

О. В. Фролова, Е. Е. Власова



**УЧЕБНОЕ ПОСОБИЕ ПО
АНГЛИЙСКОМУ ЯЗЫКУ ДЛЯ
СТУДЕНТОВ МАГИСТРАТУРЫ**

АлтГТУ
Барнаул • 2023

Министерство науки и высшего образования Российской Федерации
Алтайский государственный технический университет им. И. И. Ползунова

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Пособие предназначено для учащихся 1-го курса магистратуры всех специальностей, владеющих базовой грамматикой английского языка и имеющих базовый запас английских лексических единиц.

Пособие состоит из 12 уроков. Каждый урок включает аутентичный текст связанный с профессиональной деятельностью, словарь с транскрипцией, вопросы для проверки понимания прочитанного и цикл упражнений на усвоение и закрепление материала.

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Введение

Настоящее учебное пособие разработано для обучения английскому языку магистрантов первого курса АлтГТУ.

Целью данного пособия является развитие необходимых навыков для участия в научной, деловой и межкультурной коммуникации на английском языке, в соответствии с профессиональными и общекультурными компетенциями. Полученные знания можно применить в различных сферах профессиональной деятельности.

Учебное пособие состоит из трех разделов по четыре урока в каждом. В начале каждого урока представлен аутентичный текст и словарь к нему, а также вопросы для обсуждения прочитанного. Затем следуют упражнения на усвоение лексического материала и развитие коммуникативных навыков. Магистрантам предоставляется возможность совершенствовать владение речевыми навыками с помощью творческих заданий.

Пособие предназначено для учащихся, владеющих английским языком на среднем уровне, то есть имеющих навыки чтения, перевода, пересказа. Курс грамматики в ходе работы с пособием не предусмотрен, что предполагает наличие базовых знаний по основным видовременным формам и наиболее распространённым грамматическим правилам.

Преподавателю, обучающему разным по уровню владения английским языком группы, рекомендуется адаптировать некоторые задания, а также использовать дополнительные источники информации для более эффективной работы на занятиях.

UNIT

1



Doing Science

Preview

Answer the questions. Then talk about your answers.

- 1) Are you pleased with your past education? What undergraduate program did you take?
- 2) Why did you decide to do a master's degree?
- 3) Is it worth doing science? How important is science?
- 4) How will science change the world in the next 100 years?
- 5) What will the next big discovery in science be? What questions will science never answer?

I.READING

Read and translate the text

DOING SCIENCE

Making a decision on a **career** is not easy. Every **university graduate** is faced with it. There are many **opportunities** that **are worth trying**, and one of them is **doing science**.

The idea of **taking a master's course** is certainly very **appealing** and inviting.



But not everyone **is capable of withstanding** all the **difficulties** involved in **doing research**. If you intend to become **a master's student** you are advised to **consider** all **pros and cons**, to look close into the advantages and disadvantages of a **scientific career**.

It is no use asking for other people's advice in this **matter**. Avoid consulting other people and try to **make up your mind**. And think hard.

You should realize there are many aspects of the problem. First of all, you should be absolutely sure that you will make **a dedicated researcher**, that you will give all your time and efforts to studying.

Then you must ask yourself if you are interested enough in **doing research**. Try to analyze where your interests lie, make sure you will enjoy **dedicating your life to science**. Having embarked on **the field of science**, you will know no peace of mind, no **leisure**, no **rest** day after day. Your work **will prevent you from visiting friends**, from playing with your children, from seeing relatives.

If you are a true **scientist** and enjoy working and living like that, if your work means everything to you, you will not **give it up**; you will never **regret** having chosen the career of **a scientist**.



Now is the time for **making a decision, for making up your mind**, for thinking it over. Once you have started, you must keep going, never **resting**, never satisfied with yourself, always busy, worried and very often tired.

It is worthwhile trying? What do you think?

II. VOCABULARY

1. decision [dɪ'sɪʒn] to make a decision on smth / to make up one's mind [maɪnd]	решение принять решение о чем-либо
2. career [kə'riə] Making a decision on a career is not easy.	карьера Принять решение о карьере непросто.
3. science ['saɪəns] to do science field [fi:ld] of science scientific [saɪən'tɪfɪk] scientific career scientist ['saɪəntɪst]	наука заниматься наукой область науки научный научная карьера ученый
4. graduate ['grædʒʊət] university graduate	выпускник выпускник университета
5. opportunity [ɒpə'tju:nɪtɪ]	возможность
6. to be worth [wɜ:θ] doing smth There are many opportunities that are worth trying.	стоящий, имеющий значение Есть много возможностей, которые стоит попробовать.
7. appealing [ə'pi:lɪŋ]	привлекательный, подкупающий

8. to withstand [wɪð'stænd] to withstand difficulties ['dɪfɪkəltɪz]	выдерживать, противостоять противостоять трудностям
9. to be capable ['keɪpəbl] of smth / doing smth Not everyone is capable of withstanding difficulties. ['dɪfɪkəltɪz]	быть способным на что-либо / делать что-либо Не каждый способен выдержать трудности.
10. research [rɪ'sɜ:tʃ] to do research researcher [rɪ'sɜ:tʃə]	научно-исследовательская работа проводить исследование исследователь
11. master ['mɑ:stə] master's student to take a master's course [kɔ:s]	магистр (ученая степень), приобретаемая после окончания магистратуры студент магистратуры учиться в магистратуре
12. to consider [kən'sɪdə] to consider pros and cons [prəʊz ænd kɒnz]	рассматривать, принимать во внимание рассматривать аргументы за и против
13. matter ['mætə]	вопрос, дело
14. to dedicate ['dedɪkeɪt] to dedicate one's life to science dedicated researcher	посвящать посвятить свою жизнь науке человек, посвятивший свою жизнь науке
15. leisure ['leɪʒə]	досуг, свободное время
16. rest [rest] to rest	отдых, покой отдыхать

17. to prevent [pri'vent] smb from doing smth Your work will prevent you from visiting friends, from playing with your children, from seeing relatives ['relətivz].	мешать, препятствовать чему-либо Ваша работа не позволит вам навещать друзей, играть с детьми, видеться с родственниками.
18. to give up	бросать, сдаваться
19. to regret [rɪ'gret]	сожалеть

III. READING COMPREHENSION

1. Answer the questions:

1. What challenge is every university graduate faced with?
2. Why is it difficult to make a decision on a career?
3. What should one consider when choosing a career of a scientist?
4. Do you think it is worth asking for other people's advice in this matter?
Why / Why not?
5. According to the text, what does it mean to be a dedicated researcher?
6. What motivates people to do science? What is it like to be a true scientist?
7. Are there any disadvantages of becoming a scientist?
8. Do you think it is worth doing science?

2. Complete the table, using the information from the text and your own ideas. Consider all pros and cons of doing science:

pros	cons

IV. ANALYZE

1. Match parts of the word-combinations and translate them into Russian:

1. dedicated	a. student
2. look	b. a decision
3. university	c. science
4. aspect	d. researcher
5. to make	e. close into the advantages and disadvantages
6. to do	f. graduate
7. master's	g. of the problem

2. Give the English equivalents from the text above:

1. рассмотреть все аргументы за и против
2. способный выдержать все трудности, связанные с проведением исследований.....
.....
3. отдать все свое время и силы учебе.....
4. вступить на поприще науки
5. привлекательная и заманчивая идея
6. много возможностей, которые стоит попробовать
7. если работа значит для вас все.....
8. намереваться стать магистром
-

9. внимательно присмотреться к преимуществам и недостаткам.....

 10. день за днем

3. Match the words with their Russian equivalents:

1. make up one's mind	a. научная карьера
2. pros and cons	b. студент магистратуры
3. to take a master's course	c. бросать
4. to give up	d. принять решение о чем-либо
5. scientific career	e. аргументы за и против
6. field of science	f. противостоять трудностям
7. to withstand difficulties	g. область науки
8. master's student	h. учиться в магистратуре
9. leisure	i. выпускник университета
10. university graduate	j. свободное время

4. Put the words in the correct word order:

1. will / prevent you / relatives / and / friends / your work / from seeing / from visiting /?

 2. that / absolutely sure / researcher / you will make / should be / you / a dedicated /.

 3. a decision / is the time / now / for making /.

 4. university graduate / every / is / faced with making / on a career / a decision /?

5. other people / your mind / avoid / to make up / consulting / and try /
.....
6. appealing / a master's / the idea of / is certainly / course / taking /
.....
7. a scientist / regret / the career of / do you / having chosen /?
.....
8. capable of doing / are / scientific / you / work /?
.....

V. TRANSLATE

1. После окончания университета перед выпускниками открывается много возможностей.
.....
2. Некоторые выпускники АлтГТУ принимают решение учиться в магистратуре.
.....
.....
3. Обучение в магистратуре, как правило, длится в течение двух лет.
.....
4. Однако не каждый способен выдержать все трудности, связанные с научной деятельностью.
.....
5. Прежде чем заняться наукой, рекомендуется тщательно взвесить все аргументы за и против.
.....
6. Если вы будете заниматься научно-исследовательской деятельностью, у вас не будет свободного времени и отдыха, вы будете сильно уставать.
.....
7. Посвятить свою жизнь науке могут лишь преданные своему делу ученые.
.....
8. Я никогда не сожалел о том, что выбрал карьеру ученого.
.....

VI. SPEAKING

1. Prove the following statements:

1. Making a decision on a career is not easy.
2. It is necessary to consider all advantages and disadvantages of doing science.
3. A true scientist dedicates his/her life to science.

2. Read and translate the dialogue. Make up your own dialogue, using this one as a pattern.

Peter: Hallo, Mike!

Mike: Oh, Peter! Haven't seen you for ages! What are you doing here in Samara? I know you live in Kazan.

Peter: You are quite right. But this year I have become a master's student at Samara University. As you remember I was interested in research work when a student.

Mike: Oh, yes, I do. And, of course, you want to carry on research in biology.

Peter: You are absolutely right. I have a particular interest in this field of knowledge.

Mike: That's fine! I congratulate you on a good beginning. They say: "Well begun is half done". I wish you success in your research.

Peter: Thanks a lot.

3. Video: Should You Get a Master's Degree? (6:44)

<https://www.youtube.com/watch?v=ZpAvTIsDWMk>

I. Previewing

Answer the questions:

1. Do you like science?
2. Why did you decide to do a master's course?

II. While viewing

Watch the video. What three questions did the speaker consider before pursuing a master's degree? How would you answer these questions?

Watch the video again. Complete the sentences below with one, two or more words from the video and translate them.

1. There are many other professions where you do not need in order to pursue or have that career.
2. This is a question I had to ask myself when I was deciding to in management.
3. I worked in public relations, but I wanted to and go into management consulting.
4. People might pursue an MBA in order to or get a promotion.
5. Getting the master's in management would help me achieve that of becoming a consultant.
6. Getting some in business would help me look more desirable for employers.
7. I don't personally think that you should if you are not sure what you want to do.
8. It is important to have a, because otherwise you might be just wasting your and
9. Master's degrees are quite especially in the US.
10. Money is definitely an factor in whether or not you should go for a master's degree.
11. Can you work and go to school as a student?
12. Many schools have that you can apply for.

III. After Viewing

Answer the questions. Then talk about your answers.

1. Why do you need a master's degree?
2. What questions did you ask yourself before taking a master's course?
3. How will your master's degree benefit you in the future?

4. Will a master's degree make you more employable?

4. Speak about the master's course you are taking at your University:

1. What master's course are you taking now?
2. Why did you decide to take it?
3. What is your area of specialization?
4. What entrance examinations did you take?
5. What classes and lectures do you attend? How many classes do you have each week?
6. How long does the course last?
7. What is the theme of your master's thesis?
8. Who is your research supervisor? How often do you consult your research supervisor?
9. What do you find most difficult in this course? Why do you find it difficult?
10. What do you enjoy most about your course?
11. Do you have any self-study time?
12. Will you manage to complete your Master's thesis on time?
13. What do you hope to do when you complete your Master's course?

UNIT

2



How to Make a Presentation

Preview

Answer the questions. Then talk about your answers.

1. Why do people make presentations?
2. Who usually makes presentations? What for?
3. Have you ever made a presentation? How?

I.READING

Read and translate the text

HOW TO MAKE A PRESENTATION

Pamela Pickford trains business people to make presentations. Here's what she says.



The key is **preparation**. So the first step is to find out who you're going **to be presenting** to. You should find out how much the **audience** know about the **subject**. Are they experts or do they know very little? Are you presenting to a group from the same or from different countries? And **adjust** your language so that everybody can understand. If possible, visit the room where you'll be giving the presentation **beforehand** and organize it **precisely** to your own **requirements**. You must feel comfortable in it.

Now you're ready to start preparing what you're going to say. So stage one is the **opening** – the first few moments that can make or break the presentation. Then stage two, a **brief introduction** about the subject of your talk. Stage three – the main **body of** the presentation. And four, the **conclusion**, which should include a summary of your talk and your recommendations. Finally, the **question and answer session**.



I suggest that people **memorise** the opening as if they were actors. Write down the opening, **record** it, listen to it, and **practice** it again and again. If it's **properly** done, you'll get the audience's attention immediately, and you'll **feel confident** during the presentation. After that, write the whole presentation out. Then **select** the **key**

points. The next step is to buy some small cards and write one or two of the key points on each one.

When talking, **face the audience** at all times. Finally, remember that what you say is as important as how you say it. A good presentation is very much a performance.

II. VOCABULARY

1. to present [pri'zent] smth to smb a presentation [ˌprezen'teɪʃən] to make / to give a presentation Pamela Pickford trains business people to make presentations.	представлять что-л кому-л презентация делать презентацию Памела Пикфорд учит деловых людей делать презентации.
2. preparation [ˌprepə'reɪʃən] The key is preparation.	подготовка Подготовка – это самое главное.
3. audience ['ɔ:dʒəns]	аудитория
4. subject ['sʌbdʒekt] You should find out how much the audience know about the subject.	предмет, тема Вам следует выяснить, что аудитории известно на эту тему.
5. to adjust [ə'dʒʌst] Adjust your language so that everybody can understand.	приспосабливать, корректировать Говорите так, чтобы ваша речь была понятна каждому.
6. beforehand [bɪ'fɔ:hænd] Visit the room where you'll be giving the presentation beforehand.	заранее Побывайте в помещении, где вы будете делать презентацию заранее.
7. precisely [pri'saɪslɪ]	точно
8. requirement [rɪ'kwaɪəmənt] Organize the room precisely to your own requirements.	необходимость, требование Расположите все так, как вам необходимо.
9. opening Stage one is the opening.	вступление Первая часть – это вступление.
10. brief [bri:f] brief introduction [ˌɪntrə'dʌkʃn]	краткий краткое введение (в тему сообщения)

11. the main body of the presentation	основная часть презентации
12. conclusion [kən'klu:ʒn] The conclusion should include a summary of your talk and your recommendations.	заключение Заключение должно содержать краткое изложение вашего выступления и рекомендации
13. a question and answer session	сессия вопросов и ответов, ответы на вопросы аудитории
14. to memorise ['meməraɪz]	запомнить, выучить наизусть
15. to record [rɪ'kɔ:d]	записать (на магнитофон)
16. to practice smth	упражняться в чем-л, тренироваться
17. properly ['prɒpəli]	должным образом
18. to feel confident You'll feel confident during the presentation.	чувствовать себя уверенно Вы будете чувствовать себя уверенно во время презентации.
19. key points	основные моменты
20. to face the audience When talking, face the audience at all times.	стоять лицом к публике Произнося речь, все время стойте лицом к аудитории.

