documents that will be referred to in the future and even used as legal evidence. Documents convey information. Your letters speak volumes about your company and you to other businesses and individuals. The right style, the contents and the attractive appearance of your letter will establish contact and help to maintain the good will of the reader.

Before your potential client reads the letter you need to make an impact. Otherwise they might not be interested enough even to bother to read it. When a potential business partner or client receives a thin papered A4 sheet with unclear type and spelling mistakes, they won't believe in the company's reliability.

On the other side, if the sender has bothered to present a neatly typed sheet on decent paper, with the text done in correct English in the appropriate tone, - then it is an obvious conclusion to reach that the company deserves respect.

Through your letters your company goes right into the addressee's home or office. Their impression of you is formed from your message. Stop and think about that aspect of business. Because it is vital that you fully realize the importance of your business letters.

They may be divided into official and semi-official. The first kind of letters is characteristic of those people working in business: an executive, a department manager, a salesman, a secretary or a specialist in business and technology. But also many people may want to buy something, to accept an invitation or to congratulate somebody - this is a kind of semi-official letters. The first kind of letters may in turn be subdivided into such groups as: inquiries, offers, orders, and so on.

2. Ознайомтеся з лексикою до тексту, вивчіть нові слова та вирази:

written documents – письмові документи

evidence – основа, підстава

to convey – виражати, містити

to establish contact – встановлювати контакт

to maintain – підтримувати

reliability – надійність

in the appropriate tone – відповідним тоном

vital – життєво-важливий

an executive – керівник

3. Дайте відповідь на запитання:

1. What is a business letter?

2. What do documents convey?

3. What kinds of letters do you know?

4. Translate the words and phrases into Ukrainian:

Yours sincerely, accept apologies, occur (about the mistake), cause trouble, prompt, unfortunately, envelope, intend, Yours faithfully, subsequent, otherwise, take steps, polite, regret, be unable be delighted, apologize, address, take into account, owing to.

5. Translate the words and phrases into English:

Щиро Ваш, наступний, на жаль, конверт, спонукати, вживати заходів, бути у захваті, брати до уваги, вибачатися, завдавати клопоту, з'ясовувати, траплятися (про помилку), шкодувати, бути не в змозі, в іншому разі, прийняти вибачення, ввічливий, адресувати, мати намір, завдяки.

6. Learn the following tips for the business letter writing:

The lay-out of the business letter differs in some respects from that of the personal letter.

Not only the sender's address is given (as in personal letter) but also the name and address of the person or organization to which the letter is being sent. This is written on the left-hand side of the page against the margin slightly lower than the date (which is on the opposite side). It should be the same as the name and address on the envelope.

A letter written to a man should be addressed to, for example, *Mr. D.Smith or to D.Smith (Esquire)*. A letter to a woman, should be addressed to, for example, *Mrs.C.Jones or Miss C.Jones*. If you do not know the name of the person for whom your letter is intended you may address it directly to the company, e.g.:

The Branded Boot Co.Ltd., 5 Rubberheel Road, Wellingborough, Northants, England.

Co. and **Ltd.** are the usual abbreviations for Company and **Limited**. However it's better to address your letter to some individual — The Managing Director, The Personnel Manager, The Secretary, The Branch Manager, The Export Manager — followed by the name of the company.

If the person you are writing to is known to you, you should begin with, for example, *Dear Mr. Thompson, Dear Mrs. Warren, etc.* Otherwise you should begin *Dear Sir(s), Dear Madam, or Gentlemen:* (Am.). Note that *Gentlemen* is followed by a colon.

The body of the business letter usually includes: **a) Reference, b) Information, c) Purpose, d) Conclusion.**

You should begin your letter with a **reference** to a letter you have received, an advertisement you have seen, or an event which has prompted the writing of your letter.

e.g.: *Thank you for your letter of May 3 rd. In your letter of January 13th you inquire about.... It was a great pleasure to receive your letter of July 1st that..... I recently called your agent in this country to ask about but he was unable to help me.*

It is sometimes necessary to add some detailed **information** related to the reference, in a subsequent paragraph.

Purpose is the most important part of the letter, where you are expected to state clearly and concisely what you want and answer carefully and clearly all the questions that you have been asked.

Conclusion usually consists of some polite remark to round the letter off.

e.g.: *I look (I am looking) forward to hearing from you soon.*

I sincerely hope you will be able to help me in this matter. I should greatly appreciate an early reply.

Please accept our sincere apologies for the trouble this mistake has caused you.

We apologize sincerely for the trouble caused to you, and will take all possible steps to ensure that such a mistake does not occur.

Then usually follows **the complimentary close**. If you begin your letter with *Dear Sir(s) or Dear Madam* you may end it with the words "Yours faithfully". If you address a person by name the words "*Yours sincerely*" are preferable. There is a modern tendency however to use "*Yours sincerely*" even to people you have never met.

The signature: sign your name clearly, in full, as it should appear on the envelope of the letter addressed to you.

The connectives play an outstanding role in writing a business letter. They are used for better comprehension of the contents.

e.g.: *Owing to, Unfortunately, However, We should be delighted, We do hope. It is possible that. We should be pleased, For this reason, We regret about, Taking into account that, Hopefully.*

Summarizing all the above said it should be stressed that any business letter can be written using the following general scheme:

- 1. Heading (writer's address, date of the letter)**
- 2. Inside address (name and address of the person or company receiving the letter)**
- 3. Greeting (Dear Sir:)**
- 4. Body of the letter (reference, information, purpose, conclusion)**
- 5. Closing or complimentary close (saying good-bye)**
- 6. Signature.**

7. You have found different parts of many letters; choose what phrases you should use: a) at the beginning of a business letter b) in the middle c) at the end. Complete the phrases where it is necessary:

We have pleasure in informing you

Yours sincerely

In reply to your letter dated

We look forward to a visit of the President

We wish to inform you

Further to our telephone conversation

Yours faithfully

We thank you for your letter dated 23rd March, 2012.

We have to inform you

I'm looking forward to meeting you soon
We enclose with the letter the design documents
Best regards
We highly appreciate the work you have done for us
It allows us to make a decision
Please, contact us as soon as possible
You are kindly requested to study this material and inform us about the decision at your earliest convenience.
I look forward to hearing from you.
We are ready to assist you in this endeavor.
We have attached the payment documents to the letter.
We should like to stipulate the fact that

8. Join the ideas using the connectives:

e.g. We should be delighted to take a group of your students/ Our company regulations limit maximum numbers of groups to twenty.

We should be delighted to take a group of your students, however (please, take into account that) our company regulations limit maximum number of groups to twenty.

- We should like visiting groups to report to our office on the date of the visit/ Do please contact at the above address at 8 am.
- We have received your message concerning the date of the visit/ Arrange your visit for early 1999.
- Our company makes a small visiting charge/This includes the price of lunch.
- Our company reserves the right to send off the premises any members of the group who misbehave/ It should not happen.

9. Translate the following letter of invitation into English:

№ 317 від 06 травня 2014 року

ХМЕЛЬНИЦЬКИЙ ІНСТИТУТ РЕГІОНАЛЬНОГО УПРАВЛІННЯ ТА ПРАВА

Україна, 29000 м.Хмельницький, вул.Театральна.8.

Тел. (038-2) 76-42-70 Факс (0382)

ШАНОВНІ КОЛЕГИ!

Щиро запрошуємо Вас взяти участь у *Всеукраїнській науково-практичній конференції "Актуальні проблеми державної регіональної політики в умовах проведення адміністративної реформи в Україні"*, яка відбудеться 16 травня 2012 року у Хмельницькому інституті регіонального управління та права.

Співорганізаторами проведення конференції виступили:

Адміністрація Президента України, Верховна Рада України, Кабінет Міністрів України, Головне управління державної служби України, Інститут законодавства Верховної Ради України, Українська Академія державного управління при Президентові України, Хмельницька обласна державна адміністрація, Хмельницька обласна рада та Хмельницька міська рада.

Основні тематичні напрямки конференції:

1. Реформування державного управління.
 2. Нова регіональна політика та організація місцевого самоврядування.
 3. Структурні зміни в економіці та проблеми соціально-економічного розвитку регіону.
 4. Фінансово-бюджетне забезпечення розвитку регіону.
 5. Правові засади державного управління та забезпечення адміністративної реформи в Україні.
- Робоча мова конференції: *українська, російська, англійська/*

У разі виникнення поточних питань, оргкомітет допоможе їх вирішити, якщо Ви зателефонуєте за номером: (0382) 76-57-95, факс (0382) 76-57-67 або звернетесь за електронною адресою: hirus@ukr.net

10. Translate the following sentences into English:

1. Я був би вам дуже вдячний, якщо б ви поінформували про те чи можливо відвідати цю конференцію.
2. Ми б дуже хотіли взяти участь у Вашій конференції. Я знаю, що час попередньої реєстрації вже закінчився, однак, я сподіваюсь на можливість її відвідання.
3. Якщо це можливо, то надішліть нам необхідну інформацію та анкети.
4. Я Вам дуже дякую за люб'язне запрошення та із задоволенням приймаю його.
5. Для мене є великою честю отримати ваше запрошення.
6. Я радий отримати Ваше люб'язне запрошення та з великим нетерпінням чекаю нагоди взяти участь у конференції.
7. Тема конференції є цікавою, а тому я приймаю запрошення взяти у ній участь.
8. Якщо Вам потрібен рукопис мого виступу, то я надішлю його електронною поштою.
9. На жаль, відвідання даної конференції для мене є неможливим.
10. Через поганий стан мого здоров'я я змушений відхилити Ваше запрошення.
11. Пробачте, однак, я не зможу взяти участь у конференції. Вилучіть, якщо це можливо, моє прізвище із програми.

11. Translate the following letter into English:

Шановні пані та панове

Дійсним повідомляємо Вам про те, що ми закінчуємо виконання контрактних зобов'язань відповідно до нашого контракту на будівництво гідроелектростанції у Вашій країні і проводимо роботи щодо підготовки до відправлення до України частини будівельного обладнання та невикористаних матеріалів, які було ввезено до Вашої країни на умовах тимчасового ввозу.

Як Вам відомо, за останній час існує практика продажу будівельного обладнання та невикористаних матеріалів у країні Замовника по закінченні робіт, що виконуються на умовах „під ключ“. Ми також маємо намір продати частину обладнання та матеріалів у Вашій країні. Оскільки Ви виявили бажання на право першого вбору щодо купівлі нашого обладнання, надаємо Вам перелік обладнання та матеріалів, які ми хотіли б продати у Вашій країні.

Все обладнання у робочому стані та буде продаватись із комплектами запчастин. Обладнання буде реалізоване за доступними цінами з урахуванням амортизації обладнання.

Ціни не включають імпортне мито. Воно повинне бути сплачене покупцем обладнання згідно з митними правилами, що існують у Вашій країні.

Огляд обладнання та матеріалів можна здійснити у будь-який зручний для Вас час. З повагою

12. Give the Ukrainian versions for:

to receive the letter, the body of the business letter, to cause trouble, salutation, to take steps, advertisement, to be unable, purpose, to take into account, the body text.

13. Give the English versions for:

мати намір, посилання, чітко сформулювати, висновок, прийняти вибачення, підпис, вжити заходів, конверт, комплементарне закінчення, щиро Ваш.

14. Put the following words in the correct order to make complete sentences and remember some basic ideas about the rules of writing the business letters.

