

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Донецький національний університет
економіки і торгівлі
імені Михайла Туган-Барановського

Кафедра іноземної філології, українознавства та соціально-правових дисциплін

С. А. Остапенко, Л. В. Воробйова, Л. А. Дмитрук

**МЕТОДИЧНІ РЕКОМЕНДАЦІЇ З ВИВЧЕННЯ
ДИСЦИПЛІНИ**

**ПЕРЕКЛАД ДІЛОВОГО МОВЛЕННЯ ТА КОМЕРЦІЙНОЇ
ДОКУМЕНТАЦІЇ**

Ступінь: бакалавр

Кривий Ріг
2021

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О 76

Остапенко С. А., Воробйова Л. В., Дмитрук Л. А.

О 76 Методичні рекомендації з вивчення дисципліни «Переклад ділового мовлення та комерційної документації», ступінь бакалавр. Кривий Ріг: ДонНУЕТ, 2021. 173 с.

Запропонована методична розробка призначена для розвитку навичок та умінь усного та письмового перекладу в галузі ділового мовлення, ознайомлення з технологіями укладання та перекладу ділової кореспонденції. Зміст посібника забезпечує засвоєння фонових знань та знайомство з найбільш вживаною термінологією і комерційною документацією.

Методична розробка містить матеріали до практичних занять відповідно робочої програми дисципліни та завдання для самостійної роботи студентів.

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ім. М. Туган-Барановського, 2021

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ВСТУП / INTRODUCTION

Інтенсивний розвиток міжнародних зв'язків, встановлення та налагодження ділових контактів із закордонними підприємцями вимагає високого рівня в опануванні навичками усного мовлення у типових комунікативних ситуаціях спілкування, вміння правильного складання та оформлення різноманітних видів управлінських документів та службової кореспонденції.

У зв'язку з цим на перший план виступає аналіз лінгвотекстових особливостей текстів службового призначення з точки зору основного напрямку сучасної лінгвостилістичної науки – функціонально-комунікативного, згідно з чим процес вербальної комунікації здійснюється не в ізольованому реченні, а шляхом текстів конкретного типу та призначення з урахуванням комунікативної інтенції та ситуації спілкування.

Метою курсу «Переклад ділового мовлення та комерційної документації» є ознайомлення студентів з базовими теоретичними положеннями, які складають основу сучасних технологій перекладу ділової кореспонденції, формування основних практичних навичок обробки тексту при перекладі, формування необхідної комунікативної спроможності в сферах професійного та ситуативного спрямування в усній та письмовій формах.

Завданнями дисципліни є:

- розвивати творче мислення при виборі способів перекладу, а також при виконанні практичних завдань у спеціальних навчальних ситуаціях, які вимагають професійної компетенції перекладача;
- сформувані у студентів початкову теоретичну базу, загальні уявлення про особливості ділового спілкування та особливості роботи з діловими паперами; сформувані уявлення про специфіку професійної діяльності перекладача в сучасному суспільстві;
- сформувані основи вмінь використання знань на практиці під час ведення ділової бесіди або спілкування по телефону в ділових цілях з урахуванням конкретних умов;
- ознайомити з найбільш відомими зразками мовленнєвої поведінки під час проведення ділових зборів, презентацій та переговорів;
- ознайомити з особливостями оформлення найбільш вживаних паперів.

І в результаті вивчення усіх тем студент повинен

знати:

- теоретичні засади навчання діловій англійській мові з використанням інноваційних методів та відповідних прийомів;
- міжмовні транспозиції, їх граматичну та стилістичну роль при перекладі; технології автоматизованого машинного перекладу тексту, його особливості та прийоми обробки у зв'язку з алгоритмізацією.

вміти:

- конструювати параграфи для організації думок в єдину інтелектуальну структуру;

- укладати та редагувати листи, звіти, есе та ін. з метою якомога точнішого вираження змісту перекладу;
- оцінювати та класифікувати перекладацькі помилки та вносити необхідні корективи у переклад з урахуванням різних типів адекватності;
- вести переговори та презентації згідно вимог ділового мовлення.

Дані методичні вказівки мають за мету допомогти студентам в їх роботі над розвитком практичних навичок підготовки та проведення презентацій, переговорів, участі в зборах, перекладу ділових листів, телеграм, телексів та ін., над придбанням вмінь розуміти зміст кореспонденції з обов'язковим повним і точним перекладом всіх речень.

Методичні вказівки містять рекомендації щодо організації та проведення практичних занять кожного модуля згідно програми дисципліни, завдань для самостійної роботи студентів і охоплюють такі види мовленнєвої діяльності як говоріння, читання, писемне мовлення, сприйняття мови на слух.

ЧАСТИНА 1
ЗАГАЛЬНІ РЕКОМЕНДАЦІЇ ЩОДО ВИВЧЕННЯ ДИСЦИПЛІНИ

PART 1
GENERAL STUDY GUIDE

1. Опис навчальної дисципліни

| Найменування показників | Характеристика дисципліни |
|--|---------------------------|
| Обов'язкова (для студентів спеціальності "назва спеціальності") / вибіркова дисципліна | Вибіркова |
| Семестр (осінній / весняний) | весняний |
| Кількість кредитів | 4 |
| Загальна кількість годин | 120 |
| Кількість змістовних модулів | 2 |
| Лекції, годин | - |
| Практичні / семінарські, годин | 40 |
| Лабораторні, годин | - |
| Самостійна робота, годин | 80 |
| Тижневих годин для денної форми навчання: | |
| аудиторних | 2,5 |
| самостійної роботи студента | 5 |
| Вид контролю | залік |

2. Програма навчальної дисципліни

Ціль – ознайомлення студентів із базовими теоретичними положеннями, які складають основу сучасних технологій перекладу ділової кореспонденції, формування основних практичних навичок обробки тексту при перекладі, формування необхідної комунікативної спроможності в сферах професійного та ситуативного спрямування в усній та письмовій формах.

Завдання – розвивати творче мислення при виборі способів перекладу, а також при виконанні практичних завдань у спеціальних навчальних ситуаціях, які вимагають професійної компетенції перекладача; сформувати у студентів початкову теоретичну базу, загальні уявлення про особливості ділового спілкування та особливості роботи з діловими паперами; сформувати уявлення про специфіку професійної діяльності перекладача в сучасному суспільстві; сформувати основи вмінь використання знань на практиці під час ведення ділової бесіди або спілкування по телефону в ділових цілях з урахуванням конкретних умов; ознайомити з найбільш відомими зразками мовленнєвої поведінки під час проведення ділових зборів, презентацій та переговорів; ознайомити з особливостями оформлення та перекладу найбільш вживаних ділових паперів та комерційної документації.

Предмет – ділова іноземна (англійська) мова.

Зміст дисципліни розкривається в темах:

Тема 1. Діловий етикет

- Тема 2. Влаштування на роботу
 Тема 3. Бізнес-кореспонденція
 Тема 4. Презентації
 Тема 5. Зустрічі
 Тема 6. Переговори

3. Структура дисципліни

| Назви змістових модулів і тем | Кількість годин | | | | |
|--|-----------------|--------------|-----------|-----|-----------|
| | усього | У тому числі | | | |
| | | л | п/с | лаб | срс |
| 1 | 2 | 3 | 4 | 5 | 6 |
| Змістовий модуль 1: Ділова англійська мова як мова світової комунікації | | | | | |
| Тема 1. Діловий етикет | 15 | | 4 | | 11 |
| Тема 2. Влаштування на роботу | 20 | | 8 | | 12 |
| Тема 3. Бізнес-кореспонденція | 25 | | 8 | | 17 |
| Разом за змістовим модулем 1 | 60 | | 20 | | 40 |
| Змістовий модуль 2: Підготовка та проведення ділових заходів | | | | | |
| Тема 4. Презентації | 24 | | 8 | | 16 |
| Тема 5. Зустрічі | 18 | | 6 | | 12 |
| Тема 6. Переговори | 18 | | 6 | | 12 |
| Разом за змістовим модулем 2 | 60 | | 20 | | 40 |
| Усього годин | 120 | | 40 | | 80 |

4. Теми семінарських/практичних/лабораторних занять

| № з/п | Вид та тема заняття | Кількість годин |
|-------|---|-----------------|
| 1 | Практичне заняття Телефонні переговори | 2 |
| 2 | Практичне заняття Ділова бесіда | 2 |
| 3 | Практичне заняття Працевлаштування | 2 |
| 4 | Практичне заняття Написання резюме та супроводного листа | 2 |
| 5 | Практичне заняття Співбесіда | 2 |
| 6 | Практичне заняття Переклад ділових контрактів | 2 |
| 7 | Практичне заняття Ділова кореспонденція. Типи. Особливості лексики | 2 |
| 8 | Практичне заняття Електронні повідомлення. Факси | 2 |
| 9 | Практичне заняття Ділові листи: типи, складові, переклад | 4 |
| 10 | Практичне заняття Типи презентацій, особливості лексики | 2 |
| 11 | Практичне заняття Підготовка презентацій | 2 |

| | | |
|---------------|--|-----------|
| 12 | Практичне заняття Проведення презентацій | 2 |
| 13 | Практичне заняття Писемне оформлення презентацій | 2 |
| 14 | Практичне заняття Планування зустрічей | 2 |
| 15 | Практичне заняття Проведення зустрічей. Мовленнєві шаблони | 2 |
| 16 | Практичне заняття Оформлення документації зустрічей. Протокол. Мемо | 2 |
| 17 | Практичне заняття Типи переговорів. Мова переговорів | 2 |
| 18 | Практичне заняття Підготовка та проведення переговорів | 2 |
| 19 | Практичне заняття Контракти. Угоди | 2 |
| Всього | | 40 |

5. Розподіл балів, які отримують студенти

Відповідно до системи оцінювання знань студентів ДонНУЕТ, рівень сформованості компетентностей студента оцінюються впродовж семестру (100 балів).

Оцінювання студентів протягом семестру (очна форма навчання)

| № теми практич- ного заняття | Аудиторна робота | | | | | Позааудитор- на робота | Сума балів |
|------------------------------------|--------------------------|--|--|--------------------------------|-----|---|------------|
| | Тестові завдан- ня | Виконання практичних завдань теми | Обговорен- ня теоретичних питань теми | Індиві- дуальне завдання | ПМК | Завдання для самостійного виконання | |
| Змістовий модуль 1 | | | | | | | |
| Тема 1 | | 2 | | | | | 2 |
| Тема 2 | 2 | 2 | | | | 0,5 | 4,5 |
| Тема 3 | | 2 | | | | 1 | 3 |
| Тема 4 | | 2 | | 4 | | 0,5 | 6,5 |
| Тема 5 | | 2 | | | | 1 | 3 |
| Тема 6 | 2 | 2 | | | | | 4 |
| Тема 7 | | 4 | | 2 | | 1 | 7 |
| Тема 8 | | 4 | | 3 | | 1 | 8 |
| Тема 9 | 2 | | | 4 | | 1 | 7 |
| Разом змістовий модуль 1 | 6 | 20 | | 13 | 10 | 6 | 55 |
| Змістовий модуль 2 | | | | | | | |
| Тема 10 | | 2 | | | | 0,5 | 2,5 |
| Тема 11 | | 2 | | | | 0,5 | 2,5 |
| Тема 12 | | 1 | | 4 | | | 5 |
| Тема 13 | 2 | 2 | | | | 0,5 | 4,5 |

| | | | | | | | |
|--------------------------------|---|----|--|---|----|-----|------------|
| Тема 14 | | 2 | | | | 0,5 | 2,5 |
| Тема 15 | | 1 | | | | | 1 |
| Тема 16 | 2 | 2 | | | | 0,5 | 4,5 |
| Тема 17 | | 3 | | | | 0,5 | 3,5 |
| Тема 18 | | 4 | | | | 0,5 | 4,5 |
| Тема 19 | 2 | | | 2 | | 0,5 | 4,5 |
| Разом змістовий модуль 2 | 6 | 19 | | 6 | 10 | 4 | 45 |
| Разом | | | | | | | 100 |

**Оцінювання студентів протягом семестру
(заочна форма навчання)**

| Поточне тестування та самостійна робота | | | | Сума в балах |
|---|--------------------------|--------------------|--------------------------|--------------|
| Змістовий модуль 1 | Індивідуальне завдання 1 | Змістовий модуль 2 | Індивідуальне завдання 2 | 100 |
| 30 | 20 | 40 | 10 | |

Загальне оцінювання результатів вивчення навчальної дисципліни

| Оцінка | | |
|------------------|------------|-------------------|
| 100-бальна шкала | Шкала ECTS | Національна шкала |
| 90-100 | A | 5, «відмінно» |
| 80-89 | B | 4, «добре» |
| 75-79 | C | |
| 70-74 | D | 3, «задовільно» |
| 60-69 | E | |
| 35-59 | FX | 2, «незадовільно» |
| 0-34 | F | |

ЧАСТИНА 2
ЗМІСТ ПРАКТИЧНИХ ЗАНЯТЬ

PART 2
PRACTICAL TRAINING SUBJECT MATTER

CONTENT MODULE 1. BUSINESS ENGLISH AS A LANGUAGE OF WORLD COMMUNICATION

Unit 1. BUSSINESS ETIQUETTE

READING

INTRODUCING PEOPLE

Among Strangers

You introduce younger to older people: "Mr Young, come and meet Mr Old." Lesser in rank are introduced to senior in rank: "*Captain* Brown, may I introduce you to *Brigadier* Black". Men to women: "George, I want you to meet my cousin, Joan Ellis".

Christian Names

When introducing children to adults it is usual to call the older person "Mr" or "Mrs." (or title) and this would also be so introducing an employed gardener to your neighbor. People use Christian names quite soon enough but it is silly for Bobby aged three to begin calling a grown up "Bill" or your lady doctor "Alice". In official places we do not use Christian names.

Secret of Remembering Names

Many people especially older folk who have to introduce three or more people to other guests find it impossible to remember all the names. Here are two tricks which can be employed, and a friend of mine uses the first one.

1) With a pen he writes in the palm of his hand "John Black-Adder (eyebrows), Fiona Cranleigh-Smith (red head), Mrs. George Pot (like auntie)". In other words sufficient detail helps you to remember the names of people. Many times he has been complimented on his wonderful memory, whereas what he should have been complimented on was neat small handwriting.

2) Sometimes, "the only name you remember in an introduction is your own ". In this case the other alternative which can be used when you address a person is to mumble or cough gently (remembering to put one's hand to one's mouth). *One "gets away" with this; after all "Those who mind don't matter and those who matter don't mind"*.

MEETING PEOPLE

If you meet someone on the street, do introduce anyone with you to them. Then you may say: "I want to have a word with this person, please excuse me and wait a minute. I'll rejoin you." To leave your companion standing neglected is poor taste. If a man is at a theatre with a lady companion and someone comes to speak to her, he should stand and she can remain sitting or stand up if she wishes, and she would introduce the friend unless it is only to say a couple of words.

INTRODUCE YOURSELF

If you are at a gathering and see someone looking shy, never hesitate to go up and say: "My name is Jill White. Isn't this a nice gathering?" or something suitable. A more subtle way is to get a tray of nuts or sweets and offer them in order to start conversation. Good manners are active not passive; encouraging yourself to use them will help to make life a little pleasanter for others.

COMMUNICATON SKILLS

- I. You are interested in the goods of a firm. You come to the Head of the firm. Introduce yourself to him.
- II. You are talking with a representative of your partner firm. At this moment your colleague enters the room. Get them acquainted (introduce the two gentlemen to each other).
- III. Tell what you and your colleagues usually do at the office.
- IV. You want to call one of New York's hotels to reserve a room for the period of your business trip. Make up a plan of the conversation:
 - a) the information you have to give to the receptionist;
 - b) the information you want to get from the receptionist.
- V. You have met your American friend at the airport. Before going to the hotel you invite him to the bar. Reproduce the conversation between you and him.

WRITING

1. You are working at a big company as a Personal Assistant to Managing Director. In a month two representatives of your company will arrive in Vermont, the USA and plan to be there for a week. Using examples given below try to write:

- a) your own letter of inquiry to the best hotel in the city;*
- b) book seats on a plane.*

15 Maple Street,
Montpelier,
Vermont,
USA

6th May, 2002

The Manager, Park Hotel, 26 Str.,
Brighton, England

Dear Sir:

The name of your hotel has been given to me by the Hotel Association, and I shall be very much obliged if you let me know whether you have the following accommodation available for 3 weeks, from 15th July:

One double room, if possible with private bathroom, and one single room.

Thank you in advance for your reply.

Yours faithfully, W.D. Throp

Win Mouk Co.,
302 Barr Street
Rangoon,
Burma

7th July, 2002

Scandinavian Airline System
12, Chelsey Street, London, W.I., England

Dear Sirs:

Our Technical Director, Mr. Thuong, will be arriving in London next week and will then go on to Sweden and Finland. We shall therefore be obliged if you book a seat for him on a plane leaving Britain for Stockholm on or about the 21st.

We thank you in advance for your kind attention to this matter.

Yours faithfully, Win Kyu (Secretary)

2. You work at the Organizing Committee of International Finance Conference which will take place in Kyiv, September 25-30, 2003. Write the letters of invitation to the participants of the conference using the model given below.

United States Department of Commerce International Finance Conference
Washington, D.C., 20658, USA June 2nd, 2002

Prof. Petrov, Finance Manager, Zepter Inc., Kyiv branch, 63, Volodymirska Str.,
Kyiv Ukraine

Dear Professor Petrov:

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

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

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

I am glad to inform you that your abstract was accepted by our Committee, N 2256 for poster presentation.

We attach with the letter of invitation Reservation and Registration Form. The deadline for its submission: March 15, 2002.

Date: January 22, 2002

To: Generics Inc., Glasgow, England Att: Mr. James Nickles Managing Director
Fax: 8-10-245-51123-67

From: UkrPharm Ltd. Kyiv, Ukraine Mr. P. Loza Marketing Manager Fax: 8-044-22567-08

Subject: a visit of 2 representatives of UkrPharm, contract to buy a new processing line

Dear Mr. Nickles:

As we agreed before we plan to send two our plenipotentiary representatives: Mr. Belov and Mrs. Solovyova for a week at the beginning of March, 2002 to Glasgow.

Please send us by fax the invitation for them as soon as possible. We kindly appoint you to prepare all the preliminary information and documents concerning the new processing line that we plan to purchase.

If the terms of payment, delivery, technical characteristic of the line suit us Mr. Belov can conclude the contract with your company on behalf of UkrPharm Ltd.

Awaiting your reply.

Sincerely Yours
Mr. Peter Loza Marketing Manager

3. *You want to reserve a room. Fill out the form.*

| |
|--|
| HOTEL RESERVATION FORM |
| Hotel [name] has the following accommodation possibilities: |
| double room category A (\$...), category B (\$...) |
| single room category A (\$...), category B (\$...) |
| Prices are for accommodation with breakfast (service and tax included). |
| As the number of single rooms is very limited, sharing a room by two persons may be necessary. |
| Dead line for reservation _____ |
| I order a room from _____ to _____ |
| Number of nights _____ |
| double room category A _____ |
| double room category B _____ |
| single room category A _____ |
| single room category B _____ |
| age _____ (when sharing a room with someone about my age is preferred) |
| Name _____ |
| I will arrive by private car (yes, no) |
| If booking cannot be made at the requested price, please reserve in the next available (higher, lower) category. |
| Date: _____ 200__. |
| Signature _____ |

READING 2

Ask questions on the text and retell it.

TELEPHONE ETIQUETTE

The techniques of telephoning are very much the same in all countries. Only remember your good telephone manners:

1. When talking on the telephone – speak clearly. Do not shout and take your cigarette out of your mouth.
2. Make sure that your conversation with a busy person is as brief as possible.

3. When calling a friend who does not recognize your voice-don't play "Guess who?". Announce yourself promptly.

4. When you get a wrong number don't ask: "What number is this?" It is a good manner to ask: "Is this two-three-four-five-six?" If not – apologize.

5. If a wrong number call comes through don't lose your temper. Simply say: "Sorry, wrong number" – and hang up.

6. Always identify yourself when making a call; especially if you are calling on business, e.g. "This is Mr. Vovk of the Ukrainian Trade Mission. Could I speak to Mr. Jones...?"

7. If you have a visitor do not carry on a long chat while your visitor tries hard to avoid listening to your conversation. The best thing to do is to say you are busy at the moment and ... "May I call you back in a little while?" But don't forget to do so.

LANGUAGE PRACTICE

1. Fill in the missing words in the telephone dialogue below. Choose from the following

| | | | |
|---------------------|---------------|-----------------|--------------------|
| Can I suggest | I'd also like | What we need is | First of all |
| Can you let me have | My name is | we can arrange | How can I help you |
| I look forward to | That's right | | |

Blum: John Blum.

Berg: Hello. 1) _____ Anders Berg. I'm managing Director of Woodtech Ltd, a wood machinery manufacturer.

Blum: Oh, yes. 2) _____?

Berg: Well, an associate in the industry recommended you. You helped raise finance for Bill Wylde a few years ago.

Blum: Yes. 3) _____.

Berg: Well, Woodtech Ltd now wants to expand into new markets with a new product. Up till now we have served specialists in the wood industry but our new product is aimed at the small manufacturer. 4) _____ finance.

Blum: Right! 5) _____. I'll need some background information. 6) _____ a copy of our balance sheet and profit and loss figures for the past three years?

