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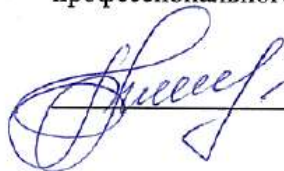
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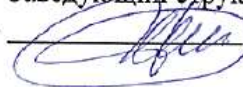
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Рецензенты:

Внешние:

СОДЕРЖАНИЕ

Пояснительная записка.....	4
Практические работы № 1-2.....	5
Практическая работа №3.....	9
Практические работы № 4-6.....	11
Практические работы № 7-9.....	12
Практические работы № 10-11.....	14
Практическая работа № 12-13.....	16
Практические работы № 14-16.....	17
Практические работы № 17-19.....	19
Практические работы № 20-22.....	21
Практические работы № 23-24.....	24
Практические работы № 25-27.....	25
Практические работы № 28-30.....	27
Практические работы № 31-39.....	28
Практическая работа № 40.....	31
Практические работы № 41-42.....	32
СПИСОК ЛИТЕРАТУРЫ.....	33

ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Методические рекомендации по выполнению практических заданий предназначены для организации работы на практических занятиях по учебной дисциплине «Иностранный язык», которая является важной составной частью в системе подготовки специалистов среднего профессионального образования. Методические рекомендации разработаны для обучающихся с целью оказания им помощи при выполнении практических заданий. Практические задания являются неотъемлемым этапом изучения учебной дисциплины.

Содержание практических заданий направлено на:

- формирование практических умений в соответствии с требованиями к уровню подготовки обучающихся, установленными рабочей программой учебной дисциплины: – описывать явления, события, излагать факты в письме личного и делового характера;
- умение заполнять различные виды анкет, сообщать сведения о себе в форме, принятой в стране/странах изучаемого языка, делать выписки из иноязычного текста
- умение читать аутентичные тексты разных стилей (публицистические, художественные, научно-популярные и технические), используя основные виды чтения (ознакомительное, изучающее, просмотровое/поисковое) в зависимости от коммуникативной задачи;
- понимание относительно полно (общий смысл) высказывания на изучаемом иностранном языке в различных ситуациях общения;
- аудирование аутентичных аудио- или видеотекстов познавательного характера на темы, предлагаемые в рамках курса, выборочно извлекать из них необходимую информацию, оценивать важность/новизну информации, определять свое отношение к ней;
- умение вести диалог в ситуациях официального и неофициального общения в бытовой, социокультурной и учебно-трудовой сферах, используя аргументацию, эмоционально-оценочные средства;
- умение рассказывать, рассуждать о себе, своих планах, своем окружении в связи с изученной тематикой, проблематикой прочитанных/прослушанных текстов; описывать события, излагать факты, делать сообщения;
- новые значения изученных грамматических явлений в расширенном объеме (глагольных форм (видовременных, неличных), средства и способы выражения модальности; условия, предположения, причины, следствия, побуждения к действию);
- лингвострановедческую, страноведческую и социокультурную информацию, расширенную за счет новой тематики и проблематики речевого общения, понимать тексты, построенные на языковом материале повседневного и профессионального общения, в том числе инструкции и нормативные документы по специальностям СПО

Целью выполнения практических работ является закрепление теоретических знаний и приобретение студентами практических навыков употребления грамматических правил английского языка.

Практические работы проводятся в учебном кабинете, в объеме, предусмотренном рабочей учебной программой, обязательным этапом является самостоятельная деятельность обучающихся.

ПРАВИЛА ВЫПОЛНЕНИЯ ПРАКТИЧЕСКИХ РАБОТ

Аудиторная практическая работа выполняется по заданию преподавателя, с/без его непосредственного участия.

При предъявлении видов заданий на аудиторную практическую работу преподаватель использует дифференцированный подход на индивидуальном уровне к студентам. Практическая работа может осуществляться индивидуально по группам обучающихся в зависимости от цели, объема, конкретной тематики, уровня сложности, уровня умений обучающихся.

Перед выполнением студентом аудиторной практической работы преподаватель проводит инструктаж по выполнению задания, который включает: цель задания, его содержание, сроки выполнения, ориентировочный объем работы, основные требования к результатам работы, критерии оценки. В процессе инструктажа преподаватель предупреждает студентов о возможных типичных ошибках, встречающихся при выполнении задания.

В качестве форм и методов контроля аудиторной практической работы студентов использованы: оценка результатов выполнения проверочных работ, защита реферата, устный опрос, письменная проверка.

С целью получения высоких результатов использованы следующие виды заданий, которые дадут полноценный результат: практическая работа с книгой, журналом, газетой; подготовка сообщений, докладов, рефератов.

При выполнении работ студент должен изучить методические рекомендации по выполнению практической работы; подготовить ответы на контрольные вопросы. Все задания выполняются письменно (или устно), ответы на теоретические вопросы даются устно (слабоуспевающим студентам можно дать ответить на контрольные вопросы письменно для того, чтобы лучше запомнить теоретический материал).

Изучая теоретическое обоснование, студент должен знать, что основной целью изучения теории является умение применять ее при выполнении письменных заданий.

После выполнения работы студент должен представить отчет о проделанной работе с полученными результатами и устно ее защитить.

Общие критерии оценки практической работы студентов:

Оценка «5» ставится тогда, когда:

- студент свободно применяет знания на практике;
- не допускает ошибок в воспроизведении изученного материала;
- студент выделяет главные положения в изученном материале и не затрудняется в

ответах на видоизмененные вопросы;

- студент усваивает весь объем программного материала;
- материал оформлен аккуратно в соответствии с требованиями;

Оценка «4» ставится тогда, когда:

- студент знает весь изученный материал;
- отвечает без особых затруднений на вопросы преподавателя;
- студент умеет применять полученные знания на практике;
- в ответах не допускает серьезных ошибок, легко устраняет определенные неточности с

помощью дополнительных вопросов преподавателя;

- материал оформлен недостаточно аккуратно и в соответствии с требованиями;

Оценка «3» ставится тогда, когда:

- студент обнаруживает освоение основного материала, но испытывает затруднения при его самостоятельном воспроизведении и требует дополнительных дополняющих вопросов преподавателя;

• предпочитает отвечать на вопросы воспроизводящего характера и испытывает затруднения при ответах на воспроизводящие вопросы;

- материал оформлен не аккуратно или не в соответствии с требованиями;

Оценка «2» ставится тогда, когда:

• у студента имеются отдельные представления об изучаемом материале, но большая часть не усвоена;

- материал оформлен не в соответствии с требованиями;

Тема 1.1. Государственное устройство Великобритании и США

Практические работы №1-2

Цель: Формирование навыков монологической и диалогической речи и перевода.

Содержание занятий:

Введение новой лексики

Работа с диалогами

Беседа по теме

Прочитайте текст и выполните задания:

TEXT A. MONARCHY IN BRITAIN

Task: read the text; translate it into Russian in written

Gre.....

absolute but constitutional. Her powers are limited by the Parliament. The Parliament is the supreme legislative authority in Britain. Queen's power is hereditary and not elective.

In practice the Monarch has no actual power: they say¹ the Monarch reigns but does not rule. The Prime Minister is the virtual ruler of the country. The Prime Minister is usually the leader of the party that obtains a majority in the House of Commons. That party which has majority of seats in the House of Commons is called the Government and the other is the Opposition. The leader of the party in the opposition occupies a salaried office of the Leader of the Opposition. The Government may hold office for five years.

All the affairs of the state are conducted in the name of the Queen, but really the Prime Minister is responsible for every measure submitted to Parliament.

The Queen summons, prorogues and dissolves Parliament². Normally she opens each session with a speech from the throne outlining the Government's programme. It is her duty to make appointments to all important state offices, including those of judges, officers in the armed forces, diplomats. She must, in theory at least, see all Cabinet documents. The Queen has the power to conclude treaties, to declare war and make peace.

The Queen has her own Privy Council³. The Cabinet developed from this Council, which used to be body of advisers of English monarchs. As the system of Cabinet developed the Privy Council declined in importance. The Privy Council consists of members of the royal family, the archbishops⁴, colonial governors and senior ministers. There are about 300 of them altogether. The committee of the Privy Council, the Judicial Committee, however, is the final court of appeal for the British — a Royal court.

Queen Elizabeth II came to the throne in 1952 after the death of her father, King George VI. She has four children: one daughter and 3 sons. The Queen's heir is Charles, Prince of Wales. He was born in 1948, educated in Cambridge, served in the Royal Navy⁵. Now he is involved in various aspects of public life, in particular industry and government.

The Royal family is the principal aristocratic house in Britain, closely connected with other members of the hereditary aristocracy and with big finance interests. The Queen is known to be among the wealthiest women in the world.

Notes:

¹ they say — говорят

² summons, prorogues and dissolves Parliament — созывает, прерывает и распускает парламент

³ Privy Council — Тайный совет

⁴ archbishops — архиепископы

⁵ Royal Navy — Королевский флот, ВМС Великобритании

Упр.1 Задание на соотнесение:

Match English and Russian equivalents.

- | | |
|---------------------------------|------------------------------------|
| 1. hereditary power | a. лидер партии |
| 2. actual power | b. действительный правитель |
| 3. virtual ruler | c. вооруженные силы |
| 4. armed forces | d. партия, находящаяся в оппозиции |
| 5. party in the opposition | e. наследственная власть |
| 6. leader of the party | f. действительная власть |
| 7. in the name of the Queen | g. делать назначения |
| 8. responsible for all measures | h. от имени королевы |
| 9. to make appointments | i. ответственный за все меры |

Упр.2 Выберите наиболее подходящий вариант ответа:

1. The Queen's power is ...
a) elective b) hereditary c) unlimited
2. Prime Minister is the ... ruler of the country.
a) formal b) hereditary c) virtual
3. The Party which has majority in the House of Commons forms ...
a) opposition b) parliament c) government
4. It's the ... duty to make appointments to all important state offices.
a) Queen's b) Prime Minister's c) Lord Chancellor's
5. The Cabinet developed from ...
a) Privy Council b) Judicial Committee c) House of Lords

Упр.3. Ответьте на вопросы по тексту:

Answer the questions on the text:

1. What kind of monarchy is Great Britain? 2. Is the Queen's power hereditary or elective? 3. Who is the virtual ruler of the country? 4. What are the functions of the Queen of Britain? 5. The Privy Council consists of 300 members, doesn't it? 6. What is the final court of appeal in Britain?

