

**Державний заклад  
«Південноукраїнський національний педагогічний університет  
імені К.Д. Ушинського»**

**МУЛИК К.О.**

## **«ДІЛОВА АНГЛІЙСЬКА МОВА»**

**Методичні рекомендації  
для здобувачів першого (бакалаврського) рівня вищої освіти  
спеціальності 013 Початкова освіта**

**Одеса 2024**

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Мулик К.О.

Методичні рекомендації «Ділова англійська мова» для здобувачів першого (бакалаврського) рівня вищої освіти спеціальності 013 Початкова освіта. Одеса, 2024. 54 с.

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Методичні рекомендації «Ділова англійська мова» для здобувачів першого (бакалаврського) рівня вищої освіти спеціальності 013 Початкова освіта містить оригінальні автентичні матеріали, тематика яких охоплює основні аспекти ділової взаємодії та спрямована на вирішення життєвих і професійних ситуацій таких як: працевлаштування, ділове листування, телефонні розмови, ділові подорожі, презентації тощо. Посібник уміщує значний обсяг вправ і завдань, які стимулюють пошукову та творчу діяльність студентів.

Метою методичних рекомендацій є формування у студентів комунікативних компетенцій для ефективного спілкування в іншомовному професійному середовищі, що досягається завдяки моделюванню реальних ситуацій ділової взаємодії.

Матеріал посібника призначений для аудиторної та самостійної роботи для студентів денної та заочної форми навчання.

## ПЕРЕДМОВА

Методичні рекомендації «Ділова англійська мова» містить комплекс завдань для вдосконалення комунікативних умінь усного та писемного ділового мовлення на базі аутентичного матеріалу, укладеного відповідно тематики робочої програми з дисципліни «Ділова англійська мова». Метою курсу є формування комунікативної компетентності у сфері ділового спілкування у межах окреслених тем.

Концепція курсу в цілому передбачає максимальну активізацію різних видів мовленнєвої діяльності: читання, слухання, говоріння та письма. Усі розділи містять багатий мовний матеріал і достатню кількість вправ, спрямованих на формування, розвиток і закріплення умінь і навичок як монологічного, так і діалогічного мовлення, перекладу. Ретельний добір мовного матеріалу, активізація лексичної бази, оригінальні англомовні тексти, опрацювання фразового складу, складання діалогів, різноманіття питань відео матеріали, послідовна схема формування мовленнєвих умінь і навичок – все це забезпечує повноцінне навчання здобувача.

Методичні рекомендації є складовою навчально-методичного комплексу з дисципліни «Ділова англійська мова», може бути корисним здобувачам та викладачам педагогічних та гуманітарних закладів вищої освіти.

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## Unit 1.

### Personal information. Personal qualities. Describing Yourself. Greeting.

### Особистісна інформація. Якості особистості. Професіональні якості.

### Розповідь про себе. Спілкування під час знайомства.

#### Vocabulary:

name ім'я surname прізвище last name прізвище first name ім'я без прізвища initials ініціали patronymic по батькові [ˌpætrəˈnɪmɪk] age вік sex стать male / female чоловіча / жіноча marital status сімейний статус ['mærɪ.təl 'steɪtəs] married одружений single неодружений divorced розлучений widow / widower вдова / вдівець data of birth дата народження country of birth країна народження birth place місце народження village, town or city of birth село, селище чи місто народження nationality національність [ˌnæʃ.ənˈæl.ə.ti] citizenship громадянство identification card, ID-card ідентифікаційна картка [aɪˌden.tɪ.fɪˈkeɪ.ʃən kɑːd, ] insurance number номер страхового полісу [ɪnˈʃʊərəns ˈnʌmbə(r)] travel document проїзdnий документ date of issue дата видачі [deɪt əv ˈɪʃuː] expiry date дата закінчення дії [ɪkˈspaɪə.ri deɪt] postcode поштовий код telephone number номер телефона mobile phone number номер мобільного телефона e-mail address електронна адреса language of communication мова спілкування occupation професія present position посада permanent (registered) address адреса реєстрації current address адреса проживання authorized авторизований ['ɔːθər.aɪzd] signature підпис ['sɪɡnətʃə(r)] education освіта qualification кваліфікація work experience досвід роботи

#### What Is Personality?

*Personality* is made up of the characteristic patterns of thoughts, feelings and behaviors that make a person unique.

#### 1. Read the text about. Be ready to discuss it.

##### Personal qualities.

Although a number of personal traits are developed during university studies, some human qualities cannot be nurtured through this academic experience. I agree with this opinion and will support my position by considering both sides of the statement.

Firstly, university experience can be seen as an effective platform for developing the personal qualities that may help a student to succeed professionally in the future. Thus,

self-organization, both short-term and long-term planning, and punctuality are just a few examples of character traits that young people normally train during their university years as those are critical for students to perform well academically. Expanding intellect is another key quality that stems from university coursework because it inevitably shapes personality and determines future career and life path for a student.

However, it should also be noted that personal qualities needed for effective communication, known as soft skills, are not usually directly nurtured by tertiary studies. One group of such qualities facilitate contact with the outer world and may include morality, kindness or consideration; these are all cultivated beyond academia. In addition, university can hardly develop the qualities that define a person's general life perception, namely emotional competence, sense of purpose or self-motivation, which are products of other factors and circumstances not related to formal education.

As shown above, not every personal quality can be acquired as a result of time spent at a university. Qualities related to professional ethic can be developed through academic studies, whereas a realm of soft skills is rather adopted from life experience.

**2. Read and translate the words.** Use them to describe yourself using - *I am; Sometimes I am; I am not...*

Boring, outgoing, extroverted, aggressive, generous, kind, nice, friendly, honest, mean, intelligent, adventurous, introverted, shy, funny, comical, confident, trustworthy, mysterious, cooperative, agreeable, optimistic, creative, organized, pessimistic, diligent, romantic, elegant, serious, stupid, nice, timid, sociable, brave, calm, quiet.

**3. Read and translate the words.** Use them to describe your appearance using - *I am very / rather/ pretty ... a little/ kind of ...*

Tall, big, athletic, strong, short, small, ugly, weak, average, skinny, pretty, grey-haired, fat, slender, handsome, bald.

**4. Read the characteristics of the people and choose them a profession (there are some extra words) and explain your choice.**

Accountant, company director, programmer, architect, electrician, sales representative, bricklayer, firefighter, secretary, builder, private detective, university teacher
--

1. Paul isn't very outgoing, but he has a very analytical mind and is good at solving problems.

2. Sara is very confident and outgoing person. She's not afraid of talking to strangers.

3. Marcel doesn't have much of an education, but he's very good with his hands.

4. Andy has very good observation skills and pays extreme attention to details. He also has a love for adventure and is very brave.

5. Catherine is fascinated with building. She's quite creative and good at mathematics.

6. Mike doesn't have any qualification, but he likes helping people and is not afraid of dangers.

7. Shelly is very good with numbers. But she is a bit shy and generally prefers to work alone.

8. Daniel is his own boss. He can't imagine working for anybody else.

**5. Look at the worksheet «Describing personality». Do the tasks (1-6).**

## DESCRIBING PERSONALITY



1



2



3



4



5



6

1) Match 4 film and TV characters (1-6) with their descriptions (a-e).

- He's kind and fun-loving. He's also strong and enthusiastic.
- He's strong and confident – almost arrogant. He's usually serious and quiet, but he can be funny.
- He's quite lazy, nasty and rude. His wife is generous and very patient.
- He's clever, honest, loyal, but sometimes very impulsive.

2) Complete the pairs of opposites with the underlined adjectives from ex. 1).

### Personality adjectives

- |                |               |          |       |
|----------------|---------------|----------|-------|
| 1 dishonest    | <u>honest</u> | 7 stupid | _____ |
| 2 mean         | _____         | 8 shy    | _____ |
| 3 modest       | _____         | 9 polite | _____ |
| 4 talkative    | _____         | 10 weak  | _____ |
| 5 impatient    | _____         | 11 funny | _____ |
| 6 hard-working | _____         | 12 nice  | _____ |

3) Find 8 words which all mean 'strong' in this word search. The synonyms are given in the box

athletic / forceful / weak / powerful / feeble / muscular / brave / courageous / mild / healthy / determined / fragile

C	F	T	Y	U	I	O	P	Y	L	P
D	O	S	D	F	G	H	H	J	K	O
E	R	U	A	Z	X	T	B	R	N	W
N	C	T	R	V	L	C	Y	A	M	E
I	E	B	R	A	V	E	K	L	E	R
M	F	O	E	T	G	O	W	U	D	F
R	U	H	C	I	B	E	H	C	A	U
E	L	Y	G	P	Y	K	O	S	M	L
T	D	B	A	W	A	G	N	U	Y	C
E	C	G	Q	D	P	U	B	M	S	I
D	I	C	I	T	E	L	H	T	A	P

5) Guess the meaning of other personality adjectives and choose the right option.

- My boyfriend often gives me roses. He's so **selfish / romantic**.
- My dog eats and eats until he makes himself sick! He's **brave / greedy**.
- Tom is so easy to get on with. Everybody loves him! He's **likeable / moody**.
- Sally loves going out to parties and meeting new people. She's **decisive / sociable**.
- Jack never changes his opinion on anything, even if he's wrong. He's **stubborn / easy-going**.