2. Read the dialogues and make some changes.

A. Leaving a message.

A: Hello! This is Richard Baker. May I speak to Mr Reeds, please?

B: I'm sorry, Mr. Baker. He has just left. Any message?

A: Will you tell him to call me back?

B: Yes, certainly. Does he know your telephone number?

A: Well... I'm not sure. Will you put it down, just in case?

B: Yes, what is it?

A: 340-1906. Thanks a lot.

B: No trouble. Good-bye.

B. Getting the wrong number.

A: Hello! I'd like to talk to Mr. Lawson.

B: I'm afraid you have the wrong number. What number were you calling?

A: 843-1227.

B: Well, this is 843-1227. But there is no one by the name of Lawson here. This is a private residence. A: I'm sorry to have bothered you.

B: That's quite all right.

C. Making an appointment.

A: Two-four-eight, double six-double two.

B: Can I speak to Mr. Parson?

A: Who is calling, please?

B: This is a representative of the Ukrainian firm Torgmash. My name is Dmitry Klimenko.

A: I'm sorry, Mr. Klimenko. Mr. Parson is out at the moment. Would you like to leave a message or call back?

B: I think I'd rather arrange to meet him.

A: O.K. When would you come? B: Any time you say.

A: Just a moment. I'll get his schedule. Are you there?

B: Yes.

A: I can fix an appointment for you for tomorrow. That's Wednesday afternoon. Will 4 p.m. be all right with you?

B: Yes, thank you. You've been most helpful. Good-bye. A: Good-bye.

D. A long distance call.

A: International. Good morning.

B: Good morning. I want to book a call to Kyiv. My name is Klimenko.

A: What number are you calling from?

B: It's 437-8193.

A: What number do you want in Kyiv?

B: The Kyiv number is 252-41-12. Can you put me through straightaway?

A: I'm afraid not, sir. The line is busy. I'll call you back as soon as the call comes through.

3. Act as an interpreter.

A: Добрий день. Як зателефонувати до Києва?

B: There is no direct automatic line. You'll have to book an international call.

A: Коли мене можуть з'єднати?

B: I'll try to book a call for you right now. What is your number in Kyiv?

A: Мій київський номер 265-13-45.

B: I'll call you back as soon as they put you through.

A: Дякую.

A: Добрий день. Можу я поговорити з мистером Колесом? Це Серенко.

B: Good afternoon, Mr. Serenko. I'll see if he is available.

C: Oh, hello, Mr. Serenko. Glad to hear you. Did you enjoy the flight?

A: Так, дякую. Я б хотів зустрітися з вами і обговорити деякі питання.

C: What time will suit you?

A: Зараз я у готелі. О 2-й годиш зустріч з іншими представниками нашої фірми. Думаю, що о 4-й я буду вільний.

C: Let's make it five. I'll send a car for you at a quarter to five.

A: Дякую, Ви дуже люб'язні. Я буду чекати у холі готелю.

4. Translate into English.

1. Чи можу я поговорити з Місс Брук?

2. Вибачте, я набрав неправильний номер.

3. Будь ласка, перекажіть МісТеру Томпсону, що я передзвоню.

4. На жаль, менеджера зараз немає. Що-небудь переказати чи Ви подзвоните пізніше?

5. Я хотів би замовити міжнародну розмову. На це піде багато часу?

6. Будь ласка, не кладіть трубку. Я подивлюся, чи можна зв'язатися з містером Смітом.

7. Чи могли б Ви подзвонити Мені завтра ввечері?

8. Який номер Ви набрали? ~ 327-583. – Це не той номер. – Вибачте, що потурбував. – Будь ласка.

9. Будь ласка, запишіть мій номер телефона і попросіть Джеймс передзвонити мені одразу ж, як пльки вона повернеться.

10. Я хотів би домовитися з Вами про зустріч. Завтра об 11-й годит ранку Вас влаштує?

з Вами про зустріч. Завтра об 11-й годит ранку Вас влаштує?

5. Choose the expressions correct for the following situations:

Situations:

I. You are in New York City. You dial directory assistance and ask the operator:

- номер телефона в межах міста;
- код міста за межами США;
- код одного з міст США;
- з'єднати вас по міжміському телефону з конкретною людиною;
- про можливість міжміської розмови за рахунок абонента, якому дзвоните.

II. You dial a telephone number and get an answering machine.

Expressions:

a) - Please, dial number 246-6824 in Kiev, Ukraine. I'd like it to be a collect call.

b) - How do you do, madam? What is the telephone number for "A & B" Company?

c) - This is Ivan Siryi. My telephone number is 123-4567. It is 10.15. a.m. Please call me back today between 4 and 5 p.m., if you can. I'd like to make an appointment.

d) - Hello! Will you tell me, please, what's the code number for Kirovograd in Ukraine?

e) - Hello! I want to reach Mr. Pope in Glasgo, please. The telephone number in Glasgo is 98-7654. Can you make a person-to-person call for me, please?

f) - Good morning. I need the code number for Boston, please.

COMMUNICATION SKILLS

1. You are interested in buying TV sets. Call a firm selling TV sets and make an appointment with the head of the Marketing and Sales Department of firm.
2. You are going to the concert. Make a ticket reservation by phone.
3. You are going in New York with your colleague. He's going to Buffalo on business. But he doesn't speak English. Help him to book a ticket for a night train.

Unit 2. JOB HUNTING

LEAD-IN

Discuss these questions.

1. What did/do you enjoy most/least at secondary school?
2. What work experience have you had (if any)? Describe each job you have done - what and where it was, the scope of your duties, the aspects of that work which you liked and those which you didn't.
3. Have you ever held any position of responsibility in or out of school? What was it and how did you feel about this position?
4. Which of the following factors are most important to you and which least? You may choose two or three most important and two or three least important. Give reasons for your choice.
money, opportunity to travel, working outdoors, working with people, status, long holidays, convenient working hours, being the boss, being creative, being independent, not having to take work home, pleasant colleagues, company car, doing something useful.
5. What are your special strengths and weaknesses?

Is your (future) job the right job for you?

Find out by doing this quiz. Work in pairs. Tick the statement your partner agrees with.

1. I'd love to do a parachute jump.
2. I don't like to tell other people what to do.
3. I prefer to spend time on my own rather than in a crowd.
4. I find it easy to set myself objectives.
5. I have difficulty making decisions.
6. I find it difficult getting to know new people.
7. I'd love to travel abroad.
8. Friends sometimes complain that I order them about.
9. I like to have the advice and support of people more experienced than myself.
10. I don't like volunteering opinions in case they are unpopular.
11. I like to try to find new solutions to old problems.
12. I would prefer to be team captain than a team member.
13. I get embarrassed easily.
14. I don't mind where I go with my friends as long as they are happy.
15. I like the latest fashion.
16. I like to be fully responsible for anything that I do.

Now score the quiz:

| | | | | |
|---|---|---|----|----|
| A | 1 | 7 | 11 | 15 |
| B | 2 | 5 | 9 | 14 |
| C | 3 | 6 | 10 | 13 |
| D | 4 | 8 | 12 | 16 |

Personality types.

A characteristics: *The entrepreneur*

You are the adventurous type. You enjoy new challenges and taking risks. You could find success in stock market dealing rooms or anywhere you can put your flashes of genius to good use.

B characteristics: *The team worker*

You work well with others but dislike having responsibility for other people, preferring to implement other people's plans rather than your own. You would probably do well in the armed forces or Civil Service.

C characteristics: *The backroom worker*

You are a little shy, and find it difficult to mix with new people. You would do well in any behind-the-scenes job where you don't have to come face to face with strangers every day, such as researcher or librarian.

D characteristics: *The leader*

You are confident in your abilities and you prefer to be in the charge rather than to take orders. You enjoy having lots of people around you and would do well in a managerial post or any job which involves selling.

READING

1. Before reading the text, predict whether these facts are T (true) or F (false).

1. The same resume should be submitted for all jobs
2. Always send a cover letter with your resume.
3. Resumes should only include information about job experience.
4. Bring a copy of your resume with you to an interview.

2. Match the titles to the paragraphs.

A) TYPES OF RESUME, B) NAME, ADDRESS AND TELEPHONE NUMBER; C) EDUCATION; D) OBJECTIVE; E) THE PURPOSE OF WRITING A RESUME F) WORK EXPERIENC); G) MAIN CHARACTERISTICS OF A RESUME.

Text 1

Preparing a Resume

What is a resume? What information should it include? Did you ever write a resume? What kind of job were you applying for?

I. There may be times during your job search when you have to provide an employer with a resume. Not all jobs require resumes, though nowadays many employers are asking to see them. You probably won't need one to find a job in mechanical trades, such as auto repair, manufacturing, or construction. In general, you don't need to provide a resume unless an employer asks for one.

A resume serves the same purpose as an application letter. It is used to persuade an employer to consider you for a job.

II. There are four main types of resume. They are:

Chronological Resume a) lists work experience or education in reverse chronological order; b) describes responsibilities and accomplishments associated with each job or educational experiences.

Functional Resume lists functional skills and experience separately from employment history.

Targeted Resume a) lists capabilities and accomplishments pertaining to the specific job applied for; b) briefly lists work experience in a separate section.

Combination Resume a) emphasizes an applicant's capabilities; b) includes a complete job history.

III. Your resume should tell the employer what kind of job you want, what kind of work you have done so far, and what schools you have attended. It may also include additional information, such as awards you've received or interests you may have outside of work. Resumes should be brief. But they should contain more detailed information than letters of application.

You can target a resume to a specific job with one employer. Or you can target it to several employers. If you are sending it to one employer, you should highlight the information that relates to that particular job. A resume that you send to several employers should be more general.

Whether you prepare a general resume or a resume for a specific job, there are certain guidelines to follow.

IV. If necessary, you may include both your temporary and your permanent addresses and phone numbers here. However, most people only list their current phone number and address. It is a good idea to provide a number where you can receive a message if you can't be reached.

V. This statement should describe the kind of work you are seeking now. If you will be sending your resume to several employers, be sure to write a general objective so that it will apply to all of the jobs.

VI. Start this section with a heading such as "Work Experience" or "Experience." Begin the listing with your current or most recent job. If you have lots of experience, limit your list to the most recent or most important jobs. As a rule, you need only go back 10 years.

For each job, state the employer's name and location, the months and years when you started and left the job, and the position or positions you held. Include a brief description of your responsibilities in each position. The description should show which skills you used in the job. For example, if you worked as a receptionist, you might list, "Answered telephone, directed calls, greeted visitors, sorted mail."

If you have little or no paid work experience, list your role as a homemaker, part-time and summer jobs, as well as volunteer work you have done. Just be sure to identify them accordingly.

Start your job listings with the information you want to stress. You can start with either your title or the company name, for example. No matter which you choose, use the same format for each job.

VII. Start this section with a heading, such as "Education" or "Education and Training." List the schools you have attended and the diplomas, degrees, or certificates you have received. Employers want to know the highest level of education you have attained, so start with the most recent school and work backwards.

List each school on a separate line. Include the school's name and location, the years you attended the school, and the diploma, degree, or certificate you earned.

If you took courses or participated in school clubs or other activities that provided you with particular skills, list them. If you earned high grades, scholarships, or other academic distinctions, be sure to mention them. (If you don't have much work experience, you may want to organize your resume so that the education heading and information comes before the work heading and information.)

All of this data should be listed in an easy-to-read form. If possible, all of the information should be on one page. Type your resume on standard size business stationery.

The interviewer usually sees the resume before he sees the applicant. The resume gives the first impression of the applicant to the employer. It should be neat and well organized.

Always send it with a cover letter; never send it alone. An applicant should bring additional copies of her resume to the interview.

The job applicant should always rewrite and revise the resume to fit the specific job that s/he is applying for.

UNDERSTANDING THE MAIN POINTS

3. Match the type of a resume with its definition.

- | | |
|-----------------------------|--|
| Combination Resume | 1. a) lists work experience or education in reverse chronological order; b) describes responsibilities and accomplishments associated with each job or educational experiences. |
| Targeted Resume | 2. lists functional skills and experience separately from employment history. |
| Chronological Resume | 3. a) lists capabilities and accomplishments pertaining to the specific job applied for; b) briefly lists work experience in a separate section. |
| Functional Resume | 4. a) emphasizes an applicant's capabilities; b) includes a complete job history. |

4. Choose the correct answer. Mark only one letter.

- Not all jobs require resumes, ... nowadays many employers are asking to see them.
A). because B). though C). in spite of
- You can target a resume ... a specific job with one employer.
A). to B). with C). on
- Most people only list their ... phone number and address.
A). temporary B). current
- Begin the listing of your work experience with your ... job.
A). most recent B). first
- You can start your job listing with ... your title ... the company name.
A). neither...nor B). either...or C). both...and

5. Read the sentences and mark them as T (true) or F (false).

- All the jobs require resume. _____
- A resume and an application letter have different purposes. _____

3. Your resume shouldn't be long. _____
4. Once you've sent your resume to one employer, you cannot send it to the other ones.

5. There are certain guidelines to follow while preparing your resume. _____
6. You don't need to describe your responsibilities in each job position. _____
7. Employers are interested in knowing the highest level of your education. _____
8. In the section "Education" you have to list all schools you have attended and honors you have received there. _____
9. You can change the order of the sections in your resume. _____
10. It is not necessary to tell the truth in your resume. _____

6. Complete each of the following sentences with an appropriate word. The answers are key terms introduced in this section.

1. _____ are people who can tell an employer about your work, your skills, or your talents.
2. An employer may ask if you have ever been convicted of a _____, which is a serious crime.
3. A summary of your job qualifications is called a _____.
4. When you send a resume, you should send a _____ with it.

7. Read the information about writing cover letters.

Text 2

Writing Cover Letters

A **cover letter**'s main purpose is to get an employer to read the attached resume. A resume is a written summary of your background and qualifications.

The guidelines below will show you how to write a cover letter.

- Start the body of a cover letter by stating why you are writing it. If you're sending a resume because you heard about a job opening, say where you heard about the job. If someone the employer knows has suggested that you write, mention that person's name if he or she gave you permission to do so.
 - In a sentence or two, explain why you think you're the right person for the job.
 - Always refer to your resume in a cover letter. You might want to do this by calling the employer's attention to a particular fact in our resume.
 - In the last paragraph, ask the employer to contact you. You might say, "I would like to meet with you to discuss my qualifications," or, "You can reach me at (215) 555-5982."

LANGUAGE STUDY

8. A) Below you will see some extracts from job advertisements. Put each of the following words or phrases in its correct place in the extracts below. Use each item once only.

| | | | |
|-------------------|-------------------|----------------|----------------------------|
| <i>attractive</i> | <i>initiative</i> | <i>suit</i> | <i>kitchen staff</i> |
| <i>ability</i> | <i>outgoing</i> | <i>team</i> | <i>pension scheme</i> |
| <i>clear</i> | <i>preference</i> | <i>willing</i> | <i>potential customers</i> |

contact required busy office successful candidate
experience skills hard work thorough training

Our new 200-seat restaurant is opening in May and we are looking for waiters, waitresses and 1 _____ .

If you are a friendly and 2 _____ person who is not afraid of 3 _____, we have the job and hours to 4 _____ you.

For more information, 5 _____ Helen on 443621.

Typist/Receptionist 6 _____ for a 7 _____. Typing and shorthand between 80 and 120 wpm. We will give 8 _____ to applicants who have experience of using word processors and computers.

Telephone Sales Executive.

We want a positive person who is 9 _____ to work hard and can use their own 10 _____. You must be lively and have a good sense of humor and a 11 _____ speaking voice.

You will receive 12 _____ to enable you to inform 13 _____ of the benefits of advertising with us.

Send CV to ...

Account Clerk.

The 14 _____ will have had 15 _____ of book-keeping and banking procedures.

The position calls for secretarial 16 _____ plus the 17 _____ to work as part of a 18 _____

An 19 _____ salary is offered as well as a company 20 _____.

B). Now you will see extracts from two letters about the advertisement for an accounts clerk. Put each of the following words in its correct place in the extracts below. Use each item once only.

| | | | |
|------------------|------------------|--------------------|-----------------|
| <i>as</i> | <i>enclose</i> | <i>form</i> | <i>position</i> |
| <i>audio</i> | <i>enquiries</i> | <i>further</i> | <i>take</i> |
| <i>available</i> | <i>favorably</i> | <i>in</i> | <i>to</i> |
| <i>consider</i> | <i>for</i> | <i>opportunity</i> | <i>with</i> |

Dear Sir

With reference 1... your advertisement in today's "Morning News", I am interested 2... applying for the 3... of accounts clerk with your company. Could you please send me 4... details and an application 5...

Yours faithfully

Dear Sir

I would like to apply 6... the position of accounts clerk with your company.

I 7... my application form.

I am at present working 8... .. a secretary in the accounts office at TW Industries. My duties include 9... .. and copy typing and dealing 10... .. correspondence and telephone 11......

Twice a week I have been going to evening classes in book-keeping and I intend to 12..... an examination in three months.

I am applying for the position because I would like an 13..... to make more use of my training.

I would be 14... .. for interview at any time.

I hope that you will 15... .. my application 16..... ..

Yours faithfully

9. This is the letter of application for the job of receptionist. Decide which verb in this list goes in which gap in the letter:

| | | | |
|---------|---------|---------|--------|
| apply | go | had | look |
| can | growing | hearing | see |
| enclose | have | left | saw |
| gave | got | like | worked |
| would | | | |

LETTER

13 Queen's St.
London SW1T 5JJ
27 November 2005

Mrs. Helen Ferns
Box 6390
Evening Star 64
Fleet Street
London EC4J 6BB

I 1..... your advertisement in the Evening Star and I would 2... to 3... for a job of receptionist.

I 4..... a full curriculum vitae. As you can 5 I 6..... as a receptionist before I 7..... children.

I 8..... good computer skills and I 9..... work with MS Word, Outlook, Adobe Acrobat Reader Programs.

Buffalo Books 10..... me a very good reference when I 11..... my job. Now, my two children are 12 up and I 13..... like to 14..... back to work.

I 15..... forward to 16 from you.

Yours, sincerely,
Lorraine Welder.

WRITING

10. Choose any job opening from a newspaper. Prepare a resume for this particular job opening. Write a cover letter for your resume. Use the samples of resume and cover letter as guides (See Appendix).

11. Read the information an application form.

Text 3

Any application form is a special form developed by University, Institute, College, Congress, Conference to provide more specific information about the applicants and to formalize all the information about them for better data processing.

The application form usually includes the following sections: general information about the institution, benefits, responsibilities, applicants' criteria, closing date for applications.

The application form contains usually:

Personal details (data): Family name/Legal name (last, first, middle)

Title (Mr., Mrs., Miss, Ms., Dr.)

Sex (male, female)

Permanent home address, phone/fax number or Present address

Place and date of birth

Marital status (single, married, divorced, widowed) Military status

Academic background usually includes all academic qualifications obtained since completing secondary education, stating the institutions attended, the main subjects of study and when the main courses started and finished. Usually the applicants attach photocopies of all relevant academic certificates or transcripts, with accompanying translations into English, if they are issued in another language.

Professional background listing all positions held since completing secondary education.

Residency issues (citizenship, permanent residence status, previous country of residence).

Proposed course of study: What qualifications would you like to obtain, in what subjects?

At which institution would you like to study or conduct research? Are you applying for a fully funded scholarship?

Often the applicants are asked to attach **letters from two referees** (both of whom should be professional or academic) in support of the application, sometimes it's necessary to attach the Personal Essays. The **Personal Essay** provides individualized information about the applicant, his/her ambitions, interests.

At the end you can find applicant's obligations while studying. All the application forms should be filled in clearly or typed.

12. Fill this application form in as if you were the applicant.

British Chevening Scholarships

APPLICATION FORM

Part A. Personal Details

Family name:.....
(as on passport)

Other names:

Title:MrMrsMissMsDr

Sex:MaleFemale

Place of birth:.....Date of birth:.....

Nationality:.....

Status:SingleMarriedDivorcedWidowed

Address for correspondence in home country:.....
.....

Telephone number.....

Part B. Academic Background

Please list all academic qualifications obtained since completing your secondary education, stating the institutions attended, the main subjects of study and when the main courses started and finished. Please indicate with an asterisk * those courses which were entirely or mainly English medium — i.e. where the language of instruction or supervision was English:

| Qualification (including class or level) | Institution | Subject | From | To |
|---|-------------|---------|------|----|
|---|-------------|---------|------|----|

.....
.....
.....
.....

Please attach photocopies of all relevant academic certificates or transcripts, with accompanying translations into English, if they are written in another language.

Part C. Professional Background

Please list all positions held since completing your secondary education:

| Position | Organization/Institution | From | To |
|----------|--------------------------|-------|-------|
| | | | |
| | | | |
| | | | |

Part D. Proposed Course of Study in the UK

What qualification would you like to obtain and in what subjects? If there are alternatives to your first choice, please state order of preference. If you wish to conduct research rather than obtain a formal qualification, please state so clearly.

- 1.
- 2.
- 3.
- 4.

At which institution would you like to study or conduct research? If you have no particular preferences and would like the British Council to identify a suitable institution for you, please do not complete this section

- 1.
- 2.
- 3.
- 4.

Are you applying for a fully funded British Chevering Scholarship?

.....YesNo

If not, how do you propose to supplement your scholarship?

.....

Have you already been in contact with the institution of your choice?

.....YesNo

Have you ever studied in the UK?YesNo

Have you ever visited the UK on holiday or for other purposes?