1. Advertisement/ job/ people/ and/ If/ sitting/ home/ you/ want/ write/ you/ letters/ read/ it's/ at/ a/ ring/ should/ use/ no.
2. Information/ me/ require/ hesitate/ please/ If/ to/ any/ not/ additional/ contact/ do/ you.
3. Accept/ Manager/ I/ offer/ Sales/ pleased/ the/ am/ your/ of/ post/ to/ of/.
4. In/ personal/ lay-out/ differs/ The/ respects/ the/ letter/ of/ some/ letter/ that/ the/ from/ business/ of/.
5. Some/ round/ consists/ off/ Conclusion/ the/ usually/ polite/ letter/ remark/ of/ to.

15. Complete the following text with the words and phrases from the box using them in the appropriate form.

To inform, host, Yours sincerely, the letter of invitation, on behalf, information, to invite, conference, deadline, scientific, free, place, to be accepted, presentation

A Letter of Invitation

United States Department of Commerce
International Finance Conference
Washington, D.C.,
20658, USA,
June 2nd, 2008,
Prof. Petrov,

Finance Manager,
Zepter Inc., Kyiv branch,
63, Volodymyrska Str,
Kyiv
Ukraine

Dear Professor Petrov:

_____ of the American Finance Society it is an honour for us to welcome you and to be your _____ in Washington during the International Finance Conference, May 20-27.

It is a pleasure for us not only _____ you to a conference of the highest _____ standard but also to present Washington and, if you wish, other exciting _____ in the USA.

The scientific planning of the _____ has resulted in the most exciting program with more than 40 major and assembly symposia not including the numerous _____ communication sessions.

I am glad _____ you that your abstract _____ by our Committee, N 256 for poster _____.

We attach with the _____ Reservation and Registration Form. The _____ for its submission: March 15, 2008. If you have any questions or need additional _____ please contact us without hesitation.

Jim Smith
Chairman

16. Agree or disagree with the following statements.

1. In business letter print your signature and your name with the big letters.
2. There are no contractions in a formal letter.
3. It is becoming more frequent to address women as Ms in business letters, whether you know they are married or not.
4. The complimentary close is the most important part of the business letter.
5. The connectives are used for better comprehension of the contents.
6. The Letter Heading usually consists of two or three words, not more.
7. There is no any difference in writing the formal and informal letter.
8. If you do not know the name of the person for whom your letter is intended you may write as Mr. X or Mrs. X.
9. There are five parts which are necessary in any business letter.
10. It is not so important to observe the rules in writing business letters.

17. Give a free translation of the following text.

1) Шановні добродіі!

Торговельне представництво України в США повідомило нас, що Ви є єдиними імпортерами бавовняної тканини у західному регіоні України. Наша компанія займається протягом багатьох років продажем такої продукції фірмам з пошиття постільної білизни на східному узбережжі США. Ми зацікавлені в закупівлі таких товарів безпосередньо на місцях їх виробництва. Ми хотіли б встановити з Вами ділові стосунки, та, за умов Вашого бажання, наш директор містер А. Бранстоун був би готовий виїхати до Києва, щоб вести з Вами перемовини щодо купівлі різного асортименту бавовняних тканин.

2) Шановні добродіі!

Щиро вдячні за Ваш лист з повідомленням про Вашу зацікавленість нашими товарами. Ми будемо раді зустрітися з містером А.Бранстоуном в будь-який зручний для нього час. Ми будемо також вдячні, якщо Ви заздалегідь повідомите про день прибуття містера А. Бранстоун до Києва для того, щоб ми зустріли його в аеропорту. У відповідності до Вашого прохання ми надіслали Вам сьогодні окремим пакетом взірці з нашого останнього каталогу готової продукції.

18. Write an essay on one of the following topics:

1. You work at a big chemical plant as a Product Manager. Inform the wellknown company-producer of chemical equipment that you would like to receive their quotation and the latest catalogue. Use the words and word combinations provided below.

Company: Blake & Co, Conduit Street, 40, London, Great Britain.

We are the leading manufacturers for this article

We should be much obliged if

to consider our request

to contact

in this context

Yours sincerely

We heard that your company is a reliable partner

2. You work at a big bank as a Computer Specialist. Let the company supplier of the computers know that their terms of payment and delivery suit you, but you cannot place an order with them as their prices are too high. Use the following words and word combinations.

Company: Apple Computers, Inc., 32 5th Avenue, New York, USA.

Further to our discussion.....

We wish to inform you. We highly appreciate...

full contract value

to make a decision

unfortunately ...

competitive prices

terms of delivery

to reduce the prices

Yours sincerely

3. You are working at a big company as a Personal Assistant to Managing Director. In a month two representatives of your company will arrive in Vermont, the USA and plan to be there for a week. Try to write your own letter of inquiry to the best hotel in the city and the letter of inquiry to book seats on a plane.

4. You work at a food company as a Sales Manager. Inform your partners that the prices went up and you developed the new items which would be presented at the International Autumn Fair, November 2-10, 2012. Use the words and word combinations given below.

Company: Thomas & Co. 25 Ashley Str., Cornwall, U.K.

We have to inform you

revise export prices.....
 make necessary.....
 increased cost of the production
 as a result.....
 enclose a copy of our price-list.....
 draw sb's attention to the new items.....
 exhibit at the fair
 We thank you for your support in the past.....
 hope to be of service to sb.....
 Yours faithfully

Unit 4. Electronic correspondence. Business E-mail

1. Read useful tips for writing a business e-mail.

Tips for Writing a Good Business E-Mail

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

E-mails in business sphere often have a formal style and use formal language.

Nevertheless, the level of formality depends on who you are writing to.

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

Structure:

A good e-mail has the following parts:

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

Introduction – opening remarks and reasons for writing

Main body – development of the subject(s)

Conclusion – closing remarks and other important information

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

Useful email phrases

a) Starting If you're not sure what level of formality is appropriate, choose the same style as the person writing to you:

— Dear Mr/Ms/Dr/Professor Smith (formal)

— Dear Sir or Madam (formal)

— Dear John/Mary (informal)

— Hi, Peter/Jo (informal)

— Hi (informal)

b) Saying why you are writing

— I'm writing to let you know ...

— I am writing because ...

c) Communicating information

— I am pleased to inform you that ...

— We have completed all stages of the project.

— I can send you the shipment next week.

d) Talking about information you are sending

— Please find attached the file you asked for.

— Here is the information you asked for.

— I've attached the information you wanted.

e) Asking for something

- Would it be possible to send us a new version of the project timeline?
- Could you please send me the information by Friday?

f) Confirming details

- I am writing to confirm that the goods will be shipped from our logistics centre today.
- This is just to let you know the next meeting is scheduled for Monday afternoon.

g) Thanking and offering help

- Thank you in advance.
- Please call me if you have any questions.
- Please contact me if you need more information.

h) Ending

- Yours sincerely
- Kind/Best regards

2. Read the text of the e-mail below and explain.

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

Dear Patricia

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

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

You can also see the budget for the overall project. What do you think about the special budget for your team? Could you please tell me by Thursday if this budget is OK for you? Thank you in advance. I look forward to hearing from you and working with you again.

Kind regards

Patrick

3. Read the following e-mail. Is everything clear? Are there ways to improve it?

Hi Stacy

Could I ask you for a favour? I'll be driving all day today and I won't have internet in the car, and I'm not sure if I'll have it in the hotel this evening, so I was wondering if you could do the following things for me. Could you book me a flight to Cairo? I'd like to fly with LuftHansa if possible and need to arrive on Thursday, 24 November before 3 pm at the very latest, but an earlier flight is, of course, good, too. I'll have two suitcases, one of the bags contains product samples, so we'll just have to pay the extra charge if there is one. I would prefer a window seat, and if the airline offers a choice of meals, please select a vegetarian meal for me. It should be possible to pay with the company credit card. If you don't know what to do, just ask Cathy in Accounts and she can give you the details. I'd also appreciate it if you could book two nights at a hotel within 5 km of the office there. Please send me the flight details and hotel name in a text message and don't forget to give the travel information to Cathy, too, as she's responsible for expense accounts and has to know about all business trips.

Thank you! I really appreciate this.

Regards

Patrick

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

SITUATION 1

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

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

SITUATION 2

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

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

SITUATION 3

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

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

SITUATION 4

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

SITUATION 5

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

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

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

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

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

7. Complete the text with the words from the box.

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

Netiquette in Business Correspondence

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

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

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

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

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

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

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

We have pleasure in informing you ...

Yours sincerely.

In reply to your letter dated ...

We look forward to a visit of the President

We wish to inform you ...

Further to our telephone conversation

Yours faithfully.

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

We have to inform you ...

I'm looking forward to meeting you soon.

We enclose with the letter the design documents

Dear Mr/Ms Green

Best regards.

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

It allows us to make a decision ...

Please, contact us as soon as possible.

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

To whom it may concern.

I look forward to hearing from you.

We are ready to assist you in this endeavor.

We have attached the payment documents to the letter.

Unit 5. Business Meetings and Negotiations

A.G.M. – abbr. Annual General Meeting.
A.O.B. – abbr. Any Other Business [usually the last item on an agenda].
Agenda – n. a written program or schedule for a meeting.
Ballot – n. a type of vote, usually in writing and usually secret.
Casting vote – n. a deciding vote (usually by the chairman) when the votes are otherwise equal.
Chairman – n. the person who leads or presides at a meeting; chairperson; chair.
Conference call – n. telephone call between three or more people in different locations.
Consensus – n. general agreement.
Item – n. a separate point for discussion [as listed on an agenda].
Matters arising – n. item on agenda for discussion of what has happened as a result of last meeting.
Minutes – n. a written record of everything said at a meeting.
Proxy vote – n. a vote cast by one person for or in place of another.
Show of hands – n. raised hands to express an opinion in a vote.
Unanimous – adj. in complete agreement; united in opinion.
Videoconference – conference of people in different locations linked by satellite, TV etc.
Vote – to express opinion in a group by voice or hand etc. (n.: to cast a vote).
Bargain price – Reduced price.
Bedrock price – Lowest possible price.
Commitment – Engagement or undertaking; to commit oneself.
Compromise – Each party gives up certain demands in order to reach an agreement.
Condition – A stipulation or requirement which must be fulfilled.
Contract – Written agreement between two or more parties.
Counter-offer – Offer made in response to an offer by the other party.
Counter-productive – Having the opposite effect to that intended.
Deal – A business transaction.
Discount – Reduction in price.
Estimate – Approximate calculation of the cost.
Facilities – Equipment (e.g. parking facilities).
Feasible – Possible, something that can be done.
Figure out – Find a solution; estimate the cost.
Know-how – Practical knowledge or skill.
Joint Venture – A way of entering a foreign market by joining with a foreign company to manufacture or market a product or service.
Negotiate – Discuss a business deal or contract in order to reach an agreement.
Point out – Draw attention to something (e.g. the advantages of your proposal).
Proposal – Course of action, or plan, put forward for consideration; to make a proposal.
Quote – Give an estimated price (a quotation).
Range – A selection of products sold by a company.
Rebate – Reduction or discount.
Tender – An offer, in writing, to execute work or supply goods at a fixed price.
Turnkey – Describes equipment ready for use or operation (e.g. plant or factory).
Underestimate – Make too low an estimate of something (cost, danger, difficulty).
Work out – Calculate (e.g. the price of something); find a solution.