4) How would you describe these people? Use adjectives from the box. There are 3 words you do not need.

confident / mean / honest / modest / shy / rude / lazy / generous / arrogant / nasty /

- Sam often interrupts people when they are talking. He's \_\_\_\_\_
- Adam doesn't like to talk about his achievements. He's so \_\_\_\_\_
- Ann thinks that she is better than everyone else. She's \_\_\_\_\_
- Ted only had one sandwich, but he shared it with his friend. He's \_\_\_\_\_
- She often says bad things about other people. She's \_\_\_\_\_
- Mr. Brown believes in his ability to do the job well. He's so \_\_\_\_\_
- Sam didn't talk to many people at the party. He's \_\_\_\_\_

6) Describe yourself or a person you like to your partner. (Work in pairs)

I really like Ann. She is honest, polite, generous and kind.....

I think I'm rather sociable and patient. I'm also a bit lazy and talkative.....



## **6. ANSWER THE QUESTIONS.**

- 1 What is your name? What is your last name?
- 2 Spell your name, please. How many letters are there in your name?
- 3 What do you do? Where do you work / study?
- 4 Where do you live? What is your home address?
- 5 Where is your birth place? What country & city?
- 6 What is your phone number?
- 7 What is your E-mail address?
- 8 What's your nationality?
- 9 What is your birth date? How old are you?
- 10 What is your marital status? Who do you live with?
- 11 Do you live in a house or in apartment?
- 12 Do you like traveling? What countries have you visited?
- 13 What are your hobbies? What do you do in your free time?
- 14 Do you like reading? Why? \ Why not?
- 15 What's your favorite sport? Why?
- 16 Do you have any bad habits? Why?
- 17 Do you enjoy meeting new people?
- 18 Where are some good places to meet people?
- 19 Why do you learn English?
- 20 What languages do you speak?
- 21 What is something you do well?
- 22 What is something you do not do well?
- 23 What are your plans for future 10 years?
- 24 Describe yourself using only five words.
- 25 What makes you happy?

## **7. Study useful phrases.**

## **NAME**

What is your name? Як вас звати?

My name is... Мене звуть ...

What is your surname (last name) ? Яке у вас прізвище?

My surname (last name) is... Моє прізвище ...

How do you spell your surname? Як пишеться Ваше прізвище?

Let me introduce myself. Дозвольте представитися.

Meet my friend, Mr. Smith! Познайомтеся з моїм другом, містером Смітом.

## **AGE**

How old are you? Скільки вам років?

I am twenty. Мені двадцять років.

When were you born? Коли ви народилися?

I was born on the 15th of May, 1995. Я народився 15 травня 1995 року.

## **GREETING**

Hello! Hi! Привіт!

Good morning! Доброго ранку! Good afternoon! Добрий день! Good evening! Добрий вечір!

How do you do! Вітаю! How are you? Як поживаєте?

I am quite well, thank you! Почуваюся добре, дякую Вам! I am all right. Thank you.

Дуже добре. Дякую

So-so. Так собі. I had a bad period, but now it's OK. Був важкий період, але зараз – все добре!

Thanks for asking, I'm fine, how are you? Дякую, я в порядку, а у Вас як справи?

How are you doing? It's good to see you! Як поживаєте? Радий Вас бачити!

Have we met before? Ми зустрічалися з Вами раніше?

I think we've already met. Думаю, ми вже зустрічалися.

What a good thing I have met you! Як добре, що я вас зустрів!

You are the very man I wanted to see. Ти якраз той, кого я хотів бачити.

I am pleased to have met with you. Я щасливий, що зустрівся з вами.

You are welcome! / Welcome! Ласкаво просимо!

Is it your first time at the conference/workshop? Ви перший раз на конференції/тренінгу?

## **FORMS OF ADDRESS**

Excuse me, but ... Перепрошую, але ...

Ladies and Gentlemen! Пані та панове!

I beg your pardon. Дуже прошу вас вибачити мені!

Just a moment, Tom! Одну хвилиночку, Томе!

## **SAYING "GOOD BYE"**

Good bye! / Bye-Bye! До побачення!

So long! See you later! Бувай! Побачимось!

See you next week! Побачимось наступного тижня!

Till tomorrow! До завтра! Норе to see you again! Сподіваюся, ще побачимось!

Have a nice trip! Вдалої поїздки!

### THANKS

Thank you. Дякую. Thank you very much / Thank you so much Щиро дякую.

### PERSONAL INFORMATION

What do you do? / What are you? Чим Ви займаєтеся?

Where are you from? I'm from Italy. Звідки Ви? Я родом з Італії.

Where do you live? I live in London. Де Ви живете? Я живу в Лондоні.

Could you tell me your phone number, please? Не могли б Ви сказати Ваш номер телефону, будь ласка? What's your email address? Яка у Вас електронна адреса?

Are you married? Ви одружені (заміжня)?

## Unit 2.

### Preparing Your CV. CV abbreviations. Writing a successful resume.

Підготовка резюме (CV). Використання скорочень в резюме. Написання успішного резюме.

### Vocabulary.

**achieve** досягати **achievement** досягнення **apply (for a job)** подавати заявку на отримання роботи **appreciate** цінувати **assess** оцінювати **award** нагорода **common goal** спільна мета **common practice** загальноприйнята (поширена) практика **confirm** підтверджувати **considerable (experience)** значний, суттєвий (досвід) **contest** змагання, конкурс **contribute** робити внесок **covering letter** супровідний лист **decisive** рішучий **editor** редактор **familiar** знайомий **fluent** плавний, швидкий, вільний (про мову) **follow up letter** лист-нагадування; повторний лист **gender** стать **graduate** випускник **graduate (from)** закінчувати (університет) **impatient** нетерплячий **implement** втілювати **impressive** вражаючий **insurance** страховка **issue** тут видання, номер (журналу) **job interview** співбесіда **job vacancy** вакансія **job-hunter = jobseeker** пошукувач роботи **leadership qualities** лідерські якості **marital status** сімейний стан **mention** згадувати **opportunity** можливість **provide** забезпечувати **recipient** отримувач **references** рекомендації **relevant** доречний; що стосується справи **require** потребувати **requirement** вимога **strengths and weaknesses** сильні і слабкі сторони (характеру) **team player** командний гравець **thoroughly** ретельно **time off in lieu (TOIL)** компенсаційний час (дні відгулу, які працівник може скористатися за виконання наднормової роботи або роботи у вихідні та святкові дні) **weird** дивний, нестандартний **wide range** широкий спектр **working conditions** умови праці

## **1. Read a paragraph about resume.**

A **résumé** (pronounced /rɛzjumeɪ/ or /rɛzjʊ'meɪ/; French: [ʁezyme]; sometimes spelled **resumé** or **resume**) is a document used by individuals to present their background and skills. Résumés can be used for a variety of reasons but most often to secure new employment. A typical résumé contains a summary of relevant job experience and education. The résumé is usually one of the first items, along with a cover letter and sometimes job application packet, that a potential employer encounters regarding the job seeker and is typically used to screen applicants, often followed by an interview, when seeking employment. The résumé is comparable to a curriculum vitae (CV) in many countries, although in the UK, Canada, the United States and Australia a résumé is substantially shorter than CV.

## **2. Remember the following abbreviations:**

### **CV abbreviations**

**GCSE** – General Certificate of Secondary Education

**A-Levels** – Advanced Level Examinations

**BA** – Bachelor of Arts

**MA** – Master of Arts

**Dept.** – department

### **Job Advertisements abbreviations**

**DoE** – depends on experience

**FT** – full-time employment

**PT** – part-time employment

**M-F** – Monday through Friday

**sal.** – salary

**\$9 p/h** – \$9 per hour

**\$450/wk** – \$450 per week

**\$1,200/mo** – \$1,200 per month

**req** – required

**HS dip** – high school diploma required

**min 2 yrs exp** – minimum 2 years of experience

**apply ASAP** – apply as soon as possible

**ins.** – insurance

**inc.** – including, included

**bene.** – benefits

**3. Read the following job advertisements. Explain details.**

Office manager. No exp. Req. Will train. 40-hr. wk. M-F, 8 till 4. Sal - \$10 p/h. Apply ASAP.	F/T Clerk. Exp. req. H/S dip. req. Health ins. inc. Sal DoE. Apply in person 9-4 p.m. 32 Rolton St	P/T Driver. Min 3 yrs. exp. Must work aft. & eve. Ins & other bene. provided. Sal £800/mo. Call Mr. Mervin 555-1294
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**4. Read and answer the questions. What is the key to writing a successful resume?**

When you apply for a job or wish to continue your education, you are likely to be asked to present your resume or CV (curriculum vitae). This document may prove crucial for your future, so special attention should be paid to the appropriate style. What should a resume look like? First, it ought to be easy to read: not too much material crammed on a page, easily headings, and if you prefer short phrases rather than full sentences. Second, it ought to give your vital statistics: your name, address. Third, the resume ought to suggest where you are headed professionally. The ordering of information is important in the section on qualification and experience. Generally, you want to put your most relevant and impressive qualification list. If you have a lot of relevant work experience you should list that before your educational experience. If you have only a little work experience you will have to emphasize your education and its special features. What makes you different

from any other student with your degree? Have you had any specific research? Do you have a number of honors?

1. What are the three vital pieces of information to be included in a resume?
2. What are the stylistic features of a good resume?
3. What would you highlight in your own work experience (education)?