.....YesNo

If so, please indicate when and what the purpose of your visit was.

.....
.....
.....

Are you applying for any other scholarships or awards to study in the UK, to be funded either by the British Government or by other institutions or foundations?

.....YesNo

If so, please give full details.

.....
.....

Please attach letters from two referees (both of whom should be professional or academic) in support of your application for a British Chevening Scholarship. Please provide details of the two referees below. If you are unable to attach letters from your referees, please ask them to write to us as soon as possible.

First Referee

Title and name

Position

Address

How long have you known this referee?

What is his/her professional relationship to you?

Second Referee (the same information)

* Finally, please state in not more than 1 000 words in the space provided below

a/ why you wish to study in the UK,

b/ why you wish to obtain the qualification listed as your first choice in Part D of this form, and

c/ how you think you will benefit in terms of career and personal development from obtaining this qualification once you have returned to your home country.

Please also give full details of any particular areas on which you would like to concentrate while in the UK as part of your course of study or research.

.....

.....

.....

.....

Date Signature

READING 2

13. Before reading the text, predict whether these facts are T (true) or F (false).

- A) You have to train yourself for the interview.
- B) Don't come earlier the appointment time.
- C) During the interview you mustn't ask any questions.
- D) Eye-contact is very important during the interview.
- E) If you do well at the interview, an employer will immediately hire you.
- F) Answering the questions, try to be specific but don't give one-word answers.

Interview

Getting the job you want can sometimes depend on the success of the job interview. During the interview the *employer* will try to find out what kind of person you are, what experience you have, and how you can fit into the job situation.

After you have got an appointment, review the information that you wrote on your *application* form and resume. Practice talking about your education and previous job experience. Be prepared to explain your skills and abilities specifically.

Go to the interview alone; don't take your friends or children with you. Plan to arrive about ten minutes before the appointment time. Wear appropriate clothing; a neat appearance will make a good impression.

During the interview look directly at the interviewer and answer all other questions as *specifically* as you can. Ask any questions that you have about the job, such as hours, salary, or job benefits. Write down these questions before you go to the interview. Before you leave, there should be a clear understanding about all aspects of the job.

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

Before the Interview

Find out all you can about the company.

Find out the interviewer's name and office phone number.

Find out where the interview is.

Find out how to get there and how long it will take you to get there.

Make sure you know what the job involves.

Dress to look clean and neat.

At the Interview

Arrive early. Call ahead if you're delayed.

Try to smile and show confidence.

Ask questions and show interest in the job.

Be *polite*, listen carefully, and speak clearly.

"Don't"-s

Don't panic, even if faced by more than one person. (Breathe deeply and remember all your good points.)

Don't slouch or look bored. (Stand and sit straight; make eye contact.)

Don't smoke or chew gum.

Don't give one-word answer or say you don't care what you do.

14. Replace all the verbs of paragraph 2 by their synonyms.

15. Add as many adjectives to the nouns of paragraph "Before the Interview" as possible.

16. Make up all possible parts of speech from the italicized words.

LISTENING

17. Listen to the tape.

I. Choose the correct answer:

- Employers will always prefer to hire the person with
 - higher educational degree
 - most pleasant personality
 - beautiful eyes
- Which personality skill is not mentioned in the episode?
 - cooperative
 - effective under stress
 - emotionally stable
 - hard-working
 - reliable
- Uncooperative is the person who

- A. has an ability to work in a team
 - B. cannot work in a group of people
4. There are two essential characteristics in the organization. They are:
- A. cooperation and team working
 - B. cooperation and working under stress
 - C. growth-oriented and team-working
5. During the interview you have to show
- A. just how clever you are
 - B. the most of your positive attributes
 - C. that you really need the job

II. Fill in appropriate words:

.....1, on conscious and subconscious level ...2... will be evaluating your personality and asking ‘...3 I like this person?’ ‘.....4 ... we work well together?’ When considering ...5..... people with equal6 the one with the most pleasing7 will always be hired.

III. After reading the paragraph, mark one letter:

Now, imagine you’re interviewing with the company that just fired an employee because he was uncooperative. You might be asked, ‘In this organization cooperation and team working are absolutely essential. Are you a cooperative person?’ ‘Yes, I am. I’m very cooperative. I like working in a team environment. When I was in an army I worked in a team dismantle in explosives, so I’ve really learned to appreciate team-working cooperation. Our lives depended on it’.

1. You are interviewing a person who was just fired.
 - A. Right
 - B. Wrong
 - C. Doesn’t say
2. The person likes working in a group of people.
 - A. Right
 - B. Wrong
 - C. Doesn’t say
3. The person is cooperative because he talks a lot.
 - A. Right
 - B. Wrong
 - C. Doesn’t say

COMMUNICATION SKILLS

18. You have decided to apply for a job in person. The receptionist handed you an application form to fill out. After a few minutes, the interviewer came out to greet you, but you had not had time to finish filling out the application form. What would you do?

19. Give some advice to an interviewer what he (she) can do to ensure that the applicant will be open and honest in the interview.

- Use the following construction:
- It is important for ... to do
 - It is advisable that... should do
 - It is necessary...
 - It is desirable ...

1. Make the applicant feel that you are going to make a fair evaluation of his/her experience and suitability for the position interviewed for.
2. Make sure you make an introduction so the applicant knows exactly who you are.
3. Smile and be friendly, but remain business-like at the same time.
4. Ask a few questions or some statements like "how did you come here?", "did you manage to find us alright?", "isn't it cold outside?"
5. Maintain eye contact.
6. Make sure you are listening and nodding in acknowledgement of information given.

20. Give some advice to a recent graduate how to approach employment agencies and what he/she can expect when he/she calls. Make use of the given ideas and modal verb "should".

1. To look in the local job papers to see which agencies are advertising and then start with a phone call.
2. To be ready to talk about your education and any work experience.
3. To be ready to answer about your age, marital status, where you live, position you are looking for.
4. To have a good command of English.
5. To stress the details that count.
6. To tell about your objective.
7. To tell about your strength and experience.
8. To avoid criticizing former employers or fellow-workers.

21. A good interview is always well-structured. Work in pairs and put the list of things that an interviewer should do into a logical order.

| | |
|--|---|
| A. answer questions | F. listen |
| B. ask questions about candidate's CV | G. make the candidate fill at ease |
| | |
| C. explain the plan of the interview | H. observe |
| D. explain what happens next | I. summarise the main points |
| E. hold a few minutes of neutral conversation | |

22. Work in pairs and decide what the interviewer and the interviewee could say at each of nine stages.

Example:

1. Make the candidate feel at ease

Interviewer: "Thank you for coming, I hope you had a good journey".

Interviewee: "Yes, thanks. It only took 40 minutes, door-to-door, and it's easy to get here from the station".

FINAL TASK

23. Agree or disagree with the following statements:

- a) It is too early to think about a future career while one is still in school.

b) Family, friends and even the neighborhood you live in influence your choice of occupation.

c) You cannot get enough information about jobs from books.

d) A resume is a brief autobiography.

e) It is not important to make a good first impression at a job interview.

f) An example of a worker classified as a professional or technical worker is a typist.

g) Technology also creates a need for a highly trained labor force.

h) Automation has made skill and education unnecessary today.

Unit 3. BUSINESS CORRESPONDENCE

Types of documents

1. Write the number of each document extract next to the correct word or phrase.

| | | |
|---------------------|----------------|--------------------|
| agenda _____ | letter _____ | newsletter _____ |
| annual report _____ | mailshot _____ | order form _____ |
| contract _____ | memo _____ | sales report _____ |
| invoice _____ | minutes _____ | user's guide _____ |

1. To select a file or directory

Mouse > In the contents list, click the filename or directory name you want to select
Keyboard I Press TAB to move the selection cursor to the contents list . . .

2. Dear Ms Zelenka,

With reference to your recent call, please note that the goods you wish to order are currently out of stock.

3. To: All employees; in H section

From: GBH

Subject: Restroom facilities for H section staff

Date: 28 July

It has recently come to my notice that a number of employees in H section.

4. BETTER BARGAINS FOR FIVE STAR BUSINESS CUSTOMERS

Kazoulis Communications is increasing choice and offer to its Five Star Business customers.

More small businesses and self-employed people now have the chance to join the Five Star Business plan and more interesting discounts are also on offer . . .

5. It was agreed that departmental running costs must be cut by 10 %. Arturo will present his proposal at the next meeting.

5 Martha's presentation ceremony will be on 9 November. Everyone will attend.

6 The next departmental meeting will be on

6. 1 Minutes of the last meeting and matters arising.

2 The Zakko launch.

3 Problems in H section . . .

7. This has been quite a good year for Flinco. Although the general economic situation was very difficult, sales increased by 7.3% and net income by 12.1%. At the same time, we reduced our workforce by almost 15 % and continued to increase the range of products . . .

8. All prices are inclusive of VAT, postage and packing. If you wish to pay by Visa or American Express card, please complete the form at the bottom of the page. If you are not entirely satisfied with your goods, we shall be happy to ... ;

9. Figures for the Western region are generally good although the seasonal fall in sales of the XJ31 is stronger than usual and a major effort will be needed to bring sales up to target by the end of the quarter. ;

Both Central and Northern have done well across the whole range despite . . .

10. 115 units of XJ45 at £23.50 per unit £2,702.50

| | |
|---------------------------------|-------------------------|
| <u>Less 15% discount</u> | <u>£2,297.13</u> |
| <u>Plus VAT at 17.5%</u> | <u>£402.00</u> |
| <u>Plus postage and packing</u> | <u>£360.05</u> |
| <u>Total</u> | <u>£3,059.18</u> |

Payment within 30 days of issue

11. *Dear Ms Bazalgette,*

'Have you ever dreamed of owning your very own holiday home in an exotic location? I am writing to tell you that thanks to Zangief Timeshare Inc., these dreams could become a reality!...

12. 1.1. The SUPPLIER is entitled to modify the material ordered before delivery, provided such modifications do not affect the prices, delivery dates, quality performances or mechanical characteristics.

1.2. In all other cases, the PURCHASER'S prior written permission is required to perform changes in the material

READING & WRITING

BUSINESS LETTERS

Letters are the most common form of intercultural business correspondence. Be especially concerned with achieving clarity. Here are suggestions for writing letters in a foreign language.

- Use short, precise words that say exactly what you mean.
- Rely on specific terms to explain your points. Avoid abstractions, or illustrate them with concrete examples.
- Stay away from slang, jargon, buzz words. Also avoid idioms and figurative expressions. Such words rarely translate well. Abbreviations, acronyms, and product names used in your country may also lead to confusion.
- Use short paragraphs (not more than eight to ten lines).
- Help readers follow your train of thought by using transitional devices. Precede related points with expressions like "in addition," and "first," "third."
- Use numbers and visual aids to clarify explanations.
- Be a bit more formal than you would be in writing to people in your own culture.

Business letter structure

- | | | |
|-------------------|-------------------|--------------------------|
| 1. The note paper | 4. Inside address | 7. Body |
| 2. Letterheads | 5. Salutations | 8. Complimentary closing |
| 3. Dateline | 6. Subject | 9. Signature |

Letterheads and Return - Address Heading.

Most business letters are typed on stationery with a letterhead, that is, with a printed name and address of an organization, company, or business. Thus, the placement of the sender's address usually will be predetermined. If you are using letterhead, you need to add only the date.

If there is no letterhead, place your return - address heading (which gives your address but not your name) at least an inch from the top of the page.

In the block style letter, the lines of the return -address heading align at the left margin. In the modified block style letter and indented style letter, the lines fall to the right of the center of the page. Alignment is still on the left.

Dateline

There are two ways of putting down the dates:

American: May 22, 1995

Britain: 22 May 1995

People in Europe, Africa, Australia, New Zealand and South America generally use the British dateline. Canadians tend to use both.

Inside Address

This shows the name, title and address of the person you are writing to. Place this information anywhere from three to twelve lines below the date, depending on the length of your letter. The shorter the letter, the more space there should be between the date and inside address falls at the left margin of the page. You also have to make sure that the spelling of the name of the person receiving your letter, as well as his or her title and address are correct.

Salutations

Salutation greets the addressee. In all three styles it falls at the left margin. Two lines below the inside address and two lines above the body of the letter. It's followed by a comma, a colon, or no punctuation (British Style). For a man, the standard salutation is Dear Mr. For woman, the tendency is to use Ms. Since it avoids the question of whether the person is married (Mrs) or unmarried (Miss). If you are addressing someone - one whose name or gender you don't know use Dear Sir or Dear Madam.

Different kinds of Salutation and Complimentary close in Business letters

| Kinds of Letter | Salutation | Complimentary Close |
|--|--|--|
| Formal letters to officials and supervisors | Sir: Madam: | Yours respectfully, Respectfully yours, Yours very respectfully |
| Letters to business firms and companies | Gentlemen: Ladies: | Yours truly, |
| Answers to advertisements giving no name of person or firm | Gentlemen: (or omit the salutation) | Yours truly, |
| Letters to persons unknown or slightly known to writer | My dear Mr. Moore: Dear Mr. Johnson: Dear Sir: Dear Sir and Madam: | Yours truly, Sincerely yours, Yours very truly. Very truly yours. |
| Letters to Persons well known to writers | Dear Mr. Warren, Dear DR. Stewart | Very sincerely yours. Cordially yours, Yours cordially. Very cordially yours. |

Subject Line

Many business letters begin with SUBJECT, which states what the letter is going to be about. This gives information without first having to read the entire letter. It is placed two spaces below the salutation and two spaces above the body of the letter.

Body

The body of the letter containing its substance aligns on the left in all three styles of letters. However, instead of indenting the first line of each paragraph, as in the indented style letter, place an extra line of space between paragraphs.

Complementary Closings

The closing of a letter starts two lines below the last line of the body and aligns with the return - address heading. In the block style it aligns at the left margin; in the modified block style and indented style letters it falls to the right of the center of the page, but alignment is still on the left.

The closings can be characterized by their degree of formality. Notice that only the first word of the closing is capitalized and it is followed by a comma, typical of American correspondence there is no punctuation following the closing.

1. Less formal: Sincerely, Sincerely yours, Yours sincerely

These are the standard closings for an American business letter.

2. More formal; Respectfully yours, Yours respectfully, Yours truly.

The British tend to be more formal and thus use these complimentary closings more often than Americans do. There are also standard closings for letters beginning with Dear Sir; Dear madam or Dear Sir or Madam.

Signature

The signature of a business letter follows the closing. It consists of your typed name (the fourth line below the closing phrase) and your hand written signature (only your name not your title) is between the closing and the typed name.

2. Choosing from the words in the box label the parts of the letter. The first has been done for you.

| | | |
|----------------------|----------------------|---------------------------|
| date | main paragraph | letterhead |
| references | salutation | introductory paragraph |
| concluding paragraph | recipient's address | (sender's) address |
| (typed) signature | complimentary ending | enclosures (abbreviation) |
| position/title | signature | |

- (1) **WIDGETRY LTD**
6 Pine Estate, Westhornet, Bedfordshire, UB18 22BC.
(2) Telephone 9017 23456 Telex X238 WID Fax 9017 67893

- Michael Scott, Sales Manager,
Smith and Brown plc,
(3) Napier House,
North Molton Street,
Oxbridge OB84 9TD.

- (4) Your ref. MS/WID/15/88
Our ref. ST/MN/10/88

- (5) 31 January 19--

- (6) Dear Mr Scott,

- (7) Thank you for your letter of 20 January, explaining that the super widgets, catalogue reference X-3908, are no longer available but that ST-1432, made to the same specifications but using a slightly different alloy, are now available instead.

- Before I place a firm order I should like to see samples of the new super widgets. If the replacement is as good as you say it is, I shall certainly wish to reinstate the original order, but placing an order for the new items.
(8) Apart from anything else, I should prefer to continue to deal with Smith and Brown, whose service has always been satisfactory in the past. But you will understand that I must safeguard Widgetry's interests and make sure that the quality is good.

- (9) I would, therefore, be grateful if you could let me have a sample as soon as possible.

- (10) Yours sincerely,

- (11) *Simon Thomas*

- (12) Simon Thomas
(13) Production Manager

- (14) enc.

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

We have pleasure in informing you.....

Yours sincerely

In reply to your letter dated.....

We look forward to a visit of the President.....

We wish to inform you.....

Further to our telephone conversation.....

Yours faithfully

We thank you for your letter dated 23rd March, 2002.

We have to inform you.....

I'm looking forward to meeting you soon

We enclose with the letter the design documents.

Best regards

We highly appreciate the work you have done for us.

It allows us to make a decision.

Please, contact us as soon as possible.

Regards

Your letter has been forwarded to us by DHL.

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

I look forward to hearing from you

We are ready to assist you in this endeavor.

We have attached the payment documents to the letter.

We assure you that we shall fulfil our obligations.

In confirming our talk with your representative

In connection with your inquiry.....

We should like to stipulate the fact that.....

TYPES OF BUSINESS LETTERS

Application Letter

1882 Hickory Road

Highland, CA 90144

October 19,199X

2

3 Mr. Ron Owens

Ron's Service Station

21 Green tree Avenue i

Highland, CA 90123

4

Dear Mr. Owens:

5

Please consider my application for toe auto mechanic's

Position you advertised in The News on October 17.

6

I am a recent graduate of Cole Country Vocational-Technical School, where I studied to be an automechanic. I have worked part-time for the past two years as a gas station attendant. In my spare time I help my uncle restore old cars. My schedule is flexible and would allow me to work days, evenings, or weekends.

6

I would appreciate an interview with you to talk about my qualifications for the job. You may reach me at (213) 555-6256.

7 Sincerely,

8 Joseph J. Russo

Joseph J. Russo 9

1. Type your address in the upper right or left corner. Use one line for your street address and the next line for your city, state, and zip code.

2. Type the date under the address.

3. Leave two blank lines after the date. Then, at the left margin, type the employer's name and business address. Use one line for the person's name (or personnel department), the next line for the name of the company, the next line for the street address, and the next line for the city, state, and zip code.

4. Skip a line after the employer's address.

5. Then, at the left margin, type the greeting. Skip a line after the greeting. Put a colon (:) after the greeting.

6. Within the body of the letter, skip a line after each paragraph.

7. After the body of the letter, skip a line and type the closing. This is the word or phrase that ends the letter. Closings to use in a business letter include "Sincerely", "Sincerely yours", and "Truly yours". The closing should line up with your address and the date. It should be followed by a comma.

8. Skip four lines after the closing, then type your name so that it lines up with the closing.

9. In the space between the closing and your typed name, neatly sign your name.

Writing Application letters

Some employers want applicants to send application letters before applying in person.

The purpose of an application letter is to persuade employers to interview you and consider you for jobs. You can help to accomplish this by following these guidelines:

- Use standard English.
- Use a formal greeting with the person's last name and title, if possible.
- Start the body of the letter by telling the employer why you are writing.
- Then tell the employer why you're qualified for the job.
- In the last paragraph, ask the employer for a chance to meet with him or her.
- Check your letter carefully before you mail it.

4. In the provided, write the letter that precedes your choice.

1. Application letter should:

- a) arouse interest in the resume
- b) interpret the resume
- c) introduce the resume
- d) all preceding choices

2. Which would be the best tone for applicant's letter?

- a) extreme self-confidence
- b) lack of self-confidence
- c) self-confidence but not over confidence
- d) none of the preceding answers

3. An unsolicited application letter should:

- a) state the salary expected
- b) not mention salary
- c) express a desire to discuss salary in the interview
- d) reveal the present salary

4. Typically, the last paragraph encourages the reader to:

- a) invite the interview
- b) send an application form
- c) hire the applicant
- d) hold the application for future reference

5. Which type of statements should not appear in letters of application?

- a) personal problems
- b) platitudes
- c) current employer's short-comings
- d) all the preceding choices

6. Which is the best advice for use of "I" in application letters?

- a) avoid it completely
- b) use it sparingly
- c) use it liberally
- d) use 'myself' or 'the writer' instead.

5. A young career woman has drafted this application letter. What is wrong with this letter? What should she do to make it more affectivee?

5 Khmehitsky St. Apt. 2
Kyiv, 252021 Ukraine

June7, XXXX

Mr. Alan Parkins, president
Parkins Merchandising Inc.
22 East 83 street
New York, NY 10022

Dear Mr. Parkins:

Please consider me for the positron in your accounting department that was recently advertised in a trade journal.

I am hardworking, enthusiastic, and have a lot of experience in this field.

My co-workers have always said that I was a star- quality team player. Just take a look at my resume and you'll see exactly what I mean. My education also provides valuable preparation for employment in your company.

I hope that we can have an interview soon, although you should keep in mind that Thursday afternoon is the only time I'm the best applicant for the job!!

6. Write a letter to a local business inquiring about summer employment. Indicate that you can work for one summer and that you will be going back to university in September.

A letter of Resignation

123 Whithey Road
Salem, NY 11223
May 2, 199X

Ms. Kim Ling, Manager
Quick-Stop Market
66 Broadway
Salem, NY 11223

I am writing to tell you things you have taught me about managing a convenience store. I will miss working with you and the other store employees. I would be happy to help train my replacement during the next two weeks before I leave.