Упр.4. Прочитайте и выразите основную идею текста:

TEXT C. BRITISH PARLIAMENT

Task: read the text, get ready to render its contents in Russian.

The legislative power resides in Parliament, which, strictly speaking¹, consists of the Sovereign, the House of Commons and the House of Lords².

There are 635 members of the English House of Commons, or MPs as they are usually called. They are elected by popular vote and represent the counties and borough constituencies. The House of Commons seems to have most of power within Parliament. It is here that the Government is formed. The Prime Minister is usually the leader of that party which has majority in the House of Commons. Any member of the House may introduce a Bill. The maximum life of the House of Commons has been restricted³ to 5 years since the Parliament Act 1911.

Each session of Parliament is usually opened in the House of Lords. The House of Lords, or the Upper House⁴, consists of hereditary and life peers and top church officials. In the full House of Lords there are some 650 members. The House of Lords is not an elective body. The House of Lords like the Monarch has now lost most of its powers and cannot influence the process of decision-making⁵ in Parliament. In practice, the powers of the House of Lords have been truncated⁶ to limited revising and delaying functions. It is the House of Commons which is the dominant part of the legislature. The Lords and the Commons began to meet separately some five centuries ago. The House of Lords consists of the Lords «Spiritual and Temporal»⁷. The Lords Spiritual are the two archbishops (Canterbury and York) and twenty-four bishops of the Church of England. The Lords Temporal include peers by hereditary right, peers by virtue of their office (the Law Lords), and Life peers created under the Life Peerage Act, 1958.

Notes:

- ¹ strictly speaking — строго говоря
- ² the Sovereign, the House of Commons and the House of Lords — монарх, палата общин и палата лордов
- ³ to restrict — ограничивать
- ⁴ Upper House — верхняя палата парламента
- ⁵ decision-making — принятие решений
- ⁶ to truncate — сокращать
- ⁷ the Lords «Spiritual and Temporal» — лорды духовные и светские

Упр.1. Прочитайте текст и выпишите новую лексику:



The US Political System

1. United States of America, popularly *referred to* as the United States or as America, is a federal republic on the continent of North America, consisting of 48 *contiguous states* and the noncontiguous states of Alaska and Hawaii.

2. The first European *settlers* who came to America wanted a political system that offered stability but limited the power of individuals, so they *set up* a democratic system. The American democratic government was *established* in March 1789 in the Constitution of the United States. The Constitution has been changed twenty-six times since 1789. Ten *amendments in the Bill of Rights* (1791) *guaranteed* the *basic rights* of individual Americans. The other sixteen amendments include ones *banning slavery* (1865) and giving women the right to vote (1920).

3. The USA is a *representative democracy*. The nation Constitution defines the powers of national and state governments, the functions and *framework* of all three branches of federal government (legislative, executive, judicial) and the rights of individual citizens.

4. The form of government is based on three main principles: *federalism*, the *separation of powers*, and *respect for* the Constitution and the rule of law. Americans are subject to two governments, that of their state and that of the Union, and each has its own *distinct* function. The states have, under the Constitution, the primary functions of *providing law and order*, education, *public health* and

most of the things which *concern day-to-day* life. The Federal government at Washington *is concerned with foreign affairs* and with *matters* of general concern to all the states, including *commerce* between the states.

5. At each level, in state and Union, there is a constitution which defines and limits political power, and which *provides safeguards* against *tyranny* and means for *popular* participation. In each state, power is divided between three *agencies*, with *law-making power* given to a legislature (usually of two houses, elected for *fixed terms*), an executive (the *governor*), and finally the judges of *the State Supreme Court*. Each state is divided into *counties*, which have their own powers, and there are also special-purpose areas for some functions of local interest.

6. The Federal government also has three elements - executive (the President), legislature (*Congress*) and judicial, and the three elements are *checked* and *balanced* by one another. The President is the *effective* head of the executive branch of government as well as head of state. In November of each *leap year* a President is elected to serve for exactly four years from a fixed day in the following January. The four-year rhythm has never been broken. Together with the President, a Vice-President is elected, and if the President dies the Vice-President becomes President for the *unexpired* part of the four years - which could be 3 years or only three months.

8. All legislative powers are exercised by the Congress of the United States. Congress consists of two houses, *the Senate* and *the House of Representatives*. The Senate contains 100 *senators*, two representing each state - a *provision* of the Constitution not *subject to* amendment. The 435 members of the House are elected by the different states on the basis of their population at the most recent U.S. *census*. California has the largest number of representatives, 52; several states, such as *Delaware* and *Vermont*, have only 1. Representatives serve two-year terms, and senators six-year terms. Every two years all 435 members of the House are elected, and one-third of the senators.

9. The federal court system includes *the Supreme Court of the United States*, established by the Constitution; and 12 *courts of appeal* (sometimes called *circuit courts*), 91 *district courts*, and special courts such as *the Tax Court* and *the Court of Veterans' Appeals*, all established by Congress. The federal courts perform two constitutional functions. First, they *interpret* the meaning of laws and *administrative regulations*; this is known as *statutory construction*. Second, the courts determine whether any law passed by Congress or state legislatures, or any administrative action taken by the national or state executive branches, *violates* the U.S. Constitution; this is known as *judicial review*.

Упр.2. Ответьте на вопросы по тексту:



4.5. QUESTIONS

1. How old is the US Constitution?
 2. How many states are in the USA? Are all of them contiguous?
 3. Each state has its own constitution, doesn't it?
 4. What is the US national government responsible for?
 5. The seat of the national government is New York, isn't it?
 6. What is the purpose of creating a system of checks and balances?
 7. How many members are chosen to the US Congress?
8. Do all states have the same number of members of the House of Representatives?
9. Are all senators reelected every two years?
10. What is the structure of the federal court system?
11. Why are federal courts sometimes called constitutional courts?

Тема 1.2. Государственное устройство России

Практическая работа №3

Цель: Формирование навыков монологической и диалогической речи, развитие лексических навыков, навыков чтения и перевода

Содержание занятий:

Поиск дополнительной информации по теме

Чтение и перевод текстов

Презентация подготовленных сообщений

Упр.1. Прочитайте текст и выпишите новую лексику



2.9. SCANNING

The Russian Federation

1. Government is a political organization which *performs* the functions of the supreme administrative body of a country. Governments are classified in a great many ways: *monarchic* systems oppose *republican* governments; *democratic* governments are distinguished from dictatorships; *federal* states are distinguished from *unitary* states; *parliamentary* or cabinet governments are distinguished from *presidential* ones.

2. The Russian Federation (RF) is a democratic federal state with the republican form of Government. State power in our country is *exercised* on the basis of the separation of the legislative (the Federal Assembly), *judicial* (courts of the RF), and executive (the Government) branches. The President as a head of the state coordinates the activity of all three branches. He is the *guarantor* of the Constitution of the RF and of human and civil rights and freedoms of citizens. The President is elected for a term of four years by the citizens of the Russian Federation on the basis of *general, equal and direct vote* by *secret ballot*. A citizen of the Russian Federation not younger than 35, who has *resided* in the Russian Federation for not less than 10 years, may be *elected* President of the Russian Federation but not more than for two terms in *succession*.

3. The legislative power is exercised by *the Federal Assembly*, which consists of *the Federation Council* and *the State Duma*. The State Duma has 450 seats which are allocated to the various *political parties* based on national election results. The deputies are elected for a four-year term. The Upper Chamber - the Federation Council - reflects the federal nature of our state, whereby political power is divided between a central or national authority and smaller, locally autonomous units - the Subjects of the Federation. There are two *deputies* of the Council from each Subject of the RF: one from the *representative* and one from the *executive bodies*. The main job of the deputies is to make laws.

4. The executive power in the RF is exercised by the Government headed by *the Chairman*. The Chairman (or Prime-Minister) is *appointed* by the President of the RF with consent of the State Du-

ma. The Government of the Russian Federation *manages* federal property and ensures:

- o the implementation in the Russian Federation of a uniform financial, credit and *monetary policy*;
- o the implementation in the Russian Federation of a *uniform state policy* in the field of culture, science, education, health, social security and ecology;
- o the country's defense, *state security* and the implementation of the *foreign policy* of the Russian Federation.

The work of the Government of the Russian Federation shall be regulated by federal constitutional law.

5. The judicial power belongs to the system of courts. It consists of the Constitutional Court, *the Supreme Court, the Higher Arbitration Court* and *inferior courts*. All federal *judges* are appointed by the President of the RF.

6. The Constitutional Court of the Russian Federation consists of 19 judges. The Constitutional Court of the Russian Federation interprets the Constitution of the Russian Federation. *Legislative enactments*, executive *bylaws* and international agreements may not be *enforced* and *applied* if they *violate* the Constitution of the Russian Federation.

7. The Supreme Court is the highest judiciary body on civil, criminal, administrative and other matters *triable by general jurisdiction courts*, and shall effect judiciary *supervision* over their activity in line with federal procedural forms and shall offer explanations on *judicial practice issues*.

8. The Supreme Arbitration Court is the highest judiciary body resolving economic disputes and other cases considered by arbitration courts, and carries out judicial supervision over their activity.

Упр.2. Ответьте на вопросы по тексту.