**5. Watch the video «Tips to Write a Great Resume» and be ready to discuss it.**

[https://www.youtube.com/watch?v=x\\_T5PDE3M4E](https://www.youtube.com/watch?v=x_T5PDE3M4E)

**A curriculum vitae**  
Complete the CV using the information on the right.

CURRICULUM VITAE	
1. Surname	_____
2. First names	_____
3. Address	_____
4. Tel. N°	_____
5. Mobile N°	_____
6. Email	_____
7. Date of birth	_____
Education	- Lycée St. Exupéry - Business School, Nice
8. Qualifications	-
9. Work Experience	-
10. Personal qualities	_____
References: The Principal, Lycée St. Exupéry Head of Business School, Nice	



a) +33 141 58 96 20  
b) 20 November 1985  
c) Dupont  
d) jean.dupont@yahoo.com  
e) Baccalaureate Professionale :  
BEP certificate in Tourism  
f) Sociable, conscientious, quick  
worker & reliable  
g) +33 76031455267  
h) G.O. (Gentil Organisateur)  
Club Med Ibiza  
Front office - Hilton London -  
2 years  
i) Jean Pascal  
j) 55 rue de France, 83600  
Fréjus.

*Using the above CV as a model, write your own.  
Invent if you have no qualifications or job experience.*

**6. Prepare your own CV.**

### Unit 3. Choosing a profession. Future speciality. Job interview.

#### Вибір професії. Майбутня спеціальність. Співбесіда.

##### Vocabulary:

**apply for (a job)** подавати заяву на (працевлаштування) **available** наявний, доступний **be fired/ be dismissed** бути звільненим **be promoted** отримати підвищення (на посаді) **be satisfied with** бути задоволеним **career prospects** перспектива кар'єрного зростання **challenge** виклик **creative** творчий **CV** резюме **deadline** крайній термін **do/work overtime** працювати надурочно **earn** заробляти **employ = hire** наймати, працевлаштовувати **employee** працівник **employer** роботодавець **executive** керівник, адміністратор **experience** досвід; стаж роботи **flexible hours** гнучкий графік **full-time job** робота на повний робочий день **gap year** “рік відпочинку” (після закінчення школи і перед вступом до ВНЗ) **hazardous** небезпечний **interview** співбесіда **job** професія, робота **night shift** нічна зміна **occupation** професія **opportunity** можливість **part-time job** робота неповний робочий день **permanent** постійний **probationary period** випробувальний термін **repetitive** повторюваний, нудний **require** потребувати **retire** піти на пенсію **rewarding** той, що передбачає винагороду **salary** зарплатня (за місяць) **set up (a company)** засновувати (компанію) **skills** уміння, навички **staff** штат працівників **stressful** напружений **survey = poll** опитування **temporary** тимчасовий **trade** ремесло **unemployed** безробітний **wage(s)** зарплатня (погодинна) **well-paid** добре оплачуваний

#### 1. Match the words to their definitions.

1. executive a) the latest time or date by which something should be completed.
2. deadline b) a person or a company that hires people and pays money for their work.
3. to retire c) payment for work or services made to workmen on a daily, hourly or weekly basis.
4. staff d) a person who is hired to work for a company in return for payment.
5. employer e) all people who work in a company.
6. employee f) a fixed monthly payment for professional or office work.
7. salary g) a person who is responsible for running a company.
8. wage(s) h) to leave your job because of your age e.g. 65.



**2. When we speak about work we often use such words *employment, job, occupation, profession, trade*. They are synonyms but there is a difference between them. Read the explanation for these words:**

*employment* is a formal or official word that means having paid work.

*job* is a particular type of paid work that somebody does or is trained to do.

*occupation* is a more formal word than job and is used in written English, for example on forms and official documents.

*a profession* is a job which requires higher education and special training.

*a trade* requires practical training and skill with hands.

### **3. Discuss the following questions and read the text.**

1. Have you chosen your future profession? What is it?
2. Which factors influence your choice of future profession (if necessary add your ideas):

- high salary
- helping other people
- opportunity to travel
- fame

## **10 TOP PRESTIGIOUS JOBS IN THE US**

The Harris Poll is one of the oldest and most popular poll agencies in the world. For almost 50 years it has analyzed every aspect of American life. Since 1977 it has been asking Americans about how prestigious they find various jobs.

Clearly, everyone has their own definition of prestige. But how do Americans define prestigious work? A quick glance at the latest poll results suggests that it requires a high level of education or a high level of public service.

According to the poll, for 88 per cent of respondents doctors have ‘a great deal of’ prestige. As Niall McCarthy from Statista says “Doctor is number 1 in the US due to financial aspects, as well as social reasons. They are intelligent, high-earning



professionals who help other people a lot. In many situations they are seen as heroes”. Other prestigious jobs among the top 10 include military officer, firefighter, police officer, and nurse.

As we can see not many Americans associate prestige with fame or big money – actors (55%), politician (52%), bankers (38%) and real estate agents (27%) are very low on this list.

It’s interesting but if we ask parents which jobs they would encourage their children to choose, the figures are a bit different. In this case, engineers top the list (93%) with doctors, scientists, nurses and architects coming next. Many parents would also encourage their children to become teachers (81%), accountants (78%), firefighters (77%), business executives (74%), lawyers (69%), and military officers (65%). It seems that ‘most prestigious’ is not always exactly the same as ‘most employable’.

#### **4. Read and translate the text. Answer the questions.**

##### **Choosing a profession. Job interview**

Getting the job you have applied for can sometimes depend on the successful job interview. When you go for a job interview make sure you arrive on time. An employer will form a poor first impression if you show up late. If you realize you may be delayed, call ahead and explain the problem.

During the interview the employer will try to find out what kind of person you are, what experience you have and how you can fit into the job situation.

After you have got an appointment, review the information that you wrote on your application form and resume. Be prepared to explain your skills and abilities specifically.

Bring a resume to the interview. The resume is a printed sheet that tells about your education and work experience. It serves as written record for the employer.

Go to the interview alone, don’t take your friends or children with you. Plan to arrive about ten minutes before the appointment time. Wear the proper clothes. Do not ap-

pear in outfits that are too fancy. Likewise avoid a ragged and wrinkled look. You should have a neat, clean appearance to make a good impression.

During the interview be honest and modest about yourself. Do not make claims that are not true. You should mention but not brag about past accomplishments.

Pay attention as the interviewer talks, answer all the questions clearly and intelligently. Try not to seem bored even if you realize that the job doesn't interest.

Finally be prepared to ask your own questions about the job, know the type of work and benefits you want from the position. Write down these questions before you go to the interview. An employer will be interested if you ask intelligent questions about the work you may be doing. Before you leave there should be a clear understanding about all aspects of the job.

At the close of the interview, express your thanks and be sure that the interviewer knows how to contact you, if he or she wants to hire you.

**Answer the following questions.**

1. What are the three vital pieces of information to be included in a resume?
2. What are the stylistic features of a good resume?
3. What would you highlight in your own work experience (education)?
4. What are the possible tricks when you have to fill up a page?
5. Do you have any impressive qualifications which you feel are worth including in your resume?

**5. Translate and put in the right order.**

1. Чому ви обрали саме нашу компанію?
  - A. People say I'm sociable, organized, and decisive.
2. Які ваші сильні й слабкі сторони,
  - B. My aim is to have a position in the Management Team.
3. Як ваші друзі можуть вас охарактеризувати?
  - C. I have excellent time management, but I can be impatient for results.

4. Яке ваше найвагоміше досягнення?

D. Because I think I will find the work environment both challenging and rewarding.

5. Наскільки добре ви працюєте в команді?

E. I always support my colleagues and believe we should work towards a common goal.

6. Ким/Де ви бачите себе через 5 років?

F. First of all I used to be the editor of our school newspaper. Also I won Literary competition twice.

7. Ви коли-небудь були у Франції?

G. Yes. I speak French fluently and I know a bit of German.

8. Ви володієте іноземними мовами

H. Yes, I have. I studied there for six months. I lived in Marcel.

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

1. nice/ Good afternoon,/ to/ you./ meet/

2. in touch./ Thank you/ We'll be/ for coming today.

3. got/ any questions?/ Have you

4. your/ tell us/ you/ previous work experience, /Can/ about/ please.

5. in a team?/ you/ Do / work well

6. start?/ could/ When / you

7. this job?/ you want/ Why/ do

8. a few questions./ would/ to ask/ We/ you/ like

9. have you got/ help you/ What skills/ that/ in this job?/ would

10. 10.50 per hour/ Sundays. / and work / Wednesdays to / You'll get

11. are your/ What /and weaknesses?/strengths

**7. Answer the following questions**

1. Your friend is going to have a job interview. Give him advice how to behave before and during the interview.
2. Reproduce the dialogue between an applicant and an employer.

### **8. Translate the letter into English**

Панове, Я хочу подати заяву на посаду особистого помічника директора по продажу, що була оголошена в газеті «Гардіан». Ви побачите з мого резюме, що на моїй теперішній роботі я виконую не лише повсякденні обов'язки секретаря, а також представляю нашу фірму на невеликих зустрічах і виставках. Мене особливо зацікавило ваше оголошення, через те, що ця посада дає змогу, знайомитись з найновішими досягненнями в галузі інформаційних технологій. Мене цікавить розвиток комп'ютерної техніки і люди, що мають з нею справу. В разі необхідності я готовий представити будь-яку детальну інформацію про себе. Сподіваюсь на вашу швидку відповідь. З повагою, Тарас Осипчук.