Yours truly,
Lynn Holden

Writing a Letter of Resignation

Follow these guidelines when you write a letter of resignation:

- Make the letter short and polite.
- Include the date you're leaving.
- Never criticize your supervisor or co-workers, even if you had problems with them.
- Explain your reason for leaving. If necessary, say that you need to pursue other career interests, rather than make negative comments.
- Thank your employer for the chance to work with the company.
- Say briefly why the job was a good experience.
- Offer to train your replacement

Practice Writing a letter of Resignation

7. You have been working at Video Mart, a local videotape rental store for two years. Your supervisor is Herman Brown. You've enjoyed the job and have learned a lot, including how to use a computer database. Now you're leaving to take a job with a company that sells videos to stores like Video Mart all over the country. Write a letter of resignation to your boss at Video Mart.

Letter of Recommendation

Dear Mrs. Bridge

Julia Rose

I write to advise you that Miss Julia Rose who is currently a student at the University of Brighton has been in touch with me to say that she has applied for one of the posts in your company and has asked me if I could act as a referee for her and submit his reference to you.

I have to say that I am very happy indeed to do so.

Julia has worked for us each summer holiday since she left school and I think that the best way of describing her is as a very positive person.

She is a very serene person and with his confidence to deal with any problems that arise from time to time either on her own initiative or, by asking a superior how a particular matter should be dealt with.

I have also found her an extremely willing person and one who never complains, she also has the ability to work independently, and, we sent her to a number of cities in Great Britain in order to carry out research in connection with the firm's business.

I have to say, therefore, that I have absolutely no doubts in recommending her to you.

I am absolutely sure that she will serve you well and will also mix in well with her colleagues.

I do hope that the foregoing is of help and if I can assist further, please, do not hesitate to contact me.

*Yours sincerely
Sarah Taylor*

A letter should include:

1. Your status - position or job title, and how long you have known the person and in what capacity.

2. The better you know the person the more effective your recommendation will be.

They want specifics, not generalizations. It is good to say that someone is hardworking and organized, but you need to back up these statements with concrete examples.

Talk about what the student has done and is capable of doing. What is it exactly about the person that makes her or him special? Why do you think this person would benefit from working there?

3. Evaluate the person by comparing him/her with other people you have observed in your work.

You may wish to use the following suggestion of categories for comparison.

- | | |
|----------------------------------|---|
| - intellectual ability | - seriousness of purpose |
| - knowledge of field | - emotional maturity |
| - resourcefulness and initiative | - adaptability to new situations |
| - motivation | - potential for significant future contribution in field. |
| - work habits | |

8. Use commas (,), apostrophes ('), full stops (.) and capital letters to punctuate the sentences.

I have been asked to write a letter of recommendation for ms sue Kay I am very pleased to do so i have known ms Kay since 1991 i was her faculty adviser and had her in several of my classes

ms Kay is a very capable creative person one with integrity and a high sense of responsibility she approaches a job with a great deal of enthusiasm energy and organizational ability she has worked and lived in several countries Italy, Spain, France and Sweden and has always adapted readily to new cultures and environments in addition she speaks French and Spanish fluently along with her native language English ms Kay is a person who is knowledgeable about other cultures and is open to learning more she relates extremely well to people of all ages sensitive and tactful in dealing with them

i recommend ms hghty for a job requiring these skills I wish her lots of luck in getting a job

dr Christopher knight

faculty of political sciences

keele university

9. Your groupmate has decided to apply for a post of an intpreter and asked you to be his / her referee. Write a letter of recommendation using phrases from Appendix 5.

Information Inquiry

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

25 th February, 1997

Dear Sir,

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

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

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

Your early reply would be appreciated.

Yours faithfully,
V. Smurov

V. Smurov
Export-Import Manager

10. Write a letter to your local dealer of "General Motors Company" asking him to send you a company's brochure describing different types of cars produced by the company and their technical characteristics such as engine, brakes, transmission, electric equipment.

11. Write to the Hilton Hotel, Cleveland, Ohio. Ask for accommodation for your wife and yourself for the Thanksgiving Day weekend. Be definite as to the kind of accommodation that you desire, the approximate rates that you are willing to pay, and the length of your stay. Tell when you expect to arrive.

Letter of Offer

Mr. Fred North
Purchasing Manager
Broadway Autos

November 11, 20XX

Dear Mr. North,

Thank you very much for your enquiry. We are of course very familiar with your range of vehicles and are pleased to inform you that we have a new line of batteries that fit your specifications exactly.

The most suitable of our products for your requirements is the Artemis 66A Plus. This product combines economy, high power out-put and quick charging time and is now in stock.

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

If you would like further information, please telephone or telex me: my extension number is 776. Or you may prefer to contact Mr. John Martin of Fillmore SA. In M_____ : his telephone number is 01 77 99 02.

I look forward to hearing from you.

Yours sincerely,
Fred Stock

Fred Stock

12. Compare two versions of the letter and find the mistakes.

Ms J Lewis
SlimtonePLC
13 Broad Walk
Birmmgham
BR5 6 BY
UK
28 February 1999

Qiemikraz Ltd
U L Krakowa 48
60700 Poznan
Poland

Dear Ms Lewis

I am writing to thank you for your letter which arrived recentry. I am so pleased that you can visit us next month. We are looking forward to welcoming you.

Here is some information about our country and your accommodation.

Despite it being almost spring, the weather here is still quite cold so please bring warm clothes with you. I would definitely recommend a hat and a heavy coat too.

When you visit out company, please call at reception first and ask for me. Then you will be taken up to my office.

You will be staying at a local hotel called the Orit Hotel. The address of the hotel is 56 Zwycestwa Street and the telephone number is +48-61-95483. Hotel Orit is small but friendly with a restaurant and room service. You will eat your breakfast there but I will invite you for lunch and dinner in other places.

If you have any questions, please contact me immediately. My telephone number is:

+48-61-46289 extension 209.

Yours sincerely
Mrs P Sztuk
Human Resources Manager

Ms J Lewis
Slimtoneplc,
13 Broad Walk
Birmingham

BR5 6BY
UK 2-28-1999,

ChemikrazLid
JJI. Krakowa48
60700 Poznan
Poland

Dear Ms Jean Lewis!

I am writing thanking you for your letter which has arrived recently. I am such pleased that you can visiting us next month. We looking forward for welcome of you!

In here are some information about our country and yours accommodations.

Despite it is spring, almost, weather here is being still quiet cold so please bring the warm cloths with you. I will defiantly recommend a hat also and very coat too.

When you visit our company, please to call at reception firstly, asking for myself. Then you would be take up to my office.

You will be stay at local hotel named Hotel Orit. Adres of hotel is Zwycestwa street number 56 and number of telephone is +48-61-95483. Hotel Orit is small but friendly with restaurant and room service. You will eat there your breakfasts butl will invite you for lunches and dinners in others places.

If you are having any questions, please inform immediately. For contact: 448-61-46289 extention 209.

With all good greetings.

Yours smcerely,

Manager of Human Resources.

Mrs. P. Sztuk

Letter of Order

Men's Clothes Dealers Ltd.
142 South Road
Sheffield S20 4HL
England

21th March, 2007

Dear Sirs,

Our Order for Silk Shirts

In response to your letter of 17 th March, we thank you for sending us your catalogues of men's silk shirts. We are sure there will be a great demand for them in Ukraine.

We are enclosing our Order No.142, and would ask you to return its duplicate to us, duty signed as an acknowledgement.

Yours faithfully,

V. Smurov

Vladimir Smurov
Export- Import Manager
Enc. Order No. 142
ORDER No. 142
(please refer to this number on all correspondence)
Please
Supply 400 men's silk shirts in the colours and sizes specified below:
Size Color Quantity
14 white 70 14btie30
15 white 70 15btie30
16 white 70 16bkie30
17 white 70 17bhie30
Price: \$1053 each (total - \$4,212)
Delivery: air freight, CIF Kiev
Payment: by letter of credit
Packing: standard
pp. Chief Buyer
Alexey Postnikov
Visteria Ltd.
Please send us the copy of this order, duly signed, as an acknowledgement.

13. Order three books of war memoirs from the Cedar Book Store, 518 Commercial Street, St Louis 4, Missouri. Ask to have these books sent to your friend Mr Henri Puelien, 137 16th Street, Washington, D.C.

Letter of Acknowledgement

Visteria Ltd.
P.O. Box 82
Kiev 253206
Ukraine

28 th March, 2007

Ref: Order No.142 of 21th March, 2007

Dear Mr. Smurov,

Thank you for your letter of 21th March, 2007. We are pleased to acknowledge your order for 400 men's silk shirts and enclose the copy of it, duly signed, as requested.

Delivery will be made immediately on opening a letter of credit with our bank for the amount of \$ 4212.

We hope our shirts will be in great demand in Ukraine and you will be able to place large orders with us in the future.

Yours sincerely,
Alfred Smithers
Alfred Smithers
Sales Manager

13. Imagine yourself to be a Sales Manager of the Cedar Book Store. Write a letter of asknowledgement according to the order of books in your store.

Letter of Complaint

Men's Clothes Ltd.
142 South Road
Sheffield S20 4 HL
England

18th April, 2007

Dear Sirs,

Thank you for your delivery of men's silk shirts, which we ordered on 21-st March, 2007. At the same time we would like to draw your attention to the following.

After examination of the shirts we discovered some manufacturing defects:

- there are oil stains on 12 shirts;
- the colour of buttons on 5 of the shirts does not match the colour of these shirts;
- one shirt is in a different style.

We are returning the defective shirts by separate mail, carriage forward, and would ask you to replace them with shirts in the colours and sizes specified below:

Size Colour Quantity

15 white 9

17 white 1

14 blue 6

16 blue 2

We would appreciate a prompt reply.

Yours faithfully,

V. Smurov

Vladimir Smurov

Export-Import Manager

14. Having received your books, you found out that one book was not the one you'd ordered, and another book had some defects. Write a letter of complaint.

Sample of Answer

Visteria Ltd.
P.O.Box 82
Kiev 253206

Ukraine

21th April, 2007

Ref: Order № 142 of 21 the March, 1997

Dear Mr. Smurov,

Your letter of 18 to April, 1997, was duly noted. The shirts you returned to us are indeed defective. We have to admit that these defects were overlooked by our controller and offer apologies for the oversight.

We are sending you new shirts as a replacement this week by air, carriage paid, and would ask you to confirm their receipt by fax.

If any other problems arise, please do not hesitate to contact us.

Yours sincerely,

Jack Brown

Jack Brown

Claims Department

15. Being a representative of the Claims Department write an answer to the Letter of complaint you've just received.

16. You are asked to reply to the incoming text with a letter/ fax/ email of about 60-80 words. Your reply needs to contain three or four points, such as:

- | | |
|---------------------------------------|-----------------------------------|
| A) giving information | F) inviting someone |
| B) asking for information | G) accepting an invitation |
| C) confirming an arrangement or order | H) thanking someone for something |
| D) asking for confirmation | I) offering an explanation |
| E) making a reservation | J) asking for an explanation |

Look at the following phrases and say which of the categories (A-J) each one belongs to.

1. ... there is some confusion as to dates, so will you please confirm ...
2. It was very good of you to display our leaflets on your stand at the exhibition ...
3. Can you let us know the cost of ...
4. Can you please tell us why you did not inform us ...
5. Ms Bunce is pleased to accept your kind invitation to ...
6. ... we would like to book the conference hall ...
7. Please let me know when ...
8. The error was probably the result of a misunderstanding ...
9. ... we would be delighted to see you at our office ...
10. ... we can confirm that ...

17. Read this model of an answer.

1. Has the writer has covered all the points? If not, make a note of any that were missed.

2. Find and correct seven mistakes in this letter: two in spelling and five in grammar.

Dear Ms Poilue
I have looked into the matter and can confirmed that, as you suspected, we sent you someone else order by mistake. Your correct order will be send to you today by Express Delivery. We would like you to accept the goods free of charge. We should also like you to keeping the 10 packs of red wallets with our compliments.
We want to assure you that we do everything we can to avoid such mistakes in future.
Yours sincerely

(79 words)

18. Now write your own answer to the following letter. Remember to check for grammar and spelling mistakes.

19. Read this letter of complaint from a customer and write a letter to Ms Poilue:

- *thanking her for her letter*
- *apologizing for the error*
- *explaining what happened*
- *saying what you are going to do about it.*

Write 60-80 words.

- *Do not include postal addresses.*

Dear Sir or Madam
Our Order Number 19445
On 5 June, we ordered ten packs of Document Wallets from your Catalogue (Page 79) as follows:

| Cat no | Colour | Qty |
|---------|--------|-----|
| 334151 | blue | 2 |
| 334 219 | green | 6 |
| 334 250 | yellow | 2 |

When we received this order, we found that you had sent us ten packs of red (Cat no 334 243) instead. We noticed that the delivery note enclosed with the order was made out to a different firm, which might explain the error.

We look forward to receiving an explanation of this mistake.

Yours faithfully
Annette Poilue
Office Manager

Congratulation

Dear Helen

I was delighted to read in the local newspaper that you had moved to a new job at the IBM. Congratulations. I'm sure you will reach extremely high standards of the company and you will be very successful there. Frankly speaking, I can think of no one who is better qualified for this position.

So best of luck with the new job and congratulations once more.

By the way, would you have time for lunch next week?

Best regards

John Brown

20. You've just heard about a very important event in the life of your groupmate. Write a Letter of congratulation to him / her.

21. Translate the letters into English.

1) Шановні добродіі!

Відповідаючи на Ваш лист від 18 березня, ми, на жаль, змушені повідомити Вам, що не можемо прийняти Вашу пропозицію, тому що інші фірми запропонували нам більш низькі ціни.

Якщо Ви знайдете можливість переглянути ціни щодо зменшення і запропонувати інші умови доставки й оплати, ми можемо знову повернутися до обговорення питання.

Широ Ваші,

2) Шановні добродіі!

При цьому посилаємо Вам замовлення № 4791, що повинне бути виконане відповідно до прикладених Загальних умов.

З повагою,

3) Шановні добродіі!

Ми підтверджуємо отримання вищезазначеного замовлення і згодні виконати його у суворій відповідності з його умовами, а також із Загальними умовами, що ми приймаємо цілком і підтверджуємо.

Щиро Ваші,

4) Шановні добродіі!

Товари щодо вашого замовлення №254, відіслані Вами 10.07 цього року, повинні бути вже доставлені на даний момент, однак товару немає дотепер, хоча ми одержали Ваше повідомлення про відправку.

Ми опинилися в дуже неприємному становищі перед нашими токупцями, яким ми обіцяли доставити товари до 15.07 цього року.

Будь ласка, повідомте, що трапилося.

З повагою,

READING & WRITING 2

Text 1.

FAX

The word "fax" comes from the word "facsimile". A fax machine will send a duplicate of the message, document, design or photo that is fed into it.

Faxing is a means of telecommunication that has developed very quickly over the past few years. There are various models of fax machine which connect to a telephone socket and which work on a system similar to the telephone system.

Charges are measured in telephone units and therefore vary according to the time of day and where the fax is being sent. The advantages of fax include instant reception of documents and documentary evidence of what has been transferred. A document can be relayed from one source to hundreds of other receivers, for example, if the head office of a chain store wants to circulate a memo or report to its branches.

- Read this part of a fax from David Parkinson, a company director who will be arriving from the UK to visit your company next week.

As you know, I will be arriving on Tuesday afternoon next week, and I wonder if you could answer a few questions for me.

Will someone be able to meet me at the airport? If this is possible, I would be grateful. It would be a lot easier than trying to get a taxi in a strange city.

Can you tell me the name of the hotel and where it is? I will need to leave this information with my secretary.

Do you have any plans for dinner after I arrive? If you are free, would you care to join me? It would be a good opportunity to become acquainted.

Could you confirm the time of the meeting the next day, and let me know exactly where it will be held?

Looking forward to hearing from you.

- Write a **fax** to David:
 - saying who will meet him at the airport, and where
 - giving him the name and location of the hotel
 - explaining the arrangements for dinner after he arrives
 - confirming the time and venue of the meeting the next day.
- Write **60-80 words**.

Text 2.

TELEX

Telegrams and cables can be sent at any time and from any post office. This means of communication is available for twenty hours a day, but between sending a message and its arrival there can be short delay. Telex is as direct as using the phone.

The telex is a machine like a typewriter but the difference is that it has a dial on its casing. You can send messages by dialing the receiver's number or by asking the operator at the exchange to connect you. An answerback code will appear on the teleprinter indicating that the sender is through as soon as the operator has dialed the code. The message is typed and will appear on the receiver's machine.

Besides the advantages of sending a cable, telex is available right in the office, you needn't go to the post office. It offers a direct line with immediate reply.

Write these sentences as if you are sending a telex.

1. I'm arriving at 6 p.m.
2. I'm staying in Kyiv for five days.
3. Could you please arrange a hotel for me from the 5th of April to 10th?
4. Will you cancel order number 5874 immediately?
5. I will send you a letter of confirmation.
6. Your order number 9846 has not arrived yet.
7. Please send a test message as soon as possible.

Text 3.

ELECTRONIC MAIL (E-MAIL)

Electronic mail is a means of sending and receiving messages -internally, nationally, or internationally.

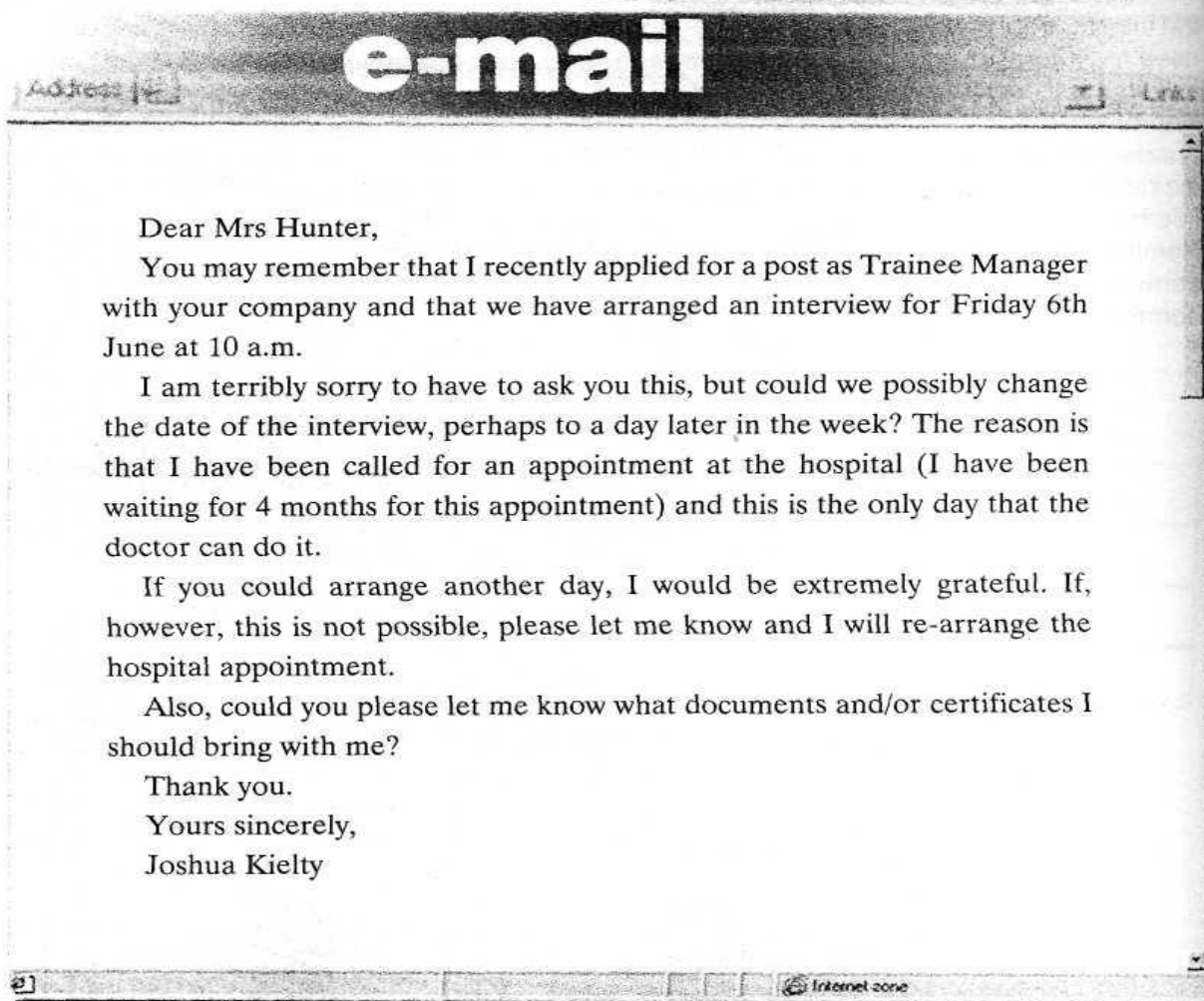
Subscribers to e-mail need a terminal, such as personal computer, a telephone line, and a modem, which is a device for converting signals to text. Messages appear on the receiver's computer screen. E-mail users can also have access to a *mailbox*, which they can call from anywhere in the world and retrieve messages. They receive a mailbox number and a password for confidentiality. Messages can be printed out and kept for reference.

In comparison with telex, e-mail is relatively low in cost, and does not require a trained operator. It is also fast, relatively reliable, and messages can be sent or picked up anywhere in the world, and stored in the mailbox until they are retrieved.

This can be particularly advantageous for users who are communicating across international time zones.

Notice the codes which are the personal numbers of subscribers (e.g. ABC 536), and the prefixes (e.g. 40 which is the number of that computer system. Also the dot (.) before the word SEND (.SEND), which is a command to the computer.