Negotiation is an interaction of influences. Such interaction, for example, include the process of resolving disputes, agreeing upon courses of action, bargaining for individual or collective advantage, or crafting outcomes to satisfy various interests. Negotiations is thus a form of alternative dispute resolution.

Negotiation involves two basic elements: the process and the substance. The process refers to how the parties negotiate: the context of the negotiations, the parties to the negotiations, the relationships

among these parties, the communication between these parties, the tactics used by the parties, and the sequence and stages in which all of these play out. The Substance, however, refers to what the parties negotiate over: the agenda, the issues, the options, and the agreement(s) reached at the end.

A negotiation process can be divided into six steps in three phases:

Phase 1: Before the Negotiation

Step 1: Preparing and Planning: In this step, first you should determine what you must have and what you are willing to give (bargaining chips). Gather facts about the other party, learn about the other party's negotiating style and anticipate other side's position and prioritize issues.

Phase 2: During the Negotiation

Step 2: Setting the Tone: You should never speak first because the other party might offer you more than you would have asked for.

Step 3: Exploring Underlying Needs: It is also important to listen for facts and reasons behind other party's position attentively and explore underlying needs of the other party. If conflict exists, try to develop creative alternatives. If you are in a difficult situation, don't say anything. Take time out. Remember, you will not give anything away if you don't say anything.

Step 4: Selecting, Refining, and Crafting an Agreement: It is a step in which both parties present the starting proposal. They should listen for new ideas, think creatively to handle conflict and gain power and create cooperative environment.

Step 5: Reviewing and Recapping the Agreement: This is the step in which both parties formalize agreement in a written contract or letter of intent.

Phase 3: After Negotiation

Step 6: Reviewing the Negotiation: Reviewing the negotiation helps one to learn the lessons on how to achieve a better outcome. Therefore, one should take the time to review each element and ask oneself, "what was going well?" and "what could be improved next time".

Briefly, negotiation is a process in which two or more parties try to reach a satisfactory solution to a shared problem. To be more specific, it is a process where the actors define their own obligations, costs, and benefits to achieve a common result. Negotiation is a process of exchange (information, threats, favours, etc.) that goes on until compromises beneficial for all parties involved start to become apparent.

Exercises

1. Give the Ukrainian versions for:

resolving disputes, bargaining for advantage, agenda, issues, options, agreement, negotiating style, needs, starting proposal, better outcome, process of exchange the information, satisfactory solution.

2. Give the English versions for:

перемовини, взаємодія, суперечки, досягнути домовленостей, стиль перемовин, пропозиції, залагоджувати конфлікт, письмовий контракт, лист про наміри, досягнути результату, обмін інформацією, стати явним.

3. Put the following words in the correct order to make complete sentences and remember some basic ideas about Ukrainians business dealings.

1. When / of / Americans / Ukrainians, / making business decisions, / tend / contracts and prices / to focus on / personal relationships. / comparing, / on the other hand, / compare / the depth /

2. Most Ukrainians / are / with / friends. / prefer / people / to do business / who / close /

3. For Americans, / is / the centre / sessions. / the contract / usually / piece of / negotiating / For the Ukrainian, / often / the relationship / is / and / are / merely thought of / as polite ceremonies, / and starting points / contracts and protocols / for further negotiation. / the focal point, /

4. Because Ukrainians / have trouble / (or do not want to) / often / consider / to be friends, / saying no, / their business partners / and will promise things / they cannot / deliver. / Ukrainians business leaders /

4. Complete the text with the words and phrases from the box, using them in the appropriate form.

Reasons, recommendations, specific, best, accurate, essential, discussion, awkward, reaction, brief

Meeting is an _____ part of your work in business. They are held for three main _____: 1) to carry out training, 2) to transmit information, 3) to solve a problem.

Read the following _____ and try to follow them in your life.

Before you call the meeting:

- decide if the meeting is the _____ method of achieving the objective;
- put the objective in writing;
- collect all the information necessary;
- select _____ items for discussion;
- anticipate difficulties, _____ members and prepare documents and courses of action to overcome the difficulties expected;
- prepare the agendas with no more than 5 objectives.

During the meeting:

- state the purpose of the meeting;
- outline the objectives it is hoped to achieve;
- do not impose your views on the group;
- direct _____ toward the objectives;
- develop participation by contrasting different viewpoints;
- watch the clock and note _____ of members who appear to be losing interest;
- where opinion is divided a vote is to be taken.

After the meeting:

- the secretary of the meeting prepares “minutes”;
- minutes must be an _____ account of the substance of the meeting. No opinions, no discussions, no irrelevant talk. They should be _____;
- minutes should follow the agenda of the meeting.

5. Agree or disagree with the following statements.

Tips for better meeting:

1. Hold meetings early in the day and don't allow phone calls to interrupt the proceedings.
2. Pay particular attention to meeting; chairs should not be plastic-covered but fabric-covered and firm.
3. If you know you are going to have a difficult person at the meeting, sit that person on your right or left. If this person is allowed to sit opposite you, the meeting will often be split into two.
4. Get everyone to contribute to the discussion but don't put people on the spot by asking: “What do you think, Jane?”
5. Place your watch on the table in front of you so that people can see you are going to run to time; start on time; finish when you say you will.
6. Avoid letting people know what you think before they have made their views known.

6. Read and act the dialogue out.

Mr. White: Good afternoon, gentlemen. Mr. Black, glad to see you again.

Mr. Black: Good afternoon, Mr. White. Good afternoon, gentlemen.

Mr. White: Well, Mr. Black, let's get down to our business.

Mr. Black: O.K. You are sure to get acquainted with our draft of the contract for buying your equipment. We'd like to know whether you agree with all the clauses of the contract. As soon as we

make the final version of the contract we can sign it and come to practical implementation.

Mr. White: I fully agree with you, Mr. Black. My experts and I have thoroughly studied the clauses of the contract. Mr. Green, our sales manager, will speak about our proposals as to come alterations.

Mr. Green: Thank you. Gentlemen, having analyzed the proposed draft contract and taking into account our methods of work, I'd like to stress the following. First, the price per unit of equipment also includes the price of all parts providing the efficient functioning of the equipment, as it is pointed out in the appendix to the contract. So the unit price will be \$ 5,879 instead of \$5,240, which changes the total contract price respectively.

Mr. Black: (Looking through the catalogue and appendix): well, I think we are not going to have any problems with this.

Mr. Grey (Buyer's representative): I think the same, but I have a counter offer. As you are so strict on the quality of your equipment, couldn't you prolong the guarantee period from 24 to 36 months?

Mr. Green: dear Mr. Grey, the matter is that the 24 months period is your confirmed term. However, having analyzed all the data, we decided that we could meet your requirement.

Mr. Grey: Thank you.

Mr. White: Are there any other points in the contract you'd like to clear up?

Mr. Black: No, I think we have settled all the points quite clearly.

Mr. Green: If we come across any problems later, we shall solve them there and then.

Mr. Black: Fine. Then our contract may be prepared for signing. We'll ask our experts and lawyers to do it. I don't think it will take them long to come up with it.

Mr. White: All right, let it be so.

7. Write an essay on one of the following topics.

1. Successful negotiations and their principles.
2. Your experience in carrying the negotiations or business meeting.
3. Main drawbacks of the meetings you've been present at.

8. Choose a correct tense in the following sentences:

1. How long (you / have) this PC?
2. If I (be) you, I'd accept that offer from the supplier.
3. The purchasing details (finalize) at the moment.
4. I don't know what (we / do) if we had lost the order.
5. I (attend) a mind-mapping course from September to December.
6. How long (you / deal) with those clients?
7. If I have time, I (finish) the report at home this evening.
8. How long (you / work) on that project last year?
9. I heard that you nearly won first prize in the lottery last weekend. What (you / do) with all that money?
10. If I could have a holiday right now, I (know) where I (go) - to the Bahamas.
11. How long (you / stay) in Minneapolis when you (visit) America last year?
12. We (have) the accounts checked next week.
13. I (have to) go to work by bus this morning, my car (service) at the moment.
14. How long (you / work) in this office?
15. Is the photocopier still out of order? – No, it (repair) this morning.
16. I (be) to New York on business 3 times.
17. This report (write) by Dr. Martin, wasn't it?
18. Everyone went to the workshop except me, because I already (take part) in similar seminars 3 times.
19. That supplier (make) late deliveries already 3 times this year.
20. Hopefully, by the time we get back from the meeting, the documentation (complete)

9. Complete these sentences with a suitable word or phrase.
1. We are still trying to find out the of the problem.
 2. We would be very grateful if you could send us the immediately.
 3. The error was caused by a in our department.
 4. How can the transmission be increased?
 5. When will the new service be available?
 6. The exchange should be for start-up in about 2 weeks.
 7. We can extend the maintenance for a further 2 years.
 8. I to see you at the Telecom exhibition in Geneva.
 9. Do the costs include transport and ?
 10. The breakdown was caused by a defective
 11. The old device has been by a newer, faster one.
 12. How can we the signal strength?
 13. This new has a lot of new features.
 14. The telecom technicians should an introductory training course.
 15. The equipment can also be operated by control.
 16. Would another software version be
 17. What's the main in using this equipment?
 18. How could the quality be improved?
 19. We some interference on the line.
 20. Is maintenance in the price?
 21. This equipment is used mainly on our
 22. How many introductory are necessary?

10. Read out these answers. Formulate suitable questions to them.

1. That was around 6 weeks ago.
..... ?
2. For voice and data.
..... ?
3. Well, we could offer an additional 6%.
..... ?
4. Well, we've been having some problems in our technical department.
..... ?
5. Because she has excellent qualifications and a lot of experience in this area.
..... ?
6. Well, I could, but I don't think my boss would be too happy about it.
..... ?
7. Oh, well, can we arrange another date then?
..... ?
8. It's been available since March 2007.
..... ?
9. Because someone in my department made a mistake.
..... ?
10. Let me see, since 2009, I think.
..... ?
11. Well, I think I could learn a lot there, and it's not too expensive.
..... ?
12. In that case, I'd recommend using nano-technology.
..... ?
13. Yes we did, yesterday.
..... ?
14. Because the customer asked us to do it that way.
..... ?

15. Yes, but I still think the other model would be more suitable for your needs.
..... ?
16. Yes of course, we'll send it by express post.
..... ?
17. For three years.
..... ?

11. Change these sentences beginning with the words given.

1 'Can I have a new computer?', said Jack to his boss.

Jack asked

2 The power cut made it impossible for us to continue the meeting.

We were

3 The flight to New York lasted 6 hours.

It took

4 This firm is not nearly as reliable as it was in the past.

This firm used

5 It was such a boring presentation that we left before the end.

The presentation

6 Let's go out for a meal this evening.

Why

7 Although we hadn't finished the report, we sent it to the client.

In spite

8 Whose briefcase is this?

Who does

9 Please don't smoke in the corridor

I'd rather

10 Harry speaks French better than Paul.

Paul doesn't

11 Nobody offered any help to get through the backlog of work

No help

12 We're really not very happy with the last delivery you sent us

We wish to

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

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

13. Complete the short text below, using the new vocabulary.

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

The (1) is an important part of any business meeting. Usually a (2) is sent before the meeting. It informs the staff of the date, time and location of the meeting. Important meetings may be held in the (3) During the meeting the (4) leads the discussion, which often begins with an (5) of the situation to be discussed or a short (6) session, to collect ideas from the team.