### **9. Translate into English**

1. Правильний вибір професії – дуже важлива річ для кожної людини.
2. В наш час хороші спеціалісти користуються великим попитом.
3. На мою думку, сучасна людина не може обійтись без знання іноземної мови.
4. Яку б професію ви не обрали, вам потрібно постійно розширювати свій кругозір.
5. Навчаючись ми розвиваємо вміння та навички.
6. Я рекомендую вам пана Міллера, як дуже відповідальну людину.
7. Я хочу дізнатися про умови праці на вашому заводі?
8. Нещодавно я побачив об'яву про найм на роботу, яка мене дуже зацікавила.
9. Мій друг збирається обійняти високу посаду і розуміє всю відповідальність цього кроку.
10. Я вирішив стати фінансистом, бо дійсно цікавлюсь цією справою

## 10. Do your own research.

On the Internet find unusual job interview questions and choose 4-6 you like best. Present your questions in group. Ask your fellowsrudents to answer these questions.

## Unit 4.

### Business correspondence. The structure of a business letter. Formal e-mail.

### Ділове листування. Структура ділового листа. Написання електронних ділових листів.

#### Vocabulary:

**We are writing** Ми пишемо, щоб:

- to inform you that ... - повідомити вам, про
- to confirm ... - підтвердити...
- to request ... - попросити...
- to enquire about ... - дізнатися про...

**I am contacting you for the following reason...** Я зв'язуюся з вами з такої причини...

**I recently read/heard about ..... and would like to know ....** Я недавно читав / чув про ... і хотів би дізнатися .

**Having seen your advertisement in ..., I would like to ...** Побачивши ваше оголошення у ... я хотів би ...

**I would be interested in (obtaining / receiving) ...** Я був би зацікавлений в (отриманні / передачі)

**I received your address from – – and would like to ...** Я отримав вашу адресу від .... і хотів би ....

**carry out** виконувати **chairperson** головуєчий **chart** схема, графік **clarify** роз'яснювати **complain** скаржитися **complicated** складний, заплутаний **convince** переконувати **deliver (the message)** донести (ідею, повідомлення) **engage (the audience)** задіювати (аудиторію) **fail** не вдаватися, провалити **feedback** відгук **find out** дізнаватися **follow (rules)** дотримуватися (правил) **guide** спрямовувати, керувати **handouts** роздавальні матеріали **hold people's interest** тримати увагу людей **important point** важливий аспект **improve** покращувати **inspire** надихати, стимулювати **issue** проблема **item** річ, пункт

### 1. The body of a business letter

The body of a business letter usually includes:

- ✓Reference
- ✓Information
- ✓ Purpose
- ✓Conclusion

a) *Reference*. You should begin your letter with a reference to a letter you have received, an advertisement you have seen, or an event which has prompted the writing of your letter: *We have received your letter of ... We thank you for your letter of ... We are pleased to inform you that... We learned from your letter that...*

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

c) *Purpose*. This is the most important part of the letter, where you are expected to state clearly what you want and answer carefully and clearly all the questions you have been asked. Use short phrases where possible, avoid familiarities.

d) *Conclusion*. This usually consist of some polite remark to round the letter off: *Your early reply will be appreciated We are looking forward to hearing from you.*

*Please, inform us in the shortest possible time.*

*We expect to hear from you in the near future.*

## **2. Answer the following questions**

1. What are the main parts of a business letter?
2. What are the common rules in a writing a letter?
3. What does the body of a business letter usually include?
4. How is the letter to be ended?
5. Where do you put your signature?

## **3. Translate into English**

Діловий лист, приватний лист, надіслати інформацію, посилатись на рекламу, з нетерпінням чекаємо відповіді, дякуємо за Ваш лист від..., з задоволенням

повідомляємо Вам, будь-ласка проінформуйте нас у найкоротші строки, сподіваємось отримати вашу відповідь найближчим часом, з повагою.

#### **4. Helpful points.**

*If you know the person's name:*

Dear Ms/Miss/Mrs/Mr/Dr + surname

*If you don't know the person's name:*

Dear Sir / Dear Sirs – male addressee (esp. in British English) Dear Madam – female addressee (esp. in British English) Dear Sir or Madam – gender unknown (esp. in British English) To whom it may concern – gender unknown (esp. in American English)

*Ms, Miss or Mrs?*

Mrs – to address a married woman Miss – to address an unmarried woman (rarely used now) Ms – to address a woman whose marital status you don't know; also used to address an unmarried woman

**Usually we finish business letters with**

Yours faithfully - When you don't know the name of the recipient Yours sincerely – When you do know the name of the recipient

#### **5. Read useful tips for writing a business e-mail.**

##### **WRITING A GOOD BUSINESS E-MAIL**

Business letter is a form of business communication. It is the letter that is used for communication in business line. It is necessary to understand the method of its writing. These letters are being written with the purpose of offering for products or services, ordering products or replying for order.

There are some differences between business letters and personal letters in design and implementation of language words.

In business letter *format* the language is quite formal: spoken language forms are not used here like in personal letters.

When communicating with business partners, it is important to choose the best channel. The fastest way is often by telephone, but emails give you a written record of what was said and agreed. You also have the time before writing to think about what you want to say and to look up words in a dictionary, if necessary.

### **Structure:**

A good e-mail has the following parts:

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

**Introduction** – opening remarks and reasons for writing **Main body** – development of the subject(s) **Conclusion** – closing remarks and other important information

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

**Useful email phrases** –

**a) Starting** If you're not sure what level of formality is appropriate, choose the same style as the person writing to you: — Dear Mr/Ms/Dr/Professor Smith (formal) — Dear Sir or Madam (formal) — Dear John/Mary (informal) — Hi, Peter/Jo (informal) — Hi (informal)

**b) Saying why you are writing**

— I'm writing to let you know ... — I am writing because ...

**c) Communicating information**

— I am pleased to inform you that ... — We have completed all stages of the project.  
— I can send you the shipment next week.

**d) Talking about information you are sending**

— Please find attached the file you asked for. — Here is the information you asked for. — I've attached the information you wanted.

**e) Asking for something**

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

**f) Confirming details**



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

**g) Thanking and offering help**

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

**h) Ending**

— Yours sincerely — Kind/Best regards

**6. Complete the e-mail letter choosing only one option (from *a*, *b* or *c*)**

Re: Hi

Date: 15.10. 2018

From: [j.miller@luxiphon.uk](mailto:j.miller@luxiphon.uk)

To: [Georgeieg@yahoo.co.uk](mailto:Georgeieg@yahoo.co.uk).

(1).....

(2)..... in Glasgow next week (3).... , and I was wondering if (4) ... somewhere for dinner; it seems such a long time since we last saw each other . (5) ..... the White Horse Inn (6) .... At 8?

Let me know during the week whether (7)... .

If you can't make it maybe we can (8) ... . (9) ..... see you again! (10) ...

Jens

1. a) Dear Sir b) Dear Mr. Garyson c) Dear George

2. a) I will b) I am due to be c) I am willing to be

3. a) on business b) for business c) to do business

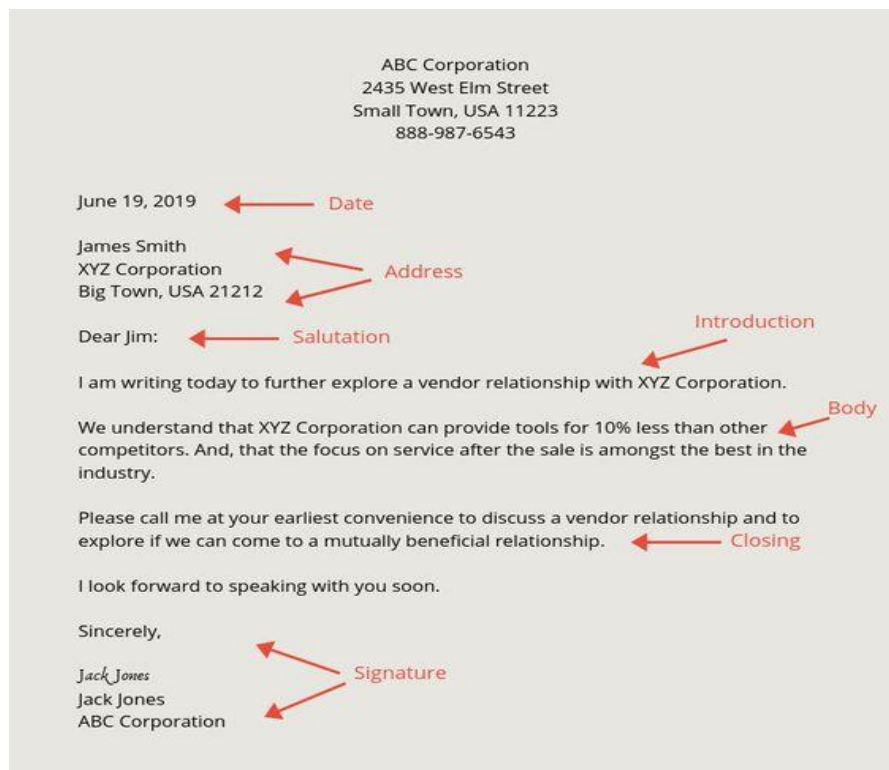
4. a) we could meet b) we have met c) we would meet

5. a) May be b) How about c) May I suggest

6. a) Tuesday b) the Tuesday c) on Tuesday

7. a) this is conventional b) this suits you c) this is convenient for you  
8. a) come to an arrangement b) find something else c) arrange something else  
9. a) I am pleased to b) Looking forward to c) I hope to  
10. a) Yours sincerely b) Regards c) With best wishes

**7. Look through the samples of formal e-mails and write down your own.**



### **Cover Letter Of Waitress**

Mr Smith  
Hiring Manager  
City Centre Restaurant & Bar  
Made Up Road  
London  
E12 5DD

5<sup>th</sup> March, 2014

Dear Mr Smith,

I am applying in response to your job opening for the position of a waitress, which was listed at Monster job website.