III. READING COMPREHENSION

1. Answer the questions:

1. What should you find out before preparing a presentation?
2. How should you adjust your language to the audience?
3. Why do you need to visit the room where you'll be giving a presentation?
4. What parts does a presentation usually consist of?
5. What is the most important part of a presentation? Why?
6. What is the last stage of a presentation?
7. How can you make your opening really good?
8. What should you remember while talking?
9. Which is more important – what you say or how you say it?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones:

1. Preparation for a presentation is not very important.
2. When preparing a presentation, try to find out what your audience already know.
3. You should never adjust your language.
4. Visit the room where you'll be giving the presentation beforehand.
5. In the first stage of your presentation you should get the full attention of your audience.
6. There's no need to memorise the introduction.
7. If you memorise the introduction, you will be more confident when making a presentation.
8. The whole text of your presentation should be written on cards.
9. When talking, you face the screen.
10. The final part of your presentation should be the summary of your talk and your recommendations.
11. A presentation is like a show.

3. Supply the missing words and word combinations:

1. The first step is to **f ... o ...** who you are going to be presenting to.
2. You should **a ...** your language so that everybody can understand.
3. If possible, **v ...** the **r ...** where you'll be giving the presentation **b... .**
4. Stage one is the **o... .**
5. Stage two – a brief **i ...** about the **s ...** of your talk.
6. Stage three – the main **b ...** of the presentation.
7. You should memorise the **o ...** - as if you were an actor.
8. Write no more than one or two of the **k ... p ...** on each card.
9. Face the **a ...** at all times.
10. A good presentation is very much a **p**

IV. ANALYZE

1. Choose the correct word or word combination:

1. The first ... is to find out who you're going to be presenting to.
A. step B. note C. key
2. You should find out how much the ... knows about the subject.
A. speaker B. audience C. expert
3. You should ... your language so that everybody can understand.
A. record B. memorise C. adjust
4. Visit the room where you'll be giving the presentation
A. finally B. firstly C. beforehand
5. Stage one is the
A. opening B. summary C. recommendations
6. You should ... the opening as if you were an actor.
A. select B. use C. memorise
7. You should ... during the presentation.
A. feel frightened B. feel confident C. feel nervous
8. Buy some small cards and write no more than one or two of the ... onto each one.
A. openings B. subjects C. key points
9. Always ... the audience.
A. ask B. select C. face

2. Match the words and expressions with their definitions:

1 a formal talk in which you describe or explain something to a group of people	a to adjust
2 a group of people who have come to a place to hear or see a performance, a film, speech etc.	b to feel confident
3 before a particular event	c to select

4 lasting only for a short time	d to practice
5 the part at the beginning of a book, report etc that gives a general idea of what it is about	e to memorise
6 a period of time used for asking and answering questions	f audience
7 to learn something so that you remember it perfectly	g a presentation
8 to repeat the activity regularly so that you become better at it	h beforehand
9 to choose something or someone from a group	i brief
10 to believe in your own abilities and not to feel nervous or frightened	j an introduction
11 to change something slightly in order to make it better, more accurate or more effective	k a question and answer session

3. Put the words in the correct word order:

1. the / step / first / what / in / presentation / preparing / is / a / ?
2. should / find out / you / your / knows / audience / what / the / subject / about /
3. adjust / should / language / you / your /
4. in / a / part / the / important / most / what / presentation / is / ?
5. can / how / make / you / a / opening / good / very / ?
6. the / stage / last / is / of / what / a / presentation / ?
7. should / remember / you / talking / while / what / ?
8. for / cards / need / do / you / what / ?
9. can / using / when / you / start / notes / your / ?

10. a / is / like / a / performance / presentation /

 11. should / opening / the / memorise / you /

 12. audience / the / times / all / at / face /

4. Give the English equivalents from the text above:

1. заранее
 2. чувствовать себя уверенно
 3. выбирать
 4. основная часть презентации
 5. выучить наизусть
 6. сессия вопросов и ответов
 7. краткое введение
 8. заключение
 9. делать презентацию
 10. аудитория (публика)
 11. основные моменты
 12. тема, предмет

V. TRANSLATE

1. Презентация очень похожа на спектакль.

 2. Хорошая подготовка – это ключ к успеху.

 3. Прежде всего, вы должны выяснить, для кого вы будете делать презентацию.

 4. Выясните, что аудитории известно на тему вашей презентации.....

5. Если возможно, заранее посетите помещение, где вы будете делать презентацию.
.....
6. Вам должно быть там комфортно.
.....
7. Самая важная часть презентации – это вступление.
.....
8. Несколько первых минут могут испортить презентацию или сделать ее успешной.....
.....
9. Вам следует выучить вступительную часть, как если бы вы были актером.
.....
.....
10. Следующий этап – краткое введение о предмете презентации
.....
11. Затем – основная часть презентации.....
.....
12. Помните, что то, *что* вы говорите также важно, как то, *как* вы это говорите.
.....
.....

VI. SPEAKING

1. Prove the following statements:

1. Always start your presentation with a joke.
2. Smile a lot.
3. Involve the audience.
4. Invite questions during the presentation.
5. Move around during your presentation.
6. Read out your presentation from a script.
7. Stand up when giving your presentation.

2. Dialogue

Work in pairs and prepare a dialogue.

Student A is a sales manager who has just returned from a sales conference where he gave a very successful presentation.

Student B is only preparing to make a presentation.

B asks **A** questions about how he prepared his presentation

3. You are a marketing manager in a big company. Give a talk for a group of young managers on preparing and giving presentations.

UNIT

3



Writing a Research Paper

Preview

Answer the questions. Then talk about your answers.

1. Have you ever had to write a research paper? Have you ever published any research papers?
2. Have you taken part in a scientific conference?
3. Do you think research projects run smoothly? What are the reasons for not completing a research paper on time?
4. Have you begun working on your master's thesis yet?

I.READING

Read and translate the text

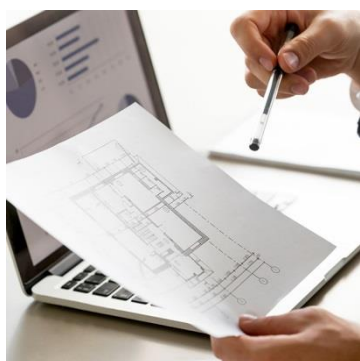
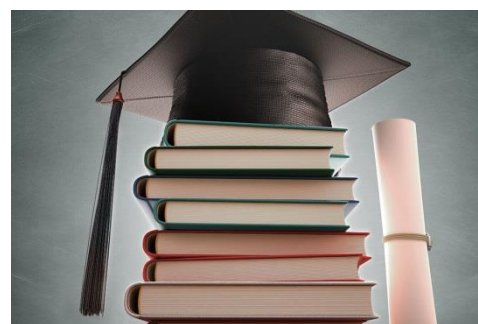
WRITING A RESEARCH PAPER



A research paper is a piece of **academic writing** based on its author's original **research** on a particular **topic**. It includes **analysis** and **interpretation** of **research findings**. It requires good **writing skills**, excellent **research skills**, a lot of time and **attention**.

A research paper basically has the following structure:

- **Title.** In fact, this is the most important part of any research paper. It should **indicate** the main focus of the research. Approximately the title must **comprise** from 5 to 10 words.



- **Abstract.** The **purpose** of this section is **to provide** the reader **with** a **brief summary** of the paper. After reading its abstract the reader will recognize if this paper is of his interest or not. It includes the **purpose of the study**, research questions and **suggestions**, and also main findings with **conclusions**.

- **Introduction.** The introduction is a **brief** presentation of the **main topic** combined with a review of the current state of the problem in the present **scientific community**.

- **Main body.** This is the longest part in the paper that **provides detailed information** about the research. It usually **includes** the analysis of **past studies** or

scholarly papers, describes **key aspects of the research, techniques and methods of studies, conducted experiments**, presents and illustrates the obtained findings.

- **Conclusion.** This section covers the **conclusions** and results of the whole work. In this section **scholars** propose potential **solutions** or new ideas based on obtained results.

- **Reference List.** A section where scientists **provide** all used **sources** in a specific format.

To be an effective and efficient researcher you will need to plan your **research project** carefully to make the most of your time and **research opportunities**. Remember, a good research paper is the one that is finished.

II. VOCABULARY

1.research [rɪ'sɜ:tʃ] research paper ['peɪpə] / scholarly ['skɒləli] paper research project ['prɒdʒekt] research findings ['faɪndɪŋz] research opportunities [ˌɒpə'tju:nɪtiz]	научно-исследовательская работа научная статья, научная работа исследовательский проект результаты исследования возможности для научно- исследовательской работы
2. topic ['tɒpɪk] main [meɪn] topic	тема основная тема
3. writing ['raɪtɪŋ] academic [ækə'demɪk] writing	письменная речь, письмо академическое письмо
4. analysis [ə'nælɪsɪs]	анализ, исследование
5.interpretation [ɪntɜːpri'teɪʃən]	объяснение, толкование
6. skill writing skills research skills	навык, умение, мастерство навыки письма исследовательские навыки
7. attention [ə'tenʃən]	внимание

8. title ['taɪtl]	название
9. to indicate ['ɪndɪkeɪt]	указывать
10. to comprise [kəm'praɪz] / to include [ɪn'kluːd] The title must comprise from 5 to 10 words.	включать, содержать Название должно содержать от 5 до 10 слов.
11. abstract ['æbstrækt]	аннотация (краткое содержание научной статьи)
12. brief [brɪːf] brief summary ['sɪməri]	краткий краткое содержание
13. to provide [prə'vaɪd] smb with smth The purpose of this section is to provide the reader with a brief summary of the paper.	предоставить кому-либо что-либо Цель этого раздела состоит в том, чтобы предоставить читателю краткое содержание статьи.
14. suggestion [sə'dʒestʃən]	предложение, рекомендация
15. introduction [ˌɪntrə'dʌkʃən]	введение
16. scientific community [saɪən'tɪfɪk kə'mjuːnɪti]	научное сообщество
17. main body [meɪn 'bɒdi]	основная часть
18. key [kiː] key aspects ['æspekts] of the research	главный, ключевой ключевые аспекты исследования
19. study ['stʌdi] purpose ['pʊrəs] of the study past studies techniques [tek'niːks] and methods ['meθədz] of studies	исследование, изучение цель исследования предыдущие исследования приемы и методы исследования

20. to conduct [kən'dʌkt] to conduct experiments [ɪk'sperɪmənts]	проводить проводить экспериментальное исследование
21. conclusion [kən'kluːʒən]	заключение, вывод
22. scholar ['skɒlə]	ученый
23. solution [sə'luːʃən]	решение
24. reference ['refrəns] list	список использованной литературы
25. source [sɔːs]	источник литературы

III. READING COMPREHENSION

1. Answer the questions:

1. What is a research paper?
2. What skills do you need to write a research paper?
3. What is the basic structure of a research paper?
4. Why is a title the most important part of any scholarly paper?
5. What is the purpose of an abstract?
6. Why do abstracts matter?
7. What is the difference between an abstract and an introduction?
8. Why is the main body the longest part in a scholarly paper?
9. What should the conclusion of an academic paper include?
10. How is a reference list arranged?
11. What do you think makes a good researcher?

2. Complete the sentences with one, two or more words from the text:

1. A research paper is a piece of academic writing based on its author's
.....

2. The introduction is a brief presentation of combined with a review of the current state of the problem in the present
- 3..... is the longest part in the paper that provides detailed information about
4. Approximately the title must from 5 to 10 words.
5. Reference list is a section where scientists provide allin a specific format.
6. The of an abstract is to..... the reader with aof the paper.
7. To be an effective and efficient researcher you will need to carefully.
8. A is the most important part of any research paper.
9. A main body usually includes the analysis of past studies or, describes of the research,andof studies.
10. A research paper requires good, excellent, a lot of time and attention.

IV. ANALYZE

1. Match the words with their Russian equivalents:

1. reference list	a. рекомендация
2. writing skills	b. ученый
3. scholar	c. список использованной литературы
4. research paper	d. навыки письма
5. source	e. аннотация

6. to conduct experiments	f. научная статья
7. abstract	g. источник литературы
8. suggestion	h. проводить экспериментальное исследование
9. scientific community	i. введение
10. introduction	j. научное сообщество

2. Give the English equivalents from the text above:

1. результаты исследования
2. успешный и продуктивный исследователь
3. структура научной статьи.....
4. обзор современного состояния проблемы.....
5. целью этого раздела является.....
6. исследование на определенную тему.....
7. анализ предыдущих исследований.....
8. много времени и внимания.....
9. после прочтения аннотации.....
10. научно-исследовательский проект.....
11. современное научное сообщество.....
12. самая длинная часть статьи.....

3. Match the following English words with their synonyms:

1. topic	a scientist
2. brief	b decision, resolution
3. to include	c theme, subject
4. research paper	d main, basic, major
5. skill	e to carry out
6. suggestion	f scholarly paper

7. key	g to comprise
8. scholar	h short, laconic
9. solution	i ability, mastery
10. to conduct	j proposal, recommendation

4. Put the words in the correct word order:

1. of the main / introduction is / a brief / presentation / topic /
2. in the paper / body / part / the longest / is / main /
3. is the one / research / remember / paper / is finished / a good / that /
4. indicate / focus / should / a title / of the research / the main /
5. findings / includes / a scholarly paper / interpretation / of / analysis / and / research /
6. writing / paper / a piece / academic / of / a research / is
7. provides / summary / an abstract / of the paper / a brief /
8. covers / and results / work / the conclusions / of the whole / conclusion /
9. of the research / describes / aspects / body / key / a main /

5. Writing a research paper can be done step by step. Work in groups of three or four. Put these sentences in a logical order and translate them:

- _____ Ask your teacher or research supervisor to read your work before you publish it.
- _____ Search for credible sources online and at a library.
- _____ Revise your first draft and improve the content, logic and the flow.

_____ As you conduct research, try to make your paper's subject more and more narrow.

_____ Revise, edit and proofread your paper for spelling, grammatical, and formatting errors.

_____ Make sure your paper includes an abstract, an introduction, body paragraphs, a conclusion and a reference list.

_____ Plan your essay and create an outline to map out your paper's structure.

_____ Choose a research paper topic that interests and challenges you the most.

_____ Write the first draft of your paper.

_____ Organize materials you have gathered according to your outline.

V. TRANSLATE

1. Чтобы написать хорошую научную статью, необходимо время, тщательное планирование, навыки письма и исследовательские навыки.

2. – Сколько слов должно содержаться в названии статьи?

– Название должно содержать от 5 до 8 слов и отражать содержание статьи.

3. Аннотация – краткое содержание научной статьи, описывающее ключевые аспекты исследования.

4. Аннотация нужна читателям, чтобы понять, стоит ли читать основной текст статьи.

5. Начинать основную часть следует с аналитического обзора литературных источников.