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

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

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

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

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

As you all know, 2) ... is to discuss the new project. At the end of the meeting we should have a clear idea of how to implement it. Before we make any decisions 3) ... 4) ... , there are four items for us to discuss. Speaking about the time, I know you are all busy with other projects, too. So 5) by 3 p.m. OK, the first item on the agenda is an overview of the project plan.

Rick, 6)?

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

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

16. Read tips (1 – 8) and match them to the headings:

- A. Encourage everyone present to speak
- B. Publish an orderly agenda at least a week before the meeting
- C. Announce meetings well in advance of the date
- D. Promote meeting information via different media
- E. Attach pertinent documents, handouts, or support information to the agenda
- F. Keep files for copies of the agendas and minutes
- G. Start and end at odd hours
- H. Arrange for someone to take minutes

Research suggests that up to half of all business meetings result in minimal productivity and are considered by participants to be of little value. Here are a few tips that can help.

1. _____
Two weeks' notice may give participants enough time to work the meeting into a busy schedule.
2. _____
For example, send an interoffice memorandum to each participant, followed by email reminders a few days before the date. Larger organizations occasionally have an administrative assistant telephone each member with a reminder.
3. _____
Instead of beginning the meeting at 1:30 p.m., for example, publish the time as 1:35 p.m., which is bound to get people's attention and make them more aware of the clock.
4. _____
List items to be covered in priority order, along with extra or discretionary items if time permits. You also may want to list desirable objectives for the meeting so comers understand in advance what you hope to accomplish and how they should prepare to participate.
5. _____
This provides comers an opportunity for reviewing key facts in anticipation of discussion during the meeting.
6. _____
In some cases the chair will do this. At other times members may delegate the task. Distribute minutes well in advance of the next meeting for revision.
7. _____
Shy people can share opinions by mailing list if they prefer, but all should have a voice in the proceedings.
8. _____
These can be passed along to new or replacement members in the future.

Unit 6. Business Etiquette Abroad

Key words and phrases

Do's and don'ts	правила поведінки
Spell out	розшифровувати, пояснювати точно
Superior	начальник, старший за посадою
Bow	кланятися
Patience	терпіння, терплячість
Gift	подарунок
Acceptable	прийнятний
Embarrassment	збентеження, розгубленість, замішання
Tip	грошова винагорода
Bill	рахунок (за послуги, товар, тощо)
Custom	звичай
Cause offence to smb.	образити (скривдити) когось
Be offended	бути ображеним

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

Intercultural Communication

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

Greeting. Handshakes are the typical form of physical greeting in most countries. But they are longer in the Middle East than in Western countries. It is recommended that you wait for the other person

to withdraw his/her hand before you do. If you are a man greeting an Arab businesswoman, wait for her to initiate a hand shake as some conservative women may choose to not shake hands with men.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Something Went Wrong

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

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

Next morning, on the way to the airport, the Saudi Arabians informed the assistant that they had decided not to sign that contract after what happened last night. On returning from the airport the assistant sat in her office trying to make out what exactly went **7)** ... last night.

To find the reason for the **8)** ... she called her previous boss, who had spent nearly eight years in Saudi Arabia. He said that Saudi Arabia is a hierarchical culture where women are not **9)** ... seriously. And the senior manager demonstrated huge lack of **10)** ... by leaving the Arabian delegation with a young lady ...

- 1 A at B in C to D with
- 2 A discussed B responded C interacted D accepted
- 3 A negotiations B conversation C agreement D deal
- 4 A religion B courtesy C response D etiquette
- 5 A requirement B occasion C part D honour
- 6 A sure B insure C ensure D resure
- 7 A acceptable B wrong C out D inside

- 8 A event B question C failure D success
9 A regarded B appropriate C consider D believed
10 A demand B intellect C ignorance D respect

7. Read and translate the text:

A World Guide to Good Manners

Travelling to all countries of the world gets easier and easier. We live in a global village, but how well do we know and understand each other? Here is a simple test. Imagine you have arranged a meeting at four o'clock. What time should you expect your foreign business colleagues to arrive? If they're German, they'll be on time. If they're American, they'll probably be 15 minutes early. If they're British, they'll be 15 minutes late, and you should allow up to an hour for the Italians.

When the European Community began to increase in size several guidebooks appeared giving advice on international etiquette.

- The British are happy to have a business lunch and discuss business matters with a drink during the meal; the Japanese prefer not to work while eating. Lunch is a time to relax and get to know one another, and they rarely drink at lunch time.

- Germans like to talk business before dinner: the French like to eat first and talk afterwards; they have to be well fed and watered before they discuss anything.

- Taking off your jacket and rolling up your sleeves is a sign of getting down to work in Britain and Holland, but in Germany people regard it as taking it easy.

- American executives sometimes signal their feelings of ease and importance in their offices by putting their feet on the desk whilst on the telephone. In Japan, people would be shocked. Showing the soles of your feet is the height of bad manners, it is a social insult only exceeded by blowing your nose in public.

The Japanese have perhaps the strictest rules of social and business behavior. Seniority is very important, and a younger man should never be sent to complete a business deal with an older Japanese man. The Japanese business card almost needs rulebook of its own. You must exchange business cards immediately on meeting because it is essential to establish everyone's status and position. When it is handed to a person in superior position, it must be given and received with both hands, and you must take time to read it carefully, and not just put it into your pocket. Also the bow is a very important part of greeting someone. You should not expect the Japanese to shake hands. Bowing the head is a mark of respect and the first bow of the day should be lower than when you meet thereafter.

8. Are the sentences true or false:

1. Germans are the least punctual.
2. When the European Community began to increase in size, several dictionaries appeared giving advice on international etiquette.
3. The British are happy to have a business lunch and discuss business matters with a drink during the meal.
4. Germans like to talk business after dinner.
5. Taking off your jacket and rolling up your sleeves is a sign of getting down to work in Germany.
6. The Japanese have perhaps the strictest rules of social and business behavior.
7. In Japan you must exchange business cards immediately on meeting because it is essential to establish everyone's duties.
8. Bowing the head is a mark of respect in the USA.
9. A younger man should never be sent to complete a business deal with an older Japanese man.
10. The Japanese usually shake hands while greeting someone.

9. Read the article again and answer the questions. Discuss the questions in pairs:

- 1 Which nationalities are the most and least punctual?
- 2 Why did the British think that everyone understand their customs

10. Read the text and discuss it.

Business across Cultures

Before doing business abroad it is important to understand the social and business culture of a country in which you are going to operate. The following are just a few of do's and don'ts for business people visiting a foreign country:

- In the USA, it is polite to look people in the eye, to offer your hand, and to smile;
 - In France people shake hands much more than Americans or most Europeans; if you fail to shake hands, you may be considered rude;
 - In Japan and Korea bowing, rather than shaking hands, is usual behaviour;
 - In Turkey, your coat should be buttoned when you are with superiors;
 - Never discuss business over dinner in France;
 - Don't pass documents with the left hand in Saudi Arabia;
 - Don't expect written contracts in most Moslem countries;
 - Don't expect the contract with South Korean businessmen to spell out all the details. Written contracts are typically documents that change as conditions do;
 - In Japan it's very important to get everyone's opinion. Patience is a prime factor in their culture. They also avoid saying "no" directly;
 - Offer gifts in Japan. The Japanese enjoy giving and receiving beautifully presented gifts;
 - Do not bring liquor to an Arab house. For many Arabs, alcohol is forbidden by religious law;
 - In China expensive presents are not acceptable and cause great embarrassment. Give a collective gift from your company to theirs;
 - In British restaurants a tip is included in the bill. In some Mediterranean countries, such as Greece and Spain, the customer is expected to pay a little extra for satisfactory service;
 - Don't criticize royalty in Great Britain;
 - In Arab countries, don't admire an object openly. The owner may feel obligated to give it to you.
- Thus, if you are aware of the customs of the country you are visiting, you will not cause offence or be offended.

11. Read the following text and discuss it.

Major Differences in Business Customs - The Sense of Time

The Ukrainian's sense of time may differ markedly from an American's. While Americans watch situation comedies where everything ends happily in a half-hour (with time taken for commercials), the traditional Ukrainian prefers three-hour operas and theaters pieces where a bad situation gets worse, people get very emotional, and nothing is resolved at the end. While Americans prefer to come quickly to the point and summarize their interests in a few sentences, most Ukrainian general managers prefer to explain their corporate history and general philosophy, usually at length, before even beginning to talk about specifics.

Openness versus Secrecy

Ukraine has been invaded many times during its history. Because of this legacy, Ukrainians tend to keep their wealth and their business dealing secret. Ukrainians are often reluctant to share over the phone or in letters. Ukrainians prefer at least a face-to-face meeting (often several face-to-face meetings) before coming forward with details.

Obedience versus Autonomy

Another painful legacy of Ukrainian history is servitude. Up to the middle of the 19th century, the majority of Ukrainians were peasants, who were essentially the property of local landowners. Under the Soviet leaders, the entire economy was planned from the center. Ukrainian decision-making, particularly in large traditional organizations, still comes from the top. The Ukrainian employee, traditionally, has

little or no autonomy; and during this transition to capitalism, many Ukrainians are still reluctant to make decisions without consulting superiors. This cultural difference baffles and frustrates many Americans. The Ukrainian decision-making process will seem very slow to an American, with inexplicable starts, stops, and reversals. During their first few months working for a western firm, new Ukrainian employees often exasperate their American managers with their continual requests for precise instruction and direction.

Attitude Toward Law and Contracts

For many years, Soviet law was the enemy of capitalism and business. For many Ukrainians, the idea that laws can actually help build companies is a relatively new concept. While Americans prefer to base their business relationships on legally enforceable contracts, many Ukrainians still doubt the value of their business laws and courts. Many Ukrainians prefer to keep their business dealings and accounts as far from the government scrutiny as possible.

The Importance of Relationships

Most Ukrainians business dealings are based on personal relationships. (In this respect, the Ukrainians are somewhat like the Japanese). When making business decisions, Americans tend to focus on comparing contracts and prices, Ukrainians, on the other hand, compare the depth of personal relationships. Most Ukrainians prefer to do business with people who are close ‘ friends. Without a close personal relationship, often one that seems so close as to be claustrophobic to a Westerner, a Ukrainian business deal is on shaky ground. For Americans, the contract is usually the center piece of negotiating sessions. For the Ukrainian, the relationship is the focal point, and contracts and protocols are often merely thought of as polite ceremonies, and starting points for further negotiation. Because Ukrainians consider their business partners to be friends, Ukrainians business leaders often have trouble saying no, and will promise things they cannot (or do not want to) deliver.

12. Answer the following questions.

1. What should a businessman know before starting business abroad?
2. In which country is it not recommended to discuss business over dinner?
3. In what countries will you never make written contracts?
4. Where do they change written contracts as conditions do?
5. What is considered polite in the USA?
6. What behavior is usual in Japan and Korea?
7. In which country do they avoid saying “no” directly?

13. Give the Ukrainian versions for:

fail, consider, behave, avoid, embarrass, criticize, expect, offend, admire, custom offence, acceptable, cause offence, be offended, written contracts, satisfactory service, superior, business, to shake hands.