2.12. QUESTIONS

1. What is a broad meaning of the term "government"?
2. How are governments classified?

3. What state is the RF?
4. How many branches of power are there?
5. Who coordinates all of them?
6. How are the deputies of both chambers chosen?
7. Who is the executive power in the RF headed by?
8. What is the composition of the judicial system in the RF?
9. What are:
 - the powers of the President?
 - the powers of the legislative body?
 - the powers of Government of the Russian Federation?
 - the powers of the judicial branch?
10. What is the structure of the Federation Council and the State Duma?
11. What is the jurisdiction of these two chambers?
12. How is the work of Government regulated?
13. What is the composition of the Constitutional Court?
14. What is the jurisdiction of the highest judicial bodies?



2.15. DEBATES

1. Does Russian Federation need national symbols? What do they symbolize?
2. Why does the democratic society allow everything that is not prohibited by law? Give your grounds.
3. Why is the parliament the main apparatus of the democracy? Give arguments.
4. What problems of Russian democracy development are the most urgent in your opinion? Why do you think so?
5. What actions could you offer for the perfection of the efficiency of state apparatus of Russia?
6. How do you understand the well-known idea: "The essence of the democracy is not the majority power but the protection of the minority"? How does this idea respond the main principle of the democracy of minority subordination to the majority?

Тема 2.1. Устройство на работу. Документационное обслуживание.

Практические работы №4-6

Цель: Формирование навыков чтения с извлечением необходимой информации
Содержание занятий:

Работа с лексикой

Работа с текстом, выполнение заданий

Выполнение лексических упражнений

Задание 1. Прочитайте объявления и выберите, какая вакансия подойдет для вас.



1 Look at these job ads. Which job is most appealing to you in terms of schedule, salary or place of work. Why?

2 Once you have chosen a job, what do you do next? In groups, discuss the different steps to follow.

INTERNATIONAL CORPORATION is looking for personnel for its new branch in the Middle East. If you are qualified as an accountant, a computer operator, a bilingual secretary or an electrical engineer, we are interested in you. Send résumé, recent photograph and salary requirements to Mary Ann Stewart, 58 Lincoln St., Southville, Florida 60176.

BILINGUAL SECRETARY
Multinational seeks secretaries, male or female, to assist top executives working in the Central and South America area. Applicants should be English-Spanish bilingual, with excellent writing skills in both languages. Must be able to work with computers and willing to travel most of the time. Excellent salary and fringe benefits.
Send CV and recent photograph to BilSecr., 5386 Prune Blvd., San Diego, CA 92115, USA or to bilsec@jobsources.com.

http://www.infjobs.net

JOB DETAILS

LOCATION: London, UK
COMPANY: Kelly's (Fashion Department)
RATE: Excellent hourly rate.
JOB TERM: Part-time
JOB CATEGORY: Sales Assistant.
SCHEDULE: Three days per week. Including Sundays.
BENEFITS: Clothing concessions and store discount.
START DATE: ASAP (neg.)
CONTACT: molly_bridges@topofashion.com

3 Read this CV and choose the best position for this person from the job ads on page 56.

Michael S. Danes
325 Malcolm Rd, London, MDX 234 UK
Tel: 44813634544

Personal Details
Age: 23
Marital status: Single

Education

Beginner courses: Visual Basic HTML, XML, Javascript	Present
Advanced course in Windows XP	2003
Microsoft Office for the Advanced Learner	2002
General accounting	2001
Administration and Office Work at Clark Institute	2001

Experience

Secretary	Export Department Manager, Lester & Lester Inc. Dealt with correspondence, transport, insurance services to Latin American countries. Direct contact with Latin American customers. Performed a turn-around of the South American operation.	2003-2005
Typist	International Communication Enterprise, San Juan, Puerto Rico.	2002

Additional Information

Languages: Fluent in Spanish. Secondary School in Santiago, Chile.
Interests: Internet, reading, travelling.
References: Mr. Richard Burns (44 81 324 8675)

Задание 2. Прочитайте и переведите объявления
Qualified secretary/shorthand-typist required by importers Photographic equipment, Tilport. Good pay and prospects For suitable applicant. Five-day week. Write Box X. 1234.

Задание 3. Составьте и разыграйте в лицах собственные диалоги. Воспользуйтесь следующими подсказками:

• As you see from my enclosed CV, I have been working for this company for ...

- I had spent years taking a full-time diploma course ...
- I'm 29, unmarried, fit and healthy ...
- I've got all the qualifications and experience to make me the ideal.
- I'm sure I would be able to manage the department successfully ...
- I'm ambitious and my present job doesn't offer me the chance to expand.
- I enclose a CV, which gives full details of my qualifications and work experience.
- In support of my application, I should like to mention the following points ...
- I'm looking for a more rewarding and challenging post ...
- I would be grateful if I could discuss the post available in person ...
- I have obtained the certificate from the University of Oxford ...

Задание 4. Представьте, что вы собираетесь пройти собеседование. Составьте диалоги, используя типичные вопросы, которые задают на собеседовании. Письменно ответьте на вопросы, чтобы получилось резюме:

- Say a few words about yourself.
- What do you think are your strengths and weaknesses?
- We have a lot of applicants for this job, why should we appoint you?
- What has been your most valuable experience?
- How would you describe your personality?
- When did you last lose your temper? Describe what happened.
- Which is more important to you: status or money?
- How long do you think you'd stay with us if you were appointed?
- Why do you want to leave your present job?
- What makes you think you'd enjoy working for us?
- Are you an ambitious person?
- What would you like to be doing ten years from now?
- What are you most proud of having done in your present job?
- What was the worst problem you have had in your present job and you solve it?
- What is the best idea you've had in the past month?
- What is your worst fault and what is your best quality?
- Don't you think you're a little young/old for this job?
- What are your long-range goals?
- Describe your present job – what do you find rewarding about it?
- What do you do in your spare time?
- What excites you about the job you're doing now?
- What worries you about the job you're doing now?
- Describe your ideal boss.
- How would you rate your present boss?

Тема 2.2. На фирме
Практические работы №7-9

Цель: Формирование навыков монологической и диалогической речи и перевода.

Содержание занятий:

Работа с лексикой

Чтение, перевод текста с извлечением необходимой информации

Выполнение заданий по тексту.

1. Прочитайте диалог и выполните задания к нему

At the Company Office

Mr. Klimenko is at the office of Continental Equipment. He is having an appointment with the managers of this company, Mr. Brown and Mr. Cartwright.

Mr. K.: Good morning, gentlemen! How are you?

Mr. C.: Fine, thanks. And how are you getting on?

Mr. K.: Very well, thank you.

Mr. C.: Let me tell you about our company. As you know, Mr. Klimenko, we produce processing equipment. Our firm consists of 6 departments: Production, Sales, Export, Financial, Personnel

and Research & Development. The last one is the newest at the company. It was created five years ago... We are managed by the Meeting of Shareholders and the Board of Directors. Earlier the Chairman of the Company was one of the senior partners, but now it is Mr. Rogers, as you know. Currently we employ about 1,600 people. Our turnover is more than £300 million.

Mr. B.: You will work with our Export Department. We export our equipment to 5 countries. We also have two subsidiary companies in Holland and Germany with headquarters in those countries.

Mr. K.: Are they your subsidiaries or branches?

Mr. B.: They are our subsidiaries. Each company trades under its own name. We are looking for new partners in Eastern Europe as well, as we would like to expand our activities. That's why Mr. Cartwright went to Moscow to establish personal contacts with your company. Have you read all our correspondence with your Director?

Mr. K.: Yes, I think so. We investigated your business proposal thoroughly.

Mr. B.: Have you got our price-lists and catalogues with you now or shall I ask Miss Elliot to bring a copy?

Mr. K.: Thank you, but I have them with me as well as copies of your letters. I expect to make the Draft Contract here, maybe by the end of this week, and to conclude the Contract with you after discussing it with my Director by phone.

Mr. C.: All right. Let us get down to business. Today and tomorrow we are going to talk about terms of payment and delivery.

Mr. K.: Right. And the day after tomorrow we'll be talking about packing and transportation.

Mr. C.: Then I plan to go to London for three days. As you know, there will be an exhibition. Will you join me?

Mr. K.: Yes, with pleasure. It would be very helpful for the purpose of my visit.

Mr. C.: I hope so. And after that you'll have enough time for a visit to our factory and to go sight-seeing.

Mr. K.: That suits me fine. I expect to submit the Draft Contract to my Director by fax not later than next Wednesday.

Vocabulary Notes:

department отдел, отделение, управление,

департамент

sales сбыт

sales manager менеджер по сбыту

turnover оборот, текучесть

turnover of capital оборот капитала

research исследование

development развитие, рост, освоение,

разработка

subsidiary company дочерняя фирма, где холдинговая/

родительская компания владеет

более чем половиной номинальной

стоимости ее акционерного

капитала и контролирует состав

совета директоров

2. Answer the questions:

1. What does the firm "Continental Equipment" produce?
2. What departments does it consist of?
3. When was it created?
4. Who is the chairman of the company?
5. How many people does the company employ?
6. Does the company have any subsidiaries?
7. Why did Mr. Cartwright go to Moscow?
8. What is Mr. Klimenko going to do during his business trip to the company "Continental Equipment"?

3. Tell about:

- a) the organization of the company "Continental Equipment"
- b) the activities of the company
- c) Mr. Klimenko's plans

4. Translate the sentences into English using your active vocabulary:

1. Существует три формы организации бизнеса: индивидуальное предпринимательство, товарищество и корпорация.
2. Под формой организации подразумевается (mean) тип собственности.
3. Формы организации бизнеса отличаются по (differ in) способности приумножать капитал, размеру и преимущественности предприятия, распределению прибыли и правовым обязательствам в случае банкротства.

4. Предприниматель обычно начинает дело с (start smth with) покупки необходимого товара и оборудования и открытия магазина.
5. Частный предприниматель подвергается риску финансового краха и несет ответственность по всем долгам, если терпит убытки.
6. Частный предприниматель должен (must) платить подоходный налог на прибыль.
7. Предприниматель должен (must) использовать личное имущество, чтобы покрыть долги в случае банкротства.
8. Партнеры могут (can) использовать личное имущество, чтобы приобрести займы и кредиты.
9. Совет директоров назначает президента или исполнительного директора для руководства корпорацией.
10. Совет директоров обычно резервирует часть прибыли для реинвестирования и распределяет другую часть среди акционеров в качестве дивидендов.