My experience in serving patrons in a fast paced and high pressure restaurant has been acknowledged by my present employer.

I am well versed with all the main fields of hospitality and believe that my knowledge of food and beverages can greatly strengthen your business.

If you think that I am the right candidate for this position then, I am grateful for the opportunity of having a personal meeting with you to discuss your requirements and my ability to meet them.

Thank you for your time and consideration.

Yours sincerely,  
Amira Fernanades,  
[abc@def.com](mailto:abc@def.com)  
123-456-789

**8. Abbreviations are common in the subject line of an e-mail, and often within the email text, too. Here are the definitions of some common abbreviations. Write them out in full.**

1. OOO \_\_\_\_\_ The sender is away on holiday.
2. EOM \_\_\_\_\_ The subject line is the entire text of this mail.
3. FW/FWD \_\_\_\_\_ This is a mail the sender received from someone else.
4. NNTR \_\_\_\_\_ The sender does not expect an answer.
- 60
5. BTW \_\_\_\_\_ This is something you might find interesting.
6. FYI \_\_\_\_\_ This is some additional information. No action required.
7. THX \_\_\_\_\_ The sender is grateful for something.

8. PLS \_\_\_\_\_ The sender is giving a polite request or instruction.

9. LDL/LTL \_\_\_\_\_ We should speak about this rather than write about it.

10. ASAP \_\_\_\_\_ This action must be done quickly.

## Unit 5.

**Modern means of communication. Internet. Social networks. E-mails. Telephone conversations. Telephone etiquette.**

**Сучасні засоби спілкування. Інтернет. Соціальні інтернет мережі. Електронне листування. Спілкування телефоном. Етикет телефонного спілкування**

### **Vocabulary:**

Newsletters - інформаційний бюлетень notice-boards – дошка оголошень webcasts – мовлення/трансляція timely- своєчасний, регулярний appropriate- придатний, відповідний public telephone телефон-автомат coin-box telephone (payphone) таксофон dial набирач номера call buttons кнопки виклику receiver (phone receiver) слухавка microphone мікрофон receiver cord телефонний дрот to surfing on the Internet шукати щось (лазити) в інтернеті an instant messaging миттєві повідомлення social networks соціальні мережі a negative influence – негативний вплив video conferences відеоконференції the modern inventions учасні винаходи dependent on smb gadgets залежати від гаджетів the possibility of texting можливість надсилати текстові повідомлення a quick note швидка замітка (примітка) the video chats – відеочати

### **1. MATCH THE WORDS IN THE LEFT COLUMN WITH THEIR DEFINITIONS IN THE RIGHT ONE.**

- |                    |  |
|--------------------|--|
| 1) <i>browser</i>  | a) an object or machine that has been invented for a particular purpose  |
| 2) <i>device</i>   | b) a piece of electronic equipment that connects computer networks   |
| 3) <i>download</i> | c) a computer program that makes it possible for a computer to use other pieces of equipment such as a printer |
| 4) <i>driver</i>   | d) a short piece of information that is sent to someone  |

- 5) *error*                    e) a machine that prints onto paper using ink
- 6) *hardware*            f) a computer program that makes it possible for you to read information on the internet
- 7) *keyboard*            g) a flat open container used for holding papers, documents, etc.
- 8) *load*                    h) a small device that you use to move a cursor on your computer screen
- 9) *message*            i) a device that changes images or text into electronic form
- 10) *mouse*            j) to put information or a program onto a computer
- 11) *operating system* k) a secret word or phrase that is used to obtain access to a computer system
- 12) *paper tray*    l) a mistake
- 13) *password*    m) a computer program that finds information on the internet by looking for words that you have typed in
- 14) *printer*            n) the physical and electronic parts of a computer
- 15) *router*            o) to copy programs or information into a computer's memory
- 16) *scanner*            p) the instructions that control what a computer does; computer programs
- 17) *search engine* q) a piece of computer through which sound can be heard
- 18) *server*            r) a set of programs that control the way a computer system works
- 19) *software*            s) the set of keys on a computer that you press in order to make it work
- 20) *speaker*            t) a central computer from which other computers get information

## **2. How do you contact your friends, your parents, your fellowstudents?**

**Choose from the list and discuss in pairs.**

- send an email;
- write a letter;
- send a text message;
- make a phone call;
- meet face to face;
- leave a message (on the answering machine);

write down a note

**3. Read the text below and get ready to say whether the information (given in passages 1-4) is presented according to the plan:**

- a) media disadvantages
- b) media advantages
- c) communication means used in the past
- d) most commonly used media at present.

### **Means of Communication**

(1) A few centuries ago people knew only a few kinds of communication. They could: a) speak to each other, b) send their message from one place to another by smoke signals, c) use mail. Later on, they also had some newspapers. The first expansion of media was when the radio and television were invented. The second and the biggest boom started in 1960s when the first communication satellite was launched into orbit.

(2) There are 4 main media: Newspapers, TV, Radio and the Internet. People perceive it as a common thing. Media are very important – they give us so huge amount of information that we even can't remember. It helps us to understand things and make our own decisions. In education media are inestimable means. By their means we can help other people.

3) Nowadays it is very simple to send a message and it takes few seconds. When you turn on TV or a computer you can see the whole world as if it is nearby. You can learn culture and habits of other nations and even see what they are doing right now. The world turned to be 'the global community village'.

(4) We have to take into account that media sometimes give untrue information. Another disadvantage is that there is a danger of being effected in "a bad way" (pornography in the Internet and bad quality action films in TV). And, finally, famous people suffer much of media giving not objective information and violating their privacy.

4. [https://www.youtube.com/watch?app=desktop&v=nRk3\\_69wRuk](https://www.youtube.com/watch?app=desktop&v=nRk3_69wRuk)

**Watch the video. Make a short plan. Be ready to discuss it.**

**\*Make your own Poster on Means of communication.**

**5. Read and translate the text «INTERNET AND MODERN LIFE».**

The Internet has already entered our ordinary life. Everybody knows that the Internet is a global computer network, which embraces hundreds of millions of users all over the world and helps us to communicate with each other. Invention of modems, special devices has opened doors to the Internet for millions of people.

Nowadays the most popular Internet service is e-mail. Most of the people use the network only for sending and receiving e-mail messages. They can do it either they are at home or in the internet clubs or at work. Other popular services are available on the Internet too. It is reading news, available on some dedicated news servers, telnet, FTP servers, etc. However, there are some problems. The most important problem is security. When you send an, your message can travel through many different networks and computers. The data is constantly being directed towards its destination by special computers called routers. Because of this, it is possible to get into any of the computers along the route, intercept and even change the data being sent over the Internet. But there are many encoding programs available.

**6.Find the necessary words in time.**



# COMPUTER PARTS VOCABULARY WORD SEARCH PUZZLE

Find and circle the words in the word search puzzle and number the pictures

m	y	f	s	p	e	a	k	e	r	s	c	c	q	m
i	f	a	w	r	g	w	s	d	t	o	i	e	r	p
c	l	p	e	i	w	e	k	v	m	a	d	e	m	f
r	a	o	w	n	k	b	z	d	s	t	r	m	d	i
o	s	w	j	t	s	c	a	b	l	e	s	o	p	n
p	h	e	p	e	q	a	p	u	o	r	d	u	w	d
h	d	r	q	r	o	m	k	r	t	k	y	s	h	s
o	r	s	m	s	c	a	n	n	e	r	u	e	a	d
n	i	u	j	h	j	b	k	e	y	b	o	a	r	d
e	v	p	a	o	r	h	f	r	o	t	d	v	d	n
a	e	p	y	n	w	f	o	r	p	e	u	g	d	r
r	u	l	h	e	a	d	p	h	o	n	e	s	i	a
w	u	y	g	t	l	k	y	b	p	j	y	z	s	k
q	m	o	n	i	t	o	r	w	d	t	m	y	k	t
p	b	c	o	m	p	u	t	e	r	c	a	s	e	e

1. monitor
2. computer case
3. keyboard
4. mouse
5. webcam
6. microphone
7. speakers
8. headphones
9. printer
10. cables
11. flash drive
12. scanner
13. DVD burner
14. DVD
15. hard disk
16. power supply

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**7. Read the text, fill in the missing words. Choose them from the box.**

**Internet, e-mails, phishing, mobile, like, people, personal, real, problem, SMS, buy, information, phishing, mobile, spam, phishers.**

The **1** \_\_\_\_\_ is part of our everyday lives. It helps us a lot: we find **2** \_\_\_\_\_, we send **3** \_\_\_\_\_, we buy things, etc. and it's easy to use. But be careful! There are lots of dangers, **4** \_\_\_\_\_ spamming and phishing.