14. Give the English versions for:

обговорювати ділові питання, передавати документи, письмовий контракт, пояснювати всі деталі, звичайна поведінка, терплячість, пропонувати подарунок, дорогі подарунки, збентеження, чайові, рахунок (за послуги), образити когось, бути ображеним, звичаї країни, правила поведінки.

15. Put the following words in the correct order to make complete sentences and remember some basic ideas about “Business across Cultures”.

1. Clock / bad / a / is / symbol / of / a / luck. (China)
2. Directly / “no” / avoid / they / saying. (Japan)
3. never / business / must / you / discuss / dinner / over. (France)
4. Responsibility / managers / to / expected / are / full / take. (Saudi Arabia)
5. Make / people / clear / a / distinction / personal / between / business / and / relationships. (Germany)

16. Complete the following text with the words and phrases from the box using them in the appropriate form.

linguistic challenges, symphony orchestra, to handle products, musical analogy, should be labelled, exporters, novel, beautiful, tango ensemble, the demands, products, four languages, difficulties, needs, jazz band, soloists, to materialise, hire, supermarkets, understand.

Be prepared to important cultural and language _____. It would be better to _____ a good interpreter who can also explain traditions and customs of getting business in this or that country.

In Japan it has to be small and _____ packaged, but not too sweet. In the US, it _____ to be eye-catching and unique. In Scandinavia, it _____ in four languages.

When it comes to selling food, _____ of foreign markets can be daunting. The pitfalls can be painful, and the rewards slow _____. But many _____ who have spent time and money learning about different cultures, tastes and marketing styles regard the investment as worthwhile.

Many American retailers are unsure how _____ with short shelf lives. The New Covent Garden Soup Company, which sells soup with a 16-day shelf life, devised a _____ solution. It began flying its _____ to the US on a trial basis a year ago. Its own team in San Francisco distributes the soup to “gourmet” _____, clearing away any stock that has reached the end of its shelf life.

Marketing to Scandinavia, presents significant _____. The exporter must _____ that Scandinavia comprises four separate countries, each proud of its identity.

They draw a _____ to illustrate the small but significant differences in Nordic business cultures. Think of the Danes as a _____, good at improvising; the Swedes as a _____, professional and correct; the Norwegians as _____, self-assured and protective; and the Finns as a _____, a law unto themselves, more inward-looking and less “European” than their neighbours. A product’s ingredients must thus be listed in all _____. The order is important too.

17. Agree or disagree with the following statements.

1. In any profession, you have to learn to take the rough with the smooth.
2. Politicians take pot shots at each other during election campaigns.
3. I talked myself blue in the face trying to persuade her to save money for retirement.
4. She really sank her teeth into the problem and solved it.
5. We have a difficult problem and I must put on my thinking cap and find a solution.
6. We have to know customs and traditions those countries we want to do business with.
7. Don’t give a collective gift from your company to China one.
8. You may criticize royalty in Great Britain.
9. Never discuss business over dinner in France.
10. Business behaviour is so important for all businesspeople.

18. Give a free translation of the following text.

Вступ України до Європейського співтовариства (European Council) є природнім та історично обумовленим, адже Україна завжди була частиною Європи як географічно, так і політично. Давайте згадаємо хоча б конституцію П. Орлика, яка вважається однією з перших європейських конституцій, та той факт, що як частина СРСР Україна була однією із засновників ООН. Створення ЄЕС і поширення його на схід сприяє звільненню від тягара “холодної війни” та чіткого поділу на “схід і захід”. У червні 1996 на третій сесії Ради Європи Україні було дано три роки для приведення українського законодавства у відповідність до європейських стандартів.

Окрім цього було підкреслено, що Європейське економічне співтовариство (European Economic Community) буде надавати максимально можливу підтримку. Кожний громадянин України повинен розуміти, що приєднання України до європейської цивілізації значним чином допоможе нам просуватися повільно, але впевнено шляхом демократизації нашого суспільства.

Exercise 19. Write an essay on one of the following topics.

1. Social etiquette which is important for business travelers to Ukraine.
2. Different business cultures around the world.
3. Your advice to visitors to Moslem countries.

Unit 7. Business Telephoning

1. Read and translate the text.

Five Steps to Effective Calls

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

1. Have an agenda. Think about the key points you want to discuss. Also ask the other person if he or she would like to add anything. Imagine you are going to discuss some matters about the delivery. You say: *“John, I think there are three things we need to discuss about the deliveries – quantities, frequency and delivery points. Do you have anything to add?”* If you introduce and create an agenda for the call, it has two positive effects. First, it puts you in control. Second, it limits the call only to necessary spheres.

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

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

3. Ask questions. By asking the right questions, you can focus the other person’s thoughts and start coming to conclusions: *“What if we deliver to three warehouses rather than four?”*

“Wouldn’t that be just as effective?” You can use their answers to move towards an agreement and conclusion.

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

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

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

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

2. Answer the questions to the text.

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

3. Fill in the words from the box.

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

1. I don’t remember the Mayor’s phone number but I’ll look it up in the

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

4. Complete the telephone conversation with sentences A – E.

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

A: Hello, Susan Pelly speaking. 1) ?

B: Yes, can I speak to Mrs. Mitchell please?

A: Sorry sir, but Mrs. Mitchell is not here at the moment. 2)?

B: No thank you. Can I speak to Mr. Smith please?

A: Mr. Smith, right. 3)?

B: This is Mr. Franklin from the Jackson & Perkins Law firm.

A: All right Mr. Franklin. 4)?

B: Is it going to be long?

A: No. 5) right now.

B: Ok. Thank you very much.

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

- A. Is there a problem?
- B. The line is busy.
- C. How may I help you?
- D. One moment, please.
- E. You're welcome.
- F. Who is calling, please?
- G. I'll you through.
- H. Hold on a minute.
- I. I won't be able to come tomorrow.

A: Good afternoon, Yan's Pizzas. 1)?

B: Hello, I have an interview with Mr. Black at 4:30pm tomorrow for a part-time summer job.

A: 2) ?

B: It's Ken Bowman.

A: Ah yes, Mr. Bowman. 3)?

B: Well, unfortunately I won't be able to come tomorrow. Could I possibly have another appointment for 12:30 on Thursday instead?

A: 4)I'll just check. Yes, that'll be fine.

B: Thank you very much.

A: 5)I'll inform Mr. Black of the change. Thank you for calling.

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

conversation?

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

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

Partner A	Partner B
SITUATION 1	
You are a journalist for “Life” magazine. You want to interview Lady Gaga and have a photo session with her as soon as possible.	You are Lady Gaga’s secretary. Explain that now she has a very busy schedule and has many concerts around Europe.
SITUATION 2	
You are a young computer specialist and have a creative idea for you startup. You want Mark Zuckerberg to support your idea.	You are a manager of startup projects at Facebook. Explain that it takes some time to get support from Facebook and criteria are very strict.
SITUATION 3	
You are a manager of a company. One of the good and reliable employees has been off work for a few days. You want to know what has happened.	You have been off work because you have had several job interviews this week for a new position. You don’t want your employer to know about this.
SITUATION 4	
You want to invite a politician to take part in a talk show and discuss some important topics (think about the topics yourself).	You are a politician. You don’t want to take part in any talk shows now as you know they are going to debate many controversial and unpleasant topics.
SITUATION 5	
Recently your company received new copying machines but some of them do not work.	You are a representative of the computer store. Apologize for the damaged equipment. But you think that it was damaged during the transportation. Promise to send a specialist to check this equipment for faults.
SITUATION 6	
You are an editor of a newspaper. One of the journalists hasn’t submitted his/her article.	You are a journalist. You had to prepare an article for this week’s edition but the person you had to interview didn’t turn up. You have 12 hours till the deadline. Suggest that you could submit some other material
SITUATION 7	
Your idea: ...	Your idea: ...

8. Read the text about conference calls. Choose from (A–H) the one which best fits each space (1–6). There are two choices you do not need to use.

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

Making the Best of Conference Calls

A **conference call** is a telephone call in which someone talks to several people at the same time.

Businesses use conference calls **(1)** Usually they are for client meetings or sales presentations, regular team meetings, training classes and communication to employees who work in different locations. Conference calls help cut travel costs and allow workers to be more productive by not having to go out-of-office for meetings. Taking part in an international telephone conference is hard work. Here are some tips to help you:

1. Call from a quiet location. This is very important when **(2)** ... from different parts of the world involved. Background noise can prevent us understanding each other.

2. Speak slowly. Speak at the speed you want to be spoken to. This is important when you **(3)** They will often mirror the speed of the other participants. Give them a good example to follow, so that you are not continually asking them to slow down. But if participants do speak too quickly, don't wait – get them to slow down, and ask them to repeat or explain.

3. Speak clearly. Everyone has an accent. Your accent can be difficult to understand **(4)** Accents sound more extreme over the phone, so speak clearly. Get some feedback on how you sound on the phone. If you have a strong accent, slow down and try to say your words carefully.

4. Speak with energy. Put some energy and enthusiasm into your voice. The others cannot see your face, so you have to **(5)** Energetic voices energize the other participants. Energetic voices are easier to listen to. They strengthen the key messages, so that misunderstandings are less frequent.

5. Ask for breaks. In long telephone conferences, you should ask for 'bio breaks'. We are not just ears! The rest of our bodies need attention too. Short breaks help to concentrate **(6)**

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

9. Translate the following sentences into English:

1. Секретар попросила мене почекати, доки директор буде готовим прийняти дзвінок.
2. Я втратив самовладання і поклав слухавку.
3. Ця дівчина знову зателефонувала, але я сказав щось грубе і поклав слухавку посеред розмови з нею.
4. Скільки коштує зробити міжміський дзвінок?
5. Який телефонний код Лондона?
6. Не вішайте слухавку, я вас з'єднаю з містером Грантом за мить.
7. Якщо ти не заперечуєш, я передзвоню тобі пізніше. Зараз я маю зустрітися з родичами.

10. Here are the answers to some questions. Work out the questions:

1. Speak at the speed you want to be spoken to.
2. If you have a strong accent, slow down and try to articulate your words carefully.
3. Native-speaker participants often mirror the speed of the other participants.
4. The others cannot see your face, so you should tell the others what you are doing.
5. You need to tell the other participants when you are entering or returning to the conference because they can't see you leave or return.
6. Short breaks help the concentration and give you time to reflect on how the call is going.

11. Work in pairs. Imagine you have an appointment with your business partner that you need to change. Using the ideas below, act out a dialogue:

You: live out of town and are cut off due to a sudden snow storm; are unable to keep an appointment tomorrow at 11am; need another appointment a few days later when the weather will hopefully be better.

12. Make a summary of the text in English:

Етикет телефонної розмови

У наш час значну частину ділових проблем вирішують по телефону.

У структурі телефонної розмови можна виокремити кілька етапів:

- взаємне представлення;
- введення співрозмовника у курс справи;
- обговорення питання;
- підведення підсумків розмови, заключні слова.

Кожний з цих етапів виконує певні функції і не може бути випущений. Формули вітання, як і формули прощання, залежать від статусу співрозмовників і характеру їхніх стосунків. Почати розмову необхідно з привітання і представлення. Перший представляється той, кому телефонують. По зовнішньому, не персональному телефону той, хто знімає слухавку, зазвичай називає не своє прізвище, а назву організації або підрозділу організації. По внутрішньому ж телефону називається підрозділ і прізвище того, хто підняв слухавку. Відповідаючи по персональному телефону, називають своє прізвище. Нейтральні відповіді "так", "алло", "слухаю" не припустимі в діловому спілкуванні.