5. Look through the brief characteristics of some English and American businesses given below. Name the types of these businesses:

- a) it is easy to start; it is the cheapest type of business to organize; it has the most flexible structure because all the powers are in the hands of its owner.
- b) it is not easy to form; shareholders liability is limited by the amount of their shares; it is a legal entity; directors are elected by share holders; its profits are taxed twice.
- c) it is quite easy to organize; the owners share working hours, ideas and experience; additional sources of financing are available; its owners don't pay corporation taxes.

Тема 2.3. Управление компанией. Менеджмент
Практические работы №10-11

Цель: Формирование коммуникативных умений, восприятия английской речи на слух, навыков диалогической и монологической речи.

Содержание занятий:

Беседа по теме

Работа с текстом.

Задание 1. Постарайтесь понять текст без словаря. Кратко перескажите его основное содержание.

The management of the company is called the Board of Directors (not Managers) headed by the Chairman (= the President *Am.*). There is usually a Managing Director and in the case of big companies there may be several Joint Managing Directors.

A Manager in British companies is the person who is head of a department – Sales, Export, Works (Production), Staff, etc. So there are Sales Managers, Export Managers, Works (Production) Managers, Staff Managers, etc.

A general Manager has managers, working under his control, and receives his instruction from the Managing Director.

By British Company Law (the Companies Acts of 1948 and 1985) a limited company (public or private) must have a Company Secretary whose duties are manifold. First he is the clerk to the Directors: he is to keep Registers of Directors and Members, arrange for proceedings at Director's and shareholder's meetings, prepare notices for the calling of these meetings, attend them and advise directors at board meetings on the legal, accounting and tax implications of any proposed business move as well as keep minutes and write reports (the minutes of a meeting are usually concise records of resolutions or decisions reached, and the reports are more extensive and give details of discussions, arguments for or against the resolutions, and so on), Second he represents his company and in this capacity he supervises the working of the staff and the maintenance of staff records (if there is no special staff manager) finally he is often responsible for the accounting and handling of contracts. Thus he is the link between the company and the members, between the company and the staff and between the company and the public.

The Company Secretary must be a properly qualified person, and be able to fulfill his routine duties well. He is supposed to have training in company law, accountancy and many other subjects. He is expected to be a part-lawyer, part-economist, part-administrator and part-accountant.

But it takes a good deal more than professional qualifications to make a good company secretary: "he must be businessman and humanitarian, lawyer and visionary" (as one of the English newspapers puts it).

Задание 2. Выберите нужное слово из рамки и заполните пропуски:

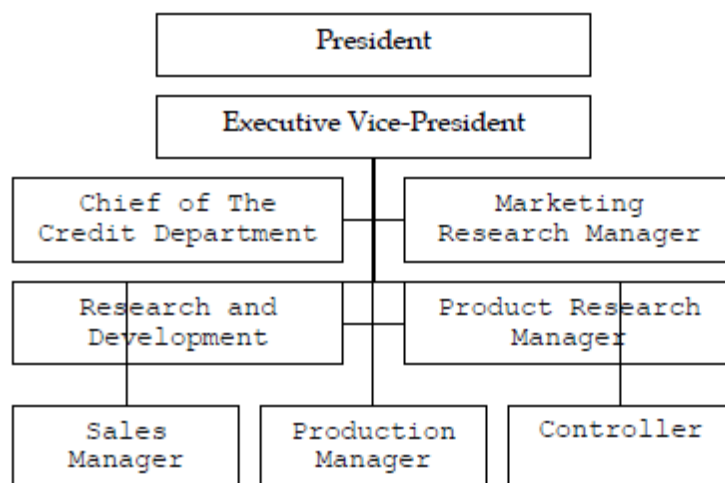
department
staff
head

management
activities
shareholders

supervise
handling
minutes

1. Accounting and advertising are important _____.
2. Most companies are made up of three groups of people _____ (who provide the capital), the _____ and the workforces.
3. If the production plan is not met, then a manager must be penalized along with the workers he _____.
4. _____ shows the financial picture of the firm.
5. Senior managers _____ the various _____ or functions within a company.
6. Machinery packed in crates needs a special bottom of facilitate _____.

Задание 5. Изучите схему управления английской компании:



Тема 3.1. Деловое общение в рабочее и свободное время.

Практические работы №12-13

Цель: Формирование навыков работы чтения и перевода текста страноведческого характера.

Содержание занятий:

Обсуждение проблемы с использованием новой лексики

Составление плана рассказа, исторической справки

Поиск информации, подбор иллюстративного материала

1. Прочитайте текст и выполните задание к нему:

Planning and Participating in Productive Meetings

Call meetings only when ideas must be exchanged, and invite only key people. Businesses become more team oriented and management becomes more participatory. In spite of employee reluctance and despite terrific advances in communication and team technology, face-to-face meetings are not going to disappear.

Our task, then, as business communicators, is to learn how to make them efficient, satisfying, and productive.

Meetings, by the way, consist of three or more individuals who gather to pool information, solicit feedback, clarify policy, seek consensus, and solve problems. But meetings have another important purpose for you.

They represent opportunities. Because they are a prime tool for developing staff, they are career-critical. At meetings judgments are formed and careers are made. Therefore, instead of treating them as thieves of your valuable time, try to see them as golden opportunities to demonstrate your leadership, communication, and problem-solving skills. The following techniques for planning and conducting successful meetings will help you make the most of these opportunities.

Заполните таблицу:

What is a face-to-face meeting for? Fill in the table:

advantages	disadvantages

2. Прочитайте дополнительную информацию и запишите несколько тезисов на английском языке:

Small talk: большое искусство "маленькой беседы"

Удачная светская беседа (small talk) может оказать значительное влияние на установление деловых контактов. Любой контакт начинается именно со светской беседы (small talk). Таким образом, происходит как бы первое взаимное сканирование. Светская беседа (small talk) является очень важным фактором карьеры, потому что часто она зависит от контактов и отношений с определенными людьми. Не нужно забывать о том, что светская беседа (small talk) – это только средство, поэтому его содержание не должно стоять на первом плане. На самом деле, важна общая атмосфера беседы. Во время светской беседы (small talk) мы подсознательно анализируем осанку человека, его интонацию, общий настрой. Мы получаем очень много невербальной информации. Именно для этого и нужна легкая, на первый взгляд ничего не значащая беседа.

Чтобы светская беседа (small talk) удалась, рекомендуется придерживаться нескольких правил:

- Постарайтесь как можно скорее найти общую тему для разговора, тогда ваш интерес в беседе будет неподдельным.
- Внимательно слушайте и проявляйте интерес к услышанному.
- Задавайте открытые вопросы, на которые не последует односложный ответ "да" или "нет".
- Делайте вашему собеседнику комплименты. Но не перестарайтесь. Ваша похвала должна быть обоснованной.
- Регулярно читайте и заведите оригинальное хобби. Это сделает вас занимательным собеседником.

Small talk – это искусство ассоциаций, то есть элегантный переход от одной темы к другой.

Еще существует ряд вещей, которые не стоит делать, чтобы непринужденная беседа удалась:

- Не затевайте продолжительного разговора, если вы видите, что ваш собеседник спешит или занят чем-то другим.
- Не пересказывайте содержания книг или фильмов, если никто, кроме вас, не знаком с ними.
- Не затрагивайте тем, которые могут стать причиной конфликта или получить неприятное развитие. К таким темам относятся политика, религия или болезни. В США считается вполне допустимым разговор о доходах, в Германии эта тема – табу. Насколько прилична та или иная тема, иногда зависит часто от национальной ментальности. Например, на юге Европы собеседники часто почти сразу начинают разговаривать о семье. В Германии же с не очень знакомыми людьми эта тема не обсуждается. Сами того не желая, мы можем кого-то задеть своим вопросом. Может быть, наш собеседник болезненно переживает развод. Или у него нет детей, потому что он не может их иметь. Тема семьи – достаточно интимная, поэтому лучше обходить ее стороной.

Вот список наиболее распространенных тем светской беседы:

- спорт – текущие матчи или игры, любимые команды, и т.д.;
- хобби;
- погода – скучно, но может сдвинуться с мертвой точки!
- семья – общие вопросы, не связанные с личными проблемами;
- медиа – фильмы, книги, журналы и т.д.;
- праздники – где, когда, и т.д.;
- работа – опять же, общие вопросы, не слишком конкретные;
- последняя мода и тенденции;
- знаменитости – любая сплетня.

Вот список тем, которые, вероятно, не очень хороши для светской беседы:

- зарплата;
- политика;
- интимные отношения;
- религия;
- смерть;
- продажи.

Тема 3.2. Официальные деловые встречи и заседания.

Практические работы №14-№16

Цель: Формирование коммуникативных умений, восприятия английской речи на слух, навыков диалогической и монологической речи.

Содержание занятий:

Беседа по теме

Работа с текстом.

Диалоги по теме.

Прочитайте текст и подготовьтесь к устной беседе:

Preparations

Deciding Whether a Meeting Is Necessary

No meeting should be called unless the topic is important, can't wait, and requires an exchange of ideas. Send an e-mail, memo, or letter. Leave a telephone or voice mail message, but don't call a costly meeting.

Remember, the real expense of a meeting is the lost productivity of all the people attending. To decide whether the purpose of the meeting is valid, it's a good idea to consult the key people who will be attending. Ask them what outcomes are desired and how to achieve those goals. This consultation also sets a collaborative tone and encourages full participation.

Selecting Participants

The number of meeting participants is determined by the purpose of the meeting. If the meeting purpose is motivational, such as an awards ceremony for sales reps of Mary Kay Cosmetics, then the number of participants is unlimited. But to make decisions, according to studies at 3M Corporation, the best number is five or fewer participants. Ideally, those attending should be people who will make the decision and people with information necessary to make the decision. Also attending should be people who will be responsible for implementing the decision and representatives of groups who will benefit from the decision.