6. В основной части статьи описываются цель, основные вопросы исследования, методы и приемы исследования, проведенное экспериментальное исследование и результаты работы.

7. В заключении, как правило, представлены выводы, а также идеи для будущих исследований.

8. Для написания научной статьи обычно используют минимум пять источников литературы.
.....
9. Список использованной литературы часто оформляется в алфавитном порядке.
.....
.....

VI. SPEAKING

1. Prove the following statements:

1. A research paper has a clear structure.
2. Each section of a scholarly paper has a specific goal and requirements.
3. A good research paper is the one that is finished.

2. Dialogue

Work in pairs and make up a dialogue.

Student A is a second year master's student. He/She has published a number of successful research papers.

Student B is only preparing to write research papers.

A asks **B** questions about a common structure of a research paper. He/She also wants to learn what makes a research paper effective.

3. You teach academic writing to master's students. Give a talk to your students on how to write a great research paper.

4. Work in pairs. Search the internet and make a presentation on writing a research paper. Consider what steps in the research process are more important / less important. Why?

UNIT

4

Взято с сайта <http://yandex.ru/images>



At the Conference

Preview

Answer the questions. Then talk about your answers.

1. Have you ever taken part in a conference?
2. What does it take to get ready for a conference?
3. What was the most interesting or difficult part of your participation?
4. Would you like to take part in an international conference? What problems do you think you will face?

I. READING

Read and translate the text

THE CONFERENCE

The main reasons for **researchers** to **participate** in scientific conferences are the following:

- to get informed about the **state-of-the-art**;
- to present their own research, and get reactions from **peers**;
- to have their paper published in the **conference proceedings**;
- to meet others working in the same **domain**.

If you are interested to participate in the conference, you will **submit a paper** to the organizers. They will pass it on the members of the **scientific committee** and decide whether your paper can be **accepted** or not. You should get an **acceptance** or **rejection message** before a fixed deadline. With your letter of acceptance, you can ask for funding for travel, accommodation, and conference registration, all of which can be pretty expensive.

Sometimes papers can be accepted either for oral presentation, or as **posters**. At a **designated** time, you will be expected to stand near your poster in order to be able to

answer **eventual** questions about it.

If your paper/poster is accepted, you may be asked to prepare a final document version of it for publication in the conference proceedings. Proceedings are typically published as **stand-alone volumes**, though sometimes they are



turned into special **issues** of journals, or published only electronically on the web.

The conference organizers produce a detailed conference program which typically **includes** the following sections:

- **registration**: where you pay or **confirm payment** of the registration **fee**, and in return receive a badge identifying you as participant, plus documentation such as the latest program, invitations to social events, etc;



- **plenary sessions**: general opening and closing of the conference, **panel** discussions, and talks by "invited" speakers, the so-called **renowned** experts in the domain;

- **parallel sessions**: more specialized sessions with "**contributing**" speakers that take place **simultaneously** in different rooms (such sessions or "symposia" are organized by their **chairperson**, who is responsible for the focus and the selection of contributors);

- **social events**: coffee breaks, lunches, receptions, conference dinner, excursions, etc.

Typical international conferences last 3-5 days, starting around noon on the first day to give participants the time to register, and ending on the afternoon of the last day, with sometimes a half-day break in the middle for a touristic excursion. Smaller conferences (**workshops**) may not have parallel sessions, social events.

II. VOCABULARY

1. researcher [rɪ'sə:tʃə]	исследователь
2. to participate [pɑ:'tɪsɪpeɪt] It is essential for researchers to participate in scientific conferences.	участвовать Исследователям необходимо участвовать в научных конференциях.
3. state-of-the-art [steɪt əv ðe ɑ:t]	последние достижения
4. peer ['piə]	коллега, эксперт

His report got a positive reaction from peers.	Его доклад получил позитивные отзывы коллег.
5. conference proceedings ['kɒnfərəns prə'si:diŋz] Conference proceedings will be published very soon.	материалы конференции Материалы конференции будут опубликованы очень скоро.
6. domain [də'mein]	область
7. to submit a paper [səb'mɪt ə 'peɪpə] You must submit your paper to the organizers in a week.	предоставить доклад Вы должны предоставить организаторам доклад через неделю.
8. scientific committee [ˌsaɪən'tɪfɪk kə'mɪtɪ]	оргкомитет конференции
9. to accept [ək'sept]	принять
10. acceptance / rejection message [ək'septəns / rɪ'dʒekʃən 'mesɪdʒ] I got an acceptance message from the scientific committee last week.	сообщение о принятии доклада/отказе На прошлой неделе я получил сообщение о принятии доклада от оргкомитета конференции.
11. poster ['pəʊstə]	стендовый доклад
12. eventual [ɪ'ventʃuəl]	возникающий
13. designated [ˌdeziɡ'neɪtɪd] At a designated time you are expected to stand near your poster waiting for questions.	назначенный В назначенное время вы должны находиться возле стенда доклада, ожидая вопросы.
14. stand-alone volume [stænd-ə'ləʊn 'vɒljum]	сборник
15. issue ['ɪʃu] Proceedings are published as stand-alone volumes or in special issues of journals.	выпуск Материалы публикуются в сборниках или в специальных выпусках журналов.
16. to include [ɪn'klu:d] The conference program included an excursion.	включать в себя Программа конференции включала в себя экскурсию.
17. registration [ˌredʒɪs'treɪʃən]	регистрация
18. to confirm payment [kən'fə:m]	подтвердить оплату

'peimənt] You must pay or confirm payment at the registration.	Вы должны внести или подтвердить оплату при регистрации.
19. fee [fi:]	взнос
20. plenary session ['pli:nəri 'seʃən] A lot of people were present at the plenary session.	пленарное заседание На пленарном заседании присутствовало много людей.
21. panel ['pænl] discussion	общее обсуждение
22. renowned [rɪ'naʊnd] He is a renowned scientist in this field.	знаменитый Он — прославленный ученый в этой области.
23. parallel session ['pærəlel 'seʃən]	заседание секций
24. contributing [ˌkɒntri'bju:tɪŋ] Parallel sessions are more specialized sessions with many "contributing" speakers.	участвующий Заседания секций более специализированные, с множеством участвующих.
25. simultaneously [ˌsiməl'teɪnjəsli] They answered simultaneously.	одновременно Они ответили одновременно.
26. chairperson [ˌtʃɛə'pɜːsn]	председатель
27. workshop ['wɜːkʃɒp] There were no coffee breaks during the workshop.	научно-практическая конференция Во время научно-практической конференции не было перерывов на кофе.
28. social events ['səʊʃəl ɪ'vents] The social events were very interesting and informative.	культурно-развлекательная программа Культурно-развлекательная программа была интересной и информативной.

III. READING COMPREHENSION

1. Answer the questions:

1. What are the main reasons for participating in scientific conferences?
2. What should you do first of all to participate in the conference?
3. What can you do when you get a letter of acceptance?

4. In what way are the proceedings typically published?
5. What parts does a conference normally consist of?
6. What do you do during a registration?
7. What are “invited” speakers?
8. By whom are “symposia” usually organized?
9. What is included in social events?
10. How long do most international conferences last?

2. Read the statements and say if they are true (T) or false (F). Correct the false ones.

1. You should get an acceptance or rejection message any time you wish.
2. Sometimes papers can be accepted either for oral presentation, or as posters.
3. Proceedings are always published only electronically on the web.
4. Plenary sessions are more specialized sessions with "contributing" speakers that take place simultaneously in different rooms.
5. "Invited" speakers are the so-called renowned experts in the domain.
6. Social events include coffee breaks, lunches, receptions, conference dinner and excursions.
7. Typical international conferences last quite a long time – about a month.

IV. ANALYZE

1. Complete the words or phrases using the words from the box:

social	proceedings	rejection	volumes	confirm
breaks	plenary	time	submit	committee

1. conference

2. a paper
3. scientific
4.message
5. designated
6. stand-alone
7. payment
8. events
9. coffee
10. sessions

2. Match the words with their English definitions:

1. peer	a. printed and published copy
2. deadline	b. well-known, prominent
3. include	c. symposium, forum
4. eventual	d. aid, engage
5. participate	e. companion, colleague
6. renowned	f. consist of, hold
7. issue	g. possible, consequent
8. workshop	h. time limit

3. Complete these sentences with a suitable word or phrase:

1. I want to have my paper published in the
2. You should get an acceptanceor.....before a fixed deadline.
3. You can ask for for travel, accommodation, and conference registration.
4. You must be able to answer questions about your poster.
5. You may be asked to prepare aversion for publication.
6. The conference organizers produce aconference program.
7. Plenary sessions include general of the conference.
8. Typical international conferences start around noon on the first day to give participants the time to

4. Match the words with their Russian equivalents:

1. publish electronically on the web	a. окончательный вариант
2. around noon	b. устный доклад
3. to present research	c. нагрудная карточка
4. badge	d. ответственный за тему
5. final document	e. представить исследование
6. responsible for the focus	f. разместить в интернете в электронном виде
7. oral presentation	g. около полудня

5. Paraphrase the sentences, changing the words in italics:

1. There are several reasons for *scientists who conduct research* to participate in scientific conferences.
2. I would like to get informed about the *scientific achievements* in medicine.
3. It is interesting to meet other researchers working in the same *field*.
4. With your letter of acceptance, you can ask for funding for travel and a *place to stay*.
5. At a *certain* time, you will be expected to stand near your poster and answer different questions.
6. Proceedings are typically published as *separate* volumes.
7. During the registration you must pay or *prove that you have already paid the fee*.
8. Often such sessions or "symposia" are organized by a *person who will preside at the meeting*.

V. TRANSLATE

1. Для того, чтобы стать известным ученым, нужно как можно чаще принимать участие в научных конференциях, как местных, так и международных.
.....
.....
2. Я часто встречаюсь с коллегами, работающими в той же области исследования, что и я.
.....
3. Он получил письмо с отказом в регистрации, поскольку выслал свой доклад после указанного срока.
.....
4. Руководство нашего университета старается помочь с финансированием командировок – оплачивает расходы на жилье и проезд.
.....
5. Чтобы подготовить устную презентацию, мне потребовалось три дня.
.....
6. Для получения гранта необходимо наличие не менее пяти публикаций в год.
.....
.....
7. Я столкнулся с проблемами при регистрации на симпозиум, поскольку не мог найти документ, подтверждающий оплату взноса.
.....
8. Пленарные заседания – хороший шанс познакомиться со всемирно известными учеными во многих областях науки.
.....
9. Культурно-развлекательная программа предоставляет возможность пообщаться со своими коллегами и оппонентами в неформальной обстановке.
.....
.....
10. Международная конференция длилась всего четыре дня, но программа была

очень насыщенной.
.....

VI. SPEAKING

1. Read, translate and retell the text:

PRESENTATION

In making presentations the key is preparation. You should first of all find out how much the audience know about the subject. Are they experts or do they know very little? And adjust your language so that everybody can understand. If possible, visit the room where you'll be giving the presentation beforehand and organize it precisely to your own requirements.

Once you know who you are presenting to and where, you're ready to start preparing what you're going to say. So stage one is the opening – the first few moments that can make or break the presentation. Then stage two, a brief introduction about the subject of your talk. Stage three – the main body of the presentation. And four, the conclusion, which should include a summary of your talk and your recommendations. Finally, the question and answer session.

I suggest that people memorize the opening as if they were actors. Write down the opening, record it, listen to it, and practice it again and again. If it is properly done, you'll get the audience's attention immediately, and you'll feel confident during the rest of the presentation. After that, start using your notes. To make notes write the presentation out just like essay, select key points, read the full version over and over until it's imprinted on your mind. Use small postcards but write no more than one or two key points on each.

When talking, face the audience at all times. Finally, remember that what you say is as important as how you say it. A good presentation is very much a performance.



What is Professional Communication?

Preview

Answer the questions. Then talk about your answers.

- 1) What is your idea of professional communication?
- 2) What kinds of professional communication do you know?
- 3) What difficulties can you come across in communication?
- 4) What kinds of communication do you use in your job?

I. READING

Read and translate the text

WHAT IS PROFESSIONAL COMMUNICATION?

Effective **professional communication** is **critical** nowadays. Today we all need **communication skills** not only in daily personal life, but also in the profession, workplace and business. Successful professional communication is an art that **ensures** a smooth flow of ideas, facts, and right decisions.



Professional communication **refers to** the various forms of speaking, listening, writing, and responding carried out in the workplace, in person or electronically. There are three main kinds of professional communication – **verbal**, written and **digital**.

Effective verbal communication is the ability to speak **fluently** and listen to comments from those you are talking to and observe their reactions. You must also know how to make public speaking or a formal presentation to a group of people.

Written communication includes writing letters, memos, **project plans**, articles, **technical scientific reports**, posters and many more. You should also **pay attention to** your emails. Professionals who **excel at** written communication understand how to use language to **get their message across**. You should **review** what you plan to post, not only for **typos** but also for factual errors. It is advisable to reread your message before it would **be forwarded** to higher levels of the company or to **human resources**.

Digital communication is getting more widespread. Every professional must learn which types of digital communication are the most effective for him or her. Professionals must understand and **master** all forms of social networking, emailing, blogging, internet and teleconferencing.

You must remember that what is sent in an email or posted on the Internet is impossible to completely **delete**. Be careful of what you post on your personal sites and pages, as they can come back to **haunt** you professionally, especially if you deal with the public or customers in your job.

II. VOCABULARY

1. professional communication [prə'feʃənl kə,mju:nɪ'keɪʃn]	профессиональная коммуникация (общение)
2. critical ['krɪtɪkl] Effective professional communication is critical nowadays.	необходимый, жизненно важный Эффективное профессиональное общение становится жизненно важным в настоящее время.
3. communication skills [kə,mju:nɪ'keɪʃn skɪls]	коммуникативные навыки
4. to ensure [ɪn'ʃʊə]	обеспечить, гарантировать
5. to refer to [rɪ'fɜ:] Professional communication refers to the various forms of speaking, listening, writing, and responding	подразумевать, ссылаться Профессиональное общение подразумевает различные формы говорения, слушания, письма и реагирования.
6. verbal ['vɜ:bəl]	устный
7. digital ['dɪdʒɪtəl] There are three main kinds of professional communication – verbal, written and digital.	цифровой Существует три вида профессионального общения – устное, письменное и цифровое.
8. fluently ['flu:əntli] Effective verbal communication	свободно Эффективное устное общение это

is the ability to speak fluently.	способность говорить свободно.
9. project plans ['prɒdʒekt plænz]	планы мероприятий
10. technical scientific reports ['teknɪkl ,saɪən'tɪfɪk rɪ'pɔ:ts]	научно-технические отчеты
11. to pay attention to [peɪ ə'tenʃn] You should also pay attention to your emails.	обращать внимание на Вы должны обращать внимание на ваши электронные письма.
12. to excel at [ɪk'sel]	превосходить,
13. to get the message across ['mesɪdʒ] Professionals who excel at written communication understand how to use language to get their message across to the listeners.	донести сообщение до Профессионалы, которые превосходно владеют навыками письменного общения, знают как использовать языковые средства, чтобы донести свое сообщение до слушателей.
14. to review [rɪ'vju:] You should review what you plan to post.	проверять Вы должны проверить то, что собираетесь опубликовать.
15. typo ['taɪpəʊ]	опечатка
16. to be forwarded to ['fɔ:wədɪd]	быть перенаправленным кому-л.
17. human resources ['hju:mən rɪ'zɔ:səz] Your message would be forwarded to human resources.	отдел кадров Ваше сообщение будет перенаправлено в отдел кадров.
18. to master ['mɑ:stə]	освоить, овладеть
19. to delete [dɪ'li:t]	удалить

20. to haunt [hə:nt] Your post on your personal site can come back to haunt you professionally,	преследовать, беспокоить Пост на вашем личном сайте может преследовать вас в профессиональном плане.
---	---

III. READING COMPREHENSION

1. Answer the questions:

1. What does professional communication ensure?
2. What does professional communication refer to?
3. What are the main kinds of professional communication?
4. What is effective verbal communication?
5. What does written communication include?
6. Why should you review your messages?
7. What forms of digital communication are there?
8. In what way can your posts on the internet affect you?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones:

1. Effective professional communication is critical nowadays.
2. Today we all need communication skills only in daily personal life.
3. There are four main kinds of professional communication.
4. You must know how to make public speaking or a formal presentation to a group of people.
5. You should not pay attention to your emails.
6. Digital communication is not important nowadays.
7. Professionals must understand and master all forms of social networking, emailing, blogging, internet and teleconferencing.
8. What you post on the Internet is easy to delete.
9. The information you post on your personal sites and pages cannot affect you.