Звичайно, перехід до другого етапу розмови ініціює особа, яка зателефонувала. Розмовляти по телефону необхідно ввічливо, чітко, розбірливо, енергійно. При поганій чутності, великому обсязі інформації можливі репліки коригуючого характеру: "Ви не могли би повторити...", "Ви зрозуміли моє повідомлення?", "Вибачте, я не розчув...". Для того щоб спрямувати розмову в потрібне русло або перехопити ініціативу, допускаються регульовальні репліки: "Вибачте, я б хотіла уточнити...".

Етикетні формули, які завершують телефонну розмову, повинні використовуватися адекватно до ситуації. Зазвичай, це подяка за інформацію, пропозиції, допомогу: "Дуже вдячний Вам за допомогу", "Дякую Вам за інформацію", "Дякую за пропозиції". Для того, щоб бути повністю впевненим у досягнутих результатах бесіди, потрібно в кінці розмови обов'язково підвести підсумки, ще раз повторити висновки. Якщо в розмові називались цифри й дати, слід ще раз їх уточнити й зафіксувати, щоб не було непорозумінь.

Якщо під час телефонної розмови дзвонить інший телефон, необхідно вибачитись перед першим співрозмовником, зняти слухавку, повідомити про свою зайнятість і з'ясувати в іншого співрозмовника, чи він буде очікувати завершення розмови, чи ви самі зателефонуєте йому через деякий час. Не можна примушувати співрозмовника очікувати більше, ніж 30-60 секунд, доки ви відповідаєте на інший дзвінок або дістаєте досьє. Якщо зв'язок переривається, то знову набирає номер той, хто телефонував.

В етикеті телефонної розмови заборонено у випадку помилки з набором телефонного номеру запитувати: "Який це номер?", або "Куди я потрапив?". Необхідно спитати: "Це номер такий-то...?". Не можна, взявши слухавку, казати: "Хвилинку!", примушуючи очікувати того, хто зателефонував. Якщо абонент відсутній, не можна розпитувати, де він знаходиться.

З появою мобільного телефону з'явилися й нові правила телефонного етикету. Основне правило – розмова по мобільному телефону не повинна заважати іншим, та й особа, яка телефонує, не повинна робити свою розмову доступною широкому колу осіб. Оптимальний варіант: йдучи на нараду, у театр, концертну залу, ресторан, відключити мобільний телефон. Чинникам і бізнесменам не рекомендується обговорювати по мобільному телефону тему, яка може кладати державну або комерційну таємницю. У будь-якому випадку, обрати правильну форму поведінки допоможе дотримання принципу доцільності, заснованому на повазі до оточуючих.

Unit 8. Business Trip Abroad Travelling by Air

Topical vocabulary

to take a flight to	летіти рейсом
carry-on luggage / baggage	ручна поклажа
boarding pass	посадковий талон
one way ticket	квиток в один напрям
return ticket	зворотний квиток

flight is boarding now	здійснюється посадка на рейс ...
departure	виліт / відправлення
departure gate	вихід до літака
departure lounge	зала очікування
timetable / schedule	розклад, графік
departures	вилети (за розкладом)
to announce the departure of flight	оголосити виліт літака
to arrive	прибувати
arrival	прибуття
to check	перевіряти
to check-in (for flight)	реєструватися на рейс
at the check-in counter	біля стійки реєстрації
to weigh smb's luggage	зважити багаж
excess luggage	надмірна вага
excess luggage charge	плата за надмірну вагу
hand luggage	ручний багаж
security check	контроль служби безпеки
to go through ...	проходити через
a sign	знак
to follow the signs	йти по знакам
duty-free zone	безмитна зона
luggage reclaim area / baggage claim	зона повернення багажу
to change planes (to transfer to another flight)	робити пересадку
to delay	затримувати
the flight is delayed	рейс затримується
to cancel	скасовувати
passport control	паспортний контроль

Useful expressions:

- **Where is the check-in desk?** – Де знаходиться стійка реєстрації?
- **I'd like an aisle/ middle/ window seat.** – Я б хотів місце біля проходу/місце посередині/місце біля ілюмінатора.
- **Could I have an aisle seat?** – Можна мені місце біля проходу?
- **Have they already announced check-in?** – Реєстрацію вже оголосили?
- **Have they already announced boarding?** – Посадку вже оголосили?
- **What gate is to the flight number ...?** – Який вихід до рейсу ... ?
- **My flight leaves from Gate 45.** – Мій рейс відправляється з виходу 45.
- **Here's my ticket.** – Ось мій квиток.
- **Here's my baggage/ luggage.** – Ось мій багаж.
- **Here's my passport.** – Ось мій паспорт.
- **This bag is my hand luggage.** – Ця сумка – моя ручна поклажа.
- **May I take this bag with me?** – Чи я можу взяти цю сумку з собою?
- **Where's the duty-free shop?** – Де магазин безмитної торгівлі?
- **Where can I get/ find ... ?** – Де я зможу придбати/ знайти ... ?
- **Are you wearing any metal?** – На Вас є що-небудь металеве?
- **Put your hand luggage over here.** – Покладіть сюди вашу ручний багаж.
- **I have nothing to declare.** – Мені нічого декларувати.
- **I went through the customs.** – Я пройшов через митний контроль.
- **You should wait in the departure lounge.** – Вам слід почекати в залі очікування.
- **Where can I get a cart?** – Де я зможу знайти візок?

- **Here's my suitcase.** – Ось моя валіза.
- **All this luggage is mine.** – Весь цей багаж мій.
- **I have three pieces of luggage.** – У мене три сумки/валізи.
- **Domestic flights are from this terminal.** – Внутрішні рейси відправляються з цього терміналу.
- **International flights are from Terminal B.** – Міжнародні рейси відправляються з терміналу Б.
- **I need to collect my luggage at the baggage reclaim.** – Мені потрібно забрати свій багаж в зоні повернення багажу.
- **Where is the flight registration?** – Де відбувається реєстрація рейсу оформлення багажу?
- **Is food served during the flight?** – Чи дається в польоті харчування?
- **I would like some information about flights to Paris.** – Я б хотів отримати інформацію про авіарейси в Париж.
- **When does the plane depart?** – Коли літак вилітає / відправляється?
- **When does the plane arrive?** – Коли літак прилітає / прибуває?
- **The plane arrives at seven o'clock local time.** – Літак прибуває о сьомій годині за місцевим часом.
- **Is it a direct flight? Is it a nonstop flight?** – Це прямий рейс? Це рейс без зупинки?
- **How much is a business class ticket to London?** – Скільки коштує квиток бізнес-класу до Лондона?
- **Where is the baggage claim area? Where can I get my baggage?** – Де знаходиться видача багажу? Де я можу отримати свій багаж?
- **Where can I book a plane ticket?** – Де я можу забронювати квиток на літак?
- **I would like to book a flight to Paris for tomorrow.** – Я б хотів замовити/забронювати квиток на рейс до Парижу на завтра.
- **I'd like to make a reservation on the morning flight to ...** – Я б хотів забронювати квиток на ранковий рейс до
- **I'd like to make a reservation on a flight from New York to Boston for next Friday.** – Я б хотів забронювати квиток на рейс від Нью-Йорку до Бостона на наступну п'ятницю.
- **I'd like to make a reservation on Flight 5343 to Hamburg this weekend.** – Я б хотів забронювати квиток на рейс 5343 в Гамбург на ці вихідні
- **I'd like to make a round-trip reservation from New York to Chicago.** – Я б хотів забронювати квиток туди й назад із Нью-Йорка в Чикаго.
- **I'd like to confirm my reservation.** – Я б хотів підтвердити бронювання.
- **When is the nearest flight to ...?** – Коли найближчий рейс до ...?
- **Are there any flights to London tomorrow?** – Ч є на завтра рейси до Лондона?
- **Is this a direct flight?** – Це прямий рейс?
- **What airport do we land at?** – В якому аеропорту ми здійснюємо посадку?
- **I'd like to travel first/ business class.** – Я б хотів летіти першим / бізнес-класом.
- **I want to fly economy class.** – Я хочу летіти економ-класом.
- **When do I have to check in?** – Коли я повинен зареєструватися на рейс?
- **Check-in time is two hours before departure time.** – Реєстрація на рейс за дві години до вильоту.

Надписи:

EMERGENCY EXIT – Аварійний вихід

FASTEN SEAT BELTS – Пристібніть ремені безпеки

FLUSH – Змити воду (в туалеті)

STAFF ONLY – Лише для персоналу

TOILET / LAVATORY OCCUPIED – Туалет зайнятий

TOILET / LAVATORY VACANT – Туалет вільний

ARRIVALS – Прибуття

DEPARTURES – Відправлення

1. Read and translate the text:

Business trip abroad

The day before your journey, study again the data in your ticket: airport of departure, the airline you are going to fly by (your carrier), flight number, departure check-in time (the time by which passengers should be at the airline check-in desk to be accepted for the flight), the departure time for the aircraft. If you fail to arrive at the check-in in due time, you will not be accepted for transportation on the flight for which you have reserved a seat.

The outgoing passengers may leave the country only if they have an exit visa and a foreign passport. At every international airport there is a customs control. A passenger may carry duty free articles if they are for personal use. Restricted articles may be imported, but in this case they liable the customs duty.

When you arrive abroad the first thing you will think about is where to stay. Almost always people stay at hotels or guest-houses. It is necessary to book a room in advance by letter, telephone or telegram. Otherwise you may arrive at the hotel and be told that there are no rooms available. On arrival at the hotel go to the reception desk and confirm your reservation. The clerk will then give you a registration form to fill in and sign (the form is usually filled in block letters). At large hotels you may ask for any service by telephone.

You tell the operator if you wish to be called at a certain time, you call room service when you want a meal or drinks sent up to your room, valet or maid service if you need something (a suit or dress) cleaned or pressed. Let the hotel management know well in advance the day and the time of your departure.

2. Answer the following questions:

1. What problem will you face if you fail to arrive at the check in due time?
2. What condition can the out-going passengers leave the country on?
3. What do you call the card they give you with the seat number on it?
4. What do you call the part of the airport you walk through when you arrive or depart?
5. What do you call the people who look after you on the plane?
6. What do you call the place where you collect your luggage after you land?
7. What cards do you show when passing through customs?
8. What is the most interesting and the most boring part of flying (from check in to the time you leave the airport at your destination)?

3. Read and translate the text:

Going on A Business Trip

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

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

Once Mr. Thompson has his tickets and travel documents in order, Tracy calls the travel agency again to confirm his reservation. Tracy is also responsible for making his hotel reservations. Since *Mr.*

Thompson often has to meet guests at his hotel, he wants her to make sure that a large suite will be ready for him when he arrives at his destination.

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

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

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

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

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

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

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

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

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

5. Match the words to their definitions.

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

6. Complete the sentences with the words from the box.

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

1. Mr Grant is a busy person, so his assistant takes care of his travel
 2. At the customs the passengers are often asked about their ... and how long they are going to stay.
 3. Whenever I travel from London to New York I suffer from
 4. Nowadays many airlines have introduced ... that aim to create a sense of loyalty among their clients and ... them with free airfare, upgrades and many more.
 5. Our hotel ... are designed for business travelers who appreciate additional space and may use it to ... small meetings or entertain clients.
 6. The conference was originally ... for October 12, but it had to be canceled.
 7. Every morning all offices of our corporation get new instructions from ... in London.
 8. After I graduated from university I went ... and worked as a journalist in Canada and the USA.
7. Usually Tracy books tickets for Mr. Thompson. Put these steps in the right order.