- Read this e-mail from Joshua Kielty, who has applied for a post as a Trainee Manager with your company. You are the Department Head, Mrs Hunter, and you have arranged to interview him.



- Write an e-mail reply to Joshua:
 - Saying when you received his e-mail
 - Expressing the hope that he will be in good health
 - Telling him that you can change the appointment
 - Explaining which documents he should bring
- Write 60-80 words.

CONTENT MODULE 2. PREPARATION AND HOLDING OF BUSINESS EVENTS

Unit 4. PRESENTATION

LEAD-IN

Discuss the following questions

1. What is a “presentation”?
2. For what purposes are presentations made in business?
3. What makes a presentation effective?

1. Read and find the definition of types of presentations

| | |
|---------------------|--|
| 1) Press conference | a) two chief executives tell the journalists why their companies have united |
| 2) Briefing | b) a university professor communicates information about economics to 300 students |
| 3) Demonstration | c) a financial adviser gives advice about investments to eight people |
| 4) Product launch | d) a member of a stamp-collecting club tells other members about 19 th century British stamp |
| 5) Lecture | e) a yoga expert tells people how to improve their breathing techniques and gets them to practise |
| 6) Talk | f) a senior officer gives information to other officers about a police operation they are about to undertake |
| 7) Seminar | g) a car company announces a new model |
| 8) Workshop | h) the head of the research and development tells non-technical colleagues about a new machine |

2. a) Match the presentation types to the things people say in them.

- A. As you can see, this prototype is far in advance of anything we’ve done before.
- B. Here are some typical patterns for demand and supply in the widget industry.
- C. I’m gong to give each group a series of problems faced by an imaginary company, and I want to suggest solutions.
- D. Now is the right time to get out of company shares and invest in property.
- E. The combined resources of our two organizations will allow us to achieve great things.
- F. The first postage stamp in the world was the Penny Black in 1840.
- G. The X300 has the most advanced features of any car in its class.
- H. The parachutists will come in at 08:30 and land in two waves, here and here.

b) Study the table.

Structure of the presentations

| | | |
|--------------------------------|----------------------|--|
| Beginning (or Introduction) | Short introduction | <ul style="list-style-type: none"> • Welcome your audience • Introduce your subject • Explain the structure of your presentation • Explain rules for questions |
| Middle (or Body) | Body of presentation | <ul style="list-style-type: none"> • Present the subject itself |
| End (or Conclusion) | Short conclusion | <ul style="list-style-type: none"> • Summarize your presentation • Thank your audience • Invite questions |
| Questions and Answers | | |

READING

3. Before reading the text, read the sentences and predict whether they are True or False:

1. You should plan the structure of your presentation beforehand.
2. It is better to write notes of your presentation on cards.
3. You should always make a rapport with the audience.
4. Do not ever use gestures.
5. Do not wait for the latecomers.
6. You can labour a particular point from time to time.
7. Do not vary the pitch of your voice.

4. Read the text. Choose the title for each paragraph. There is one extra.

A) TIMING, VOICE AND RAPPORT WITH THE AUDIENCE, B) BODY LANGUAGE, CLOSING AND QUESTIONS, C) PREPARATION AND INTRODUCTION, D) HOW TO ORGANIZE THE PRESENTATION

Dos and Don'ts of Presentations

(Here are some tips for a stand-up presentation (one person talking to an audience))

I.....

Find out about the audience: how many people there will be, who they are, why they will be there, and how much they know about the subject. Find out about the venue and the facilities: the room, the seating plan, the equipment, etc. Plan the content and structure, but don't write the complete text of the presentation. Write notes on sheets of paper, not on cards. Try to memorize the first five sentences of your talk. Prepare visual aids: pictures, diagrams, etc. Rehearse your presentation (practise it so that it becomes very familiar) with friends or colleagues. Introduce yourself and your subject.

e.g. My name's Ann-Marie Duval and I work for Gem Consultants. My talk is called "Consultancy Skills for the 21st Century"

Outline what you are going to talk about: describe the different sections of your talk.

e.g. There are three main skills areas I want to talk about today

Say whether people should ask questions during the talk, or at the end.

e.g. If you have any questions, I'll be very happy to answer them at the end of the session.

II.

Start on time. Don't wait for the latecomers. Plan how long you are going to spend each point and keep to these timings. Don't labour a particular point (spend too long on something). Don't digress (talk about things that have nothing to do with the subject), unless you have a particular purpose in mind. Finish on time. Don't run over. It looks bad if you don't have time to finish all your points and answer questions.

Project your voice to the back of the room, but don't shout. Don't ask if people at the back can hear. Check the volume (loudness) of your voice beforehand. Use a microphone if you need one. Don't hold it too close to your mouth. Whether using a microphone or not, speak in natural tone of voice. Don't speak in a monotone (on the same level all the time). Vary the pitch (level) of your voice.

Make a rapport with the audience: gain the audience's attention in a presentation by:

- telling an anecdote (a story, perhaps a personal one)
- mentioning a really surprising fact or statistic
- stating a problem
- asking a question

Of course, it is important to respect the cultural expectations of the audience.

Don't forget to use key-phrases (main part)

e.g. OK. To begin, let's look at the first type of skills that consultants need: technical skills. Of course, related to technical skills are a good general knowledge of management subjects ... But I'm digressing: let's get back to the technical skills themselves.... That's all I have time for on technical skills.

Let's move on to the second area: interpersonal skills. As you can see on this transparency, there are two key areas in relation to interpersonal skills... I think that covers everything on interpersonal skills.

Time is moving on, so let's turn to the third area: people management issues.

III.

Make eye contact: look at each person in the audience for about a second, before moving on to the next person. Don't concentrate on just one or two people. Don't speak to the equipment or the screen: face the audience at all times. Smiling is fine at appropriate moments, but not too much. Use gesture (hand movements) to emphasize key points. Stay more or less in one place: don't move around too much.

Avoid mannerisms (ways of moving and speaking which you do repeatedly without realizing).

Use visual aids: a flipchart, bullet points, a projector, a whiteboard, a blackboard, a computer screen, transparencies, an overhead projector, handouts, etc.

Key phrases for closing:

e.g. Let me sum up. Firstly, we look at technical skills, secondly, at management skills, and last, but by no means least, at interpersonal skills. In my view, the secret for success in the future is going to be interpersonal skills. That's brings me to the end of my presentation. Are there any questions?

Key phrases for dealing with questions and closing.

e.g. That's a fair point.

That's confidential.

That's not really my field.

The questioner would like to know...

Sorry, I didn't catch the question.

I think it's a good place to stop. Thank you for listening.

UNDERSTANDING THE MAIN POINTS

5. Now match each reason (a-j) to a piece of advice in paragraph 1.

- A. If you drop the card on the floor, you are in trouble.
- B. It could sound monotonous and boring if you speak from a complete prepared text.
- C. It will help you make the content of your talk suitable, for example not too easy or difficult.
- D. It will help you to keep control, and avoid people interrupting if you don't want them to.
- E. It will help your audience follow the logic of what you are going to say.
- F. It will make you feel more at ease at the beginning, when you may be nervous.
- G. It will reassure people that they are in the right place, and provide a focus for the beginning of your talk.
- H. They add visual interest, provide you with support and help the audience follow you.
- I. You can ask for changes in the seating plan if necessary.
- J. They will be able to help you if anything is unclear before the presentation.

6. Find explanation in the second paragraph with a-g which went wrong of the proposed.

- A. Why is he yelling like that? The room's not that big.
- B. He's already said that three times.
- C. I know there are people who want to ask questions, and there won't be time.
- D. He's really boring: there is no life in his voice and everyone's asleep.
- E. The sound of his breath in the microphone is really annoying.
- F. I don't see what this has got to do with what he's trying to say.
- G. Get on with it! IF people turn up late, that's their problem.

LANGUAGE STUDY

7. Correct the mistakes (key-phrases) in the sentences:

- A. OK. *For begin*, let we look for the most basic product in our range.
- B. Of course, *related with product specifications* of our basic model is the issue of product performance.
- C. But *I'm digression*: let's get back on the product specifications.

- D. *As you can be seeing* on this transparency, there are two key features I want to talk about *in relative to* our mid-range model.
- E. That's all *I'm having time for* on product specifications. *Let's moving* on to our mid-range model.
- F. I think that *covers up everything* on our mid-range model.
- G. *Time is moved on*, so *let's turn up to* our top-of-the-range product.

8. Here are the introductions to two different presentations: "Dynamics of Motivation" and "Interactive Video Project". Separate the two presentations and put them in the correct order.

- A. At the end I will suggest practical ways in which you as managers can motivate both yourselves and the people who work for you.
- B. Good morning ladies and gentlemen, and welcome to our session on the dynamics of motivation.
- C. Then I will give a short demonstration of our prototype and explain what we have already achieved.
- D. Please feel free to ask questions at any time on technical or financial aspect of the project and I shall do my best to answer them.
- E. To begin with, I shall outline the main goals of the project.
- F. I would like to ask you to keep any questions you may have until the end, when I hope we will also have time to discuss your personal experiences and particular work situations.
- G. Finally, I shall move on to the major commercial applications and potential returns on investment.
- H. I will then turn to what we really mean by motivation, and look at the internal and external factors that play a part in creating it.
- I. Good afternoon ladies and gentlemen. I would like to talk to you this afternoon about why we feel our interactive video project is worth investing in.
- J. I shall start by looking at why motivation is so important and why the ability to motivate is a vital management skill.

Presentation 1

Presentation 2

b

i

9. For each group of signaling choose the appropriate titles. Put the titles with signaling in logical order.

Titles: Sequencing, Giving an example, Summarizing/concluding, Developing/analyzing the point, Introducing the topic, Dealing with questions/explaining a point to come later, Moving to the next point.

Signaling:

1. For example, ...

A good example of this is ...

To illustrate this point ...

2. Let me start by ...

I'll start by ...

First of all ...

Starting with ...

I'd like to begin by ...

3. Firstly...secondly...thirdly...lastly...

First of all...then...next...after that...finally...

To start with...later...to finish up...

4. Let me turn now to...

Let's move on to...

I'd like now to ...

Let's look now at...

5. I'll deal with this later, if I may, but for now...

I'll come back to this question later in my talk.

I won't comment on this now, ...

6. Where does it take us?

Let's look at it in more detail.

Translated into real terms, ...

What does that mean for us?

7. Let's recap, shall we?

I'd like to sum up now...

Let me summarize briefly what I've said.

Let me remind you, finally, of some of the points I've made.

10. Read the introduction to a presentation. Choose the correct words or phrases in italics.

Good afternoon, ladies and gentlemen and welcome *in/to/for* our seminar on corporate property management. I would like to *begin/ starting/ commence* by *drawing/ telling/outlining* some of the main explanations/matters/issues in corporate property management *so that/for/in order* to you will be able to judge whether your company is devoting sufficient time to this question.

I will then *look/turn/change* to some of the legal and financial *peaces/aspects/pieces* of property management, and will *tell/look/explain* how your companies may be affected by current and future legislation. I will *illustrate/give examples/discuss* of the kinds of problems our clients have faced and explain what was done to solve them.

I will finish *by/with/in* giving a brief resume of the consultancy service that we offer, and I will explain what you need/shall/should do if you would like to look into the matter further.

As we are rather *hurried/pressed/short* for time, I would be grateful if you could *rest/stay/save* any questions you may wish to *rise/raise/arise* until the end, when I will *do/make/have* my best to answer them.

11. Complete the following presentation with suitable words from the proposed:

1-14: after that, finally, to start with, specially, outline, bring you up to date, illustrate, purpose, then, thank, sum up, describe, tell you, concluding;

15-28: indicate, talked, you will notice, draw your attention, interrupt, expand, move on, options, priority, referring, in conclusion, on balance, recommend, pointed out.

“Good afternoon, everybody. I’d like to 1..... you all for being here.”

“My 2..... Today is to 3..... about our corporate strategy for the next decade, and, more 4....., to 5..... with our plans for Europe.”

“6..... I’d like to 7..... Briefly our current marketing policy in the UK. 8..... I’ll 9..... Some of the problems we are having over market share. 10..... I’ll 11..... The opportunities we see for further progress in the 21st century. 12.... I’ll quickly 13..... before 14..... With some recommendations.”

“Please feel free to 15..... me if you have any questions at any time”

“Now I’d like to 16 to Chart B showing our sales revenue and pre-tax profits over the last ten years. 17..... that although turnover has risen, our profits have not increased at the same rate.”

“I’ve 18.... About our current position in the UK and I’ve 19..... some of the problems we are facing. Well, what 20..... are open to us now? Where do we go from here?”

“As I have already 21....., I think our first 22..... must be to build on the excellent results we have achieved in certain European markets. I’m 23, of course, to Italy and Spain. Let me quickly 24..... on those successes before we 25..... .”

“We should not forget the French market. Admittedly our results there have been poor so far, but there are signs the market is changing and we can learn a lot from our mistakes. 26....., though, I think we stand to gain most from concentrating on southern Europe and I strongly 27..... we put all our efforts into further expansion in Italy, Spain and possibly Greece.”

“28....., may I thank you all for being such an attentive and responsive audience. Thank you also for your pertinent questions. Are there any final questions?”

LISTENING

12. Listen to the sales presentation of the new video phone.

I. Choose the correct answer.

1. What is the name of the product?
 - A. VITA Desktop Videophone
 - B. ViaTV Desktop Videophone
 - C. Via Desktop Videophone
2. The salesperson describes the product as
 - A. small and slim
 - B. small and attractive
 - C. small and elegant
3. To set up the product you need
 - A. a touch-tone phone
 - B. a computer
 - C. special software
4. Which special feature does the salesperson not mention?
 - A. full colour-motion video
 - B. on-screen menus
 - C. very good picture quality
 - D. preview mode

c) After reading the paragraph, mark one letter:

In addition, the ViaTV Desktop Video phone also has a preview mode so that you can check what you look like before the other person sees you! And, finally, the privacy mode is an important feature. You can use it to block the image but keep voice connection.

9. The ViaTV Desktop Video phone has a mirror.

A. Right B. Wrong C. Doesn't say

10. The most important feature of the ViaTV Desktop Video phone is the privacy mode.

A. Right B. Wrong C. Doesn't say

11. It is possible to speak on the ViaTV Desktop Video phone without being shown.

A. Right B. Wrong C. Doesn't say

d) While reading the paragraph, mark one letter:

Now, of course, just as with ...12.. means of communication, fax machines or e-mail ..13.. example, each party needs to have a set. We have a special offer on ...14... the moment, so now is the time to buy the ViaTV Desktop phone. Put yourself ...15... the picture.

12. A. some B. any C. no

13. A. as B. in C. for

14. A. at B. for C. by

15. A. on B. in C. above

COMMUNICATION SKILLS

13. Prepare the presentations on the following topics:

I. Give a one minute introduction only to a talk on any topic you like:

- Your hometown vacations
- A thing you really like your hobbies
- Tourism your very first job

II. Choose one of the situations below to present a short extract from a presentation.

Use linking expressions to connect different parts of the talk.

1. You are a project manager of Sasi, a Japanese electronic components manufacturer. You have to give a presentation to colleagues explaining the company's decision to build a factory in Indonesia.

Important factors influencing the decision are:

- A. local employment conditions: well-trained workforce, skilled in oil industry, experienced in chemical engineering;
- B. local economic factors and market potential: possible growth in Indonesian economy, wealth of Java, good location, access to Southeast Asia market;
- C. available subsidies, tax concessions: government wants investment.

III. You are a design consultant working for Land Inc., a New York- based financial service company. The company plans to build new offices for its European headquarters in Brussels. There are three proposals for the design. Present an overview of each proposal to senior executives of the company.

A. **Fox Lee Associates:** British

Unit 5. MEETINGS

LEAD-IN

1. Fill in the questionnaire as you were your partner. If you do not think your partner would choose any of the alternatives in a given question, write in what they would on the dotted line.

1. Meetings are

- A. a plain in the neck
- B. a thrill

C. something in your life you have to learn to accept

D. _____

2. Meetings are

- A. effective means of decision making
- B. a sheer waste of time

C. never quite to the point

D. _____

3. What other more effective means of communication besides meetings, can you think of?

- A. Circulars/memos
- B. Video circulars
- C. Pin board

D. Telephone

E. Teleconference

F. _____

4. A meeting should last

- A. never more than one hour
- B. about two hours

C. as long as there is discussion

D. _____

5. Participants should

- A. come and go according to their own schedule
- B. be right on time but leave when they have to
- C. stay from the first to the very last moment
- D. _____

6. If you have to be late for the meeting or leave it early for some reason, you feel

- A. you're one up for cutting it short
- B. very embarrassed but go ahead regardless
- C. perfectly all right since you consider yourself the master of your own time
- D. OK if you inform the chairperson / speaker beforehand
- E. _____

7. At a meeting you usually

- A. speak up
- B. stay silent
- C. whisper with your neighbours

D. exchange notes on the topic with your friends

E. _____

8. When others speak up a lot you

- A. listen to them with some interest
- B. fume that it's a waster of time
- C. react as in **a** or **b** depending on your relationship with the speaker
- D. _____

9. When a speaker rambles on with no end in sight, you

- A. snap at him/her to get to the point
- B. boil with silent frustration

C. make distinct noises to embarrass him/her

D. _____

10. You strongly disagree with a speaker. Do you

- A. force yourself to speak your mind
 B. shrivel up and say nothing
 C. bawl him/her out in public
- D. bawl him/her out in private
 E. _____
11. When you do speak your mind, are you
 A. diplomatic enough to beat about the bush
 B. completely without tact
 C. as in **b** but afterwards you wish you hadn't spoken at all
 D. _____
12. Do you usually criticise
 A. any opinion regardless whose it is
 B. the speaker, regardless of the opinion itself
 C. _____
13. Are you content
 A. with simply airing your own views in public
 B. only if others give you feedback on your ideas
 C. _____
14. You think a chairperson should
 A. just let the debate go on since the sheer quantity of words solve part of the problem
 B. prevent any prolonged discussion of the problem
 C. only prevent attempts at point scoring
 D. _____
15. You would act as a chairperson
 A. under no condition because ...
 B. with considerable reluctance as ...
 C. with alacrity ...
 D. _____
16. As a chairperson you would be
 A. highly effective because ...
 B. totally at a loss because
 C. _____
17. Would agree that smoking at a meeting should be
 A. allowed since it stimulates brainwork
 B. allowed with due respect to individual freedom
 C. forbidden since it's unhealthy for everyone in the room
 D. forbidden with due respect to individual freedom
 E. _____
18. When someone smokes at a meeting and it disturbs you, you
 A. tell them snappishly to stop
 B. suffer in silence
 C. cut the tips of the burning cigarettes off with long scissors
 D. _____
19. When bored to death at a meeting, to keep yourself occupied, you
 A. draw doodlestrips
 B. chainsmoke
 C. bite your nails
 D. scratch and fidget
 E. force yourself to take notes
 F. doze with eyes open
 G. catch up on your sleep with your eyes closed
 H. observe others and take mental notes of their behaviour
 I. drift off into your own thoughts in total isolation

J. plan the next day's schedule

L. _____

K. mumble under your breath

NOTE: Tick the 3 or 4 points that are the most relevant to his/her behaviour in such situations.

Compare and discuss the questionnaire.

Do the questionnaire for yourself and test your self-awareness at the next meeting.

2. Matching Purpose to Meeting Type

| | |
|--|---|
| <p>Team Meeting Regular update meeting for whole team</p> | <ul style="list-style-type: none"> • Indispensable for teamwork: allows everyone a chance to find out how other team members are progressing. • Run freely by team leader to allow fruitful discussion. |
| <p>Focus Group Meeting of sub-group with specific knowledge</p> | <ul style="list-style-type: none"> • Ideal for problem-solving, as all the people involved know the issues at stake and discuss them from an informed point of view. • As everyone is well-informed, does not require a leader. |
| <p>Progress Meeting Regular update meeting for subgroup of team</p> | <ul style="list-style-type: none"> • To set agenda at start of day or week. • Used to review and alter agenda for a set period of time. • Run tightly by team leader to maximize time usage. |
| <p>One-to-One Private meeting held between two people</p> | <ul style="list-style-type: none"> • Can be informal or formal. • May cover any topic, work-related or personal, including confidential matters, which may not be recorded. |
| <p>Work-Out Meeting Meeting of whole group to study work methods.</p> | <ul style="list-style-type: none"> • For examining and improving work methods and processes. • Involves a free discussion across the whole team. • Generates practical, quick solutions to problems encountered. |
| <p>Reporting Meeting Meeting to spread specific information to</p> | <ul style="list-style-type: none"> • Allows the spread of information among team members. • Meeting is run by the presenter of information. • Team leader acts as chief inquisitor to verify the information. |

3. Meetings have different kinds or objectives. Write the number of each speech next to the correct meeting.

A meeting to maintain contact
Information meeting
Brainstorming meeting
Negotiating meeting

Decision-making meeting
Planning meeting
Discussion meeting
Problem-solving meeting

1 We've got to find a way of making the TX2 and the TX3 communicate with each other. Could the technical people come in next Tuesday?

2 We're meeting the unions on 21st. We're going to discuss with them their demand for a salary increase for next year.

3 If you're in the country next month, come over and see us: it would be good to get a chance to talk and discuss how our relationship could develop.