3. Choose the correct word or word combination:

1. Effective professional communication is ... nowadays.

- a) useful
- b) critical
- c) dangerous

2. Successful professional communication is an art that ... a smooth flow of ideas, facts, and right decisions.

- a) ensures
- b) consists
- c) reflects

3. There are three main kinds of professional communication – ..., written and digital.

- a) formal
- b) vital
- c) verbal

4. Effective verbal communication is the ability to speak ... and listen to comments from those you are talking to and observe their reactions.

- a) loudly
- b) fluently
- c) cheerfully

5. You should also ... your emails.

- a) send
- b) read
- c) pay attention to

6. You should review what you plan to post, not only for ... but also for factual errors.

a) information

b) fun

c) typos

7. Professionals must understand and ... all forms of social networking, emailing, blogging, internet and teleconferencing.

a) master

b) delete

c) haunt

4. Complete the sentences:

1. Successful professional communication is an art that ensures a smooth flow of ideas, facts, and

2. Professional communication refers to the various forms of speaking, listening, writing, and responding carried out in the workplace,

3. There are three main kinds of – verbal, written and digital.

4. You must also know how to make public speaking or a to a group of people.

5. Written communication includes writing letters, memos,, articles,, posters and many more.

6. You should review what you plan to post, not only for typos but also for

7. It is advisable to reread your message before it would to higher levels of the company or to human resources.

8. communication is getting more widespread.

9. You must remember that what's sent in an email or posted on the Internet is very impossible to completely

10. Be careful of what you post on your personal and pages.

IV. ANALYZE

1. Match the words with their Russian equivalents

1. human resources	a. удалить
2. typo	b. необходимый, жизненно важный
3. technical scientific report	c. обеспечить, гарантировать
4. to delete	d. профессиональная коммуникация
5. professional communication	e. научно-технический отчет
6. digital	f. освоить, овладеть
7. to ensure	g. свободно
8. fluently	h. отдел кадров
9. critical	i. цифровой
10. to master	j. опечатка

2. Give the English equivalents:

1. обеспечивает бесперебойный поток идей
2. письменный, устный и цифровой
3. перенаправить в отдел кадров
4. возможность свободно говорить
5. письма, памятки, планы мероприятий, статьи
6. невозможно полностью удалить
7. обращать внимание на электронные сообщения
8. коммуникативные навыки
9. выступить публично перед группой людей
10. социальные сети, блоги и электронная почта

3. Match the following words with their definitions:

1. to delete	a. ability to speak to other people
2. to excel	b. misprint
3. critical	c. oral, spoken
4. typo	d. to remove, to erase
5. verbal	e. to be very good, to surpass
6. to refer	f. crucial, vital
7. communication skill	g. to mention, to apply

V. TRANSLATE

1. Коммуникативные навыки необходимы нам не только на рабочем месте, но и в повседневной жизни.

.....

2. Профессиональное общение происходит на рабочем месте.

.....

3. Основные виды профессионального общения – устное, письменное и цифровое.

.....

4. Письма, памятки, статьи и научно-технические отчеты являются частью письменного профессионального общения.

.....

5. Нужно обращать особое внимание на то, что вы планируете послать руководству или в отдел кадров.

.....

6. Вы можете выбрать наиболее эффективный способ цифровой коммуникации.

.....

7. Всё, что вы опубликовали в интернете, практически невозможно удалить.

.....

8. Ваши посты в социальных сетях могут преследовать вас в профессиональной деятельности.

.....

VI. SPEAKING

1. Agree or disagree with the following statements. Give your reasons:

1. Verbal communication is very important.
2. You should review what you plan to send.
3. Digital communication is less important than verbal.

2. Prepare a short monologue on one of the following topics:

1. My favourite form of digital communication.
2. The difficulties of speaking publicly.
3. What should you do to improve writing skills?

3. Dialogue

Work in pairs and make up a dialogue:

Student A works for a company and actively criticizes its management in social network, therefore he/ she has never been promoted. He thinks the company has no right to interfere with his private life.

Student B disagrees, saying loyalty to the company is very important and the management is right to mistrust such an employee.



Seven Tips for Successful Professional Communication

Preview

Answer the questions. Then talk about your answers.

- 1) What communication skills do you need for successful professional communication?
- 2) What do you think are the most valuable communication skills?
- 3) What difficulties did you have when speaking publicly?
- 4) What kinds of professional communication do you use with coworkers and customers in your job?

I. READING

Read and translate the text

SEVEN TIPS FOR SUCCESSFUL PROFESSIONAL COMMUNICATION

Every employee needs to learn certain communication skills before **entering the workplace**. There are seven communication skills **vital** for successful professional



communication: **clarity**, respect, good listening skills, **confidence**, **empathy**, ability to speak publicly and to learn.

Clarity is an important communication skill that every employee needs to learn to communicate with others. **Misunderstandings** can **cause conflicts** and negatively affect a business. To avoid misunderstandings it is advisable to **refrain from** providing too much general information. It is necessary to be **concise** and direct when you communicate with customers, co-workers, and especially your employer.

Respecting your customers and your co-workers is also essential. Respect is usually shown in an **appropriate** tone and knowing your **boundaries**. You must also respect your employer even if you don't agree with his/her personal opinion.

Good listening skills are one of the most valued communication skills found in the workplace. You should **take into account** that people are interested in sharing their opinion rather than listening to others. Part of listening is asking questions. For instance, if you don't know how to fulfill your boss's task – don't guess, ask.

Displaying confidence is a necessary skill in the workplace. You should learn to speak in a clear and direct tone to individuals and to larger groups, but refrain from sounding **arrogant**.

Empathy **shows concern** for other people's needs and it's also a great way to maintain good relationships. If a customer is upset about a personal situation, it is important to **express your support**.

Another important communication skill to learn is how to speak more comfortably in front of large groups of people, such as in conferences or at seminars.

Learning to look at different members of the audience and express your ideas correctly are also valuable speaking skills that will help you in your career.

Above all else, one of the most **valuable** types of communication skills is to continue to learn. That means **acquiring knowledge** and new experience which will be useful in your job.

Communication skills in the office **provide you with tools** to become the best employee. They will also help you to make a successful career, learn a new trade or get a degree.

II. VOCABULARY

1. to enter the workplace ['entə]	приступить к работе
2. vital ['vaɪtl] There are seven communication skills vital for successful professional communication.	необходимый, жизненно важный Существует семь коммуникативных навыков необходимых для успешного профессионального общения.
3. clarity ['klærɪtɪ] Clarity is an important communication skill.	ясность Ясность – важный коммуникативный навык.
4. confidence ['kɒnfɪdəns] confident	уверенность в себе уверенный
5. empathy ['empəθɪ]	эмпатия, способность сопереживать
6. misunderstanding [ˌmɪsʌndə'stændɪŋ]	взаимонепонимание
7. to cause a conflict [kəʊz kən'flɪkt] Misunderstandings can cause conflicts and negatively affect a business.	вызывать конфликт Недоразумения вызывают конфликты и негативно влияют на бизнес.
8. to refrain from [rɪ'freɪn] You should refrain from providing too much general information.	воздерживаться от Нужно воздерживаться от большого количества общей информации.
9. concise [kən'saɪs]	краткий

10. appropriate [ə'prəʊpriət]	соответствующий
11. boundary ['baʊndəri] to know boundaries Respect is usually shown in an appropriate tone and knowing your boundaries.	граница соблюдать субординацию Уважение выражается в соответствующем тоне разговора и соблюдении субординации.
12. to take into account [ə'kaʊnt]	принимать в расчёт
13. arrogant ['ærəɡənt]	высокомерный
14. to show concern [kən'sɜ:n] Empathy shows concern for other people's needs.	проявлять заботу Эмпатия показывает заботу о нуждах других людей.
15. to express support [ɪk'spres sə'pɔ:t]	выражать поддержку
16. valuable ['væljuəbl]	ценный
17. to acquire knowledge [ə'kwaiə 'nɒlɪdʒ] Continue to learn means to acquire knowledge.	приобретать знания Продолжение обучения означает приобретение новых знаний.
18. to provide with tools [prə'vaɪd]	обеспечить средствами

III. READING COMPREHENSION

2. Answer the questions:

1. What does every employee need before entering the workplace?
2. What communication skills do you know?
3. What do misunderstandings cause?
4. What is the way to show respect?
5. What is part of listening skills?
6. What is empathy?
7. What does ability to learn mean?

1 What do you call:

1. Admiration felt or shown for someone or something that has good ideas or qualities
2. The ability to share someone else's feelings or experiences by imagining what it would be like to be in that person's situation
3. A person who you work with, especially someone with a similar job or level of responsibility
4. The quality of being certain of your abilities or of having trust in people, plans, or the future
5. An occasion when someone does not understand something correctly

2 Are these sentences true or false?

1. Every employee needs to learn certain communication skills before entering the workplace.
2. There are ten communication skills vital for successful professional communication.
3. Misunderstandings can positively affect a business.
4. It is necessary to give as much information as possible when you communicate with customers and your employer.
5. You should take into account that people are interested in listening to others.
6. If you don't know how to fulfill your boss's task – don't show it.
7. If a customer is upset about a personal situation, it is important not pay attention to it.
8. Communication skills in the office provide you with tools to become the best employee.

4. Choose the correct word or word combination:

1. Every employee needs to learn certain communication skills before entering the ...
 - a) conference
 - b) workplace
 - c) meeting

2. There are seven communication skills: clarity, ..., good listening skills, confidence, empathy, ... and to learn.

a) respect, ability to speak publicly

b) clarity, ability to speak publicly

c) respect, empathy

3. Misunderstandings can cause conflicts and negatively affect

a) politics

b) friendship

c) a business

4. Respecting your customers and your ... is also essential.

a) co-workers

b) relatives

c) clients

5. You should ... that people are interested in sharing their opinion.

a) show concern

b) take into account

c) pay attention to

6. Displaying ... is a necessary skill in the workplace.

a) contempt

b) love

c) confidence

7. Above all else, one of the most ... types of communication skills is to continue to learn.

a) valuable

b) favourite

c) confident

IV. ANALYZE

1. Match the words with their Russian equivalents

1. to express support	a. ценный
2. concise	b. краткий
3. to cause a conflict	c. уверенность в себе
4. confidence	d. воздерживаться от
5. to refrain from	e. границы
6. valuable	f. соответствующий
7. to acquire knowledge	g. ясность
8. boundaries	h. вызывать конфликт
9. clarity	i. выражать поддержку
10. appropriate	j. приобрести знания

2. Give the English equivalents:

1. прежде чем приступить к работе
2. ясность, уважение, уверенность в себе
3. для того, чтобы избежать взаимонепониманий
4. клиенты, сотрудники и работодатель
5. воздерживаться от общей информации
6. соответствующий тон

7. выполнить задание начальника
8. звучать высокомерно
9. поддерживать хорошие отношения
10. обеспечить необходимыми средствами

3. Complete the words or phrases below using words from the box:

a conflict support concern account from boundaries knowledge the workplace

1. take into
2. show
3. express
4. acquire
5. cause
6. enter
7. refrain
8. know.....

4. Match the following words with their definitions:

1. boundaries	a. encouragement
2. confident	b. suitable, relevant
3. valuable	c. to abstain, hold back
4. concise	d. limits, borders
5. support	e. precious
6. to refrain	f. brief, short
7. appropriate	g. sure, certain

V. TRANSLATE

1. Коммуникативные навыки помогут вам сделать карьеру, обучиться новой профессии или получить научную степень.
.....
2. Ясность в выражении мысли позволяет избежать взаимонепониманий.
.....
3. Необходимо уважать своих коллег, клиентов и руководителей.
.....
4. Говорите четко и прямо, но избегайте высокомерного тона.
.....
5. Эмпатия позволит вам проявить заботу о клиентах и коллегах.
.....
6. Умение выступать перед большой аудиторией – одни из ключевых навыков профессионального общения.
.....
7. Способность учиться поможет вам в вашей профессиональной деятельности. .
.....
8. Частью умения слушать является способность задавать вопросы.
.....

VI. SPEAKING

1. Choose three communication skills most critical for the people of the following jobs, given below. Explain your choice. What three communicational skills are vital for your profession?

COMMUNICATION SKILLS

clarity, respect, good listening skills, confidence, empathy, ability to speak publicly and ability to learn

JOBS

Doctor

Lawyer

Sales Manager

Teacher

Engineer

Driver

Pilot

President

2. Work in pairs to discuss the situations:

Situation 1

You have got two candidates for promotion. One of them is a skillful communicator but careless with his/ her work and makes many mistakes. The other is highly professional but has problems with communication. Whom would you prefer to promote?

Situation 2

Your friend has to make a short presentation in front of the higher ranks of your company. The problem is that he/ she talks a lot and cannot stick to the point. Help him/ her with your advice.

Situation 3

Your boss has given you a task you disagree to fulfill. Give your reasons to your boss but mind your boundaries.



Professional Career

Preview

Answer the questions. Then talk about your answers:

1. What does your job involve?
2. Are you responsible for anything or anyone?
3. Have you had much training from the company?
4. Have you been promoted since you started in the company?
5. How do you feel about your future prospects in the company?
6. Are you happy in the job?

I. READING

Read and translate the text

PROFESSIONAL CAREER



When George left school he **applied for a job** in the account department of a local engineering company. They gave him a job as a **trainee**. He didn't **earn** very much but they gave him a lot of help and advice with learning the job, and sent him on **training courses**.

George worked hard at the company and his **prospects** looked good. After his first year he got a good **pay rise**, and after two years he was **promoted**. After six years he was **in charge of** the account department with five other **employees under him**.

By the time George was 30, however, he decided he wanted a **fresh challenge**. He was keen to work abroad, so he **resigned** from his company and started looking for a new job with a bigger company. After a couple of months he managed to find a job with an international company which **involved** a lot of foreign travel. He was very excited about the new job and at first he really enjoyed the travelling.