Steps to Booking Flight Tickets Online

___ On the **Confirmation page** she has to complete the passenger profile with personal information like title (Ms., Mrs. or Mr.), name, frequent flyer type and contact information. In order to confirm the reservation and buy ticket, Tracy checks the box near the text ‘I confirm that passenger name(s) are correct & accept above terms and conditions.’

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

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

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

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

___ On the “**Payment method**” page she selects the type of card: credit/debit and then presses ‘**Continue**’.

8. Read the text and retell it.

At the Airport

Nowadays people mostly travel by air. With development of the supersonic passenger planes flying at a speed of over 800 km per hour people have got the fastest way of getting to places. Modern equipment enables safe all weather flying and even blind flying. Distances under 2000 km can now be covered by modern passenger aircraft non-stop without landing to refuel. Air travel does save time!

Here are a few hints on air travel that may be helpful:

- Most airlines have at least 2 classes of travel, first class and economy class. Economy class tickets are much less expensive.
- The rules for passengers who are traveling abroad are similar in most countries but there are, sometimes, slight differences.
- Here are some things to remember. When preparing to fly, passengers are requested to **arrive** at the airport 2 hours before **departure** time.
- At the **check-in counter** a ticket agent will look at your ticket and your passport, your luggage will be weighed on scales, checked-in, labeled, a claim-check for each piece of luggage is inserted in the ticket and sent off to be loaded into the hold of the airline. Generally this weight limit is 20 kg of checked baggage for economy class passengers and 30 kg for first class passengers. If you check **excess luggage** you'll have to pay a fee calculated by the number of extra pieces and the extra

weight. Every passenger is also allowed one small **carry-on bag**, for instance a laptop computer or small suitcase, coats, umbrellas and souvenirs bought at the duty-free shops at the airport.

- Each passenger is given a **boarding pass** to be shown at the departure gate and again to the stewardess when boarding the plane. The boarding pass has a seat number written on it, number of your flight, information about your luggage. You can have a window seat or an aisle seat, the seat in the smoking section or the seat in the non-smoking section.
- You go through the security check where your carry-on luggage is searched. **At passport control** they will check your visa in case of international flying.
- After fulfilling all these formalities you go to the **departure lounge** where you can have a snack, read a paper or buy something in the duty-free shop and wait for the announcement to board the plane.
- **On board the plane** watch the electric sign flashes and listen to the announcements on the public address system. The captain will welcome you on board, tell you about the flight and the interesting places you are flying over. When "Fasten Seat Belts" sign goes on, do it promptly, and also obey the "No smoking" signal.
- After landing, follow the "Arrival" signs. Make sure that you are in the right channel when you reach passport control. There is one channel for holders of European Community passports, and a second channel marked "Other Passports".
- After passing through passport control, follow the signs to the **baggage reclaim area**. If you have luggage which was carried in the airport hold, it will be delivered to you in the baggage reclaim area. Look for the sign with your flight number. If you have only hand luggage go directly through the baggage reclaim area to customs.

All passengers must **pass through customs** after passport control. Each country has its own **customs regulations**, which define what articles are liable to duty and what are free. Sometimes an article which falls under customs restriction and is liable to duty is allowed in duty-free if the traveler doesn't exceed a certain fixed quota. Customs restrictions also include a prohibited articles list. This is the list of items which may not be brought into a country or taken out of it. If the traveler has any item which comes under customs restrictions he is asked to **declare** it. That is, he is asked to name the items, taking its value and other particulars. The declaration is made either orally or in writing on a special form. The passenger's luggage is carefully gone through in order to prevent **smuggling**.

As a rule the customs officers check your passports and visas if they are required. When coming to some countries you may need a health certificate or a certificate of vaccination. He will ask every passenger the same, routine questions about whether he is carrying anything he wants **to declare**: like tobacco, alcohol, presents, and sums of money. For instance: "Have you got anything to declare?" or "Any alcohol, tobacco, presents?" The usual answers would be, "Yes, I've got some valuables, but I've put them all down in the declaration", or "I've got two blocks of cigarettes for my own use" or something of that kind. The customs officers may ask you to show your luggage to them. Usually articles for personal use and wear and also used items and gifts are not liable to duty anywhere. If you are carrying much currency you should also declare it. If you are carrying weapons you need a permit.

Occasionally the customs officers may take some of your things for a more detailed inspection but usually they return them soon.

Do not try to break the customs rules and regulations because you may have a lot of troubles.

At the airport you may be met by a specially trained dog whose job it is to make sure that no passengers are carrying any illegal drugs. In addition, the immigration officer might want to inspect your visa, your invitation and even your return ticket.

There is one more inconvenience you have to be prepared for when travelling long distances by plane. It's the **jet-lag**, a difference between the time you are accustomed to and the new time. At first you won't be feeling very well because of it, but don't worry - it won't take you long to get used to it.

9. Answer the questions:

1. Have you ever travelled by plane and if you have, how did you like it?
2. Why do people travel by plane?
3. What does a stewardess do on board a plane?

4. What do some people suffer from when flying?
5. How does the earth look like when you are flying by plane?
6. How can you spend your time during a flight?

10. Explain the following notions:

international flights, prohibited articles list, domestic flights, customs duty, check-in counter, smuggling, excess luggage charge, boarding pass, carry-on luggage, duty-free shop, departure lounge, arrival card, duty-free item, customs declaration form, prohibited items, baggage reclaim area, blind landing, emergency exit, timetable, customs declaration.

11. What the duties of:

a pilot, a ticket agent, an air-controller, a stewardess, a customs official, a weather-man, a security officer.

12. What can you call?

1. The place where you go when arrive at the airport with your luggage?
2. The card they give you with the seat number on it?
3. The money you have to pay if your luggage is very heavy?
4. The place where you sit and have a drink when you are waiting for your flight to be called?
5. The bags you carry onto the plane with you?
6. The place above your head where you can put your hand luggage?
7. The part of the airport where the plane accelerates and takes off?
8. The people who look after you on the plane?
9. The part of the airport you walk through when you arrive or depart?
10. The place where you collect your luggage after you land?

13. Read the text:

At the Airport

Departures

This is the usual sequence of activities when you get to the airport.

First you go to the **check-in desk** where they **weigh your luggage**. Usually you are permitted 20 kilos, but if your bags weigh more, you may have to pay **excess baggage** (=you pay extra). The airline representative **checks** your ticket and gives you boarding pass for the plane with your seat number on it. Then you go through passport control where an official **checks your passport**, and go into **departure lounge**. Here, you can also buy things in the **duty-free**. About half an hour or forty minutes before **take-off**, you are told to go to a gate number, e.g. gate 14, where you wait before you get on the plane. When you **board** (=get on) the plane, you find your seat. If you have **hand luggage**, you can put it under your seat or in the **overhead locker** above your seat.

The plane then **taxis** (=moves slowly) towards the **runway**, and when it has permission to take off, it accelerates along the runway and takes off.

The Flight

You may want or need to understand certain announcements; these come from the **captain** (= the pilot) or from an air steward or stewardess / cabin crew / flight attendants (= people who look after the passengers):

- ⇒ Please **fasten your seat belt and** put your seat in the **upright position**.
- ⇒ We are now **cruising** (= flying comfortably) at an **altitude** (= height) of 10,000 meters.
- ⇒ May we remind passengers that there is no smoking until you are inside the **terminal building** (where the passengers arrive and depart).

Arrival

When the plane **lands**, you have to wait for it to stop / come to a halt. When the doors are open, you **get off** and walk through the **terminal building** and go to the **baggage reclaim** where you collect your luggage. You then **pass through customs** (**green** = nothing to declare; **red** = goods to declare;

blue = European Union citizens). If you are lucky, you can then get a bus, taxi or train to the city centre of town without waiting too long. You can also hire a car (= rent a car) at some airports.

14. What do you do at the airport? Read the sentences and put them in the correct order.

- ☐ You wait in the departure lounge.
- ☐ You board the plane.
- ☐ You get a cart for your luggage.
- ☐ You arrive at the airport.
- ☐ You check in your luggage and get a boarding pass.
- ☐ You go through passport control.
- ☐ You check the departures board for your number gate.

15. Complete this part of a letter about an unpleasant flight

Dear Tom,

I've just arrived in Rome but I'm still receiving from a really terrible flight. We (1) _____ two hours late because of bad weather, and then over the channel we hit more bad weather. The (2) _____ announced that we had to (3) _____ our seat belts, which was a bit worrying, and for half an hour we (4) _____ through a terrible storm. It was still raining and very windy when we (5) _____ in Rome and I was really glad to (6) _____ the plane and get into the airport building.

Fortunately, this have improved since then but I really hope the return (7) _____ will be a lot better.

16. Translate the sentences.

1. You should **check in** two hours before a **flight**.
2. Passengers must show their **boarding passes** before they can get on the plane.
3. The plane will **take off** at 10:50.
4. Would all passengers please **fasten** their seatbelts as the airplane is about to land.
5. Passengers seated in rows 29 and 39 are now kindly requested to **board** a plane.
6. We will **miss** a train if you don't hurry up!
7. You need to get in the queue to **go through the passport control**.
8. We will **arrive** in Barcelona at 7 o'clock in the morning.
9. Our ferry will **depart** from Stand 47.
10. Ton bought a **one-way** ticket to London because he didn't know when he would return.
11. Our departure was **delayed** because of a snowstorm.
12. We **missed our flight** and had to stay overnight in an airport hotel.
13. The airport was filled with anxious people hoping to **get on home flights**.
14. At the airport it was difficult to distinguish the **departing** travelers from the **arriving** ones.

17. Fill in: *terminal, gate, runway, customs, cargo, departures, arrivals, check-in, altitude, take-off, aisle, seat.*

1. The plane had to land at another airport because the was covered in snow.
2. You'd better book as there is only one left on that flight.
3. All the British Airways flights leave from the same
4. If you want to travel with a large pet, it has to stay in the hold with the
5. The pilot reminded passengers to fasten their seatbelts for
6. What does a passenger plane fly at?
7. There is a bus that will take you from the town centre to the area of the airport.
8. The cabin crew have to walk up and down the hundreds of times during the flight.
9. There were crowds of people in the area waiting for loved ones.

10. You might get stopped and searched at when you arrive.
11. To avoid queues at you should book online and print out your boarding pass.
12. The number of the from which you will depart is written on the boarding pass.

18. Match the words to form phrases. Where can you find all these things? Use the phrases in the sentences of your own.

1) economy	A. airline
2) departure	B. guard
3) excess	C. lounge
4) long haul	D. class
5) boarding	E. belt
6) passport	F. luggage
7) security	G. control
8) flight	H. flight
9) budget	I. pass
10) conveyer	J. attendant

19. Match the sentences to the places.

A. airplane	1. How many pieces of luggage have you got?
B. passport control	2. Do you have anything to declare, sir?
C. arrivals hall	3. Sorry, but I think you are in my seat.
D. customs	4. This is the last call for passengers on flight BA1394 to Manchester.
E. check-in	5. Can I see your passport, please?
F. departure hall	6. Excuse me! How do I get to the taxi stand?