**5** \_\_\_\_\_ is sending unwanted e-mails like advertising material over the Internet to a large number of **6** \_\_\_\_\_. You can get lots of **7** \_\_\_\_\_ even on your fax machine or on your **8** \_\_\_\_\_ phone as **9** \_\_\_\_\_! Junk e-mail is a type of spam. These e-mails try to make you **10** \_\_\_\_\_ things.

**11** \_\_\_\_\_ is a very big **12** \_\_\_\_\_, because the '**13** \_\_\_\_\_' want to get your personal **14** \_\_\_\_\_, like your bank or credit card **15** \_\_\_\_\_ so they can use them. Phishers make a fake website that looks exactly like a **16** \_\_\_\_\_ website and send it to people. People see it and think that it's from a bank, for example, and fill in their **17** \_\_\_\_\_ information. Phishing is common on social networking websites, like MySpace or Facebook.

So, be **18** \_\_\_\_\_!

**8. Look through the text once more and answer the questions.**

- 1.** What does the Internet help us do? *It helps us find information, send e-mails, buy things, etc.*
- 2.** What is spamming? *Sending unwanted e-mails like advertising material over the Internet to a large number of people.*
- 3.** Is junk e-mail a type of spam? *Yes, it is.*
- 4.** How do phishers work? *They make a fake website that looks exactly like a real website and send it to people to get their personal information.*

5. Where can you get spam? *Over the Internet, on your fax machine or on your mobile phone as SMS.*
6. What does junk e-mail want people to do? *To buy things.*
7. What do phishers try to get? *They try to get your personal information, like your bank or credit card numbers.*
8. What kind of websites do phishers use? *Social networking websites like MySpace or Facebook.*

9. **Read the text, write down new words into your vocabulary.**

**Social networks.**

**Business applications.** Social networks connect people at low cost; this can be beneficial for entrepreneurs and small businesses looking to expand their contact base. These networks often act as a customer relationship management tool for companies selling products and services. Companies can also use social networks for advertising in the form of banners and text ads. Since businesses operate globally, social networks can make it easier to keep in touch with contacts around the world.

**Medical applications.** Social networks are beginning to be adopted by healthcare professionals as a means to manage institutional knowledge, disseminate peer to peer knowledge and to highlight individual physicians and institutions. The advantage of using a dedicated medical social networking site is that all the members are screened against the state licensing board list of practitioners. The role of social networks is especially of interest to pharmaceutical companies who spend approximately "32 percent of their marketing dollars" attempting to influence the opinion leaders of social networks.

**Languages, nationalities and academia.** Various social networking sites have sprung up catering to different languages and countries. The popular site Facebook has been cloned for various countries and languages and some specializing in connecting students and faculty.

**Social networks for social good.** Several websites are beginning to tap into the power of the social networking model for social good. Such models may be highly successful for connecting otherwise fragmented industries and small organizations without the resources to reach a broader audience with interested and passionate users. Users benefit by interacting with a like-minded community and finding a channel for their energy and giving.

**Business model.** Few social networks currently charge money for membership. In part, this may be because social networking is a relatively new service, and the value of using them has not been firmly established in customers' minds. Companies such as MySpace and Facebook sell online advertising on their site. Hence, they are seeking large memberships, and charging for membership would be counter productive. Some believe that the **deeper** information that the sites have on each user will allow much better targeted advertising than any other site can currently provide. Sites are also seeking other ways to make money, such as by creating an online marketplace or by selling professional information and social connections to businesses.

**Privacy issues.** On large social networking services, there have been growing concerns about users giving out too much personal information and the threat of sexual predators. Users of these services need to be aware of data theft or viruses. However, large services, such as MySpace, often work with law enforcement to try to prevent such incidents. In addition, there is a perceived privacy threat in relation to placing too much personal information in the hands of large corporations or governmental bodies, allowing a profile to be produced on an individual's behavior on which decisions, detrimental to an individual, may be taken.

**Investigations.** Social network services are increasingly being used in legal and criminal investigations. Information posted on sites such as MySpace and Facebook, has been used by police, probation, and university officials to prosecute users of said sites. In some situations, content posted on MySpace has been used in court.

**10. Answer the Questions. Write the letter of the correct answer.**

1 According to the text, social networks .....

☐

- A. are being used by businesses for marketing.
- B. are about friendships.
- C. can damage business reputations.
- D. advertise on business web sites.

2 Why do advertisers like social network sites?

☐

- A. They are cost-effective to advertise on.
- B. Detailed information on each user allows targeted ads.
- C. Most users have high disposable income.
- D. They can influence consumer behaviour.

3 What does the expression 'sprung up' in paragraph 4 mean?

☐

- A. everybody is trying to copy Facebook
- B. the development of social networking is unplanned
- C. there has been rapid development of social networking sites
- D. social networking works in all languages

4 What does the word 'Few' at the beginning of paragraph 6 mean?

☐

- A. Hardly any
- B. Not any
- C. Some
- D. Only

5 What should users not do on social networks?

☐

- A. upload copyrighted music
- B. download viruses
- C. contact predators
- D. be too free with their personal information

6 What does the word 'deeper' in paragraph 6 mean?



- A. more spiritual
- B. more detailed
- C. more profound
- D. more emphatic

7 Personal information on social network sites.....



- A. can be used in court
- B. gives a good description of the user's personality
- C. is sold to the government
- D. is translated into many languages

8 Social networking is great for .....



- A. people who write too much information about themselves
- B. academic organisations
- C. groups of people separated over wide areas
- D. the law enforcement agencies

**11. Complete the telephone conversation with sentences A – E.**

A. Hold the line, please.

B. May I help you?

C. I'm putting you through.

D. Can I take a message?

E. Who is calling, please?

A: Hello, Susan Pelly speaking. 1) ..... ?

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

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

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

A: Mr. Smith, right. 3) .....?

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

A: All right Mr. Franklin. 4) .....?

B: Is it going to be long?

A: No. 5) ..... right now.

B: Ok. Thank you very much.

## **12. Read, translate the text, answer the questions.**

### **I. TELEPHONE ETIQUETTE**

A telephone is a device that is used to transmit and receive sound (most commonly speech). A telephone number is a sequence of numbers used to call from one telephone line to another in a telephone network. The call may use land line, cell phone, satellite phone.

The way in which someone perceives their first interaction with an individual or an employee is extremely important. Telephone conversations are a preferred method of business communication because it's personal and serves as an opportunity to create a good first impression of the organization.

Phone etiquette is a way for you to showcase your manners and properly represent yourself or your business to others. Positive interactions create lasting impressions that are instrumental to business success. Telephone etiquette consists of active listening skills, choice of words and tone of voice.

### **II. FIVE STEPS TO EFFECTIVE CALLS**

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

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

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

*It should take about 10 minutes.”* But this may not be appropriate if you are phoning someone at a much higher level – the chairman of your company, for example. In that case, ask the other person how much time he or she has.

**3. Ask questions.** By asking the right questions, you can focus the other person’s thoughts and start coming to conclusions: *“What if we deliver to three warehouses rather than four?” “Wouldn’t that be just as effective?”* You can use their answers to move towards an agreement and conclusion.

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

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

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

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

### **III. Mobile Phones**

Mobile (or cell) phones are becoming an extremely popular electronic device and sometimes they are even replacing house phones. They are also becoming more technologically advanced: most can take and send pictures and videos and connect to the Internet. Mobile phones can be used to look up weather or answers to questions on search

engines. Many children are becoming mobile phone owners. But we should be aware of both the positive and negative aspects of mobiles. Let us start with the advantages of buying a mobile for a child. First of all, many mobile phones allow access to the Internet, which can help a child to find answers to questions very quickly and easily. This can help with studies and other simple questions like daily weather or finding directions to go to some place. Secondly, some mobile phones have tracking devices. So parents can track where their child is at any moment, to know that he\she is safe. Thirdly, mobile phones can be a learning tool for children. There are many applications that can help to learn new words or simply train your memory. And last but not least, mobile phones allow parents and children to stay in touch. Mobile phones can be important in emergency situations or when a parent needs to quickly get in touch with a child or vice versa. At the same time there are certain disadvantages in mobile phones usage. First and foremost is cheating. Students can text answers under their desks during tests. Some students try to find answers to test questions on the Internet using their phones. Moreover, mobile phones can be very distracting from important events in a student's life such as studying, doing homework, or even crossing the street. Besides, children can receive abusive messages from other students or from strangers. And finally, mobile phones are not cheap. All in all, mobile phones have already become an important part of our daily life and communication. We just have to use them wisely.

**Answer the questions to the text.**

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



**13. Answer the following questions on the themes: TELEPHONE, COMPUTER, INTERNET**

- 1 How important is the telephone to you? How many calls do you make every day?
- 2 What are some of the advantages and disadvantages of mobile phones?
- 3 What cellphone company do you use? Are you happy with it?
- 4 Do you have an Internet connection on the phone? What do you use it for?
- 5 Do you call a business (airlines, insurance, bank, etc.) for information?
- 6 How many text messages do you send a day?
- 7 What kind of features does your cell phone have?
- 8 Do you think it should be illegal to speak on your cell phone while driving?
- 9 Do you have a computer? How often do you use a computer?
- 10 Do you have a computer at work and at home? What do you use a computer for?
- 11 Do you access the Internet with your computer? What do you use home Internet for?
- 12 Do you have a printer and a scanner?
- 13 Do you know any computer programming languages?
- 14 What operating system do you use? Have you tried Mac-OS, Windows and Linux?
- 15 What is the difference between software and hardware? What software do you use the most often?
- 16 Does having a computer make life more complicated or less complicated?
- 17 Do you often use the Internet? How often do you use the Internet?
- 18 Do you use the Internet for work, fun or education?
- 19 Is online banking popular in your country? What is its advantage?
- 20 Have you ever bought anything using the Internet?
- 21 Do you think our lives have been improved by the Internet?
- 22 Which company is your Internet provider? Why did you choose this company?