Distributing Advance Information At least two days in advance of a meeting, distribute an agenda of topics to be discussed. Include any reports or materials that participants should read in advance.

For continuing groups, you might also include a copy of the minutes of the previous meeting. To keep meetings productive, limit the number of agenda items. Remember, the narrower the focus, the greater the chances for success. A good agenda, as illustrated in Figure 1, covers the following information:

- Date and place of meeting
- Start time and end time
- Brief description of each topic, in order of priority, including the names of individuals who are responsible for performing some action
- Proposed allotment of time for each topic
- Any pre-meeting preparation expected of participants

FIGURE 1: Typical Meeting Agenda

AGENDA			
	Quantum Travel international Staff Meeting September 4, 200X 10 to 11 a.m. Conference Room		
I	Call to order; roll call		
II	Approval of agenda		
III	Approval of minutes from previous meeting		
IV	Committee reports	Person	Proposed Time
	A. Web site update	Kevin	10 minutes
	B. Tour packages	Lisa	5 minutes
V	Old business		
	A. Equipment maintenance	John	5 minutes
	B. Client escrow accounts	Alicia	5 minutes
	C Internal newsletter	Adrienne	5 minutes
VI	New business		
	A. New accounts	Sarah	5 minutes
	B. Pricing policy for trips	Marcus	15 minutes
VII	Announcements		
VIII	Chair's summary, adjournment		

Вопросы для обсуждения:

Task: Speaking

- What sets the collaborative tone and encourages full participation?
- What number of participants should be? When may it be unlimited?
- When must an agenda of topics be distributed?
- What does a good agenda cover?

Прочитайте текст и запишите основные тезисы:

Getting the Meeting Started

To avoid wasting time and irritating attendees, always start meetings on time—even if some participants are missing. Waiting for latecomers causes resentment and sets a bad precedent. For the same reasons, don't give a quick recap to anyone who arrives late. At the appointed time, open the meeting with a three- to five-minute introduction that includes the following:

- Goal and length of the meeting
- Background of topics or problems
- Possible solutions and constraints
- Tentative agenda
- Ground rules to be followed

A typical set of ground rules might include arriving on time, communicating openly, being supportive, listening carefully, participating fully, confronting conflict frankly, following the agenda, and adhering to Robert's Rules of Order. At this point, ask if participants agree with you thus far. The next step is to assign one attendee to take minutes and one to act as a recorder. The recorder stands at a flipchart or whiteboard and lists the main ideas being discussed and agreements reached.

Moving the Meeting Along

After the preliminaries, the leader should say as little as possible. Like a talk show host, an effective leader makes "sure that each panel member gets some air time while no one member steals the show." Remember

that the purpose of a meeting is to exchange views, not to hear one person, even the leader, do all the talking. If the group has one member who monopolizes, the leader might say, "Thanks, Kurt, for that perspective, but please hold your next point while we hear how Ann would respond to that." This technique also encourages quieter participants to speak up.

To avoid allowing digressions to sidetrack the group, try generating a "Parking Lot" list. This is a list of important but divergent issues that should be discussed at a later time. Another way to handle digressions is to say, "Folks, we are getting off track here. Forgive me for pressing on, but I need to bring us back to the central issue of" It's important to adhere to the agenda and the time schedule. Equally important, when the group seems to have reached a consensus, is summarizing the group's position and checking to see whether everyone agrees.

Ending With a Plan

End the meeting at the agreed time. The leader should summarize what has been decided, who is going to do what, and by what time. It may be necessary to ask people to volunteer to take responsibility for completing action items agreed to in the meeting. No one should leave the meeting without a full understanding of what was accomplished.

One effective closure technique that encourages full participation is "once around the table." Everyone is asked to summarize briefly his or her interpretation of what was decided and what happens next. Of course, this closure technique works best with smaller groups. The leader should conclude by asking the group to set a time for the next meeting. He or she should also assure the group that a report will follow and thank participants for attending.

Following Up Actively

If minutes were taken, they should be distributed within a couple of days after the meeting. It is up to the leader to see that what was decided at the meeting is accomplished. The leader may need to call people to remind them of their assignments and also to volunteer to help them if necessary.

Письменно ответьте на вопросы:

If some participants are missing what should you do?

What is the meeting started with?

What should the leader do if one member monopolizes?

What is a parking lot list? What is it for?

Who must summarize what has been decided?

What is the role of the chair during the meeting?

Тема 3.3. Переговоры и организация продаж.

Практические работы №17-19

Цель: Активизация речемыслительной деятельности обучающихся, развитие кругозора.

Содержание занятий:

Работа с лексикой по теме

Выполнение лексических упражнений

Работа над переводом с русского языка

Запишите основные типы переговоров.

NEGOTIATION:

– (*general*) bargaining (give and take) process between two or more parties (each with its own aims, needs, and viewpoints) seeking to discover a common ground and reach an agreement to settle a matter of mutual concern or resolve a conflict. [1]

– a formal discussion between people who are trying to reach an agreement: an act of negotiating. [2]

– (*also negotiations*) discussion aimed at reaching an agreement. [3]

– [*countable usually plural, uncountable*] official discussions between the representatives of opposing groups who are trying to reach an agreement, especially in business or politics. [4]

Прочитайте текст и ответьте на следующие вопросы:

Read the text and answer the following questions:

1. Where and when do we enter into negotiations in our everyday life?

2. What is negotiation?

3. What skills do we need to make any negotiations successful?

4. What are the types of negotiations?

5. What are the characteristics of day-to-day negotiations?

6. Describe a usual procedure of commercial negotiations.

7. What is special about legal negotiations?

Daily life is full of negotiations that can drive you crazy. Over breakfast you get into an argument with your spouse about buying a new car. You think it's time, but your spouse says: "Don't be ridiculous! You know we can't afford it right now". At a morning meeting with your boss you present him with a carefully prepared proposal for a new project, but he interrupts you after a minute and says: "We have already tried that and it didn't work". During your lunch hour you try to return a defective toaster-oven, but the salesperson refuses to refund your money because you don't have the sales slip: "It is store policy".

Negotiation is a dialogue between individuals to come to a common conclusion benefiting all. Negotiation refers to the discussions among individuals evaluating the pros and cons of a situation and coming to an alternative best suited to all.

Negotiation is a collection of behaviors that involves communication, sales, marketing, psychology, sociology, assertiveness and conflict resolution. A negotiator may be a buyer or seller, a customer or supplier, a boss or employee, a business partner, a diplomat or a civil servant. On a more personal level negotiation takes place between spouse's friends, parents or children.

Negotiation is a skill that anyone can learn and practice. The necessary skills required for successful negotiations can be listed as:

- The ability to define a range of objectives and be flexible about some of them.
- The ability to explore the possibilities of a wide range of options.
- The ability to be well prepared.
- The ability to listen to and question other parties.
- The ability to set priorities.

These are useful abilities, not only in negotiations but in daily life as well. It is useful to remember that the ability to influence and persuade is one of the most essential of all management skill – and influence and persuasion are very much the stuff of effective negotiation.

Types of Negotiations in Organizations

1. **Day-to-day negotiations.** Such types of negotiations are done within the organization and are related to the internal problems in the organization. It is in regards to the working relationship between the groups of employees. Usually, the manager needs to interact with the members at different levels in the organization structure. For conducting the day-to-day business, internally, the superior needs to allot job responsibilities, maintain a flow of information, direct the record keeping and many more activities for smooth functioning. All this requires entering into negotiations with the parties internal to the organization. Negotiation is also essential among colleagues to reduce the chances of disputes and conflicts. Any particular team member should not be overburdened while the other member is relaxing. One should negotiate with his fellow workers and accept only those responsibilities he feels he is best capable of doing. The responsibility of achieving the targets should not rest on only one shoulder, but equally divided among all.

2. **Commercial Negotiations.** Such types of negotiations are conducted with external parties. The driving forces behind such negotiations are usually financial gains. They are generally done in the form of contract. Two parties sit face to face across the table, discuss issues between them and come to conditions acceptable to both parties. In such cases, everything should be in black and white. A contract is signed by both the parties and they both have to adhere to its terms and conditions.

3. **Legal Negotiations.** Legal negotiation takes place between individual and the law where the individual has to abide by the rules and regulations laid by the legal system and the legal system also takes into account the needs and interest of the individual.

Тема для обсуждения:

SPEAKING PRACTICE

Practice 5. Top 10 Secrets to make a negotiation work out for you!

1. Watch the **VIDEO** [5].

2. Discuss with your partner which secret(s) is (are) the most (least) important. Why? What other secrets can you add? Share your ideas with the class.

Тема 3.4. Ведение деловых переговоров по телефону
Практические работы №20-22

Цель: Формирование коммуникативных умений письма, восприятия иноязычной речи на слух, навыков диалогической и монологической речи

Содержание занятий

Работа с лексикой

Чтение, перевод текста по теме

Выполнение лексических упражнений по тексту

1. Прочитайте текст

Telephones and Voice Mail

Telephones and voice mail are valuable business tools only when they generate goodwill and increase productivity. Poor communication techniques can easily offset any benefits arising from improved equipment.

Making Productive Telephone Calls

Before making a telephone call, decide whether the intended call is really necessary. Could you find the information yourself? If you wait a while, would the problem resolve itself? Perhaps your message could be delivered more efficiently by some other means. Alternatives to telephone calls include e-mail, memos, or calls to voice mail systems. If a telephone call must be made, consider using the following suggestions to make it fully productive:

Plan a mini-agenda. Before placing a call, jot down notes regarding all the topics you need to discuss. Following an agenda guarantees not only a complete call but also a quick one. You'll be less likely to wander from the business at hand while rummaging through your mind trying to remember everything.