But having worked for six months, George started to dislike the constant moving around, and after a year he hated it; he hated living in hotels, and he never really made any friends in the new company. Unfortunately, his work was not satisfactory

either and finally he was **sacked** a year later.

After that, George found things much more difficult. He was **unemployed** for over a year. He had to sell his car and move out his new house. Things were looking bad and in the end George had to accept a **part-time job** on a fruit and



vegetable **stall** in a market.

To his surprise, George loved the market. He made a lot of friends and enjoyed working out in the open air. After two years, he **took over** the stall. Four years later he opened a second stall, and after ten years he had fifteen stalls. Last year George **retired** at the age of 55, a very rich man.

II. VOCABULARY

1. to apply for [ə'plai] He applied for a job.	подать заявление о приеме на работу Он подал заявление о приеме на работу.
2. trainee [,trei'ni:] They gave him a job as a trainee.	стажер Его приняли на работу в качестве стажера.
3. to earn [з:n] At first he didn't earn very much.	зарабатывать Сначала он зарабатывал не очень много.
4. training course ['treiniŋ kɔ:s] She was sent on training courses.	курс обучения Ее послали на курсы обучения.
5. prospects ['prɒspekts] His prospects looked good.	перспектива (карьерного роста) У него была хорошая перспектива карьерного роста.
6. pay rise [pei raiz] After his first year he got a good pay rise.	прибавка к заработной плате Через год он получил существенную прибавку к зарплате.
7. to promote [prə'məʊt] After two years he was promoted.	продвигать, повышать Через два года он получил повышение.
8. to be in charge of [tʃɑ:dʒ] He was in charge of the accounts department.	руководить, быть ответственным Он руководил отделом бухгалтерии.
9. employee [im'plɔ:i:]	работник, подчиненный
10. under smb. He had five other employees under him.	находиться в подчинении у кого-либо У него в подчинении было пять

	человек.
11. fresh challenge ['tʃæliŋdʒ] He decided he wanted a fresh challenge.	новая, более сложная работа Он решил, что ему нужна новая, более сложная работа.
12. to resign from [rɪ'zain] She resigned from her company.	увольняться из Она уволилась из компании.
13. to involve [ɪn'vɒlv] He found a job which involved a lot of travel.	включать в себя, состоять Он нашел работу, предполагающую много командировок.
14. to sack [sæk] Finally he was sacked.	уволить В конце концов его уволили.
15. unemployed [ˌʌnim'plɔɪd]	безработный
16. part-time job [ˌpɑ:t'taɪm] He had to accept a part-time job.	работать неполный рабочий день Ему пришлось согласиться работать неполный рабочий день.
17. stall [stɔ:l]	ларек, продуктовая палатка
18. to take over After two years, he took over the stall.	взять под контроль, выкупить Через два года он выкупил палатку.
19. to retire [rɪ'taɪə] He retired at the age of 55.	уйти на пенсию Он ушел на пенсию в 55 лет.

III. READING COMPREHENSION

1. Answer the questions:

1. What job did George apply for when he left school?
2. Did he earn very much at first?
3. How did the company help George?
4. When was he promoted?
5. What happened to him after six years at the company?
6. What did George want when he turned 30?
7. What kind of job did he find at the international company?
8. What were the problems he came across with?

9. Why was he sacked?
10. For how long was he unemployed?
11. What job did he have to accept in the end?
12. What happened when he started working at the market?
13. When did he retire?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones:

1. They gave him a job as a manager.
2. They sent him on training courses.
3. George worked hard at the company.
4. After four years he was in charge of the accounts department.
5. By the time George was 30 he decided he wanted a fresh challenge.
6. He found a job with the local company which involved a lot of foreign travel.
7. He liked living in hotels, and he made a lot of friends in the new company.
8. He was sacked two years later.
9. He had to sell his car and move out his new house.
10. To his surprise, George loved the market.
11. Five years later he opened a second stall, and after twelve years he had fifteen stalls.
12. Last year George retired at the age of 60, a very rich man.

IV. ANALYZE

1. Complete the words or phrases using words from the box:

pay	resign	foreign	training	fruit and	vegetable	open
stall	department	challenge	abroad	company	job	

1. account.....
2.courses
3.rise
4. fresh.....
5. work.....
6.from company
7. international.....
8.travel
9. part-time
10.stall
11.air
12. took over the.....

2. Match the words with their English definitions:

1. a trainee	a. told to leave the company
2. promoted	b. wrote an official request for
3. prospects	c. a new exciting situation
4. employee	d. included
5. sacked	e. stopped working completely
6. a fresh challenge	f. a very junior person in a company
7. applied for	g. out of work / without job
8. part-time job	h. more money
9. involved	i. worker in the company
10. pay rise	j. given a higher position with more money and responsibility
11. retired	k. working only some of the day or some of the week
12. unemployed	l. future possibilities in the job

3. Complete these with a suitable word or phrase:

1. I don't want a full-time job. I'd prefer to work
2. She'd like to go on another training
3. I'm bored in my job. I need a fresh
4. He works on a stall in the
5. At the end of this year we should get a good pay
6. She's got more than a hundred workers under
7. I didn't know he was the new manager. When did he take?
8. It was a boring job and the pay was awful. Why did he..... ?

4. Match the words with their Russian equivalents:

1. account department	h. международная компания
2. to work abroad	i. зарубежные командировки
3. satisfactory	j. местная инженерная компания
4. to work out in the open air	k. принять
5. take over the stall	l. бухгалтерский отдел
6. unfortunately	m. работать на свежем воздухе
7. foreign travel	n. удовлетворительный
8. international company	o. к сожалению
9. local engineering company	p. выкупить палатку
10. to accept	q. работать за рубежом

5. Give the English equivalents from the text above:

1. подать заявление о приеме на работу

2. стажер
3. упорно работать
4. работать за рубежом
5. через пару месяцев
6. смог найти работу
7. постоянные командировки
8. уволили год спустя
9. овощной киоск
10. выкупил киоск

V. TRANSLATE

1. Я подал заявление в компанию по производству оборудования.
.....
2. Стажеры, как правило, много не зарабатывают.
.....
3. Раз в пять лет компания отправляет сотрудников на курсы обучения.
.....
4. Через два года она получила повышение.
.....
5. Мэри возглавляет бухгалтерию.
.....
6. Он уволился из компании потому, что не получил повышения.
.....
7. Я не люблю зарубежные командировки.
.....
8. Он работал так плохо, что был уволен через 3 недели.

.....
9. Моя сестра была безработной около года.

.....
10. Женщины в России уходят на пенсию в возрасте 55 лет.
.....

VI. SPEAKING

1. Make a story about your own career ladder

2. Read and reproduce the dialogue in pairs

Student A is an adviser in an employment agency

Student B is Tom Oldman, looking for a job

In an employment agency

Adviser: How long have you been out of work, Tom?

Tom: Oh, seven months; 500 of us **were laid off**¹ at the same time.

Adviser: And what exactly did you do before?

Tom: Well, I started as a machine operator but **eventually I became a foreman**² in charge of about fifty people.

Adviser: Really? How long did you work there?

Tom: For five years. I joined when I was twenty-five.

Adviser: And what did you do before that?

Tom: I was in **the navy**³. I joined when I left school. I left when I decided to settle down.

Adviser: Oh, right, and what have you been doing since you lost your job?

Tom: A bit of part-time work, gardening and driving. I prefer being outside or travelling around when I can. And applying for jobs, of course.

Adviser: How many jobs have you applied for?

Tom: Around sixty, but there are very few opportunities.

Adviser: Mm. Your qualifications are good and you've got a lot to offer. Have you ever thought about working in a call centre?

Tom: I'm not sure it is for me. I could not stay all day in an office. I'd rather have an outside job in a park or garden centre, but I'd prefer to work in a factory like before.

Adviser: Unfortunately there are very few vacancies in those areas.

Tom: Yes, I've got to be realistic, I suppose and it's hard bringing up a family on **unemployment benefit**⁴. Tell me more about the call centre.

Adviser: Well, you would get proper training and learn some useful new skills...and there would be opportunities for promotion too.

Notes

1. попали под сокращение
2. впоследствии я стал прорабом
3. военно-морской флот
4. пособие по безработице

UNIT

8



Professional is Looking for a Job

Preview

Answer the questions. Then talk about your answers.

- 1) In what sectors of activities – agriculture, industry, service do you work?
- 2) Which sectors do the people in your area work in?
- 3) How has this changed from generation to generation?
- 4) Do you know what CV is?
- 5) Have you ever written one?

I. READING

Read and translate the text

PROFESSIONAL IS LOOKING FOR A JOB

Interviewer: So tell us about CVs, then, Marika. What are the key things they include?

Marika: Well, you should start with brief **personal details**, of course. You know, name, age, and so on. **Marital status** is OK too, but no names of children or pets.

Interviewer: And next comes education, I suppose?

Marika: Yeah. You ought to **list** the schools and institutions you've **attended** in **chronological order**. Make sure that the dates make sense. Don't forget details of the **qualifications** you **obtained**. Remember to put your **grades** too.

Interviewer: I see. And would you advise people to include copies of their qualifications, and so on?

Marika: No, they don't need to do that, not at this stage.

Interviewer: Right. Now for the part of the CV which deals with **work experience**. Should we go through this in chronological order or start with the more recent, **current** job first?

Marika: I would definitely say begin with the present or more recent job first. Then work **backwards**. Give a brief description of each job and try to list one or two **achievements**.

Interviewer: That's hard if you're still a student, isn't it?

Marika: True, but you can still mention things like "I was secretary of the Anglo-German society" or give details of any part-time or holiday jobs.

Interviewer: One last question. What about a photograph?

Marika: Well, it can go on an **application form** or with a **covering letter**, but there's no reason why you can't put it on your CV. If I were a **job seeker**, I'd invest in a

studio photograph – one that made me look as good as possible, rather than one from a machine. And, of course, never send a picture of you on the beach or at the party – people have sent me some amazing things!

II. VOCABULARY

1. CV [si:'vi:] curriculum vitae [kə'rikjʊləm 'vi:tai]	резюме
2. personal details ['pɜ:sənl 'di:teɪlz] Personal details include name, age and address.	личные данные Личные данные включают в себя имя, возраст и адрес.
3. marital status ['mæritəl 'steɪtəs]	семейное положение
4. ought to [ɔt]	быть должным
5. to list [lɪst]	вносить в список, перечислить
6. to attend [ə'tend] You ought to list the educational institutions you've attended.	посещать Вы должны внести в список образовательные учреждения, в которых Вы обучались.
7. in chronological order [,krɒnə'lɒdʒɪkəl ,ɔ:də]	в хронологическом порядке
8. to obtain [əb'teɪn]	получать
9. qualification [,kwɒlɪfɪkeɪʃən] Put down the qualifications you obtained.	квалификация Укажите сведения о присвоенных квалификациях.
10. grade [greɪd] Don't forget to put your grades.	оценка Не забудьте указать свои оценки.
11. work experience [wə:k ɪks'pɪəriəns] Work experience is not given in chronological order.	опыт работы Опыт работы приводится не в хронологическом порядке.
12. current [,kʌrənt]	текущий
13. backwards [,bækwədʒ]	в обратном порядке
14. achievement [ə'tʃi:vmənt] Do you have any professional	достижение Есть ли у Вас профессиональные

achievements?	достижения?
15. application form [ˌæplɪkeɪʃən fɔ:m] A photograph can go on an application form.	заявление о приеме на работу Фотографию можно поместить на заявление о приеме на работу.
16. covering letter ['kʌvərɪŋ 'letə]	сопроводительное письмо
17. job seeker [dʒɒb 'si:kə] Job seekers must be very active.	человек, ищущий работу Люди, которые ищут работу, должны быть очень активными.

III. READING COMPREHENSION

1. Answer the questions:

1. What is the dialogue about?
2. What should you start your CV with?
3. How ought you to list the schools and institutions you have attended?
4. Do you need to include copies of your qualifications?
5. How should you put down the information about your work experience?
6. What information can you include if you are still a student?
7. What does Marika say about a photograph?

2. Read the statements and say if they are true (T) or false (F). Correct the false ones?

1. You should start your CV with brief personal details.
2. If you have got children, you must put down their names and age.
3. You ought to list the schools and institutions you've attended in chronological order.

4. You must not put your grades.
5. You should begin with the present or more recent job first and then work backwards.
6. If you are still a student you shouldn't write anything.
7. Employers don't take photographs seriously, so don't waste money on them.

3. Complete the sentences:

1. You should start with brief details.
2. Marital is OK too, but no names of children or pets.
3. Don't forget details of the you obtained.
4. Should we start with the more recent, job first?
5. Give a brief description of each job and try to list one or two.....
6. It can go on an application or with a letter.
7. If I were a job, I'd invest in a studio photograph.
8. Never send a picture of you on the or at the party.

IV. ANALYZE

1. Match the words with their Russian equivalents:

1. personal details	a. хронологический порядок
2. marital status	b. опыт работы
3. chronological order	c. квалификации
4. qualifications	d. достижения
5. work experience	e. заявление о приеме на работу
6. achievements	f. сопроводительное письмо
7. application form	g. личные данные
8. covering letter	h. семейное положение

2. Match the following English words with their definitions:

1. marital status	a. happening or existing now
-------------------	------------------------------

2. grades	b. to get, to receive
3. current	c. arranged in the order in which the events happened
4. achievement	d. something accomplished successfully
5. to obtain	e. to put down
6. chronological	f. the condition of being married or unmarried
7. to list	g. in a reverse manner or order
8. backwards	h. marks, points

3. Give the English equivalents:

1. составить список школ и институтов.
2. сведения о присвоенных квалификациях
3. начать с наиболее поздней по времени работы
4. работайте в обратном направлении
5. краткое описание
6. сведения о работе во время каникул
7. не пожалеть денег на профессиональную фотографию
8. потрясающие вещи

V. TRANSLATE

1. Для того чтобы найти работу, необходимо составить и разослать резюме.
.....
2. Личные данные включают в себя имя, возраст, адрес и некоторые другие данные.
.....
3. Информация об образовании должна быть представлена в хронологическом порядке.
.....
4. Предоставляя данные о предыдущем трудоустройстве, необходимо указать характер выполняемой работы.

.....
5. Если Вы студент, можно указать сведения о внеучебной активности – участии в волонтерской деятельности, например.

.....
6. Постарайтесь сообщить как можно больше сведений о своей профессиональной деятельности.

.....
7. На фотографии, как правило, обращается некоторое внимание, поэтому выберите самую удачную.

.....
8. Работодатели говорят: «Мы Вас не знаем», поэтому не стесняйтесь делиться информацией о себе, иначе упустите шанс получить работу.

VI. SPEAKING

1. Study the CV:

Curriculum Vitae

Toni Carter

Personal details:

Full name: Toni (Antonella) Carter

Date of birth: 14/02/78

Permanent address: 88 Whitecross Road

St Albans

Herts WD3 8KY

Tel. / Fax: (01923) 0845841

Mobile: 0789 765782



Personal email: CarterToni@gratisserve.co.uk

Marital status: Single

Educational history:

I am currently following a part-time MBA programme in International Business at Randolph Business School

1997-2000 University of South Nottingham:

BSc Business Studies

1994-1996 Dr Chalmer's Sixth Form College:

'A' levels in Italian (A), Mathematics (A), Biology (B).