4 I've called this meeting because I want to tell you about recent developments in the KG23 project.

5 OK, let's see how many ideas we come up with in the next 15 minutes. I'll write them up on the whiteboard.

6 The atmosphere on the first floor is terrible. Could we have a meeting about it? I don't know if we can get a decision without Cedric and Jan, but at least we can talk about it.

7 We have just one point on today's agenda: to agree on the launch date for Zakko.

8 Can we meet next Friday? We need to decide on the completion dates for the next three stages of the Ziakian project.

4. Pair off with a partner you have not worked with before. Group the guidelines under the headings below:

Problem-solving meeting:

- 1.
- 2.
- 3.

Idea-generating meeting:

- 1.
- 2.
- 3.

- A. The purpose of the meeting is to break new ground.
- B. The end goal is clear.
- C. There are specific external constraints such as time, money, the availability of personnel or a scarcity of resources that limit the range of possible solution.
- D. Part of the task is to decide what the eventual goal ought to be.
- E. Everyone expects a course of actions to follow the meeting.
- F. The outcome of the meeting is open-ended.

READING

5. Discuss the following questions.

1. What are the main reasons for holding a meeting?
2. What is the role of the chairperson?
3. Why are so many meetings unsuccessful?

6. Describe a meeting that you have attended recently. How effective was it and why?

7. Read the text and complete the chart after it.

Make meetings work for you

Do you dread meetings more than Monday mornings? Do you find them boring, unproductive and far too long? Meetings are central to most organisations; people need to know what their colleagues are doing and then take decisions based on shared information and opinions. How well you present yourself and your ideas, and how well you work with other people, is crucial to your career.

RUNNING A MEETING

Only call a meeting if you (and your colleagues) are quite clear about its purpose. Once you are certain of your objective, ask yourself whether it could be better achieved through alternative means, such as a memo. Meetings called on a routine basis tend to lose their point. It's better to wait until a situation or problem requires a meeting. If in doubt, don't waste time having one.

If you're sure a meeting is the solution, circulate a memo several days in advance specifying the time and place, objectives, issues to be discussed, other participants and preparation expected. Meetings should be held in the morning, if possible, when people are usually more alert, and should last no more than an hour. Six is the optimum number of participants for a good working meeting. Inviting the whole department (more than 10) increases emotional undercurrents such as, 'Will my suggestions be taken seriously?' Larger meetings can be productive as brainstorming sessions for ideas, provided participants can speak freely without feeling if they will be judged.

A successful meeting always leads to action. Decisions should take up the bulk of the 'meeting minutes, including the name of the person delegated to each task, and a deadline for its completion. Circulate the minutes after the meeting and again just before the next one.

Draw out quieter members of the group. Encouragement helps create a relaxed and productive atmosphere. Do not single out any individual for personal criticism - they will either silently withdraw, upset and humiliated, or try to come up with excuses

rather than focusing on the problems in hand. Save critical comments for a private occasion.

If you're talking for more than 50 per cent of the time, you're dominating the meeting.

ATTENDING A MEETING

However informal the meeting, it always pays to prepare a few key points in note form to put across or discuss. If you're unprepared, you will not be able to concentrate on what your colleagues are saying and others are less likely to listen to you because you will either waffle or sound hesitant.

Don't memorise notes or read them out like a sermon. This inhibits your natural gestures: the eye contact and body language that is essential to effective communication. If you cannot answer a question, don't be afraid to say, 'I don't know but I'll find out and get back to you by...' (give a definite date). Phrase your criticisms and proposals positively. Seek to offer solutions rather than to complain.

Arrive early and sit close to the chairperson to ensure that you aren't ignored. If you're late, apologise and find a seat quickly and quietly. Don't try to sneak in as if you're invisible.

| | Dos | DON'Ts |
|--------------|---|--|
| chairperson | 1 have a clear purpose 2 _____ 3 _____ 4 _____ 5 _____ 6 _____ | 1 go on for more than an hour 2 _____ 3 _____ 4 _____ |
| participants | 1 _____ 2 _____ 3 _____ 4 _____ | 1 _____ 2 _____ 3 sneak in if you're late |

LANGUAGE PRACTICE

8. Fill in the missing words in the sentences below. There are two possible answers for number 8. Choose from the following.

| | | |
|---------------------------|----------------|-----------------------------|
| <i>agenda</i> | <i>chair</i> | <i>matters arising room</i> |
| <i>item</i> | <i>meeting</i> | <i>minutes</i> |
| <i>point</i> | <i>start</i> | <i>decision</i> |
| <i>any other business</i> | <i>closed</i> | <i>monthly</i> |

1. It was a terrible _____ !
2. It was planned to _____ at nine o'clock.
3. But no one had an _____.
4. And no one knew which _____, _____ to go to.
5. The _____ arrived at 9.15. At last we thought we could start.

6. But no one had the _____ of the last meeting, so the secretary had to go and look for them.
7. It took a long time to go through the _____ of the last meeting,
8. At last we got to the main _____ on the agenda.
9. We talked for two hours but did not reach a _____.
10. There was no time for _____.
11. The chair declared the meeting _____ just before midday.
12. Thank goodness it's only a _____ meeting.

9. Complete the following sentences with appropriate words from the list.

agenda *circulate* *casting vote* *consensus* *minutes*
apologies *chairperson* *items* *arising* *conduct*

1. In all formal meetings and most informal meetings, there is a _____ whose job it is to _____ the business of the meeting and to ensure that the meeting's objectives are achieved.
2. It is helpful in both formal and informal meetings to have an _____, listing the points that are to be discussed. It is usual to _____ this in advance so that participants can prepare adequately for the meeting.
3. If there are too many _____ on the agenda, it is inevitable that the meeting will be over-long and so less effective.
4. After formal meetings, the secretary writes up the _____, an official record of the discussion that has taken place.
5. If you cannot attend a meeting, it is customary to send your _____ to the chairperson, who reads out the names of any absentees at the beginning of the meeting. After naming absentees, the chairperson may ask if there are any matters _____ out of the minutes of the last meeting.
6. When decisions must be taken, the chairperson hopes there will be a _____ on what should be done. Otherwise, a vote must be taken and sometimes the votes for and against are equal. If this happens, the only way to break the deadlock is for the chairperson to give his or her _____.

10. Fill in the missing words in the sentences by changing the nouns on the right to verbs. (See example):

1. Meetings are good if everyone _____ for them **preparation**
very carefully in advance.
2. First of all, we have to _____ who should be the **decision**
chair.
3. I _____ that Mr Kazoulis should chair the meeting. **suggestion**
4. I _____ that he is the right man for the job. **agreement**
5. He is the only person here who can _____ the situation **analysis**
properly.
6. He can _____ the problem if anyone can't. **sollution**
7. Mr Hong, please would you not _____ when I am speaking. **interrupt**
8. Next point I _____ that everyone here should get a **proposal**

20% salary increase next year.

9. We must _____ for the next stage of this project. **planning**
10. Celia is now going to _____ the sales figures for the last quarter. **presentation**
11. I hate the weekly sales meeting. Archie and Fatima always _____ all the time **argument**
12. I _____ with what you say. I think Mr Hong is the problem. **disagreement**
13. We need to _____ again soon. **meeting**
14. We have to _____ this question in more detail. **discussion**
15. So, I'd like to _____ what we have said so far. **summary**
16. Good. So who is going to _____ all this to the Board? **report**

11. Match each item on the left with the correct description on the right. Then use each phrase once only to complete the dialogue.

- | | |
|------------------------------------|-----------------------|
| I'm afraid I don't agree with you. | making a suggestion |
| Could I just come in here | reformulating |
| In other words | moving to a new point |
| I absolutely agree. | giving an opinion |
| I think ... | setting objectives |
| Let's recap ... | asking for an opinion |
| How about ... ? | interrupting |
| What do you think ...? | disagreeing |
| What we've got to do ... | summarizing |
| We ought to move on ... | agreeing |

Frank: Let's get started then.¹ _____ is, er, discuss how Derek's interview with Charlie should go . . .

Jennifer: Well, I think it's usually useful to break this kind of news midweek, rather than doing it on a Friday afternoon.

Frank: Certainly,² _____.

Jennifer: . . . There should be a package we offer him, and quite a few details to sort out.

Frank: Yes certainly. Erm, I think ³ _____ now, so the next question is, erm, you know, how are we going to do it, and where? ⁴ _____, Jennifer?.

Derek: ... I haven't really thought this through, but, erm, I mean,⁵ _____ it might be better to do it outside the office in a sense.

Jennifer: ⁶ _____ It needs to be you in your managerial role, not you in your role as a personal friend. ... I certainly think it should be done, er, somewhere in the office, and preferably in his office rather than in yours . . .

Frank: Well,⁷ _____ a lunch, Derek, in a quiet pub or restaurant?

Derek: So, the in-between thing, it's a working lunch. It's work, but it's not in the office. It could be a compromise, yes.

Jennifer: Well,⁸ _____ please? I tend to think it might be better if you did do it in the office . . .

Frank: I mean, Jennifer, you've had a lot of experience of this. How do people react when they . . .

Jennifer: People tend to be rather shocked, they tend to be angry, but rather briefly, and they do tend to . . .

Derek: ⁹ _____, they're not able to formulate an immediate and rational response . . .

Frank: Give him the background.

Derek: Yes, I mean but briefly, you're saying that I should get to the point and say 'you know, Charlie, it has been decided that, basically, you are being made redundant, and the normal terms and conditions of our contract will apply . . .

Frank: Ok, so ¹⁰ _____ I think we're agreed, Derek, that you will actually be telling Charles . . .

Derek: Yes.

Frank: And that you'll do it, er, inside the company, and you'll do it probably in your office. Right?

LISTENING

12. The informational discussion you are going to hear takes place in an advertising agency and concerns Charles Drake, a copywriter who is to be made redundant. Frank Harrison, Account Director, Derek Jordan, Creative Director, and Jennifer Walton, Personnel Director, are meeting to decide when, where and how he should be told the news. Listen and note what they decide and why.

WRITING

13. These are the minutes of a meeting. Some parts have been left out. Choosing from the words in the box complete the minutes. The first has been done for you.

14. You work at a big firm and are responsible for presenting the Minutes (Protocol) of the last meeting. Topic: The relations with the new clients. Prospects of development. Use the scheme provided in ex. 13

15. Use your notes from Listening to write the minutes of the meeting between Frank Harrison, Derek Jordan and Jennifer Walton.

WRITING 2 INFORMATION

If you are to write a short piece of about 30-40 words, in the form of:

- a memo
- an email
- a fax message
- a short note.

The topics include events, such as:

- a meeting
- a conference
- an exhibition
- travel
- a training course.

You are usually asked to do three or four things, such as:

- A. giving or confirming information
- B. asking for permission
- C. explaining what has happened or will happen
- D. saying why something has or has not been done
- E. apologizing
- F. making a suggestion
- G. inviting someone
- H. thanking someone
- I. making a complaint
- J. offering or accepting services

16. Look at these phrases and say which of the categories (A-J) each one belongs to.

1. ... we would like you to attend our annual company dinner...
2. ... the goods were not delivered because the delivery van broke down...
3. ... I will be away from my desk until 27 September...
4. ... we are very sorry for any inconvenience caused by the delay...
5. ... would it be all right if I worked from home for the next two weeks?
6. ... we are very grateful for your help in this matter...
7. ... your receptionist was very rude and even put the phone down on me...
8. ... the warehouse has burned down...
9. ... it might be a good idea to get Carla in Accounts to check your figures...
10. ... so I believe our organization has the expertise to help you.

DETAILED STUDY

17. Read this model memo and answer the questions.

MEMO

To: Nuria Gomez
From: Pau Pujols
Date: 12 April
Re: **Kitchen Equipment Annual Trade Fair**

This year the fair is in Geneva, from 10-14 May inclusive. As we are to equip several new restaurants, I should attend to learn about the latest products. Registration is SF150.1 don't need accommodation as I have family there.

(39 words)

1. How often does the fair take place?
2. Is it always held in the same place?
3. How many days does it last?
4. Why is his attendance at the exhibition important?
5. Where in the memo does he ask permission?
6. How can he save on costs?

18. Now write your own answer to the letter. Remember to check for grammar and spelling mistakes.

You are the office manager of a large company, and you want to attend an exhibition of the latest office equipment. You need permission from your boss to attend.

*Write your boss a **memo**:*

- explaining why you think the exhibition is important
- requesting permission to attend
- saying where and when the exhibition takes place.

*Write **30-40** words.*

Unit 6. NEGOTIATIONS

LEAD-IN

A. *Discuss the following questions.*

1. What is a “negotiation”?
2. How would you judge the success of a negotiation?
3. What makes a good negotiation?
4. Have you ever been involved in formal or informal negotiations? Describe your experiences.

B. *Do the test to find out what type of the negotiator you are.*

1. Your aim in negotiation is ...
 - a) to find the greatest area of agreement in the joint interest of both parties.
 - b) to win and to make the other side to lose.
 - c) to find the best deal for your side.
2. When the other side is talking to you ...
 - a) use the information you are hearing to identify weaknesses in the other party.
 - b) plan what you are going to say next.
 - c) listen with maximum attention.
3. You think that
 - a) part of the available time must be spent socializing and getting to know the other side.
 - b) goodwill is important but the end of the meeting should be quick and businesslike.
 - c) the meeting should get down to business as soon as possible and reach quick decisions.
4. When you speak in negotiation you
 - a) make bold and forceful statements, possibly banging on the table.
 - b) make carefully considered statements in a calm, controlled voice.
 - c) are occasionally forceful and flexible.
5. If the other side disagrees with you, you ...
 - a) try hard to find a creative position by modifying your position.
 - b) repeat your demands and will not concede – your objective is to make the other side gave in.
 - c) reshape your offer without fundamental changes.
6. If the other side states an opinion you disagree with, you ...
 - a) tentatively suggest an alternative.
 - b) ask for clarification and explanation.
 - c) ridicule it with sarcasm.

Calculate your total based on the following system.

- 1.** a) 3 b) 2 c) 2; **2.** a) 1 b) 2 c) 3; **3.** a) 3 b) 2 c) 1;
4. a) 1 b) 3 c) 2; **5.** a)3 b) 1 c) 2; **6.** a) 3 b) 2 c) 1;

If you score 15 or more you are a **creative negotiator**. 11 – 14 you **negotiate to independent advantage**. 7 – 10 you are a **fighter**. Less than 7 you should get a gun license!

READING

Text 1

1. Before reading the text, read the sentences and predict whether they are True or False:

1. Good negotiators are willing to reach only their own aims.
2. Bad negotiators tend to take short-term views.
3. Real benefits of a deal may come much later.
4. Skillful negotiators are not afraid to lose their faces if they have to compromise.
5. Good negotiators should create harmonious atmosphere at the start of a negotiation.
6. Skillful negotiators always have a range of objectives.
7. Persistence is an important quality of a good negotiator.

2. Read the text and choose the title for it.

There has been a great deal of research into the art of negotiation, and, in particular, into what makes a “good” negotiator.

One point most researchers seem to agree on is that good negotiators try to create harmonious atmosphere at the start of a negotiation. They make an effort to establish a good rapport with their opposite number, so that there will be a willingness – on both sides – to make concessions, if this should prove necessary.

Good negotiators generally wish to reach an agreement which meets the interests of **both** sides. They tend to take a long-term view, ensuring that the agreement will improve, or at least not harm, their relationship with the other party. On the other hand, a poor negotiator tends to look for immediate gains, forgetting that the real benefits of a deal may come much later.

Skillful negotiators are flexible. They do not “lock themselves” into a position so that they will lose face if they have to compromise. They have a range of objectives, thus allowing themselves to make concessions, for example, “I **am to** buy this machine for \$2,000” and not “I **must** buy this machine for \$2,000”. Poor negotiators have limited objectives, and may not even work out a “fall-back” position.

Successful negotiators do not want to negotiate to break down. If problems arise, they suggest ways of resolving them. The best negotiators are persuasive, articulate people, who select a few key arguments and repeat them. This suggests that tenacity is an important quality.

Finally, it is essential to be a good listener and to check frequently that everything has been understood by both parties.

3. Complete the following sentences, using your own words.

1. Good negotiators make effort
2. Good negotiators generally wish to reach
3. Poor negotiators have
4. If problems arise,

4. Summarize the text in ten sentences.

LANGUAGE STUDY

5. Complete the text below with the verbs given below to make common combinations with the underlined nouns.

apply, reach, put forward, take, conduct, break, clinch, get bogged down in

In any negotiation there are a number of separate stages. First of all, someone will 1..... a proposal which becomes the basis of discussion. There will follow a certain amount of debate and at this stage the leaders of the opposing team will probably 2..... a negotiation. After some time, there is always a risk that the two sides will 3..... detail and not be able to 4..... agreement on the terms and conditions of a deal. In order to 5..... the deadlock, it may be necessary for one party to 6..... pressure on the other; alternatively, one negotiating team may 7..... a risk and gamble on the other team making some sort of concession. After this bargaining stage it is probably necessary to make one final offer which will 8..... the deal and allow both parties to conclude the negotiation to their mutual satisfaction.

6. Match tactics a-f to the descriptions 1-6.

| | |
|------------------------------------|-------------------------------|
| a) imposing a deadline | d) dividing and ruling |
| b) bullying and intimidation | e) making emotional appeals |
| c) appealing to a higher authority | f) making a last-minute claim |

1. saying that they are not in a position to make a decision and that they have to refer back to head office
2. applying pressure by saying that a deal must be reached by a certain time
3. exploiting potential disagreements among members of your team by appealing to the person most sympathetic to their own position
4. questioning the performance of your company or the quality of your product or service, warning of unwelcome repercussions if the terms on offer are turned down
5. making a demand when the other team thought that the negotiation was over and a definite agreement reached
6. accusing you of acting unfairly and claiming to be offended by you seeming lack of trust and integrity

7. Which of these suggestions can be used to avoid being manipulated by tactics a-f above?

1. Suggest that you agree on what can be decided at the meeting and request that next time participants have a full mandate to make all the important decisions.
2. Be clear on exactly what you have agreed to and avoid going back over old ground or opening up new areas of potential dispute. Make regular summaries of whatever agreement has been reached and stick to it.
3. Tell the other party that you cannot negotiate under time constraints and that any further items must be the subject of a separate session.
4. Affirm your willingness to reaching an agreement on fair and equitable business terms. Calm down the situation by stressing that you want a win-win outcome.
5. Make sure all members of your team are briefed thoroughly beforehand. Allocate roles and work together to achieve the objective.
6. Stay calm and do not lose your temper. Reaffirm your company's positive results and its good reputation. But if the other party continues to show a threatening attitude, warn them that you will have to break off the negotiation.

8. Read these three situations.

1. You visit a clothes shop during the sale period and see a beautiful jacket with a 25% reduction. You return a few days later to discover that the shop's sale has ended and that the jacket is once more on sale at the full price. Do you try to negotiate with the sales assistant?
2. During your lunch hour, you visit an antiques market where you see an antique chair that you'd like to buy. However, the stall's owner has left his teenage daughter in charge of the stall while he goes out to lunch. Do you attempt to bargain with her to get a better price?
3. You want to buy a new car. You go to your local car dealership, where the prices of all cars are clearly stated. However, you have seen cheaper prices for the same cars on Internet. Do you attempt to get a better deal from the car dealership?

In which of the situations would you attempt to negotiate? Explain why – or why not. If you decide to negotiate, what tactics would you choose?

9. A. Match the definitions to phrasal verbs with the word deal.

A fair deal, "It's a deal", to deal with, to deal a blow to, a raw deal, a good deal, to make /do a deal, a great deal, to deal in, "It's not big deal"

- a) It is not important
- b) Unfair treatment
- c) I agree
- d) To come to an agreement
- e) To damage
- f) An equitable agreement
- g) To do business, usually by buying and selling
- h) To take actions to solve problems

- i) Good value for the price paid
- j) Formal expression = a lot

B. Complete the sentences using the phrases above in the appropriate form.

1. Mrs. Baker all requests for product information.
2. I couldn't find a client's phone number yesterday. , I thought but my boss was furious.
3. The latest trade figures may the government's hopes of an early recovery.
4. Women still often get at work – less pay for the same work and fewer opportunities for promotion.
5. The agreement included an attractive discount and two years' free maintenance, so it was
6. I with you – if you replace me on Tuesday, I'll work for you on Saturday.
7. It was, so both buyer and seller went away happy.
8. It's a large export company, which all types of antique furniture and jewellery.
9. Of course we care about the quality of service we provide.
10. A: I want \$1,000.
B: Make it \$950.
A: OK then, \$950 -

10. Sort out hints with titles.

Text 2

Some Hints on Negotiating

Titles: *Language, Techniques, Preparation*

Listen! Listening attentively at every stage of your negotiation will help to avoid misunderstanding and create a spirit of cooperation.

Research. Try to find out as much as you can about your opposite number and his or her business. Use the resources of a business library and/or talk to your business contacts.

Rapport. Try to establish a good rapport with your opposite number from the moment you first meet, whether or not you already know each other. Some general "social talk" is a good ice-breaker and bridge-builder in this respect.

Simplicity. Keep your language simple and clear. Take your time and use short words and sentences that you are comfortable with – there is no point complicating a difficult task with difficult language.

Flexibility. Be prepared to consider a range of alternatives and try to make creative suggestions for resolving any problems. Be prepared to make concessions and to compromise, if necessary, to avoid deadlock – but don't be pushed beyond your sticking point.