23 The Internet can help people to work or study from home. Is that a good or bad thing?

24 What are the sites you most commonly access?

25 Do you have many e-mail addresses? Why do you need more than one e-mail address?

## Texts for self-reading

### TIPS FOR WRITING A GOOD BUSINESS E-MAIL

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

57

answer with emails, but the increasing use of smartphones makes this less of a problem than in the past.

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

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

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

#### **Structure:**

A good e-mail has the following parts:

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

**Introduction** – opening remarks and reasons for writing **Main body** – development of the subject(s) **Conclusion** – closing remarks and other important information

**Formal ending** – *Yours faithfully, Yours sincerely, (Best) Regards* **Useful email phrases** a) **Starting** If you're not sure what level of formality is appropriate, choose the same style as the person writing to you: — Dear Mr/Ms/Dr/Professor Smith (formal) — Dear Sir or Madam (formal) — Dear John/Mary (informal) — Hi, Peter/Jo (informal) — Hi (informal)

#### **b) Saying why you are writing**

— I'm writing to let you know ... — I am writing because ...

#### **c) Communicating information**

— I am pleased to inform you that ... — We have completed all stages of the project. — I can send you the shipment next week.

#### **d) Talking about information you are sending**

— Please find attached the file you asked for. — Here is the information you asked for. — I've attached the information you wanted.

#### **e) Asking for something**

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

#### **f) Confirming details**

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

#### **g) Thanking and offering help**

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

#### **h) Ending**

— Yours sincerely — Kind/Best regards

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

- A.** which are the best and most expensive.
- B.** types of hotel accommodation.
- C.** usually employ about one staff member.
- 81**
- D.** fail to show up without cancelling your reservation.
- E.** the housekeeping staff.
- F.** overnight lodging for business people.
- G.** includes breakfast, lunch and dinner.
- H.** in good working order.

### **AT THE HOTEL**

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

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

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

Also you have to check out by 12 pm, otherwise you'll be charged extra money.

Hotels are usually graded with stars from one-star to five-star, **(6) ...** . You can also stay in a Bed & Breakfast (B&B) (also called Guest Houses) where you pay for a bedroom, possibly an ensuite (a room with private bathroom) and breakfast. **(7) ...** are as follows:

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

## **AT THE AIRPORT**

When preparing to fly, passengers are requested to arrive at the airport 2 hours before departure time. They must register their tickets, get a seat assignment, and weigh and check their luggage.

Most airlines have at least 2 classes of travel, first class and economy class. Economy class tickets are much less expensive. Each passenger more than 2 years old gets a free luggage allowance. Generally this weight limit is 20 kg of checked baggage for economy class passengers and 30 kg for first class passengers. If you check excess luggage you'll have to pay a fee calculated by the number of extra pieces and the extra weight. Every passenger is also allowed one small carry-on bag, for instance a laptop computer or small suitcase.

The rules for passengers who are traveling abroad are similar in most countries but there are, sometimes, slight differences. Here are some things to remember: if, for instance, you need to go through Customs, try to fill in the customs declaration before you talk to the customs officer. He will ask every passenger the same, routine questions about whether he is carrying anything he wants to declare: like tobacco, alcohol, presents, and sums of money.

At the check-in counter, your ticket is looked at, your things are weighed and labeled with their destination. The next formality is filling in the immigration form and going through passport control. Remember to have a black or blue pen with you because the immigration form has to be filled in block letters. You write your name, nationality, permanent address and the purpose of your trip. In most countries there is also a security check when your carry-on-luggage is inspected.

After fulfilling all these formalities you go to the departure lounge where you can have a snack, read a paper or buy something in the duty-free shop and wait for the announcement to board the plane.

When you arrive at your destination, some of these same formalities will undoubtedly be repeated. Often while on board the plane you will be given a customs declaration and immigration form to fill in. At the airport you may be met by a specially trained dog whose job it is to make sure that no passengers are carrying any illegal drugs. In addition, the immigration officer might want to inspect your visa, your invitation and even your return ticket.

Vocabulary:

- **Boarding pass** – посадковий талон
- **Check-in desk** – стійка реєстрації
- **Overbooking** – перебронювання
- **Carry-on luggage** – ручна поклажа
- **Suitcase** – валіза
- **Checked luggage** – багаж, що здається
- **Oversized baggage / overweight baggage** – великоваговий багаж
- **Conveyor belt / carousel / baggage claim** – конвеєрна стрічка
- **Departures** – вильоти
- **Arrivals** – прибуття
- **Gate** – вихід
- **Delayed** – затримка
- **Shuttle bus** – трансферний автобус
- **Aircraft** – літак
- **Cockpit** – кабіна
- **Crew** – екіпаж
- **Air hostess** – стюардеса
- **Seat belt** – ремінь безпеки
- **Connecting flight** – стикувальний рейс
- **Round trip** – туди і назад
- **One way** – в один бік
- **Customs** – митниця
- **First class** – перший клас
- **Business class** – бізнес-клас

Дієслова:

- **To book** – бронювати (квиток)
- **To board** – сідати
- **To depart** – вирушати
- **To arrive** – прибувати
- **To take off** – злітати
- **To land** – приземлятися

## TRAVELLING BY TRAIN

Travel is extremely important nowadays. Two hundred years ago most people never traveled further than a few kilometres. Whenever they traveled they walked, or Went by carriage, or on horseback. But in the last quarter of the twentieth century people traveled a lot. Many people travel 50 or 100 kilometres daily by public transport, or private car. Millions of people travel long distances abroad on business trips or for holidays every year. Even a housewife who is going shopping may travel twenty kilometres. For most people speed is a very important factor when they are traveling. They want to reach their destination as quickly as possible. There are now planes that can cross the Atlantic in just over three hours. Other people prefer comfort to speed. They like to relax during the journey and enjoy themselves as much as possible. For almost everyone safety is the most important factor. For example, a lot of people never fly because they believe it is dangerous. In fact, it is probably much more dangerous to travel by car or to walk across a street. Modern life is impossible without traveling. Thousands of people travel every day either on business or for pleasure. They can travel by air, by rail, by sea, or by road. Of course, traveling by air is the fastest and the most convenient way, but it is the most expensive too. Traveling by train is slower than by plane, but it has its advantages. You can see much more interesting places of the country you are traveling through. Modern trains have very comfortable seats in all passenger carriages. There are also sleeping cars and dining cars, which make even the longest journey enjoyable. Speed, comfort and safety are the main advantages of trains and planes. That is why many people prefer them to all other means. With a train you have speed, comfort and safety combined. From the comfortable corner seat of a railway carriage you have a splendid view of the whole countryside. If you are hungry, you can have a meal in the dining-car; and if the journey is a long one you can have a wonderful bed in a sleeper. Besides, do you know any place that is more interesting than a big railway-station? There is the movement, the excitement, the gaiety of people going away or waiting to meet friends. You can see a lot of notices: Entrance and Exit, or perhaps Way In and Way Out, Arrivals and Departures, Refreshment Room and Waiting Room, Left-Luggage Office and so on. There are the shouts of the porters as they pull luggage along the platforms to the waiting trains, the crowds at the booking-office getting tickets, the hungry and thirsty ones hurrying to the refreshment rooms, before the train starts. At bookstalls the passengers choose books, magazines or newspapers to while away the time during the journey. But sometimes service leaves much to be desired. You have to queue up for your tickets. Travelling for long distances is very tiresome even boring, especially if your fellow-passengers are unsociable or boring people. So, people choose means of travel according to their plans and destinations. Suppose you travel by train. On arriving to the station you manage your way through the crowd and get out on to the platform. There are many tracks and trains there. But if you are helped by the porter there is no need for you to look round and read all the signs which tell you what train you must take. You follow your porter and here you are - Car № 6, train 52. You show your ticket to the guard, standing at the carriage entrance.

## **MEETING AND GREETING ETIQUETTES IN DIFFERENT CULTURES**

Every culture has its distinct customs and traditions. Much of the thrill of travelling comes from steeping yourself in a foreign culture whose customs and traditions may be vastly different from the ones you're used to back home.

### **United Kingdom**

The British are reserved, which may cause them to appear cool and indifferent or overly formal. In fact, they are very friendly and helpful to foreigners.

DON'T bring a gift. It is usually not a part of doing business in England.

Shake hands with everyone present — men, women, and children — at business and social meetings. Shake hands again when leaving.

DON'T rush a business decision. Business decision-making happens much slower in England than in the U.S.

Handshakes are light — not firm. Women should extend their hand to men first.

DON'T sit with your arms folded during a meeting. This could send the message to your colleagues that you are disinterested in the meeting.

DON'T be late. Always call if you expect to be more than five minutes late.

Use last names and appropriate titles until specifically invited by your British hosts or colleagues to use their first names.

### **United States**

American greetings are generally quite informal. This is not intended to show lack of respect, but rather a manifestation of the American belief that everyone is equal.