Use a three-point introduction. When placing a call, immediately

(1) name the person you are calling,

(2) identify yourself and your affiliation, and

(3) give a brief explanation of your reason for calling. For example: "May I speak to Larry Lopez? This is Hillary Dahl of Sebastian Enterprises, and I'm seeking information about a software program called Power Presentations." This kind of introduction enables the receiving individual to respond immediately without asking further questions.

Be cheerful and accurate. Let your voice show the same kind of animation that you radiate when you greet people in person. In your mind try to envision the individual answering the telephone. A smile can certainly affect the tone of your voice, so smile at that person. Moreover, be accurate about what you say. "Hang on a second; I'll be right back" rarely is true. Better to say, "It may take me two or three minutes to get that information. Would you prefer to hold or have me call you back?"

Bring it to a close. The responsibility for ending a call lies with the caller. This is sometimes difficult to do if the other person rambles on. You may need to use suggestive closing language, such as "I've certainly enjoyed talking with you," "I've learned what I needed to know, and now I can proceed with my work," "Thanks for your help," or "I must go now, but may I call you again in the future if I need . . .?"

Avoid telephone tag. If you call someone who's not in, ask when it would be best for you to call again. State that you will call at a specific time—and do it. If you ask a person to call you, give a time when you can be reached—and then be sure you are in at that time.

Leave complete voice mail messages. Remember that there's no rush when you leave a voice mail message. Always enunciate clearly. And be sure to provide a complete message, including your name, telephone number, and the time and date of your call. Explain your purpose so that the receiver can be ready with the required information when returning your call.

Receiving Productive Telephone Calls

With a little forethought you can make your telephone a productive, efficient work tool. Developing good telephone manners also reflects well on you and on your organization.

Identify yourself immediately. In answering your telephone or someone else's, provide your name, title or affiliation, and, possibly, a greeting. For example, "Larry Lopez, Proteus Software. How may I help you?" Force yourself to speak clearly and slowly. Remember that the caller may be unfamiliar with what you are saying and fail to recognize slurred syllables.

Be responsive and helpful. If you are in a support role, be sympathetic to callers' needs. Instead of "I don't know," try "That's a good question; let me investigate." Instead of "We can't do that," try "That's a tough one; let's see what we can do." Avoid "No" at the beginning of a sentence. It sounds especially abrasive and displeasing because it suggests total rejection.

Be cautious when answering calls for others. Be courteous and helpful, but don't give out confidential information. Better to say, "She's away from her desk" or "He's out of the office" than to report a colleague's exact whereabouts.

Take messages carefully. Few things are as frustrating as receiving a potentially important phone message that is illegible. Repeat the spelling of names and verify telephone numbers. Write messages legibly and record their time and date.

Promise to give the messages to intended recipients, but don't guarantee return calls. Explain what you're doing when transferring calls. Give a reason for transferring, and identify the extension to which you are directing the call in case the caller is disconnected.

2. Подберите подходящие фразы.

These are some common and useful telephone questions. Match the endings with the question starters.

(More than one combination is sometimes possible.)

<ol style="list-style-type: none"> 1. ... leave a message? 2. ... take a message? 3. ... transfer me to his voice mail? 4. ... have your phone number? 5. ... know what this regarding? 6. ... help you? 7. ... ask what this is regarding? 8. ... speak to Stuart Tipps, please? 9. ... 555-7434? 10.... ask who's calling? 11.... repeat that please? 12.... ask him to call John Donson? 13.... speak up a little, please? 14.... a good time? 15.... ask when he'll be back? 16.... call back later? 17.... something I could help you with? 	<ol style="list-style-type: none"> a. Would you like to ... b. May I ... ? c. Could you ... ? d. Does s/he ... ? e. Is this ... ?
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3. Заполните пропуски в диалогах подходящими по смыслу фразами

Use these expressions to complete the gaps in the mini-dialogues.

<ol style="list-style-type: none"> a) Certainly. It's V-O-G-E-L . (b) Just a second . I'll get a pen. (c) Speaking. (d) Yes. Could I speak to Denise Martin, please? (e) Yes, of course. It's Karin Vogel. (f) Sorry, who did you want to speak to? (g) Do you know his extension number? (h) "Marsen" . With an "M". (i) "Marsen Electrics". (j) Yes. But I got his answering machine. 	<ol style="list-style-type: none"> 1.. RCL Electric. Can I help you? ... Just a moment. I'll put you through. 2. Could I speak to Harry Pavlidis, please? ... Harry Pavilidis. In the sales department. 3. Could I speak to Ludmilla Korschka, please? ... Ludmilla! I've been trying to ring you all morning. 4. Sorry. Could you repeat the name of your company? ... Is that with "N" or "M"? - ... 5. Did you manage to ring Phil? - ...
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	<p>6. Could I leave a message for Teresa? – ...</p> <p>7. Could you give me your name, please? ... Sorry. Could you spell your surname. – ...</p> <p>8. Could you put me through Pete Lensky, please ? – ... No, I'm afraid I don't.</p>
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4. Заполните карточку телефонного разговора

TELEPHONE CALL PREPARATION FORM
<i>Date:</i>
<i>Contact person (full name and title):</i>
<i>Company name:</i>
<i>Address:</i>
<i>Telephone number(s):</i>
Script
<i>Primary reason for call:</i>
<i>Secondary reason for call:</i>
<i>Introduction:</i>
<i>Lead statement:</i>
<i>Key words:</i>
<i>Conclusion:</i>
<i>Results/Comments:</i>
<i>Follow-up actions to be taken:</i>

Ролевая ситуация. Обыграйте предложенную ситуацию:

Situation 4 Selling Your Product

- Student A* You are a salesperson for Red Inc. You are telephoning a client who you think might be interested in buying your new line of office supplies. Discuss the following information with your client:
- ✓ New line of office supplies including: copy-paper, pens, stationary, mouse-pads and white boards
 - ✓ You know the customer hasn't ordered any new products during this past year
 - ✓ Special discount of 15% for orders placed before next Monday
 - ✓ Any order placed before Monday will have its company logo printed on the products at no extra charge
- Student B* You work in an office and receive a telephone call from your local office supplier. As a matter fact, you need some new office supplies so you are definitely interested in what the salesperson has to offer. Talk about the following:
- ✓ New pens, stationary and white boards
 - ✓ Do they have any special offers
 - ✓ You would like to place an order for 200 packages of copy paper immediately

Тема 3.5. Конфликты в деловых коммуникациях Практические работы №23-24

Цель: Формирование навыков монологической и диалогической речи и перевода.

Содержание занятий:

Работа с лексикой

Чтение, перевод текста с извлечением необходимой информации

Выполнение заданий по тексту.

Задание 1. Посмотри видео. Запиши в тетрадь фразы для ведения переговоров. https://www.youtube.com/watch?time_continue=217&v=oxDn0gNxga4&feature=emb_logo

Задание 2. Запиши фразы ниже в тетрадь в виде таблицы, переведи и выучи их наизусть

1. Приветствие противоположной стороны	«It's my pleasure to welcome you to ...» «I would like to welcome you to ...»	«Я рад приветствовать вас в...» «Я хотел бы приветствовать вас в ...»
2. Определение повестки дня		

1. Приветствие противоположной стороны:

«It's my pleasure to welcome you to ...»

«I would like to welcome you to ...»

2. Определение повестки дня:

«I would like now to begin by suggesting the following agenda»;

«To start with, I think we should establish the overall procedure»;

3. Описание Вашей позиции, обозначение условий:

«We'd like to propose that ...»

«We propose / suggest ...»

4. Ответ на предложение оппонента:

«Maybe it would be better to ...»;

«Perhaps a better idea would be ...»;

5. Выражение согласия:

«I think we can both agree that...»:

«I agree with you on that point».

«I think that would be acceptable».

6. Фразы для выражения возражения:

«That's not exactly how I look at it».

«If you look at it from my point of view...»

7. Аргументирование в переговорах:

«The reason for that is ...»

«This is because ...»

8. Приоритизация интересов:

«The most important issue for us is ...»

«Our intention is ...»

11. Уточнение позиции стороны:

«If I understood you correctly ...»

«Are you suggesting that ...»

9. Фразы для выражения компромисса:

«If you were prepared to ..., we might be able to...»

«We are ready to accept your offer; however, there would be one condition»

10. Принятие предложения оппонента:

«This agreement is acceptable to us».

«I think we have reached an agreement here».

12. Фразы для завершения переговоров:

«Let's just summarize our agreement?»

«I think you've covered everything».

Задание 3. Посмотри видео "10 Ways of Preventing Conflict". Запиши в тетрадь 5 способов

предотвращения конфликтов, которые, по-твоему мнению, наиболее действенны. Переведи их письменно. <https://www.youtube.com/watch?v=Z8R2dHi44Io>

Задание 4. Посмотри видео и запиши шаги, которые предприняла Эмили при разрешении конфликта между Анной и Саконом. <https://www.youtube.com/watch?v=iRg-HbqqVxI>

Задание 5. Используя слова ниже, дай совет, что люди должны и не должны делать, чтобы избежать конфликт.

1. To avoid a conflict we should ...
2. To avoid a conflict we should not ...
3. To resolve a conflict we should ...
4. To resolve a conflict we should not ...
 - ask for advice from someone who is older than you
 - listen attentively to other people
 - punish unfairly - наказать несправедливо
 - be optimistic
 - be confident and relaxed - быть уверенным и спокойным
 - use words like “never” and “always”
 - ignore someone’s opinion
 - keep a sense of humour
 - speak calmly
 - tell people what makes you unhappy - рассказать людям, что делает вас несчастным
 - respect someone’s opinion - уважать мнение

Тема 3.6. Межкультурные аспекты в деловом сотрудничестве.

Практические работы №25-27

Цель: Формирование навыков монологической и диалогической речи, развитие лексических навыков, навыков чтения и перевода

Содержание занятий:

Поиск дополнительной информации по теме

Чтение и перевод текстов

Презентация подготовленных сообщений

1. Запишите определение слову «культура»

Cultures and culture

Alexandra Adler is an expert in doing business across cultures. She is talking to a group of British businesspeople.