Skills:

Word-processing. Excel. Power Point. Clean driving licence.

Languages: Bilingual English / Italian

Employment history:

September 2002-present

Farinelli Fashions: Marketing Executive with responsibility for customer services. I regularly visit sales outlets in the south of England and our suppliers' factories in Malta and Morocco.

January 2001- September 2002

Kilt Corner: Shop Assistant, then Deputy Manager.

August-December 2000

La Sorpresa Italian Restaurant: part-time waitress.

Hobbies and interests:

Soccer: At university I was captain of the women's soccer team.

Playing the cello. Member of SN Chamber orchestra.

In my gap year I travelled round Australia and south-east Asia. I developed a much broader awareness of other cultures and ways of life.

Referees:

Catriona Flinn

Manager, Kilt Corner

16 Gorton Street

London W8

Professor K. Pradesh

Randolf Business School

32 City Road

London EC1B 7HG

2. Compose your own CV

UNIT

9



Intercultural Understanding

Preview

Answer the questions. Then talk about your answers.

1. What is international communication?
2. What stereotypes about different nations do you know?
3. Why do you think it is important to make a favorable impression on a person you meet for the first time?
4. Have you ever tasted unusual food? What was it?

I. LISTENING AND READING

Read and translate the text

INTERCULTURAL UNDERSTANDING

There was a time when **intercultural** understanding was a nicety, a **luxury** for the idle rich. Now the world has changed **dramatically**. To **survive** in international



communication we must be able to understand more about other countries, other cultures, and other ways of doing business. Here are some tips for this.

First of all never **generalize**. People can't be **stereotyped**. Even though they look alike, speak the same language, eat similar food, practice the same religion and live in the same country, each and every person you meet will be different.

Consideration and respect are the qualities you most need to be a successful internationalist. Consideration means you must observe what the **local** people are doing, ask whenever communication or expected behavior is unclear, listen actively and write down what you hear.

The first **impression** you produce is very powerful. A good first impression creates the **expectation** of a positive relationship. A bad first impression, on the other hand, can be **overcome** only with a lot of work over a long period of time – and sometimes we don't get that chance!

Be careful with names and titles. For Europeans, a person's name and title express or **imply** a wealth of information about family history, education, profession, reputation and personal achievement.

Language and body language is a great gift. It is your **initial** act of **sharing** yourself. It is the best way to win friends for yourself, your country and your company. To learn another's language is the greatest of compliments and you will be richly **rewarded**.

Be careful about touching. We all know the Italians, Greeks and Spanish are **touchers**. The English and Scandinavians are **non-touchers**. Touching is a behavior reserved for friends and family members in almost all cultures. People generally do not touch or want to be touched by strangers, people they meet occasionally, new business **associates** or new **acquaintances**.

Food – how you eat it and how you react to it – is **essential** to the art of diplomacy. Your behavior at the table also is one of the quickest ways to make or lose foreign friends. When your hosts offer you a food that's local **delicacy** or national specialty, they are offering you a sample of their culture as well as their friendship.

One more important thing is the way you dress. Europeans **make judgments** based on appearance and clothing. How you dress is seen as an indicator of your personality and social status.

II. VOCABULARY

1. intercultural [ˌɪntərˈkʌltʃərəl] Intercultural understanding became very important.	межкультурный Межкультурное общение стало очень важным
2. luxury ['lʌkʃəri]	роскошь
3. dramatically [drəˈmætɪkəli] The situation has changed dramatically.	кардинально Ситуация кардинально изменилась.
4. to survive [səˈvaɪv] These tips are essential to survive.	выжить Эти советы необходимы для того, чтобы выжить.
5. to generalize ['dʒenərəlaɪz]	обобщать
6. stereotype ['stɪəriətaɪp] There are a lot of stereotypes about Russians.	стереотип О русских существует множество стереотипов.
7. consideration [kənˌsɪdəˈreɪʃən]	учет и понимание особенностей другого человека

Consideration is a quality you need to be a successful internationalist.	Учет и понимание особенностей другого человека – качество, необходимое вам для того, чтобы общаться с представителями других наций.
8. local ['ləukəl]	местный
9. impression [ɪm'preʃən]	впечатление
10. expectation [ˌekspek'teɪʃən] A good first impression creates the expectation of a positive relationship.	ожидание Первое впечатление создает основу для хороших отношений.
11. to overcome [ˌəʊvə'kʌm]	преодолеть
12. to imply [ɪm'plaɪ]	подразумевать
13. initial [ɪ'nɪʃəl]	первоначальный
14. to share ['ʃeər] Language is your initial act of sharing yourself.	делиться (своими чувствами) Язык – основное средство самопрезентации.
15. to be rewarded [rɪ'wɔːdɪd]	получить вознаграждение
16. touchers ['tʌtʃəz] / non-touchers [nɒn 'tʌtʃəz] The nations can be described as touchers and non-touchers.	люди, любящие / не любящие прикосновения (тактильный контакт) Народы можно описать как тех, кто любит или не любит прикосновения.
17. associate [ə'səʊʃɪət]	коллега, партнер
18. acquaintance [ə'kweɪntəns] He has a lot of business associates and new acquaintances in different countries.	знакомый У него много деловых партнеров и знакомых в разных странах.
19. essential [ɪ'senʃəl]	необходимый, обязательный
20. delicacy ['delɪkəsi] This food is local delicacy.	деликатес Это блюдо – местный деликатес.
21. to make judgments [meɪk 'dʒʌdʒmənts] Europeans like to make judgments of other people based on appearance.	судить о людях Европейцы любят судить о других людях по внешности.

III. READING COMPREHENSION

1. Answer the questions:

1. What is essential to survive in the world now?
2. Why should people not generalize?
3. What does consideration mean?
4. What does the first impression create?
5. What does a person's name imply for Europeans?
6. What is the initial act of sharing yourself?
7. What nations are considered non-touchers?
8. What is important for the art of diplomacy?
9. Is the way people are dressed important for Europeans?

2. Complete the sentences:

1. There was a time when understanding was a nicety.
2. Now the worlddramatically.
3. Consideration and respect are the qualities you most need to be a successful
4. A creates the expectation of a positive relationship.
5. with names and titles.
6. To learn another's language is the greatest of
7. Touching is a behavior reserved for in almost all cultures.
8. Your at the table also is one of the quickest ways to make or lose foreign friends.
9. How you dress is seen as an and social status.

IV. ANALYZE

1. Match the words with their Russian equivalents

1. relationship	a. национальное блюдо
2. associate	b. образец
3. to react	c. дар
4. appearance	d. общение
5. to overcome	e. реагировать
6. communication	f. подразумевать
7. national specialty	g. преодолевать
8. gift	h. внешность
9. sample	i. отношение
10. imply	j. коллега

2. Give the English equivalents:

1. праздные богачи
2. исповедовать общую веру
3. наблюдать
4. богатая информация
5. личное достижение
6. скандинавы
7. искусство дипломатии
8. знакомый
9. судить
10. социальный статус

3. Prove the following statements:

1. People can't be stereotyped.
2. The first impression you produce is very powerful.
3. Names and titles are very important.
4. You must be careful about touching.
5. Food is essential to the art of diplomacy.

4. Match the following English words with their synonyms:

1. tip	a. regional
2. delicacy	b. completely
3. to survive	c. label, heading
4. to reward	d. advice
5. local	e. to compensate
6. dramatically	f. feast, treat
7. title	g. praise, flattery
8. compliment	h. continue to live

5. Put the words in the correct word order

1. has changed/ now/ dramatically/ the world/.
2. different/ and/ person/ every/ will be/ each/ you meet/.
3. write/ actively/ and/ hear/ down/ what you/ listen/.
4. don't get/ sometimes/ chance/ we/ that/.
5. way/ the best/ friends/ it is/ for you/ to win/.
6. scandinavians/ are/ and/ non-touchers/ the English/.
7. you/ their friendship / their culture/ as well as/ are offering/ they/ a sample of/.
8. thing/ is the way/ one more/ dress/ important/ you/.

V. TRANSLATE

1. Межкультурное взаимопонимание стало необходимым, поскольку мир кардинально изменился.
.....
2. Люди охотно верят стереотипам о других нациях и опровергают стереотипы о своем собственном народе.
.....
3. Если вы не знаете как вести себя в чужой стране – понаблюдайте за местными жителями.
.....
4. Существует множество поговорок о важности первого впечатления.
.....
5. Немцы очень трепетно относятся к употреблению звания с именем собственным – для них это показатель статуса и достижений человека.
.....
6. Существуют специальные курсы, обучающие владению языком тела.
.....
7. Трудно сказать, являются ли русские нацией, которая считает приемлемым частые прикосновения.
.....
8. Отказаться попробовать местный деликатес значит нанести обиду, которую нелегко забыть.
.....

VI. SPEAKING

1. Read the information about good manners accepted in Europe. What is new to you?

Manners

The manners appeared for a practical purpose. For example, when two men met, they extended their right hands – and eventually shook them – to show that they were not carrying weapons. A handshake served as a display of friendship, or at least to demonstrate a lack of hostility.

The manners used in much of the Western world have common antecedents; they have evolved in different ways in different places. These are some general ones:

- Quiet, modest behavior is always appreciated.
- Never meet, greet or talk to someone with your hands in your pockets.
- Humor is very local. It is best to avoid “telling a joke”.
- Do not chew gum in public.
- Always use “please” and “thank you” – in the local language if possible.
- Never put your feet on furniture.
- Do not eat while walking in the streets.
- Show respect for others’ habits and customs.
- Do not talk about money – yours or theirs.
- Do not point or beckon with your index finger.
- Do not ask for a tour of someone’s home.
- Never wander uninvited into the “private” rooms of someone’s home.
- Respect the privacy and dignity of others at all times; when in doubt, put yourself in their place.

Some good topics of conversation

- Food and wine
- Art and music
- Sports
- Cars
- Politics (ask questions but never make a judgmental statement about their political system or a particular politician)
- Do not discuss
 - Salary
 - Where someone lives
 - Marital status
 - Educational level

Smoking etiquette

Never smoke anyplace at any time without asking permission of your host, other guests, office colleagues, restaurant personnel, or anyone present who might object to sharing the environment with a smoker.



International Etiquette

Preview

Answer the questions. Then talk about your answers.

1. Have you ever made a business trip abroad?
2. Do you think knowing English is enough to have business with foreigners?
3. What do you know about customs of different countries?
4. What countries do you think have strictest rules of etiquette: eastern or western?
5. What is the main topic of conversation between strangers in Russia?

I. READING

Read and translate the text

INTERNATIONAL ETIQUETTE

Travelling to all corners 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 are German, they'll bang on time. If they are American, they'll probably be 15 minutes early. If they are British, they'll be 15 minutes late, and you should allow up to an hour for the Italians.



When the first books giving advice on international **etiquette** appeared, the British thought this was a joke, because they **assumed** that the understanding of their language meant a **corresponding** understanding of English customs. Very soon they realized that they had a lot to learn about how to **behave** with their foreign business friends. And here are some examples:

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 lunchtime. The Germans like to talk business before dinner, the French like to eat first and talk afterwards.

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.



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. You should not expect the Japanese to shake hands when greeting someone. **Bowing** the head is a mark of respect and the first bow of the day should be lower than when you meet thereafter.

The Americans prefer to be **casual** and more informal than the Japanese, as illustrated by the universal “Have a nice day!” The British are cool and **reserved**. The great topic of **conversation** between strangers in Britain is the weather – unemotional and impersonal. In America, the main topic between strangers is the search to find a geographical **link**. “You really live in Ohio? I had an uncle who once worked there”.

II. VOCABULARY

1. to arrange [ə'reɪndʒ] I have arranged a meeting at four o'clock.	договориться, организовать Я организовал встречу в четыре часа.
2. business colleagues ['bɪznɪs 'kɒli:gɪz] He has some business colleagues in Sweden.	коллеги по бизнесу У него несколько коллег по бизнесу в Швеции.
3. etiquette ['etɪket]	этикет
4. to assume [ə'sju:m] They assumed that it was a joke.	считать, полагать Они посчитали это шуткой.
5. corresponding [ˌkɒrɪs'pɒndɪŋ]	соответствующий
6. to behave [bɪ'heɪv] They don't know how to behave with foreigners.	вести себя Они не знают как вести себя с иностранцами.
7. matter ['mætə]	проблема, дело
8. rarely ['rɛəli] The Japanese rarely drink at lunchtime.	редко Японцы редко пьют во время обеда.
9. to get down [get daʊn] to smth. Let's get down to business.	приступить Давайте приступим к делу.
10. to regard [rɪ'gɑ:d] She regarded it as a compliment.	расценивать Она расценила это как комплимент.
11. strict [strikt]	строгий
12. behavior [bɪ'heɪvjə] The rules of social behavior in Japan are very strict.	поведение Правила поведения в обществе в Японии очень строгие.

13. seniority [ˌsiːniːˈɒrɪti]	старшинство
14. to complete [kəmˈpliːt] They couldn't complete the deal.	завершить Они не смогли завершить сделку.
15. bow [bau]	поклон
16. casual [ˈkæʒjuəl] The Americans are casual and informal.	легкий в общении Американцы легкие и непринужденные в общении.
17. reserved [rɪˈzəːvd] They are very reserved.	сдержанный Они очень сдержанные.
18. conversation [ˌkɒnvəˈseɪʃən] It is hard to start a conversation with a foreigner for me.	разговор Мне трудно начать разговор с иностранцем.
19. link [lɪŋk]	связующее звено

III. READING COMPREHENSION

1. Answer the questions:

1. What does “we live in a global village” mean?
2. If you arranged a meeting at 4, when do the Italians probably arrive?
3. Why did the British regard the first books giving advice on international etiquette as a joke?
4. Why do the Japanese prefer not work while eating?
5. What is very important in Japan to complete a business deal?
6. What is a mark of respect in Japan?
7. What is the main topic of conversation between strangers in America and in Great Britain?

2. Choose the correct word or word combination:

1. If you arranged a meeting with your German business colleagues, they will probably ...
 - a) be 15 minutes early
 - b) bang on time
 - c) be 15 minutes late
2. When the first books giving advice on international etiquette appeared, the ... thought this was a joke.
 - a) British
 - b) Japanese
 - c) Americans
3. The Japanese prefer not to ... while eating.
 - a) laugh
 - b) talk
 - c) work
4. A younger man should never be sent to ... a business deal with an older Japanese man.
 - a) discuss
 - b) start
 - c) complete
5. The first ... of the day should be lower than when you meet thereafter.
 - a) bow
 - b) kiss
 - c) hug
6. The British are cool and
 - a) reserved
 - b) strict
 - c) pleasant
7. In America, the main topic between strangers is the
 - a) weather
 - b) geographical link
 - c) political situation

3. Complete the sentences using the words from the box:

German	American	British	Italians	French	Japanese
--------	----------	---------	----------	--------	----------

1. Theare happy to have a business lunch.
2. The like to eat first and talk afterwards.
3. The have perhaps the strictest rules of social and business behavior.
4. The prefer to be casual and more informal than the Japanese.
5. You should allow up to an hour for the
6. If they are, they'll bang on time.