Although it is expected in business situations, some Americans do not shake hands at social events. Instead, they may greet you with a casual "Hello" or "How are you?" or even just "Hi." In larger groups, many may not greet you at all. In social situations, Americans rarely shake hands upon leaving. "See you later" is just an expression. People say this even if they never plan to see you again.

Stand while being introduced. Only the elderly, the ill and physically unable persons remain seated while greeting or being introduced. Use professional titles when you are introducing people to each other. Example: "Judge Susan Olson, meet Dr. John Harmon." If you are introducing yourself, do not use your professional title. Handshakes are usually brief. Light handshakes are considered distasteful. Use a firm grip. Eye contact is important when shaking someone's hand.

### **Germany**

Greetings generally differ in formality depending on whether a German knows the other person well or not.

The most common greeting is a handshake with direct eye contact.

Men usually greet women first and wait for them to extend their hand.

Close friends may hug to greet and younger people may kiss one another on the cheek. "Guten Tag" (Good day) or "Hallo" (Hello) are the most common verbal greetings used in Germany. In the South, some people may say "Grüß Gott" (literally translating as 'Greet God').



In formal situations, one should address another person with their title and last name, “Herr” (Mr.) for men and “Frau” (Mrs.) for women. It is polite to continue to use formal titles until the person invites you to move on to a first-name basis.

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### **India**

In many parts of India and during formal occasions, it is common for people to greet with the traditional Hindu greeting of “Namaste” (‘I greet the divine within you’). This is accompanied with a nod of the head or a bow depending on the status of the person you are greeting.

A common gesture when greeting is pressing the palms together with the fingertips facing upwards (i.e. in a prayer position). This greeting is sometimes accompanied with a slight bow.

Muslims may greet by shaking the hand of their counterpart accompanied by the phrase, “Salaam”.

It is generally appropriate for men and women to shake hands. However, it is advisable to wait for a woman to extend her hand first. Some Muslim or Hindu men and women may not wish to touch a person of the opposite gender.

Avoid greeting someone with a hug or a kiss unless you know the person well.

Indians expect people to greet the eldest or most senior person first. When greeting elders, some Indians may reach down and touch the ground or the elder’s feet as a sign of respect.

It is advisable to address people by their title (Mr, Mrs, etc.) and last name until they have indicated that you may move on to a first-name basis.

### **China**

Handshakes are accepted but it is probably best to wait to see if your Chinese associate initiates the handshake. DO shake hands upon greeting someone. When shaking hands with a Chinese woman, only give a light handshake. Aside from that, people in China tend to prefer not to be touched, especially older people.

During greetings and introductions, a lack of expression and a gentle or timid handshake are to be expected and should never be interpreted as shyness or weakness.

When introduced to a Chinese group, they may greet you with applause. Applaud back.

Senior persons begin greetings. Greet the oldest, most senior person before others. During group introductions, line up according to seniority with the senior person at the head of the line.

### **Japan**

Greetings are very context-dependent in Japan. The formality and social context of a situation dictates what gestures and phrases are used to greet people. Thus, there are a variety of greetings used.

In Japan, the most common gesture when greeting is a bow. The depth, length and style of bow depends on the social context. Bowing takes place in many instances where

handshakes would be common in the English-speaking West. Nonetheless, many Japanese are understanding and are likely to shake hands when meeting non-Japanese people.

The type of honorific title used when greeting someone depends on their age and gender. The most common title used when greeting someone is ‘-san’. This suffix implies a level of familiarity and can be used to address both females and males. This form of address can also be used with either the person’s given name or surname (e.g. Haruki-san or MURAKAMI-san), as well as with the title of their occupation (e.g. hon’ya-san would mean ‘Mr/Ms Bookseller’).

## HOW TO PREPARE A PRESENTATION

There’s a ton of preparation that goes on behind the scenes of an amazing presentation. We know because it’s our business to teach you the fundamentals of public speaking. What you may not realize is the preparation stage goes further than just jotting down some notes and practising in front of a mirror. A stellar presentation takes a lot of time, a lot of energy, and... oh yes... a lot of practice. Here are seven key things you need to do before any presentation:

1. **Do Your Research**—Regardless of whether or not you are an expert in your field, there is always something new to learn. Do a thorough investigation before plotting your presentation to see if there are any new developments that could be relevant to your subject or to your audience. And make sure you **really** know your material. It will eliminate the dreaded “umms” and “uhs” that we’ve all come to hate. It’s a sure sign you’re not as knowledgeable or prepared as you should be.

2. **Know Your Audience**—No two presentations should ever be the same. I don’t care if it’s the 12th time this month that you’ve talked about the same subject. You may not have to start from scratch every time, but at least put the effort into finding out who’s going to be in your audience and tailor your presentation in a way that will appeal to them. The same jokes you told a business crowd at a breakfast meeting are probably going to fall flat with your daughter and her fellow third-graders on Career Day.

3. **Craft Your Notes**—Here’s a good rule of thumb: If you can’t do your presentation without it being written down, you probably can’t do it at all. Don’t write a speech. Ever. Instead, craft notes to jog your memory on your speaking points. Glance at them periodically to keep you on track. Take those notes and practice with them every day until you don’t need them anymore. (But take them with you anyway... people tend to get forgetful in front of a crowd.)

4. **Practice Your Delivery**—Your notes will help you prepare what you are going to say, but I’ve already told you what you say doesn’t keep a crowd engaged. So grab a video camera, your cell phone... anything with a video recording option and get in front of it. Record yourself delivering your presentation and give yourself an honest critique: Do you use effective body language? Do you walk around and interact with the crowd? How is your posture? If you can’t give yourself an honest critique, enlist a friend

or family member to take a look and point out areas for improvement. Then practice, practice, practice.

5. **Dress For Success**—As I mentioned before, every bit of a great presentation is intentional, including the speaker's choice of clothing. Take special attention the next time you see someone speaking (usually a politician) who's trying to appeal to blue-collar workers. Do you know what they'll be wearing? A blue-collared shirt with their sleeves rolled up. Your attire should match the audience. Wearing a tuxedo to deliver a speech at a ground-breaking ceremony for a new chemical plant just doesn't make sense.

6. **Get a Good Night's Sleep**—Make sure you look alert and refreshed by getting plenty of rest the night before a presentation. A drowsy mind is a forgetful mind. And the bags under your eyes won't do you any good, either.

7. **Prepare Your Space**—Arrive with enough time ahead of your presentation to properly prepare the space you'll be using. Make sure your slides are in order and that any equipment you'll be using is functioning properly to avoid embarrassing hiccups and delays during your presentation. Place your speaking notes in a logical spot and get yourself a glass of water. Spend a few quiet minutes mentally preparing.

## ADVERTISING

This is an age of advertising. Companies spend big sums of money on it. No one can escape advertising, because it has become universal. It is there on the railway platforms, bus stops, trains and buses, at the market places, magazines, and newspapers, on the small screen of TV and even on electricity and telephone bills. They come in amazingly various forms like slogans, neon-signs, announcements, leaflets, cartoons etc.

Some people say that advertising is a waste of money. However, nearly every successful business advertises its products in some way. Advertisement is a great psychological weapon to invite customers. They catch our eyes, appeal to our senses, exploit us psychologically and then invite us to buy the product. The good advertisements are colourful, inviting, catching, novel and brilliant. They are often repeated to make a desirable impression on the viewers and listeners.

Any advertisement is an attack on our pockets and incomes as they pressurize us to buy something. Besides, advertising increases the price of goods and services. Britain spends over 2.5 billion on advertising every year. This adds three per cent to the price Britons pay for goods, or 325 a year for the average household. In the USA, the figures are much higher even than these. The annual advertising bill is \$102 billion, or an amazing \$365 for every man, woman and child.

Good advertisements inform consumers about the existence and benefits of products and offer consumers a greater choice. This leads to a healthy competition among producers and sellers, which sometimes result in reduction of prices.

The best form of advertising is probably word-of-mouth advertising, which happens when people tell their friends about the benefits of products or services that they have bought. But, of course, no company relies on this alone. They use paid advertising instead.

Many of them use the services of large advertising agencies which have more knowledge about all aspects of advertising and advertising media than a single company.

Advertising industry generates wealth for a country. That is to say, taxes paid on goods sold help governments to pay for services such as education and health care. Moreover, the number of jobs created for producing, marketing and servicing these goods helps to reduce the unemployment problem, which is also a great advantage for a country's economy.

Without sponsorship from companies who advertise their products, many sporting and artistic events would disappear due to lack of funding. So we can say that advertising raises money for sports and artistic performances. In other words, although consumerism is pro- moted through advertising, it is beneficial to both the consumer and society.

### **QUESTIONS FOR SELF-CONTROL**

1. Choosing a profession.
2. Applying for a job.
3. Job interview.
4. Resume.
5. Careers.
6. Companies.
7. Ideas about careers.
8. Greetings.
9. Phone conversation.
10. Communication in business.
11. Agreement. Holding a meeting.
12. Organization of meetings and entertainment.
13. Money and payment system. Methods of payment.
14. Money system of Ukraine.
15. Money system of Great Britain.
16. Money system of The USA.
17. Writing business letters.
18. Body of Business letter.
19. The skills of a good manager.
20. Social and business culture.
21. Travelling for business. At customs.
22. Staying at hotel.
23. On a business trip.
24. Advertizing.
25. Preparing a good presentation.

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**Мулик К.О.**

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**Методичні рекомендації  
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спеціальності 013 Початкова освіта**

**Одеса 2024**