20. Choose the correct word.

1. Takeoff was **delayed/missed** for over an hour because of bad weather.
2. We tried to **book/hire** our flight online, but we couldn't.
3. He went on a business **trip/travel** to Chicago.
4. The flight attendant asked us to **fasten/fix** our seatbelts.
5. He got stuck in a traffic jam and **missed/lost** the flight.
6. The flight was **delayed/cancelled** because of heavy rain, so we took off two hours later.

21. Complete the sentences with the words from the box.

aisle seat, baggage, boarding pass, business class, check in, economy class, first class, flight attendant, gate number, jet lag, land, passenger, pilot, take off, window seat

- 1) A _____ is a person who can serve food and drinks to people on an airplane.
- 2) Remember to show your _____ when you board an airplane.
- 3) If you don't want to spend a lot of money when you fly, you should buy an _____ ticket.
- 4) When will our plane begin to fly or _____?
- 5) A _____ ticket costs the most money.
- 6) The person who flies a plane is a _____.
- 7) You should always _____ one or two hours before your airplane takes off.
- 8) If you are travelling on an airplane, but you are not the pilot, then you are _____.
- 9) If you have _____ then you feel very tired.
- 10) I like _____(s) more than aisle seats because I can see outside the plane.
- 11) I don't like to carry too much _____ when I travel.
- 12) I always feel great when we arrive and the plane _____(s).
- 13) A window seat? No, thanks. I'd like an _____, please.
- 14) _____ costs more than economy.

15) Our airplane leaves from _____ 46 at 5:35 pm. Let's hurry!

22. Read the dialogue in Ex 1. In which order is the passenger asked/told the following?
Number the phrases below from 1 to 7.

- ☐ where / when to board?
- ☐ who packed his bags?
- ☐ where he would like to sit?
- ☐ to hand over his travel documents?
- ☐ to say whether he is carrying any forbidden items?
- ☐ how much luggage he has?
- ☐ where to put his suitcase?

23. Choose the correct response.

1. A: Can I see your passport?
B: **a)** Here you are. **b)** That's great.
2. A: How many pieces of luggage are you checking in?
B: **a)** Put it on the conveyor belt. **b)** Just this one suitcase.
3. A: Did you pack your luggage yourself?
B: **a)** No problem. **b)** Of course.
4. A: Do you have any prohibited items in your hand luggage?
B: **a)** Alright, that's all. **b)** No, nothing.
5. A: Would you like an aisle seat?
B: **a)** OK. Gate 73 at 3:15. **b)** No, window, please.
6. A: Enjoy your flight.
B: **a)** Here is your boarding pass. **b)** Thank you very much.

24. Choose the correct response.

1. A: Can I see your passport?
B: **a)** Here is your passport. **b)** Certainly, right away.
2. A: How many bags will you be checking in?
B: **a)** Absolutely not. **b)** Just this one.
3. A: Did you pack your luggage yourself?
B: **a)** Ok, here you are. **b)** Yes, I did.
4. A: Do you pack any of these prohibited items? in your hand luggage?
B: **a)** I see what you mean. **b)** No, I didn't.
5. A: Would you like a window seat or an aisle seat?
B: **a)** Sure, thank you very much. **b)** Aisle, please.
6. A: Could you, please, open your bag?
B: **a)** I totally disagree with you. **b)** Yes, of course.

25. Choose the correct variants to complete these instructions.

1. If you decide to travel by plane, ...
 2. If you want to buy an airplane ticket at a discounted rate, ...
 3. If have an airplane ticket at a discounted rate but unable to fly for any reason, ...
 4. You can use a travel agency, ...
 5. To find the telephone number of a travel agency, ...
 6. If you want to see what different airlines have to offer, ...
-
- a) ... you look under "Travel Agency and Bureaus" in the yellow pages of the telephone book.
 - b) ...you won't be able to change your flight plans or get your money back.
 - c) ...you make a reservation 40 to 70 days before the day of your departure.
 - d) ...to find the flights that best match your budget and your plans.
 - e) ...it is best to make a reservation for your flight.

- f) ...you should look under “Airline Companies” in the yellow pages.

26. Read and translate

“Good morning, ladies and gentlemen. This is your captain speaking. I’d like to welcome you on aboard Eastern’s Flight 179 to Houston. We’re flying at an altitude of 33,000 feet. Our speed is approximately 500 miles per hour. We’ll land in Houston in two-and-a-half hours at 1:20 local time. The temperature in Houston is 78° Fahrenheit. That’s 25° Celsius. In a few minutes you’ll be able to see the Mississippi River on the right. Our flight attendants will serve lunch in a few minutes. Enjoy your flight!”

27. Complete the letter with the PAST TENSE forms of the verbs in the box.

Board, check-in, fasten, find, land, serve, sit, take, take-off, wait, walk

My Flight to London

Dear, Silvia,

Last month was my first time to fly by myself. I was a little nervous, but it was exciting! First, I (1) _____ a taxi to the international airport terminal. Then, I (2) _____ at the check-in counter and (3) _____ to the departure lounge at Gate 64. I was early, so I didn’t have to wait to go through immigration and security. I (4) _____ in the departure lounge for about 25 minutes and then I showed my passport and boarding pass before I (5) _____ the plane. After I boarded the plane, I walked along the aisle and (6) _____ my seat, and then I (7) _____ down and (8) _____ my seat belt. I was lucky because my seat was a window seat, so I could look outside as the plane (9) _____. After a few hours, the flight attendants (10) _____ us dinner, and then I talked to the passenger sitting next to me. His name was Leonardo, and I was surprised to find out that he was also travelling to London to study English for the summer. Finally, I (11) _____ an action movie, and then our plane (12) _____ soon after that. It was a great experience, and I made a lot of friends during my six weeks in England. See you soon!

Love, Adrianna.

28. Fill in: *check in desk, boarding pass, departure lounge, conveyor belt, departures board, duty-free shop, passport control, jet lag.*

1. When they weighed our luggage at the we were told that we had exceeded our allowance by seven kilos.
2. It took the Fullers a long time to get through
3. Our baggage will come out on No.4.
4. Every time I fly from New York to London, I get really bad
5. Lisa was in the buying presents for her family when her flight was called.
6. Passengers can wait for their flight in the
7. Brian looked at the and saw that his flight was delayed.
8. Your will be issued at check-in.

29. Fill in: *aisle, boarding, cabin, hand, delayed, take-off, air traffic, jet lag, short, poor.*

1. A: Hi! I heard you had a great time in America!
B: Absolutely, but it took me a day or two to recover from the
2. A: Would you like a window seat?
B: No, I’d like an seat, please.
3. A: Did you manage to get a direct flight?
B: No, but it’s only a stopover, so I don’t mind.
4. A: How many pieces of luggage am I allowed?
B: Only one small bag, sir.
5. A: How much longer will we have to wait?
B: It shouldn’t be much longer sir, we’re just waiting for the next available slot.

6. A: I heard there might be an control strike.
B: Oh dear! You'd better call the airport and find out.
7. A: May I see your pass, please?
B: Certainly. Here you are.
8. A: All flights are cancelled because of the fog.
B: I know. They can't take off or land in such visibility.
9. A: The crew are really nice, aren't they?
B: Yes, and it makes the flight so much more enjoyable.
A: I expected you to arrive hours ago.
10. B: I'm sorry. I had a flight, so I missed my connection.

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

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

31. b) Read the conversations. Where are they? Write the letter next to the correct place on the right in exercise 30.

SITUATION A

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

B: Was it gate 4 or 14?

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

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

A: OK. Come on!

SITUATION B

A: Can I see your passport, please?

B: Yes, of course. Here you are.

A: Thank you very much. That's fine.

SITUATION C

A: Can I have your ticket, please?

B: Yes, of course. Here you are.

A: Do you have just one suitcase?

B: Yes. This bag is hand luggage.

A: That's fine. Smoking or non-smoking?

B: Non-smoking, please. Oh ... and can I have a seat next to the window?

A: Yes, that's OK. Here's your boarding pass. Have a nice flight!

SITUATION D

A: Can I have your tray please, sir?

B: Yes. Here you are.

A: Thank you. And can you fasten your seat belt? We land in ten minutes.

B: Yes, of course.

SITUATION E

A: Excuse me. I think that's my suitcase.

B: I'm sorry. My suitcase is red, too.

A: Is this yours?

B: Yes, it is. Thank you very much.

SITUATION F

A: Hello. Are you John Thompson from Los Angeles?

B: Yes, I am. Are you Mr. Cheng?

A: Yes, I am here to meet you. Welcome to Beijing, Mr. Thompson. Was your flight good?

B: Yes, it was, but I don't like flying.

A: Never mind. You're here safely now. Come on, the car's waiting for us outside.

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

Staying at the Hotel

1. Read and translate the text:

At the hotel

Hotel is an establishment that provides overnight lodging for the public. Its basic service is providing a room to sleep in. But the most hotels also have at least one restaurant. Many hotels offer room and services for meetings, and some have shops and offer entertainment.

Hotels range in size from large buildings with more than 3.000 rooms to small inns that have as few as 8 to 10 rooms. Small hotels don't offer the range of services provided by the large establishments. However, rooms and meals at most small inns generally cost less than these at large hotels.

Hotels in North America employ about one staff members for every two rooms. The hotel staff works around the clock to make the guests comfortable. The housekeeping staff cleans each room daily. Bellhops carry luggage and packages to the guests' rooms. The engineering department keeps the hotel's electricity, plumbing, heat and air conditioning in good working order. The hotel security department works to prevent fire, theft, and other disturbances. Some hotel restaurants provide room service, by which guests can have food and beverages brought to their rooms. In certain hotels, guests also can have clothing laundered by the hotel's valet service.

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

Types of hotel accommodation are as follows:

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

2. Answer the following questions:

1. What kind of establishment is a hotel?
2. What is its basic service?
3. What additional services does a hotel provide its customers with?
4. What are the duties of the hotel staff?
5. What 3 main types of hotels are there in North America?
6. What hotels do businessmen book rooms at? What makes them choose this kind of hotel?
7. What hotels do holiday-makers go to as a rule?
8. What types of hotel and hotel accommodation do you know?
9. Why is it necessary to reserve a room in a hotel in advance?

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

A. which are the best and most expensive.

B. types of hotel accommodation.

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

At the Hotel

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

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

However pleasant and polite receptionists may seem, most hotels have very strict policies. When you book a room you usually have to make a deposit. But if you cancel your reservation you lose it and if you **(5)** ... the hotel charges one night's room rate on your card.

Also you have to check out by 12 pm, otherwise you'll be charged extra money. Hotels are usually graded with stars from one-star to five-star, **(6)** You can also stay in a Bed & Breakfast (B&B) (also called Guest Houses) where you pay for a bedroom, possibly an ensuite (a room with private bathroom) and breakfast.

(7) ... are as follows:

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

4. Complete the sentences with the words of 'hotel' use.

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

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

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

- Certainly. A single room or double?
- Just this one bag.
- Yes, sure. Do you want my address too?

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

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

Receptionist asks:	You say:
— Name (spell it)?	_____
— Nationality?	_____
— Company?	_____
— Number of nights?	_____
— Type of room?	_____
— Method of payment?	_____
— Breakfast/dinner?	_____
— Morning call?	_____
— Explain check out rules	_____

7. Match hotel staff to their duties.

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

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

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

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

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

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

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

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