Strategy. Plan your negotiating strategy carefully, taking into consideration the personality and position of your opposite number, as well as your own strengths and weaknesses.

Planning. Make sure you prepare properly. The more you will be at a disadvantage and the less likely you will achieve a satisfactory outcome.

Attitude. Be constructive not destructive – treat your opposite number with respect, sensitivity and tact, and try to avoid an atmosphere of conflict. This will create a feeling of harmony and goodwill, which should encourage a willingness to compromise and ultimately lead to a productive negotiation.

Clarity. Don't be afraid to ask questions if there is anything you don't understand. It is vital to avoid any misunderstandings that might jeopardize the success of your negotiation.

Agreement. When you have reached agreement, close the deal firmly and clearly. Confirm exactly what you have agreed – and any aspects/matters that need further actions.

Objectives. Try to take a long-term view and decide on a range of objectives so that you can be more flexible and offer more alternatives during the negotiation itself. Remember you are looking for a win-win situation of benefit to both parties, thus paving the way for further deals in the future.

Parameters. Confirm the subject/purpose of your negotiation early on and try to establish areas of common ground and areas of likely conflict before you move on to the bargaining/trading stage.

Limits. Decide what your sticking point(s) must be and why. Knowing your negotiating limits and their reasons will help you negotiate more confidently and comfortably.

Approach. Keep your objectives in mind – and try to keep a clear head. This will help you to concentrate on your key points. Try to resist the temptation to introduce new arguments all the time. Use the minimum number of reasons to persuade your opposite number coming back to them as often as necessary.

Confirmation. Write a follow-up letter to confirm in writing the points agreed during your negotiation and clarify any outstanding matters.

Review. Summarize and review your progress at regular intervals during the negotiation. This will give both parties a chance to check understanding – and, if necessary, clarify/rectify any misunderstandings.

LISTENING

Negotiation – Art or Science?

A. Negotiation is used by each of us every day of our lives. It is at its obvious in the worlds of business and politics but is often not recognized for what it really is in our personal lives.

Look at this list of situations in the business and personal life of a manager. Put a tick next to those which you think involve negotiation. Discuss your answers with a partner.

1. setting a deadline
2. planning holiday dates
3. finalizing a contract
4. agreeing on the shared use of the family car
5. buying a new house

6. allocating the budget
7. deciding where to spend Christmas
8. choosing furniture
9. discussions with the union representative
10. talking to the bank manager

B. Negotiation is involved in almost every part of life. But is negotiation technique a natural talent or can it be learned? Is it an art or a science?

Listen to Mr. Wells, an experienced negotiator for a large bank, discussing this topic. When you have listened to the whole conversation, answer the following questions.

According to Mr. Wells, can successful negotiator be taught?

C. Listen to Part 1 and answer the following questions.

1. What does Mr. Wells consider to be scientific about negotiation?
2. What does he consider to be artistic about negotiation?
3. Which are the two types of negotiator that he mentions?
4. Which type does he consider himself to be?

D. Listen to Part 2 in which Mr. Wells describes a successful negotiator and unsuccessful negotiator. Make a list of characteristics he describes for each.

| Successful negotiator | Unsuccessful negotiator |
|-----------------------|-------------------------|
| 1. | a. |
| 2. | b. |
| 3. | c. |
| 4. | d. |
| 5. | ... |
| 6. | |

E. Listen to Part 2 again and note down the six stages in a negotiation identified by Mr. Wells. The first one has been done for you.

1. get to know the other side
2.
3.
4.
5.
6.

F. Some negotiators prefer to work as part of a team. Team negotiation is a recognized technique and one which can be very different from one-to-one negotiation. Try to think of advantages and disadvantages of team negotiation and list them down. Discuss your ideas with a partner.

Advantages

Disadvantages

COMMUNICATION SKILLS

12. Talk about how you would respond in each of the following situations.

1. You own a small farm that specializes in producing a certain kind of honey. 80% of your output is purchased by a large supermarket chain, which markets your products under its own label at a premium price. One day, the supermarket tells you that from

now on it will pay 15% less for the honey that it buys from you – which means that your profit margin will be cut in half. What options do you have?

2. You are an antique dealer who has just acquired an extremely valuable seventeenth century Persian rug. Two wealthy collectors have already contacted you and said that they want to buy it from you. What's the best way for you to get the highest price?
3. You are an agent representing a talented young actress who is hoping to break into the film industry. A film director contacts you and offers her a big par5 in his new low-budget movie. To minimize his initial costs, the director is not paying any fees to his main actors, but instead offering them a small percentage of any profits that the film might make. However, the actress you represent needs some money now. How can you get the best possible deal for her?

READING 2

13. Choose Ukrainian equivalents for the names of the contract terms and make up a vocabulary

- | | |
|---|---|
| 1. Names of Parties (Preamble) | a) Арбітраж |
| 2. Subject of the Contract | b) Предмет контракта |
| 3. Quality of the Goods (Merchandise) | c) Непередбачені обставини |
| 4. Price (Price and Total Cost) | d) Страхування |
| 5. Terms of Payment | e) Упаковка та маркірування |
| 6. Time of Delivery (Delivery and Acceptance) | f) Інші умови (Загальні положення) |
| 7. Packing and Marking | g) Якість товару |
| 8. Guarantee (Guaranty) | h) Гарантії |
| 9. Contingencies (Force Majeure) | i) Адреси сторін |
| 10. Sanctions and Reclamations. | j) Експортна ліцензія |
| 11. Arbitration | к) Умови платежу |
| 12. Export License | l) Санкції та рекламації |
| 13. Insurance | m) Найменування сторін (Преамбула) |
| 14. Other Conditions (General Provisions) | n) Строки поставки (Здача та приймання) |
| 15. Legal Addresses of the Parties | o) Ціна (Ціна та загальна вартість) |

14. Read the information about the contracts.

THE STRUCTURE OF A FOREIGN TRADE CONTRACT

The contents of the contract are the terms which the parties concluding the deal agreed on when entering into the deal and during the preliminary negotiations and reflect the specific nature of their mutual obligations and the particular requirements with regard to the subject and the procedure for honoring the contract. The most common terms of a foreign trade contract can be the following:

- | | | |
|---------------------------------|------------------------|------------------------|
| 1. Names of Parties | 4. Packing and Marking | 11. Export License |
| 2. Subject of the Contract | 5. Guarantee | 12. Insurance |
| 3. Quality of the Goods | 6. Contingencies | 13. Other Conditions |
| 4. Price (Price and Total Cost) | 7. Sanctions | 14. Concluding Remarks |
| 5. Terms of Payment | | 15. Legal Addresses of |

Time of Delivery

Reclamations.
8. Arbitration

the Parties

THE STRUCTURE OF A FOREIGN TRADE CONTRACT THE CONTENTS OF CLAUSES

Foreign trade deals made by organizations, enterprises and firms involved in the sphere of international trade are considered valid only if they are drawn up in writing and signed by two authorized parties.

Written expression of foreign trade deals are given in the form of contracts which together with treaties and agreements have equal legal weight. A contract's written form is determined by its structure. Some typical examples are given below and in the following lessons:

Example:

Contract No....

(Place signed)

(Date signed)

PREAMBLE

In the preamble the names of the parties entering into the contract are specified. As a rule the preamble has a single universal form, but in specific cases, various additions can be made to it.

Example:

CONTRACT No. _____

For Crude Oil in bulk, f.o.b. terms

Kiev, Ukraine Date _____

This contract is made between _____, hereinafter referred to as Sellers and _____, hereinafter referred to as Buyers, whereby it is agreed as follows.

1. THE SUBJECT OF THE CONTRACT

The subject of the contract is the goods and services which the Seller (Supplier, Deliverer) is obliged to hand over to his contractor (Buyer, Orderer) at a specified place.

Example:

[.....]

1.1. The Sellers have sold and the Buyers have bought on the conditions f.o.b. (place of destination) _____ franco-railway car-border (place of transshipment) _____ the following equipment: (specification of equipment) _____ in full conformity with the technical characteristics and in complete scope of supply specified in Appendix No.

2. THE QUALITY OF THE MERCHANDISE

As a rule the quality of the merchandise being sold under the terms of the contract is Guaranteed by the condition that it should conform to the requirements and standards in force in the Manufacturer's country or to the requirements detailed in the quality specifications indicated in the appendix which itself forms an integral part of the contract. The merchandise should be guaranteed by the Seller's or manufacturer's certificate of quality.

Example 1:

2. *Quality.*

The goods sold under the present contract shall be of the following specifications:

Example 2:

2. *Quantity, Completeness & Assortment of the Goods: according to the Specifications which are the integral parts of the present Contract.*

*Quality and Technical performance of the Goods: according to the Producers' Standards of all the electronic and electrical tools, devices, equipment etc. delivered against the Contract to be provided with standard West-European two-pin plug or supplied with special adapter. Line supply - 220*1240 V, 50/60 Hz.*

3. THE PRICE AND THE TOTAL COST OF THE CONTRACT

The price and total cost of the contract is, as a rule, contained in that part of the contract where the currency of payment is indicated.

4. TERMS OF PAYMENT

This clause indicates the currency of payment and the financial conditions (documentary: a Letter of Credit encasement or non-documentary: a Bank checks Bank money transfer).

5. DATES (TIME) OF DELIVERY (DELIVERY AND ACCEPTANCE)

This clause defines the means of notifying the Buyer (by telegraph, post) about the terms within which notification of shipment should be given. As a rule the specific shipping documentation is also indicated here.

This clause stipulates the terms under which the goods are considered delivered by the Seller and received by the Buyer in conformity with the number, weight and quality of the goods. In the contract the dates of delivery are determined by the indication of an exact date.

Example 1:

5. *Time of Delivery (Delivery Dates) The goods sold under the present contract are to be delivered by Sellers and accepted by Buyers.*

The date of the Bill of Lading is to be considered as the date of delivery.

The equipment specified in Clause 1 of the present Contract is to be delivered complete

as follows: (scope of supply specification) . By the time stipulated the equipment is to be manufactured in accordance with the Contract conditions, tested, packed, marked and delivered f.o.b. _____. All the questions connected with shipment of the goods are to be settled in accordance with the Buyers' Forwarding Agent:

_____ *By the first day of the month preceding the month of delivery the Sellers are to notify the Buyers by cable about the date of the readiness of the goods for shipment from the port / station, _____the weight and the cubic volume of the cargo. The same notification is to be sent to the Buyers' Forwarding Agent: Within 24 hours after shipment of the goods the Sellers are to let the Buyers know by cable the date of shipment, Contract and Trans numbers, the number of the Bill of Lading, the denomination of the equipment, the name of the vessel and the port of destination. The above cable notification must be confirmed by a letter.*

The delivery date is understood to be the date of the "clean-on-board" Bill of Lading issued in the name of the Buyers, destination _____ Port of

Ukraine. If on the expiration of 30 days from the date of the readiness of the goods for shipment the shipping facilities are not available and so the goods cannot be shipped from the port of the Sellers have the right to hand over the goods to the Buyers' Forwarding Agent. In this case the date of the Forwarding Agent's receipt is considered to be the date of delivery.

After handing over the goods to the Buyers' Forwarding Agent all the expenses connected with the storage of the goods up to the moment of loading them on board the ship are to be covered by the Buyers. However it does not release the Sellers at their own expense, to secure and to stow them in the hold and / or on deck of the ship and etc. in accordance with Clause 2 of the present Contract. If the goods are not ready for shipment by the date of arrival of the vessel the Sellers are to cover the losses the Buyers may sustain in connection with demurrage and / or underloading of the ship (dead freight).

6. PACKING AND MARKING

The packing of the goods should protect them from any damage during transportation, whilst taking into consideration the possibility of reloading or transshipment. The form of marking is specified in the contract directly with the details of marking on each package.

7. GUARANTEE

Here the Seller's information concerning the quality of goods merchandized is stated. This clause also contains the obligations of the Seller as for the terms of the service life period of the goods (machines, equipment) and stipulates the date as the starting point which the guarantee period is determined from.

8. FORCE MAJEURE (CONTINGENCIES)

As a rule, the formula of the force majeure clause is universal although in certain cases the definition of what constitutes a force majeure circumstances is set down specifically in the contract as the judicial authorities in different countries may interpret force majeure in different ways.

9. CLAIMS AND SANCTIONS (SANCTIONS AND RECLAMATIONS)

This clause specifies in which cases claims can be made against the number and quality of the goods, whilst also detailing the fines, their rate and concrete procedures in respect to, for example, late notification of shipment, a delay in delivering the goods, or late payment.

10. ARBITRATION

As a rule, it is specified in this clause that the Parties who have entered into this contract will take all possible measures to ensure that any disputes or disagreements arising during the fulfillment of the contract are resolved by means of negotiation. Also, it is pointed out that in cases where mutual agreement cannot be attained, disputes are subject to settlement by means of arbitration. The conditions for referring disputes to arbitration are set down specifically in the contract.

11. EXPORT LICENSE

This clause stipulates the contractual party that will bear all the expenses connected with obtaining the license necessary for the exportation of goods under the contract. The

clause also informs about the date when the Seller is to advise the Buyer if the license is granted.

12. INSURANCE

The clause names the party which is to take care of and to cover expenses for insurance of goods from the Seller's works up to the port of destination, stipulates the insurance amount, the conditions and rules of insurance within the whole period of transportation and transshipment of goods.

13. MISCELLANEOUS (OTHER CONDITIONS / GENERAL PROVISIONS)

Here it is generally indicated in which language the contract has been drawn up and how many copies have been made, with the proviso that all copies carry equal legal weight. It is also stated from what date the contract comes into effect.

This clause stipulates the procedure of changes and additions to the contract, the transfer of rights and obligations under the contract to a third party.

The clause cancels the preliminary negotiations correspondence and documentation which preceded the signing of the contract.

14. LEGAL ADDRESSES

Addresses, telephones and faxes of the parties are specified here. The names of managers, their signatures and stamps of both contractual firms are also put at the end of this clause.

Example 5:

Legal Addresses of the Parties

Sellers: _____ Buyers: _____

15. Your Marketing Director has prepared the draft contract. Help him to translate into English the preamble, the subject of the contract and the terms of the contract which stipulate quality of goods, time of delivery and legal addresses of the contractual parties.

КОНТРАКТ № 1

м. Київ, Україна "___" _____ 200__р.
_____, Київ, у подальшому іменованій "Продавець", та державне підприємство _____, у подальшому іменоване "Покупець", підписали цей Контракт на таких умовах.

1. Предмет Контракту.

1.1. Продавець продав, а Покупець купив на умовах ф.о.б. франко-вагон кордон _____таке обладнання: _____у повній технічній відповідності з технічною характеристикою та комплектацією згідно Додатку N _____.

2. Якість товару.

2.1. Якість та технічне виконання товару відповідають стандартам виробника, все електронне обладнання, пристрої, устаткування і т.ін., що поставлені за контрактом, будуть забезпечені стандартними

західноєвропейськими двоконтактними вилками або укомплектовані спеціальними адаптерами.

[..... 1

5. Строки та порядок поставки.

5.1. Позначені у контракті комплекти устаткування мають бути поставлені у п'ятнадцятиденний строк з моменту підписання цього контракту. До зазначеного строку устаткування повинно бути виготовлене, випробуване, спаковане, замаркіроване та поставлено авіатранспортом СІФ, аеропорт Бориспіль Київської області, Україна.

5.2. За усіма питаннями, що пов'язані з відправкою вантажу, Продавець повинен слідувати вказівкам Покупця. Не пізніше 1-го числа місяця, що передує місяцю відвантаження, Продавець надсилає Покупцю телеграфне повідомлення про дату готовності устаткування до відвантаження з аеропорту Кеннеді, США із зазначенням ваги та кубатури вантажу. У продовж 24 годин після відвантаження Продавець зобов'язаний повідомити Покупця по телеграфу про дату відвантаження, номер контракта, транса, коносаменту, найменування устаткування, кількість місць, вагу, номер рейсу, аеропорт призначення. Це повідомлення повинно потверджуватись листом.

5.3. Датою поставки вважається дата чистого коносаменту, виписаного на ім'я Покупця призначенням аеропорт Бориспіль, Україна.

WRITING

16. You work as an Advertising Agent. You have to draw up the text of the contract for one year advertising activity in mass media with a famous Chemical Company. Use the scheme provided below.

17. Fill in the gaps in the outline draft contract, choosing from the words in the Zrhemt has been done for you. (Note: for any type of imaginary item which is assumed to be made, bought or sold.)

| | | | |
|------------------|-----------------|---------|-------------|
| terms | reclaim | charges | delivery |
| arbitration | freight/loading | penalty | substandard |
| payment | specification | late | invoked |
| letter of credit | parties | | |

DRAFT CONTRACT

between WIDGETRY Ltd (hereafter known as "the seller") and MERCURY pic (hereafter known as "the buyer")

The seller undertakes to supply the buyer with 120,000 super widgets, to BSI (1) _____ 999 and to pay all (2) _____ and insurance (3) _____.

The terms of (4) _____ and immediate payment of (5) _____ charges by confirmed and irrevocable (6) _____ are to be standard.

A (7) _____ clause will be included in the contract. It will be (8) _____ against the seller for late delivery or (9) _____ quality; against the buyer for (10) _____ payment.

In the event of non-payment, the seller shall be entitled to (11) _____ the goods.

In case of a dispute between the (12) _____ to the contract, the matter will be taken to independent (13) _____. All the (14) _____ of the contract must be complied with by both parties.

18. You have to write the text of the draft contract for the negotiations. The topic: purchasing contract, goods — technical equipment for processing plant; you are the representative of the Buyer. Use the scheme provided below.

**CONTRACT
Manchester**

24 February, 2002

GreenGlass Ltd, hereinafter referred as: "Seller", with residence in Manchester, U.K., represented by Managing Director Mr. Goldsmith, and

Food plant "Ukrhlib", hereinafter referred to as: "Buyer" with residence in Kyiv, Ukraine, represented by General Director Mr. Vodas.

Both parties recognizing plenipotentiary representatives of the firms agreed in concluding and signing the contract which involves the following provisions:

1. Subject of the contract

The Seller shall sell and the Buyer shall purchase the new technological line for food processing industry, Model ZX245.

2. Terms of delivery and payment

The Seller is obliged to deliver the new processing line, Model ZX 245 within 30 working days after the signing of the contract if the payment was realized by the Buyer in the form of irrevocable, confirmed, indivisible letter of credit, to the account of the Seller not later than in 10 banking days after the contract was signed to the amount stipulated in the Supplement to the Contract.

3. Transportation

The line shall be shipped and delivered on FOB conditions to the port indicated by the Buyer. The Seller shall be in charge to pay all the expenses connected with transportation up to the frontier, and then the Buyer shall undertake all the taxes and duties existing on the territory of Ukraine.

4. Insurance

The line is insured by the Seller to the amount of 1 000 000 USD. In case of any damage during the transportation the losses shall be refunded to the Buyer.

The Seller shall provide the Buyer with 1 year guarantee for the line and all the necessary technical documentation. In the case of break down the specialist of the Seller shall be ready to assist to the Buyer free of charge within 2 years after the date of purchase.

5. Penalty

In the case if the Seller couldn't deliver the line in the mentioned above terms without any particular reason, the Seller should indemnify the Buyer all possible losses including 0.5% penalty every day of the shipment delay, and the Contract should be considered annulled.

In the case the Buyer failed to pay the contract within the term stipulated by the Contract, the Buyer should indemnify the Seller all the possible losses including 0.5% penalty every day for the delay of payment.

6. Arbitration

All disputable questions if any, should be presented to the Arbitrage Court of Great Britain or Ukraine by the agreement of the Seller and the Buyer.

7. Force majeure

In the case of the war, earthquake, flood or changes in the legislations or any other reasons which arise in the countries and couldn't be overcome by the parties because they are force majeure and last more than 30 days the parties have the right to inform each other about these conditions and not to fulfill their obligations under the Contract.

The Contract was done in duplicate. Both copies have equal juridical validity.

8. Juridical addresses of the parties

| | |
|---------|---------|
| Seller | Buyer |
| Account | Account |

Signatures

On behalf of the Seller

On behalf of the Buyer

18. You work as an Estate Agent. You have to write the rental agreement for your client. Topic: Renting a two-storied building for the term of 10 years. You represent the owner of the building. Use the scheme provided below.

RENTAL AGREEMENT

Kyiv

3 January 2021

CBN Ltd. (hereinafter referred to as "the Company") conducting its activity under the Statute in the person of Richard Brooks on the one part and Splain Ltd. (hereinafter referred to as "the Owner") on the other part have agreed upon as follows:

General Provisions

The Owner shall give in rent and the Company shall rent the apartment with 3 rooms located at the address: 23, Zmiyevs'ka Str. Living space of the apartment is 100 m², total space is 140 m².

Obligations of the parties

The Owner shall rent the apartment to the Company in a satisfactory condition with furniture and other valuables being listed in the Appendix 1 to this Agreement which shall be deemed as an integral part to it.

The Company shall guarantee to the Owner to keep the said apartment safe and in the condition similar to that before the validity date of this Agreement unless otherwise stipulated herein.

The Company shall guarantee to the Owner safety of the furniture and other valuables listed in the Appendix 1 to the Agreement herein.

The Company shall guarantee to the Owner timely payments of the apartment rent price.

The Owner shall undertake to cover the corresponding costs for using utilities.