IV. ANALYZE

1. Match the words with their Russian equivalents

1. seniority	a. непринужденный
2. informal	b. дела бизнеса
3. bang on time	c. незнакомцы
4. corresponding	d. обычаи
5. customs	e. международный этикет
6. international etiquette	f. редко
7. business deal	g. появиться как раз вовремя
8. strangers	h. соответствующий

9. rarely	i. сделка
10. business matters	j. старшинство

2. Give the English equivalents:

1. организовать встречу
2. советы по международному этикету
3. понимание английских обычаев
4. вести себя правильно
5. обсуждать дела бизнеса за обедом
6. приступить к работе
7. расслабиться
8. Вы не должны ожидать
9. “Хорошего дня!”

3. Prove the following statements:

1. The Japanese have perhaps the strictest rules of social and business behavior.
2. The Germans are very punctual and businesslike.
3. The Americans are very sociable.

4. Match the following English words with their definitions:

1. rarely	a. partners, co-workers
2. conversation	b. organize
3. corresponding	c. think, expect
4. assume	d. severe, tough
5. etiquette	e. chat, discussion
6. arrange	f. like, analogous
7. strict	g. code, protocol
8. colleagues	h. seldom, not often

V. TRANSLATE

1. На какое время Вы назначили встречу с зарубежными коллегами по бизнесу?
.....
2. Предполагается, что высококвалифицированные инженеры должны иметь соответствующие знания физики и математики.
.....
3. Они совсем не знают как вести себя с коллегами из африканских стран.
.....
4. В Европе люди редко пьют алкогольные напитки в дневное время.
.....
5. После долгих выходных очень тяжело приступить к работе.
.....
6. В восточных странах старшинство имеет большое значение.
.....
7. Правила социального поведения должны воспитываться в ребенке с раннего возраста.
.....
8. Много лет назад американская непринужденность в поведении шокировала сдержанных британцев.
.....

VI. SPEAKING

1. Read the tips for travelers and discuss them. Do you find them strange? Can you think of your own examples?

In France you shouldn't sit down in a café until you've shaken hands with everyone you know.

In Afghanistan you should spend at least five minutes saying hello.

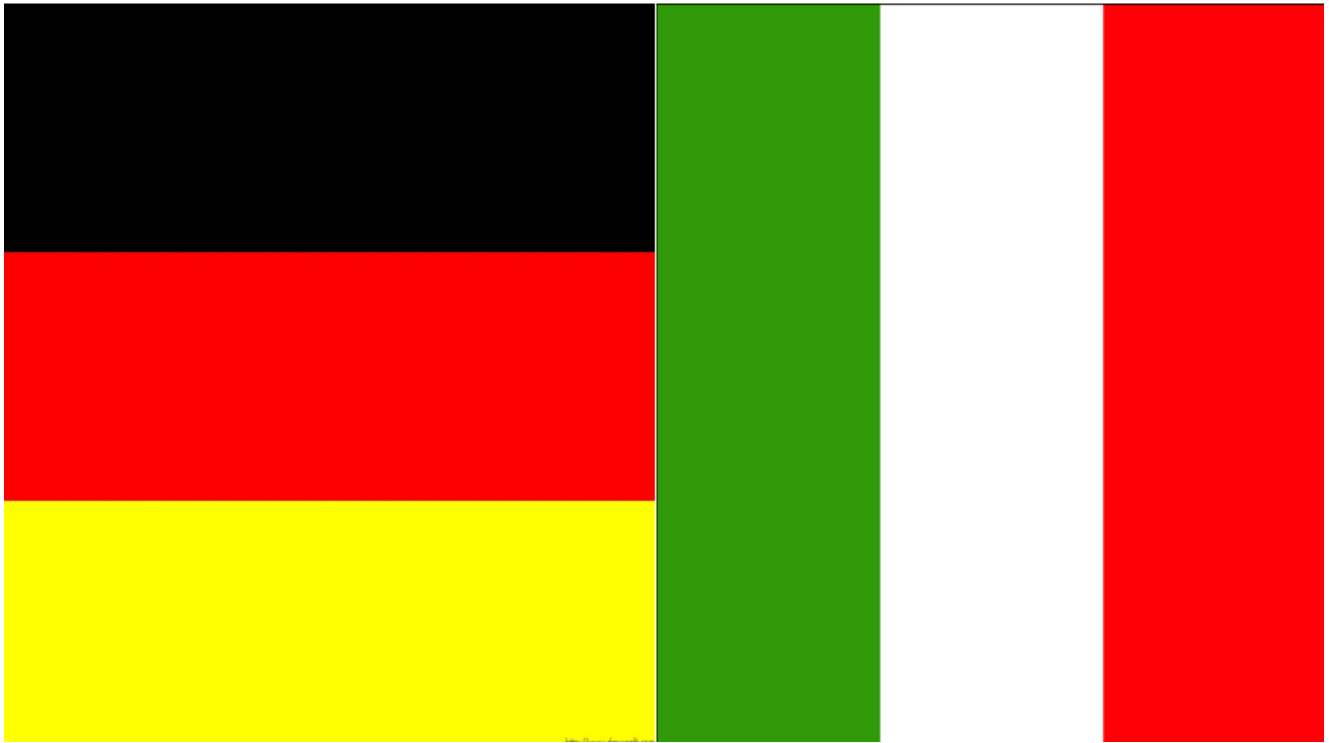
In Pakistan you mustn't wink. It is offensive.

In the Middle East you must never use the left hand for greeting, eating, drinking or smoking. Also, you should take care not to admire anything in your hosts' home. They will think that they have to give it to you.

In Russia you must match your hosts drink for drink or they will think you are unfriendly.

In Thailand you should clasp your hands together and lower your head and eyes when you greet someone.

In America you should eat your hamburger with both hands and as quickly as possible. You shouldn't try to have a conversation until it is eaten.



Cultural Differences

Preview

Answer the questions. Then talk about your answers.

- 1) What do you know about Germany?
- 2) What stereotypes exist about the Germans?
- 3) What do you know about Italy?
- 4) What characteristics do the Italians possess?
- 5) Do you think these two nations are different?

I. READING

Read and translate the text

CULTURAL DIFFERENCES

Germans **value** order, **privacy** and punctuality. They are **thrifty**, hard-working and **industrious**. Germans respect perfectionism in all areas of business and private life. There is an **innate distaste** for stepping out of line.

Family size is generally very small. Both parents often work outside the home. **Responsibility** and achievement are family values. It is common for young people to live together before or instead of marriage. There is greater variety of lifestyles in Germany today than in the past.

In corporate culture a strict vertical **hierarchy** exists, and power is held by a small number of people at the top. The corporate organization is logical and methodical; procedures and **routines** are done “by the book”.



The boss is respected for being strong and **decisive** and working hard. **Subordinates** rarely **contradict** or **criticize** the boss **publicly**. The boss gives direction and may make even **minor** decisions. Objective criticism isn't given or received easily; compliments are seldom given for work **accomplished**.

Rank is also very important, and it would be a mistake to set up a meeting between two people of different ranks. **Fast-track** promotions are rare; **steady**

progress and job security are considered more important than **rapid** promotion. Cars, size of office and holiday **venues** are all important symbols of individual success.

Cultural achievement is Italy's greatest source of pride. **Inventiveness, imagination, intelligence** and education are prized. Personal relations are scrupulously **maintained** with **loyalty** highly valued, especially in families. Italians are **receptive** to new ideas and fresh solutions.

The family is the most important **affiliation** in Italy. Strong, traditional ties **bind** families together. Northern families live in a nuclear unit. In the south, many generations live in the same town or even the same home.

Speaking about corporal culture we must note that there is a wide diversity of organizational styles. Organizations are built mostly on personal **alliances**.

The boss of the company is generally the owner, chairman or managing director. The boss is respected for **charisma**, creativeness, empathy and **reliability**.

Nothing of importance is done by a textbook plan. Pragmatism and improvisation are the key to success – protocol, rules and organization charts are generally **ignored**.

Decisions are generally made and agreed to privately before meetings; the purpose of the meeting is to **evaluate** the mood and test the support of colleagues, not to make a decision. New ideas are generally **cleared** with everyone before being presented in meetings. Decisions that are made and agreed to may never be **implemented**.

II. VOCABULARY

1. to value ['vælju:] Germans value order.	ценить Немцы ценят порядок.
2. privacy ['prɪvəsi]	личное пространство
3. thrifty ['θrɪftɪ]	бережливый
4. industrious [ɪn'dʌstriəs]	старательный
5. innate [ɪ'neɪt]	врожденный
6. distaste [dɪs'teɪst] They have an innate distaste for	неприязнь у них врожденная неприязнь к

disorder.	беспорядку.
7. responsibility [rɪˌspɒnsəˈbɪlɪti] Children are great responsibility.	ответственность Дети – большая ответственность.
8. hierarchy ['haɪərəːki] In corporate culture a strict vertical hierarchy exists	иерархия В корпоративной культуре существует строгая вертикальная иерархия.
9. routine [ruːˈtiːn]	повседневное дело
10. decisive [dɪˈsaɪsɪv]	решительный
11. subordinate [səˈbɔːdɪneɪt]	подчиненный
12. to contradict [ˌkɒntrəˈdɪkt]	противоречить
13. to criticize ['krɪtɪsaɪz] No boss likes when his subordinates contradict and criticize his actions.	критиковать Ни один начальник не любит, когда его подчиненные противоречат и критикуют его.
14. publicly ['pʌblɪkli]	публично
15. minor ['maɪnə]	незначительный, второстепенный
16. to accomplish [əˈkʌmplɪʃ] Compliments are seldom given for work accomplished.	проделать, завершить За проделанную работу редко говорят комплименты.
17. rank [ræŋk] Rank is also very important for Germans.	звание, должность Должность также важна для немцев.
18. fast-track [fɑːst træk]	стремительный
19. steady ['stedɪ]	постепенный
20. rapid ['ræpɪd] Steady progress and job security are considered more important than rapid promotion.	быстрый Постепенный прогресс и гарантия обеспечения работой считаются более важными, чем стремительный карьерный рост.
21. venue ['venjuː] Holiday venue is an important symbol of individual success.	место Место отдыха – важный символ индивидуального успеха.
22. inventiveness [ɪnˈventɪvnəs]	изобретательность
23. imagination [ɪˌmædʒɪˈneɪʃn]	воображение
24. intelligence [ɪnˈtelɪdʒəns]	умственные способности

Inventiveness, imagination, intelligence and education are prized in Italy.	Изобретательность, воображение и умственные способности высоко ценятся в Италии.
25. to maintain [meɪn'teɪn] They maintain personal ties.	поддерживать Они поддерживают личные связи.
26. loyalty ['lɔɪəlti]	верность
27. receptive [rɪ'septɪv] Italians are receptive to new ideas and fresh solutions.	восприимчивый Итальянцы восприимчивы к новым идеям и свежим решениям.
28. affiliation [ə'fɪli'eɪʃn]	союз, объединение
29. to bind [baɪnd]	связывать
30. alliance [ə'laɪəns]	союз
31. charisma [kə'rɪzmə] The boss is respected for charisma.	харизма Начальника уважают за харизму.
32. reliability [rɪ'laɪə'bɪlɪti]	надежность
33. to ignore [ɪg'nɔ:]	игнорировать
34. to evaluate [ɪ'vælju'eɪt]	оценивать
35. to clear [kliə]	прояснять
36. to implement ['ɪmplɪment] Some decisions may never be implemented.	применять на практике Некоторые решения возможно никогда не будут применены на практике.

III. READING COMPREHENSION

1. Answer the questions:

1. What do the Germans value most of all?
2. What is common for young people in Germany?
3. Who holds the power in corporate culture?
4. Why do the subordinates respect the boss?
5. What do you know about promotions in German companies?
6. What qualities do the Italians prize?
7. What can you tell about families in Italy?
8. How can you describe corporate culture in Italy?

9. What role does the boss play in a corporation?
10. How are decisions made in Italian companies?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones:

1. There is an innate distaste for stepping out of line in Germany.
2. In Germany the boss gives direction but the subordinates make minor decisions.
3. Germans give a lot of compliments for work accomplished.
4. In Germany steady progress and job security are considered more important than rapid promotion.
5. Cultural achievement is Italy's greatest source of pride.
6. The family is not such an important affiliation in Italy today than it was before.
7. Organizations in Italy are built mostly on personal alliances.
8. In Italy nothing of importance is done without a textbook plan.
9. In Italy decisions that are made and agreed to are always implemented.

3. Complete the sentences:

1. Germans order, privacy and punctuality.
2. and achievement are family values.
3. In corporate culture a strict vertical exists.
4. Subordinates rarelyor the boss publicly.
5. is also very important in German companies.
6. In Italy personal relations are scrupulously with highly valued, especially in families.
7. Strong, traditional ties families together.
8. The boss is respected for, creativeness, empathy and
9. The purpose of the meeting is tothe mood and test the support of colleagues.

IV. ANALYZE

1. Match the words with their Russian equivalents

1. contradict	a. подчиненный
2. fast-track	b. восприимчивый
3. industrious	c. противоречить
4. intelligence	d. место
5. venue	e. стремительный
6. subordinate	f. старательный
7. routine	g. умственные способности
8. receptive	h. повседневное дело

2. Give the English equivalents:

1. во всех областях деловой и личной жизни
2. жить вместе, не вступая в брак
3. существует строгая вертикальная иерархия
4. объективная критика воспринимается нелегко
5. скромное и сдержанное поведение
6. построены на личных союзах
7. прагматизм и импровизация – ключ к успеху
8. проясняются лично накануне встреч

3. Match the following English words with their definitions:

1. hierarchy	a. faithfulness
2. to criticize	b. spiritual power, attraction

3. to bind	c. to neglect
4. loyalty	d. to connect
5. charisma	e. structure, chain of command
6. to ignore	f. position, system
7. rank	g. careful with money, saving
8. thrifty	h. to reprimand

V. TRANSLATE

1. В этой стране существует строгая иерархия во всех сферах деловой и личной жизни.
.....
2. У него врожденная неприязнь к публичному проявлению эмоций.
.....
3. Все больше молодых людей в России предпочитают жить вместе, не вступая в брак.
.....
4. Структура военных организаций методична и логична, все мероприятия и текущие дела совершаются согласно существующему распорядку.
.....
5. Вы можете критиковать или возражать мне, но только не публично.
.....
6. Ее профессиональное продвижение было стремительным.
.....
7. В Японии деловая встреча людей разных служебных положений считается грубым нарушением этикета.
.....

8. В России марка машины и расположение офиса считаются проявлениями делового успеха.
9. Молодые люди, как правило, крайне восприимчивы к новинкам технического прогресса.
10. В корпоративной культуре этой страны существует большое количество разных стилей организации бизнеса.....
11. Президента уважают за харизму и надежность.
12. Он всегда игнорировал протокол и правила поведения.
13. Мы не можем применить это решение на практике, не прояснив ситуацию до конца.
14. Оценив обстановку и шансы на поддержку в коллективе, начальник решил не рисковать.....

VI. SPEAKING

1. Read, translate and discuss the information given below:

BODY LANGUAGE

Germany

- Germans may appear reserved and unfriendly until you get to know them better.