‘Culture is the “way we do things here”. “Here” may be a country, an area, a social class or an organization such as a company or school. You often talk about:

- company or corporate culture: the way a particular company works, and the things it believes are important.
- canteen culture: the ways that people in an organization such as the police think and talk, not approved by the leaders of the organization.
- long-hours culture: where people are expected to work for a long time each day.
- macho culture: ideas typically associated with men: physical strength, aggressiveness, etc.

But you must be careful of stereotypes, fixed ideas that may not be true.’

2. Прочтите типичные портреты менеджеров из пяти стран, представленные ниже. Как Вы думаете, из какой страны каждый из них?

1) *Germany*;

2) *Poland*;

3) *Sweden*;

4) *The United Kingdom*;

5) *The United States*.

a) Managers from this country:

- consider professional and technical skills to be very important; - have a strong sense of authority; - respect the different positions in the hierarchy of their companies; - clearly define how jobs should be done; - are very loyal to their companies and expect their subordinates to obey them; - are often older than in other countries.

b) Managers from this country:

- receive a general education; - delegate authority; - take a practical approach to management; - have relatively formal relationships at work; - encourage their employees to work individually; - believe it is important to continue education and training at work.

c) Managers from this country:

- consider social qualities to be as important as education; - encourage their employees to take an interest in their work; - pay close attention to the quality of working life; - do not use much authority as in other countries; - appreciate low-level decision-making; - are often women.

d) Managers from this country:

- generally attend business schools; - communicate easily and informally at work; - admire the qualities of a leader; - expect everyone to work hard. Individual performance is measured and initiative is rewarded; - have competitive and aggressive attitudes to work; - often accept innovation and change.

e) Managers from this country:

- have either gained their experience in state-owned enterprises or are competitive self-starters; - older managers hold technical degrees rather than business qualifications; - work very long hours and expect their subordinates to do so; - are extremely innovative, optimistic and determined; - are quick to invest in the development of new products, market techniques and methods of production and distribution.

3. Представьте, что во время конференции Вы впервые встречаете своих бизнес партнёров. Какие темы для светской беседы являются interesting, safe, conversational killers, a bit risky, taboo?

Заполните таблицу, используя следующие слова: family, the news, your country, religion, clothes, your health, politics, sex, sport, the weather, food & drink, people you both know, how work's going, the city you are in, the hotel you're staying at, you holiday plans.

interesting	safe	conversational killers	a bit risky	taboo

Тема 4.1. Язык и стиль служебного документа
Практические работы №28-30

Цель: Формирование коммуникативных умений письма.

Содержание занятия:

Работа со справочной литературой

Оформление письма

1. Прочитайте и запишите основные правила написания деловых писем:

How to write business letters

Rules to remember

1. Make clear the purpose, why the letter is being written.
2. Express your ideas in short sentences.
3. Use words everybody understands.
4. Avoid unnecessary words and phrases.

Познакомьтесь с фразами, которые используются в деловом общении:

I. Title

Messrs means Gentlemen, Sirs (used in an address before the name of the firm). Note, a limited company must not be given the title of "Messrs".

II. Salutation

The normal form of salutation for letters addressed to organizations is "Dear Sirs". "Dear Mr. Smith" has tended to replace "Dear Sir".

III. How to sign your letter

The ending "Yours faithfully" is used after "Dear Sir". "Yours sincerely" and other more personal salutations are used after "Dear Mr. Smith". Follow with the name of your company and your name and position.

If you are writing a letter on behalf of someone else, but not to be signed by him, sign your name "for Sales Manager" or "for Chief Engineer", etc.

2. Законспектируйте таблицу и ответьте письменно на вопросы по теме:

Phrases to avoid	Say instead
We enclose herewith	I (we) enclose
We have received same	We have received it
Only too pleased to	Very glad to
Ult, inst, prox same (as a pronoun)	(give the month its name) it
We beg of you	We ask you...
Assuring you of our best attention at all times	(omit entirely)
Trusting this matter will have the attention of your good selves	Ditto
Awaiting a favourable reply	Ditto

Use a shorter word

Longer word	Shorter word
acquaint	tell
assist	help
commence	begin
dispatch	send
inform	tell

Longer word	Shorter word
proceed	go
purchase	buy
request	ask
state	say
terminate	end
utilize	use

Unnecessary phrases

in respect of	in respect to
in relation to	in relation with
with the object of	in connection with
with regard to	with a view to

Questions

1. What is the accepted form of salutation?
2. How should the letter be signed?
3. What are language requirements of letter writing?
4. Why is it important to make clear the purpose of writing a letter?

Тема 4.2. Виды деловой корреспонденции, их структура и предназначение.

Практические работы №31-39

Цель: Формирование коммуникативных умений письма.

Содержание занятия:

Работа со справочной литературой

Оформление письма

Основная часть

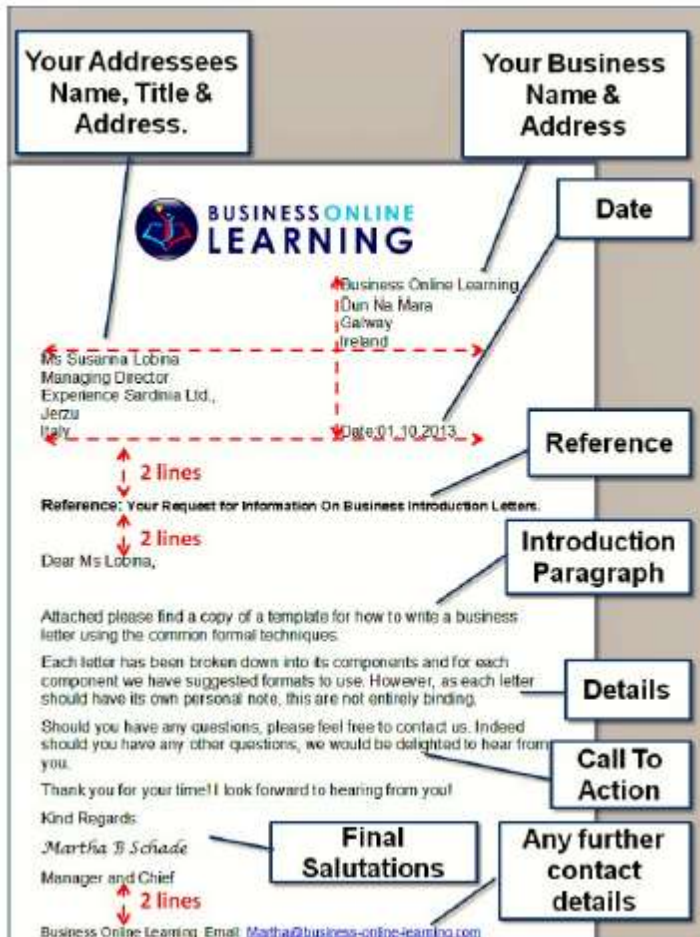
Переписка с деловым партнером является важной частью любого бизнеса. Поскольку английский язык является общепринятым языком делового общения, особый интерес для офисных работников представляет письмо на английском языке. В Великобритании и США существуют определенные традиции оформления и написания делового письма. Очень важно правильно составить и оформить деловое письмо, так как именно по нему у адресата складывается впечатление о Вас, как о деловом партнере. Грамотно составленное письмо является залогом успеха в бизнесе.

Структура делового письма (Business Letter Structure)

Любое деловое письмо состоит из следующих обязательных компонентов:

1. Шапка бланка (The Notepaper), которая изготавливается на писчей бумаге типографическим способом. В ней должны быть обязательно указаны название компании, ее полный адрес, номера телефонов, факса, телекса и адрес электронной почты.
2. Адресат или лицо, которому адресовано письмо (The Addressee). Адрес состоит из следующих последовательных компонентов и пишется в левом углу:
 - Имя адресата.
 - Должность в компании.
 - Номер дома и название улицы.
 - Название города, поселка или деревни.
 - Почтовое управление.
 - Страна.
3. Ссылка (The Reference). Перед отправлением письмо обычно регистрируется в соответствии с принятыми в офисе стандартами. Чаще всего письму присваивается так называемый “исходящий номер”. Ссылка может также состоять из букв, обозначающих инициалы лица, подписывающего письмо, или секретаря. Например, JAS/DS-John Anthony Stevens/Dorothy Singleton.
4. Дата (The Date). В английском языке приняты два вида обозначения даты, различающиеся последовательностью компонентов: месяц – число – год или число – месяц – год. Например, March 8th 2003, 8th March 2003.
5. Обращение или приветствие (The Salutation). Текст письма, как правило, начинается с обращения к адресату типа: *Dear Sir, Dear Madam, Dear Mrs Jones, Dear Mr Brown*. Степень формальности обращения зависит от того, в каких отношениях вы находитесь с адресатом. Обращение располагается слева под адресом, от которого делается отступ в две строки.
6. Текст письма (The Body Text). Деловое письмо должно быть кратким и состоять из трех частей: вступления, основной части и заключения. В первом абзаце следует сообщить, почему Вы обращаетесь с письмом, в последующих абзацах, как правило, развивается идея письма, а в заключительном абзаце подводится итог или делается вывод. Грамматические сокращения типа I'm, don't, we've в деловых письмах недопустимы. Все указанные и подобные им слова нужно писать полностью.
7. Формула вежливости, или комплиментарная концовка (The Complimentary Close). В формальных письмах чаще всего встречаются фразы *Yours faithfully, Yours sincerely*. Если письмо начинается с обращения *Dear Sir*, его лучше закончить фразой *Yours faithfully*. Если Вы начинаете письмо с фамилии и титула *Dear Mrs Jones*, его следует завершить фразой *Yours sincerely*.
8. Фамилия и подпись (The Surname & the Signature). Как правило, в Великобритании и США подписывает письмо то лицо, которое его составило или продиктовало. Однако, поскольку подписи чаще всего бывают неразборчивы, фамилию автора письма принято печатать. Должность указывается под фамилией: *Dr John Brown*

Образец формуляра/бланка делового письма:



С помощью справочника по деловой корреспонденции выполните следующие упражнения:

1. Exercises

Exercise 1. Read the letter. Divide it into logical parts and name them. Identify the type of the letter.

Dear Mr. Bellows,

Thank you for taking the time to talk to me by telephone on Monday. As agreed, find enclosed a proposal for our PZpay merchant account, which I believe will resolve all your online payment problems.

Your website currently generates five to ten orders per day. You expect this to increase steadily with the introduction of a new range of products. You are looking for a flexible, inexpensive and transparent payment system which will allow you to deal directly with your customers and control your cash flow.

We recommend the PZpay Pro small business merchant account, which can process up to 75 orders per day. If your sales volume were to expand more quickly than anticipated, you would be able to upgrade to PZpay Corporate with no additional set-up free.

We provide everything you need to set up PZpay on your website within 48 hours. Should you however encounter any difficulties, our helpline is available 24 hours a day, seven days a week to assist you.

The monthly fee for PZpay Pro is just \$12, with minimum transaction fees of only \$10. You will find full details of our terms and conditions in the attached quotation.

We look forward to having you as a member: to apply, simply fill out the application form at <http://pzpay.com>. If you have further questions, please feel free to call me.

Sincerely yours,

Exercise 2. Put the paragraphs of a letter into the right order. Identify the type of the letter.

a. I have investigated your complaint in detail and you may be interested in the following explanation. The problems with the flight were due to circumstances beyond our control. Unfortunately, on the day of your departure the airline experienced serious technical problems in two of its charter flights. These had to be substituted with alternatives which were not up to the same high standards.

b. Once again I would like to apologize for the unsatisfactory service you received. As a sign of goodwill I enclose a voucher for 20% off your next holiday should you book with Sunsearch Holidays again.

c. I can only apologize for the fact that airline staff were not polite to you. I have noted your point about a company representative at the airport and I will suggest that at our next planning meeting.

d. Thank you for your letter of September 14th regarding your recent holiday with Sunsearch Holidays. I was sorry to hear that you were disappointed with some of the arrangements for your flight and transfer, and apologize unreservedly for the inconvenience you experienced.

e. Yours sincerely,

f. Please accept my sincere apologies for the problems you had on your return. These were due to local difficulties with the coach company and with the airport baggage handlers.

g. Dear Ms. Haus,

Exercises 3. Writing Practice

Situation 1. Your customer has written complaining about late shipment. Reply apologizing for the situation and offering some refund. (Customer: Jack Williams, Apartment 18H, 5 Washington Square, New York, NY 10012, USA).

Situation 2. You are unsatisfied with the work of hotel staff you stayed during your business trip. You're writing a letter of complaint to Customer Relation Manager. (Royal Oak Hotel, 14 Shepherds Street, Henford, HN3 7PP, USA).

Situation 3. You're applying to Arbol Company (Arbol, 27 Keats Road, London SE4 3KL) for the position of project coordinator. Write a covering letter for your resume.

Situation 4. Request for shipment documents from your partner. You urgently need Packing List, Certificate of Origin and Export Declaration.

Situation 5. You liked an applicant for a position in the company. As an HR Manager, write a letter offering job. Work conditions, terms of salary, bonuses, perks should be discussed.

Situation 6. You would like to arrange a conference for specific dates in a business hotel for 100 participants. Write a letter of enquiry.

Situation 7. Notify a customer about the delay in shipment for a week due to new Customs rules.

Situation 8. You want to complain about delay in shipment and demand a compensation.

Situation 9. You and your colleagues would like to arrange a business trip to Berlin for specific dates. Write a letter of enquiry to a travel agent, providing full details of your anticipated trip.

Situation 10. You would like to make changes in the order. Specify them. Write a letter of enquiry to find out whether changes are possible.

Тема 4.3. Контракт **Практическая работа №40**

Цели: Развитие умений читать с извлечением необходимой информации

Содержание занятий:

Работа с лексикой

Чтение и перевод профессиональных текстов по теме

Выполнение лексических упражнений по тексту

1. Познакомьтесь с образцом контракта.

CONTRACT EXAMPLE:

Date: 03.01 2003

“Bags & more”, London, hereinafter referred to as the Seller, and “NIKA TRADING”, Omsk, hereinafter referred to as the Buyer, hereby agree as follows:

1. The Seller has sold and the Buyer has bought 500 leather bags in 2 lots within the 1st quarter of 2003 starting in the first half of January.

2. The price is 500\$ per unit and the total amount of the contract is 250,000\$ including packing, marking and loading on board the ship. The price is firm and not subject to any alterations.

3. Payment is to be made in US dollars against the following set of documents in the Buyer's bank:

a) Bill of Lading,

b) the Seller's invoice,

c) the Seller's Certificate of Quality.

4. The bags should be delivered within the 1st quarter of 2003 after the date of signing the Contract.

5. In the event of delay in delivery the Seller is to pay to the Buyer the penalty at the rate 0.5% for every calendar day of the delay.

6. After shipment of the bags the Seller should send by fax the following information to the address of the Buyer:

number of Bill of Lading

gross weight

net weight

7. The quality of the bags must be confirmed by the Seller's letter of Guarantee.

8. The bags are to be considered as delivered by the Seller and accepted by the Buyer according to the Seller's letter of Guarantee.

9. Should the quality of the bags be found not to correspond to the conditions of the Contract the Buyer shall have the right to submit a claim to the Seller within 30 days from the date of receipt .

10. In case of disputes the Parties should settle them in any amicable way. If no settlement is achieved the dispute is subject to consideration and final settlement by the Arbitration Court.

11. Neither of the parties shall have the rights to assign its rights to any third Party. The present contract has been signed in two copies, one for each Party, in Russian and in English.

12. Legal addresses of the Parties:

Seller: "Bags & more", 15, Gardens, London, UK

Buyer: "NIKA", Omsk, Russian Federation, Nachimova str., 25.

[Signatures]

Выполните упражнения на закрепление лексики урока.

EXERCISES

1. Заполните пропуски, подходящими словами. Fill in the gaps with the following words:

contract, quality, conditions, delay, referred, conformity, unit

1. The price is 100\$ per

2. "FAR" ltd. hereinafter to as the Seller.

3. The of the goods is to be in strict with the technical data.

4. The goods should correspond to the technical of the Contract.

5. In the event of the date of delivery is postponed.

6. The present will come into force when all conditions shall be complied.

2. Составьте текст контракта, используя следующую информацию. Make up a text of a contract in English according to the following information:

Дата: 01.01.2014

Покупатель: фирма «Сирень», Москва

Продавец: «Смит и сыновья», Лондон

Товар: мужские перчатки модели А-500/м

Количество: 5000 пар

Цена: 3000 рублей за пару товара

Срок поставки: первый и второй кварталы 2007года

Условия поставки: поставка осуществляется двумя партиями: первая партия в 3000 пар – в первом квартале 2007 года, вторая в 2000 пар – во втором квартале 2007 года

Платеж: платеж в долларах США, форма платежа – безотзывный подтвержденный аккредитив; платеж производится по предъявлении

Продавцом следующих документов: счет-фактура, коносамент, упаковка, сертификат качества.

Тема 4.4. Использование современных компьютерных технологий в документообороте учреждений и организаций

Практические работы №41-42

1. Запишите основную мысль текста на английском языке:

Computers Are Used to Produce Documents

Most businesses will need to produce numerous documents, either in the form of written documents or spreadsheets. Computers provide word processors and spreadsheet software to help with this.

With these two types of software, a business can generate virtually everything, from memos to letters to tutorials to reports to ads for the company's services and products or company events.

With spreadsheet applications, a business has the power to manipulate alphanumeric data and organize it into tables, charts, graphs, and reports. Another kind of software that businesses make use of is presentation software. With presentation software, a business can make slides for presentations, either internal ones or

external ones meant for clients. Businesses can also make letters, memos, and reports, using word processing software, either for disbursement to the client or for internal use.

In general, a computer has plenty of productivity software that a business can use to make its functions easier; this is software that enables a business to be much faster and more efficient than it was only 20 or 30 years ago.

2. Офисное оборудование. Соотнесите рисунок и название предмета:

Office equipment and materials



1 Match the items in the list to the pictures.

staples and stapler	cordless telephone	hole punch	air-conditioning unit
photocopier	marker	calculator	liquid paper
paper clips	self-stick	highlighter	folder
scissors	rubber	eraser	file cabinet

3. Дайте определение слову «телекоммуникации»

1 Read the following text. In your notebook, write one sentence that summarises the main idea of each paragraph. Then, put the paragraphs in order.

Telecommunications

A

These many phone functions led to the invention of other devices that have become an indispensable part of the office. Telex and fax machines simplified the process of orders and letters that otherwise had to be sent by mail.

B

The number of functions phones have now has also changed. You can keep numbers in a phone's memory to dial by just pushing a button. You can automatically give and receive messages or transfer calls to other phone numbers. Some models have screens that let you see either the number you are calling, or the ID of person calling you.

C

Telephones, since 1876 up to now, have experienced enormous changes. Just consider the size, shape and function of the first phones compared to the ones we use now. Not only have phones themselves evolved, but they have contributed to a revolution in communication over the past four or five decades.

D

And what comes next? New gadgets are on their way that are even smaller, cheaper and faster. What would Alexander Graham Bell say about how far his invention has gone?

E

At first, their main role was to allow two people to talk together when they were in places not too far from one another. Nowadays, more than one person can communicate at a time. They may be in different countries, continents or hemispheres... even in outer space!

F

Now if we combine traditional telephony with other forms of modern telecommunication such as cell phones, computers, scanners, printers, photocopying machines, satellites... the result is almost incredible and certainly unimaginable for people who performed office duties fifty or sixty years ago. Now conferences and meetings taking place miles away can be attended in just the blink of an eye. Likewise, we can be in direct contact with banks, libraries, and information centres around the world.

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