Italy

- Men who are friends may embrace.
- Persons of the same sex may walk arm-in-arm when in public.

- The “thumbs up” gesture means “one” (as in “one beer”) or may be a sign of appreciation or agreement.
- Making your hands into fists, thumbs tucked inside, and pounding lightly on a surface expresses “good luck”.
- Germans never use the “OK” gesture (index finger and thumb joined together to make a circle) – it is considered very rude.
- Germans never point the index finger to their head – this is an insult.
- Acquaintances may kiss cheeks.
- Maintain eye contact while talking – otherwise Italians might think you are hiding something.
- People push and shove in crowded places. It is not considered rude.
- Italians are known for using the most body language of all Europeans, but its use is declining.
- The fingertip kiss means beautiful; use to show appreciation for food, art, a woman, etc.
- The “hand purse” (finger tips held together) means a question, something good, fear, etc. It is considered almost the Italian national gesture. Do not ever mimic these gestures!
- The more refined Italians do not use hand gestures and many even consider them rude.



Culture Shock

Preview

Answer the questions. Then talk about your answers.

- 1) What does “culture shock” mean?
- 2) What stereotypes about the British do you know?
- 3) What difficulties can you come across when you visit Great Britain?
- 4) What specific characteristics do the Russians possess?

I. READING

Read and translate the text

CULTURE SHOCK



Laszlo - Well, I think sometimes yes. English people can be so polite that you don't really understand them. For example, I went to London with some other teachers from Hungary to do a training course for teachers of English. It was a special course for foreign teachers. During the course the tutors, the people who were teaching us, talked to us a lot about our progress - and we thought we were all doing really well. So we were very very surprised when some of us failed the course! What had happened was that the English tutors were so polite when they gave their opinion about our teaching

what we didn't realize we were doing things badly I think that's typically English. I think sometimes they need to say what they think, to be more direct.

Paula - I think English people are too polite that it makes us Latin people think that they're cold. I mean we're very noisy and extrovert and so when they're quiet and polite we think that they don't like us, that they're being unfriendly. So maybe



yes, they *can* be too polite. I think they need to relax more.

Melik - I think the English are very polite, but I don't think they are too polite - I mean I don't think it's a bad thing, I think it's a good thing. In my job, I have met a lot of English people and I think they're much more polite than we are, both in the way they talk and also in the way they respect other people's opinions. And their manners in general are much better.



OK, this isn't true about all English people. The football hooligans and some of the tourists that come here to Turkey and drink too much - they're not polite - but the majority is and I like it.



Renata - Well, I went to London a few years ago and one day, surprise-surprise, it was raining and I was walking along the street and everybody has an umbrella and every time someone went past me they hit me with their umbrella and then said, 'Oh sorry' or 'I'm awfully sorry' or 'I'm terribly sorry'. And after the tenth time this happened, I just said to the person who hit me: 'Please stop saying sorry and just be more careful!' So in answer to your question, I don't think English people are too polite. They say 'sorry' and 'thank you' a lot, but it doesn't really mean anything.

NOTES

Laszlo ['ləzləʊ]	Ласло
Hungary ['hʌŋgəri]	Венгрия
Paula ['pɔ:lə]	Пола
Latin ['lætɪn]	Латиноамериканцы
Melik [me'li:k]	Мелик
Turkey ['tɜ:ki]	Турция
Renata [rə'nɑ:tə]	Рената
typically ['tɪpɪk(ə)li]	типично
really ['riəli]	действительно
progress ['prəʊgrəs]	прогресс
extrovert ['ɛkstrəʊ,vɜ:t]	экстраверт
manner ['mænə]	манера
hooligan ['hu:lɪgən]	хулиган
tourist ['tʊərɪst]	турист

tutor ['tju:tə]	учитель, преподаватель
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II. VOCABULARY

1. to be polite [pə'laɪt] English people can be so polite.	быть вежливым Англичане могут быть очень вежливыми.
2. to do a training course ['treɪnɪŋ kɔ:s] I went to London to do a training course for teachers.	проходить курс обучения Я поехал в Лондон, чтобы пройти курс обучения для учителей.
3. to be surprised [sə'praɪzd] We were very surprised.	быть удивленным Мы были очень удивлены.
4. to do well We were all doing really well.	делать успехи Мы все делали большие успехи.
5. to fail a course [feɪl]	провалить (не справиться) курс
6. to give one's opinion [ə'pɪnjən] to respect other people's opinion [rɪs'pekt] They gave their opinion about our teaching.	высказывать мнение уважать мнение других людей Они высказали свое мнение по поводу нашей учебы.
7. to do well / to do badly ['bædli]	успевать (хорошо учиться) / не успевать (иметь проблемы с учебой)
8. to be direct [də'rekt] I wish sometimes they could be more direct.	быть правдивым, прямым Я хотел бы, чтоб они иногда были более прямыми.

9. to be noisy ['nɔɪzi]	быть шумным
10. to be unfriendly [ʌn'frɛndli]	быть недружелюбным
11. to relax [rɪ'læks] I think they need to relax more.	расслабляться, отдыхать Считаю, что им нужно больше отдыхать.
12. in smb's job [dʒɒb] In my job, I have met a lot of English people.	по работе По работе я встречаюсь с англичанами.
13. in the way [weɪ] I think their politeness in the way they respect other people's opinions.	то, каким образом Считаю, что их вежливость выражается в том, каким образом они уважают мнение других людей.
14. in general [dʒenərəl]	в общем
15. surprise-surprise [sə'praɪz-sə'praɪz] I was in London and, surprise-surprise, it was raining!	какой сюрприз! Я была в Лондоне и, какой сюрприз, там шел дождь!
16. majority [mə'dʒɔrɪti]	большинство
17. to hit smb with an umbrella [ʌm'brɛlə]	ударить кого-л. зонтом
18. to go past [pɑːst]	проходить мимо
19. awfully ['ɔːfʊli] I'm awfully sorry.	Ужасно Мне ужасно жаль.
20. to walk along the street [ə'ləŋ] I was walking along the street.	идти по улице Я шла по улице.
21. in answer to smb's question	ответить на чей-л. вопрос

III. READING COMPREHENSION

2. Answer the questions:

1. Where is Laszlo from?
2. Why did he go to London?
3. What did the tutors tell them about their studies?
4. What, to Paula's mind, do Latin people think about the English?
5. What does she think they need to do?
6. What does Melik think about English manners?
7. What was the weather like when Renata was visiting London?
8. What did she say to a stranger who hit her with an umbrella?

2. Read the statements and say whether they are true (T) or false (F). Correct the false ones:

1. Laszlo is a student from Poland.
2. He came to London to do a training course.
3. The tutors told them they were doing really well.
4. Laszlo successfully passed his exam.
5. He wishes English people were more direct.
6. Paula thinks English people are noisy and extrovert.
7. She says they need to relax more.
8. In his job, Melik has met few English people.
9. Renata has just returned from London.
10. The weather was fine during her stay in England.
11. People, who went past her in the street, greeted her with a smile.
12. She says that English people are very polite.

IV. ANALYZE

1. The four people use several expressions to talk about

English people. Find the following expressions:

1. An expression that means “to be open”
2. An expression that means “to say what one thinks”
3. An expression that means “to be shocked”
4. An expression that means “to succeed”
5. An expression that means “to knock smb. with”
6. An expression that means “not to pass an exam”
7. An expression that means “to go by”

2. Complete the sentences.

1. English people can be so p _ _ _ e that you don't really understand them.
2. I went to London to do a t _ _ _ _ _ g c _ _ _ _ e for teachers of English.
3. The English tutors g _ _ e their o _ _ _ _ n about our teaching.
4. I think that's t _ _ _ _ _ y English.
5. I mean we're very n _ _ _ y and e _ _ _ _ _ t.
6. They r _ _ _ _ t other people's o _ _ _ _ _ s.
7. The f _ _ _ _ _ l h _ _ _ _ _ s are not polite - but the m _ _ _ _ _ y is and I like it.
8. I was w _ _ _ _ _ g a _ _ _ g the street.
9. ‘Please stop saying sorry and just be more c _ _ _ _ _ l!’

3. Fill in the table.

Who ...?	Laszlo	Paula	Melik	Renata
is an English teacher				
comes from Turkey				
is noisy and extrovert				
disappointed with English politeness				
is from Hungary				
visited London in rainy weather				
failed the exam				
spoke about football hooligans				
thinks the English need to relax more				

4. Match the following English words with their definitions:

1. extrovert	a. having or showing behaviour that is respectful and considerate of other people
2. careful	b. extending or moving from one place to another without changing direction or stopping
3. direct	c. making or given to making a lot of noise
4. noisy	d. an outgoing, socially confident person
5. polite	e. done with or showing thought and attention
6. quiet	f. making little or no noise

5. Paraphrase the sentences, changing the words in italics.

1. We thought we were all *making progress* in the course.
2. Some of us *could not pass the examinations!*
3. I think sometimes they need to say what they think, to be more *frank*.
4. It makes us Latin people think that they're *reserved*.
5. I think they need to *rest* more.
6. They *are considerate about* other people's opinions.
7. But *most people are* polite and I like it.
8. When someone went past me he *touched* me with an umbrella.

6. Complete the sentences with suitable words or phrases from the box.

training course	awfully	respect
polite	relax	tutor
extrovert	noisy	

1. My neighbours' children are so sometimes that I cannot fall asleep because of them.
2. He wanted to become an accountant so he decided to
3. You look tired, you need to more.
4. She is confident, talented and kind that's why a lot of people admire and her.
5. I'm sorry I have broken your favourite cup.
6. It's very hard to get down to my studies, I guess I need to ask my for help.
7. A real gentleman must be reserved and
8. He is very energetic and talkative, he must be an

7. Make up sentences.

Example: a special course / foreign / it / for / teachers / was. – It was a special course for foreign teachers.

1. failed / some / the course / of us.

.....

2. that's / think / English / I / typically.

.....

3. to us / our progress / tutors / a lot / about / talked / the.

.....

4. they / to say / they / think / sometimes / need / what / to say.

.....

5. that / Latin / think / cold / people / they're.

.....

6. better / their / in general / are / manners / much.

.....

7. English / this / about / people / isn't true / all.

.....

8. mean / doesn't / anything / it / really.

.....

9. umbrella / they / me / with / hit / their.

.....

V. TRANSLATE

1. Вчера, когда я шел по улице, я встретил своего школьного друга Джона.
.....
2. В ответ на мой вопрос, он рассказал мне о себе.
.....
3. Компания, где работает Джон, отправила его на курсы обучения итальянскому языку, где он познакомился с семейной парой, живущей по соседству.....
.....
4. Марко и София оказались экстравертами и довольно откровенными людьми.....
.....
5. Джон настолько вежлив, что иногда не может отказать людям.....
6. Ему не хотелось быть недружелюбным, поэтому пришлось принять приглашение соседей на обед.....
.....
7. Когда он пришел, какой сюрприз, соседей не было дома!
.....
8. В своей работе, он иногда сталкивался с людьми, которые опаздывают, а иногда вообще не приходят на встречу.....
.....
9. Поэтому он считал новых друзей недостаточно вежливыми и собрался домой.....
.....
10. В этот момент он встретил своего преподавателя итальянского, проходившего мимо.....
.....
11. Преподаватель объяснил Джону, что итальянцы крайне непунктуальны
.....
12. Через некоторое время соседи пригласили Джона снова
.....

13. Они подружились и много говорили по-итальянски.....

14. К концу обучения Джон добился больших успехов!

VI. SPEAKING

1. Look at the five situations:

- Do people do these things in your country?
- Do you think it's good or bad manners to do these things, or it doesn't matter?
- Would you like people in your country to have such manners?

Greeting people

- Kiss people on both cheeks when you meet them for the first time
- Call older people by their first names
- Use more formal language when speaking to an older person



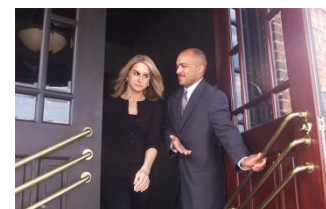
In a restaurant

- Let your children run around and be noisy
- Be very affectionate to your partner
- Talk on your mobile



Men and women – a man's role

- Pay for a woman on the first date
- Wait for a woman to go through the door first
- Make sure a woman gets home safely at night



Driving

- Always stop at pedestrian crossing

- Hoot at someone who's driving slowly
- Drive with the window down and your music playing

Visiting people

- Take a present if you're invited to dinner at someone's house
- Arrive more than 10 minutes late for a lunch or dinner
- Smoke in a house where the owners don't smoke



2. The British are famous for their politeness, what about people in your country? Do you think Russians are polite? How polite are people working in shopping centres, cafes and restaurants?

3. Speak about a situation in your life when you had positive / negative experiences dealing with people. Use the questions below.

- When and where did it happen?
- What was the matter of the conflict?
- Was it connected with you personally or with your family or friends?
- What did it take to settle the conflict down?
- Were you satisfied with the results?
- What emotions did you have during and after the situation?

4. The Russians are said to be very direct. For example, if they don't like the taste of some dish they say it frankly, no matter if it offends the hosts or not. Can you give an example when your honesty helped you and when it made you feel uncomfortable?

5. Single out three qualities of the Russians that you are proud of and three qualities that you really dislike.

HAVE FUN

How well do you know other countries? What country is described?

1. The country of films and cartoons, Cola and baseball. All of its people seem to have one and the same dream – to become rich. The country of dynamic people, businessmen, and advertisements.
2. The country of charming women, very busy men who are devoted to their work and the most obedient children. People of this country became proficient in making bouquets, cars, computers, TV-sets, etc. The country of the rising sun.
3. The country of beautiful women and swarthy (смуглый) men, guitars, serenades and inflammatory dances, wonderful wines and bullfighting.
4. The country of excellent perfumes. The mother of impressionism. The home of fashion trendsetters.
5. The country where only plump women are popular. The country where a lot of religions come from. At least half of its people speak English. Famous for its films.
6. The country where you can find everything you want, where the famous Games came from.
7. There used to be two countries, now they are united. The country of order and punctual people. Their language is a set of rules (but they are difficult to memorize). The country of beer and sausages.
8. The country the people of which are very close to us (literally). They are famous for their exotic food – they eat even unknown to modern science animals. They are very loving parents but because of the large population they cannot have more than one child.
9. The country of traditions, of ladies and gentlemen, international language, bacon and eggs.

Heaven is

Where the Police are British

The Chefs French

The Mechanics German

The Lovers Italian &

All is organized by the Swiss

Hell is

Where the Chefs are British

The Mechanics French

The Lovers Swiss

The Police German &

All is organized by the Italians

Заключение

В первом разделе настоящего учебного пособия “Academic Communication” магистрантам для обсуждения предлагаются темы, связанные с научной деятельностью. В ходе их изучения обучаемые получают информацию о структуре научной статьи, умении подготовить презентацию и участии в научной конференции.

Раздел “Professional and Business Communication” посвящён общению (в цифровой, устной и письменной форме), происходящему на рабочем месте. Изучение данного раздела также предусматривает написание резюме и подготовку к собеседованию о приеме на работу.

Межкультурное общение (Intercultural Communication) описывает различные способы взаимодействия с представителями других культур, расширяет кругозор, знакомит обучаемых с традициями и обычаями других стран.

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