The Company shall undertake to cover costs for all long distance telephone calls being made through the telephone at the apartment.

Payment

The Owner shall fix the rental for the apartment in the amount of.....US dollars.

The said rental shall be effected prior to the end of each month. The Owner cannot terminate this Agreement during the term should the corresponding rental be effected. Should the Owner terminate the Agreement within 12 months after the Agreement effectiveness the Owner shall reimburse costs for refurbishing of the apartment to the Company. The Company shall undertake to notify the Owner about its decision to terminate this Agreement 2 months prior to the date from which the termination comes into force.

Juridical Addresses of the parties

| | |
|------------|-------|
| Company | Owner |
| Signatures | |
| Company | Owner |

COMMUNICATION SKILLS

19. Situations for further discussion.

1. Is it necessary to prepare for negotiations?
2. Do you know how to hold the negotiations successfully?
3. What qualities do the people need to hold negotiations?
4. What does a good text of the contract mean for a businessman?
5. Is it useful to know how to write an agreement, a protocol?

ЧАСТИНА 3
МЕТОДИЧНІ РЕКОМЕНДАЦІЇ З ОРГАНІЗАЦІЇ САМОСТІЙНОЇ РОБОТИ
СТУДЕНТІВ

PART 3
STUDENTS' SELF-DIRECTED ACTIVITY ORGANIZATION GUIDE

BUSINESS ETIQUETTE

1.1. Introducing

1. Ask questions to the text and retell it:

INTRODUCING PEOPLE

There are some main rules of introduction which are useful to remember: men are introduced to women, young people to older ones, old friends to newcomers, and young girls to married. Usually women are not presented to a man unless he is the Head of State or a member of the Royal family. When introducing one says something like: "Mrs. Johnson, may I introduce Mr. Blake?" and then turning to Mrs. Johnson simply says "Mrs. Johnson". That is all that's necessary, but one can say a bit of information which will help the introduced people to start the conversation.

The usual response to the introduction is "How do you do?" which is a kind of greetings and not a question, and the best answer to it is "How do you do?" Sometimes one may say less formally "I am glad to meet you", "Happy to have met you" or just "Hello".

It is very good to add the name of the person introduced – "I am very glad to meet you, Mr. Sparks". If you do not remember the name it is enough simply to ask "What was your name, please?" or "Could you repeat your name?" Men may stand when introduced ladies may remain seated.

British and American people usually shake hands especially when formally introduced but they do not always shake hands with people they see often. When an Englishman passes in the street he only touches his hat.

Usually they smile and say: "Good morning", "Good afternoon", "Good evening", "Hello", or "Hi".

When two businessmen meet they usually shake hands.

2. Act as an interpreter.

- Вибачте, Ви містер Міллер з Бонна? – Yes, that's right.
- Радий познайомитися з Вами, містер Міллер. – Happy to meet you too.
- Сподіваюсь, переліт не був стомливим? – Oh, not at all. It was fine.
- На нас чекає машина. Ми одразу ж поїдемо, якщо не заперечуєте. – Not in the least.
- Ми трохи затримались, на дорогах «пробки». – It's all right. Mr. Stanton is waiting for you.
- Це ваш перший візит до нашого міста? – Yes, I've always dreamt about going to Britain.
- Я в захопленні від вашого знання англійської мови. – Thank you.

3. Translate into English.

1. Не думаю, що ви знайомі з м-ром Смітом.
2. Я багато знаю про вашу країну, але це мій перший візит сюди.
3. Сподіваюсь, що наше ділове співробітництво буде успішним.
4. Ви добре долетіли? – Цілком. У літаку я переглянув деякі документи.
5. Ми трохи запізнилися через "пробки" на дорозі.

6. Називайте мене просто по імені.
7. Дуже люб'язно з вашого боку.
8. Я з нетерпінням чекав на цю поїздку.
9. Я не заперечую.

1.2. Bookings

4. What information do hotels need when you book?

5. Read the emails and answer the questions.

1. What does Lotte want to book?
2. Why does Erica Jackson apologize?
3. What will the total bill come to?

6. You and your team want to stay in the Archway Hotel. Write to the hotel with the booking details.

| | |
|------------------|--------------------------|
| Number of people | 3 |
| Type of rooms | 3 doubles |
| Meeting room | yes |
| Dates | the nights of 24-26 June |

7. Write another email changing the original booking. You want to change the dates to the nights of 2-4 July.

ARCHWAYS HOTEL

Combine business with pleasure

- * all rooms have satellite TV and en suite bathrooms
- * conference / business facilities
- * restaurant and bar
- * on-site parking

Subject: booking request

Dear Sir / Madam,

I would like to reserve two single rooms for the nights of Monday 14 March, and Tuesday 15 March. I would also like a meeting room for six people on Tuesday 15 March.

I look forward to hearing from you.

Yours faithfully

Lotte Mertens

Subject: booking request

Dear Ms Mertens

I'm afraid that we only have double rooms for those nights. However we can offer them at a special rate of £60, breakfast included. We have a meeting room available for Tuesday 15 March. The price per day is £120, including refreshments.

If you would like to reserve these rooms, please reply with your credit card number to guarantee the reservation.

Yours sincerely

Erica Jackson

Subject: booking information

Dear Ms Jackson

Thank you for your prompt reply.

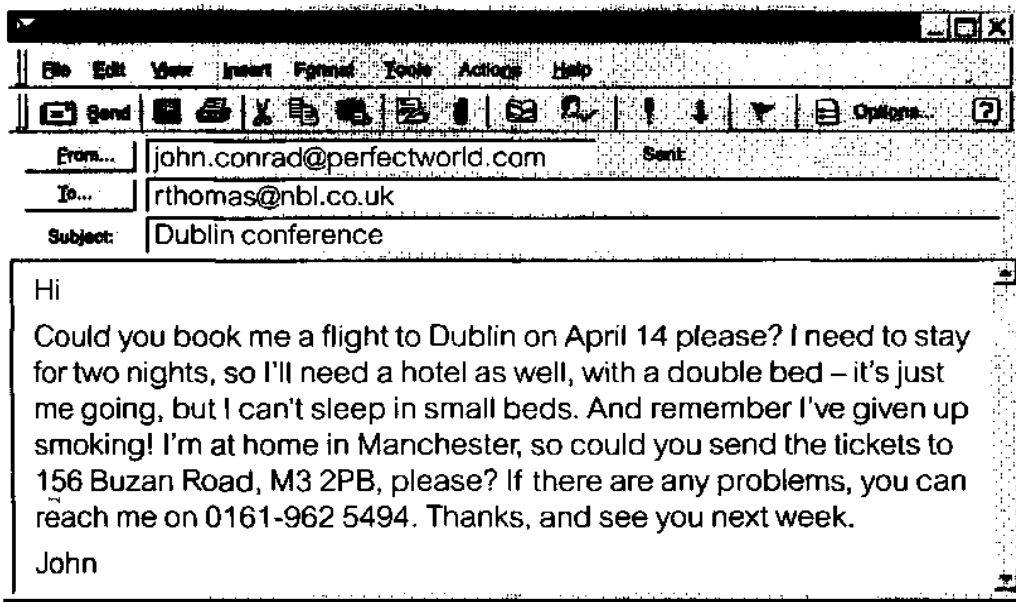
I would like to confirm two double rooms, for the nights of Monday 14 March, and Tuesday 15 March. Could you also reserve the meeting room on Tuesday 15 March? My credit card details are:

Americard no. 4673281389729027, expires 09/11.

Yours sincerely

Lotte Mertens

8. Your colleague needs you to book a hotel for him. Read his email then complete the hotel booking form below.



Heron Lodge, Dublin

Check-in date -- / / year

Check-out date -- / / year

No. of rooms

No. of nights

Guests per room

Room preferences

double

double - sole occupancy

smoking

non-smoking

Beds

double

twin

no preference

Personal details

Title

Mr

Miss

Mrs

Ms

First name

Surname

No. of house

Street name

Town / City

County / State

Postcode / Zipcode

Country

Tel. no.

Email address

1.3. Telephone etiquette

9. Read the text and find out the information necessary to answer these questions:

1. What is a pay telephone?
2. Where are pay telephones located?
3. What is a push-button telephone?
4. What pages does the telephone book contain?
5. What is the content of the white pages?
6. Is it possible to find in the telephone book the telephone number for a firm if you know only the services it offers? Why?
7. What numbers do the first and front pages of the telephone book list?
8. What is "a local telephone number"?
9. How can you make sure that you are calling a local telephone number?

TALKING ON THE TELEPHONE

The telephone is an important tool in our lives. *With a telephone*, we can find out information, make appointments, and talk with our friends and families. Telephones are everywhere. Most homes and businesses have several. *Pay telephones* are located inside and outside gas stations and some stores. Here are steps to help you learn to:

- Make a local telephone call.
- Make a long-distance telephone call.
- Use special telephone services.

MAKE A LOCAL TELEPHONE CALL

Telephones come in several types and styles:

- Rotary-dial telephone. A telephone with numbers and letters in a circle around a dial. This is an old style telephone.
- Push-button telephone. A telephone with a pad of buttons with letters and numbers on them. These are common.
- Pay telephone. A telephone that requires you to deposit money before you can make a call. Most pay telephones are push-button phones.

You must take three steps to make a local telephone call:

I. Find the telephone number you want. You can find the telephone numbers you need in many ways:

- a) Use the telephone book.

White pages. Look up the last name of the person you want to call. People's last names are listed in alphabetical order. Under each last name you will find:

- First name.
- Address.
- Telephone number.

Businesses are listed in the white pages alphabetically under the name of the business.

Yellow pages. Look in the yellow pages for names of businesses and advertisements for businesses. The businesses are not listed alphabetically by name. They are listed under headings that tell:

- The products they sell.
- The services they offer.

For example, you would not look up the telephone number for "Hadda Cab Company" under "H" for "Hadda." It would be listed under "Taxicabs," *along with* the names, addresses, and telephone numbers of all the other taxicab companies in your area.

Emergency telephone numbers. The first page in the telephone book usually lists emergency telephone numbers. Use them if you need help. Other front pages of the telephone book have information about the telephone company and the services it offers.

b) Dial directory assistance (or information) and ask the operator for the number you want. Instructions for dialing directory assistance can be found in your telephone book. You must pay a small fee for using directory assistance.

c) Ask friends to give you their telephone numbers. Write down the numbers and keep them together in a list.

2. Make sure you are calling a local telephone number. Local telephone numbers will have seven numbers. Look at the first three numbers, which are called the prefix. You are making a *local* call if:

- The prefix is the same as the prefix for your telephone number.
- The prefix is listed on the map of local prefixes in the front of your telephone book.

If you accidentally call a prefix that is not in your *local calling area*, you will get a recording that says, "Your call cannot be completed as dialed." *You are not charged for* the mistake. If you want to check whether a number is a local call, you can dial "0" and ask the operator. You may be charged a small fee for the service.

3. Dial the number. Usually, someone will answer the telephone on the other end. However, you may get *an answering machine*. An answering machine tells you that the person you are calling is not there and asks you to leave a message.

MAKE A LONG-DISTANCE TELEPHONE CALL

You can make two kinds of long-distance calls: within the USA and international.

Within the USA long-distance calls are those made to places outside your area code. You must arrange for long-distance service with the telephone company *when you have your telephone service set up*.

You can call long distance two ways:

1. Dial directly. You can dial the number yourself if you know the area code of the place you are calling. If you don't know it, dial "0" and ask the operator. You will pay a small fee for this service.

2. Dial "0" to get the operator and ask for assistance in *placing the call*. You will pay a fee for the help. By using the operator, you can call station-to-station, person-to-person, and collect.

- Station-to-station call the operator dials the number for you and connects you. You must pay for the operator's help.

- Person-to-person call. The operator dials the number for you. When someone answers, the operator asks for the person you wish to speak to. You do not pay for the call if you cannot reach the person you want. But you must pay for the operator's help.

- Collect calls. The operator dials the number for you. When someone answers, the operator tells your name to the person who answers and asks if he or she will pay for the call. The person can say yes or no. He or she will pay extra for the operator's help.

- International calls outside the USA can be made three ways:

3. Arrange for international calling with your long-distance company. Use the steps they give you.

9. Ask the operator to help you. Dial directory assistance and ask for the code numbers for the country and city you want to call.

10. Dial directly.

USE SPECIAL TELEPHONE SERVICES

Telephone companies offer many different options you may want to try. You will pay extra fees for these options.

- Call waiting. When you are talking on the phone, you can answer another call *without hanging up on the first call*. You can have two phone calls at the same time.

- Call forwarding. When you are away from home, you can change your telephone *to make your calls go to the number you are at*. When you come home, you can change it back again.

- Speed calling. Allows you to make calls to certain phone numbers by dialing only two numbers.

ANSWERING MACHINES

An answering machine takes messages for people when they are away from their telephone or *choose not to answer* the telephone. If you dial a telephone number and get an answering machine, here's what to do:

1. Listen to the message. Follow the instructions in the message. *Most often*, messages say to wait for the beep before you start talking. But some machines don't have a beep, so you just begin talking when the message is done.

2. Talk to the machine. It may seem strange at first. But the person you called wants to know that you called. Be sure to tell:

- Your name.
- Your telephone number.
- When you called.
- When to call you back.
- Any information you want the person to know.

3. Hangup.

Perhaps you'd like to have an answering machine at your house. Shop for one at department stores or discount stores. The answering machine will come with instructions about how it works.

10. Choose the correct variants to complete these instructions (each instruction may have several wordings):

1. To make a long-distance call within the USA, ...
 - a) ... you try the call waiting service.
 - b) ... you to make calls to certain phone number by dialing only two numbers.
2. To answer another call without hanging up on the first call, ...
 - c) ... dial "0" and ask the operator to dial the

3. If you want to make your calls go to some other number you are at, ... code the area you need.
4. Speed calling allows ... d) ... you would use the call forwarding service.
5. If you dial a telephone number and get an answering machine, ... e) ... be sure to tell your name, telephone number, time you called, when to call you back, the information you want the person to know.
f) ... you dial first the area code of the place you are calling

JOB HUNTING

2.1 Types of Resume

1. Discuss the following questions.

1. Which countries would you like and not like to go and work in?
2. What problems do you think people who work abroad have?
3. Do you think working abroad is essential for a successful career? Why / Why not?

2. Read the article and mark the sentences *T* (true), or *F* (false). Change any false sentences to make them true.

1. To have a successful career these days you need to have experience of working abroad.
2. A work placement abroad will help your application attract attention.
3. Nannette Ripmeester thinks that the Euro CV is the best kind of CV to use when looking for a job.
4. You need to check that your employers will recognise your degree subject.
5. CVs are more important than cover letters.
6. A cover letter in France may be studied by a specialist.
7. Sarah Hall withdrew her application for a job in Spain because she didn't like the questions in her interview.
8. When working abroad you should behave in a similar way to those around you.

CULTURAL CHAMELEONS

mirror the kind of messages you get about communication and appearance

In today's competitive job market, not spending time abroad can seriously damage your chances of climbing the career ladder. It is no surprise then that more and more graduates and professionals are looking for opportunities to live and work in a foreign country.

With record numbers of workers hoping to relocate, it is no longer enough to have done a work placement abroad or to speak a foreign language. 'This is no longer something that makes you different,' says Nannette Ripmeester, director of Expertise in Labour Mobility. 'It is something employers expect.'

But even if you are a strong candidate, the application process for foreign jobs is far from straightforward. The EL has introduced the Euro CV to standardise application procedures throughout Europe, but Ripmeester believes that a culturally adapted CV is better. 'What do I mean by that? For example, in the UK, it is customary to add hobbies and interests at the bottom of the page. In Italy however, that information is not necessary.'

When you write your CV, it is also a good idea to check whether a photo is necessary and whether English-language CV should be written in American or British English. Another point to think about is whether or not employers will recognise your degree subject, especially when you have studied a subject, such as Wireless Network Systems, which doesn't necessarily translate into another language and culture.

You also need to consider the cover letter, the first thing that an employer will read. Approaches differ from country to country: get the CV right but the cover letter

wrong and you destroy your chances of getting shortlisted for interview because the cover letter is the first thing that an employer will read. The British usually write long letters to draw attention to relevant sections on the CV, the Italians want one or two sentences and the French expect candidates to handwrite detailed letters which may be analysed by handwriting experts.

When it comes to interviews, make sure you know about the work culture and understand the importance different countries place on language and speech. For example, the French use short sentences and hate silence, while the Scandinavians have a deep respect for pauses. You may think these points are not important but by not paying attention, you are showing that you do not respect the culture of the country you wish to work in.

Making a mistake at the interview is something Sarah Hall knows all about. She is from Liverpool in the UK and has worked in Germany, Sweden and Spain.

'My advice is be aware of 'culture clash.' In Britain there is usually a maximum of two interviews. In southern Europe they will call you back for a third or fourth interview. I lost a very good job in Spain when I thought they weren't serious. I withdrew my application because they asked me to go for a fourth interview. Looking back, I now realise they were doing as they always do. I behaved wrongly.'

'It's important to show that you understand the working culture. Adapting a similar style of dress to your co-workers, eating the kind of food they eat, enjoying similar activities - these things help to win trust and respect.'

'Think of yourself as a cultural chameleon, mirror the kind of messages you get about communication and appearance. People like people who remind them of themselves, and nobody likes what they don't understand.'

3. *Discuss the questions.*

- Why are CVs important?
- What information do job applicants put in a CV?

4. *Read the CV. Where do the headings go? Write them in.*

Interests Skills Personal information Education and qualifications Work
experience

Curriculum Vitae

Name: Giacomo Marchese
Date of birth: 18 August 1986
Nationality: Italian
Marital status: Single
Address: Via Torino 12 24128 Bergamo
Tel: 035 5580113
Email: giacomomarchese1@excellent.com

2005 Honours degree in Economics: grade 110/110
1999 Italian High School Diploma ITCPA, Bortolo Belotti Bergamo
1998 Cambridge First Certificate in English

2004 Oxfam charity offices, Oxford, UK: 3 months' voluntary work
Duties included conducting research, answering phone, and collating data
2003 Green & Hudson, Michigan, USA: 3-month internship
Duties included market research, researching products, and maintaining client records

Fluent English and Spanish, conversational Japanese
Working knowledge of Microsoft Word, Excel, and PowerPoint
Good typing skills
Driving licence

travelling, cinema, tennis, football

5. *Now write your own CV. Use the CV above as a model.*

6. *Rewrite the following bad resume to make it more precise and persuasive. Include additional details where necessary and excide any details that you think would hurt the job seeker's chances. Also correct any inconsistencies.*

**Resume of
Olexandr Trokhymenko
5 Perova Bulvard, Kyiv-189 252189, Ukraine
(044)547-22-81**

Personal Confidential

Career

Objective Seeks good pay hg position with progressive Sunbelt company.

Education Will receive degree from National University of Kyiv

Mohyla Academy (1993-1997)

Earned high average last semester. Took necessary courses for major;

interested in systems, plans, and design development

(1983-1993) Attended school in Kyiv; took all courses required.

Took part in student con tests in geography, volley ball, and gymnastics.

Experience Note, except for numerous part-time jobs. As part of student programmer worked with focal firm for two months.

Hobbies Watching MTV, playing Nintendo video games. Member Drama Society

References Please write for names and addresses.

2.2. Application form

7. Fill in the missing words in the passages below. Choose from the following.

| | | | |
|---------------------|------------|-------------|----------------|
| forms | chosen | employment | pay |
| personnel functions | interview | promotion | square pegs |
| references | holiday | round holes | advertisements |
| short list | applicants | | |

Making appointments is one of the main 1) _____. 2) _____ are placed in newspapers and in trade journals. 3) _____ who reply to these, or who are found in other ways, are sent application 4) _____. From these the best candidates are 5) _____ and a 6) _____ is drawn up. The employers try to avoid fitting 7) _____ into 8) _____. The short-listed applicants are called for an 9) _____. During this, the 10) _____ package is explained; this includes the annual 11) _____ entitlement, the rates of 12) _____, and the opportunities for 13) _____. When the successful candidate is decided on, there is one last step: 14) _____ are taken up before the appointment is finally confirmed.

8. Use the words and phrases in the box to complete the application form; then fill in the form to apply for a bank account.

date of birth married signature block capitals title monthly

APPLICATION TO OPEN A LONDON BANK CURRENT ACCOUNT

Personal details

Please complete all the details in ¹ _____

² _____: Mr/Mrs/Ms

First name: _____ Surname: _____

Address: _____

Telephone: _____

Please ✓ all boxes which apply:

own home rented parental home

³ _____ single divorced separated

Please send statements ⁴ _____ quarterly

⁵ _____: ____/____/____ Age: _____

Occupation:

Are you employed full- or part-time? _____

Income:

Do you have any other accounts with London Bank? _____

Do you have a mortgage? _____

Who is it with? _____

Do you have any accounts with another bank? _____

Do you have any of these?

Mastercard American Express Gold Card Diners' Cards Visa Card

Do you have any of these?

Stocks and shares Personal pension Company pension

Please check that all the information you have given is accurate, and sign below.

⁶ _____

Job applications

9. Read the advertisement and make a note of the experience, skills, and qualities you have that make you a candidate for the job.

10. Read and complete the letter of application with these phrases.

- | | | |
|--|---|---|
| <input type="checkbox"/> As you can see | <input type="checkbox"/> My duties included | <input type="checkbox"/> Although my work |
| <input type="checkbox"/> For example | <input type="checkbox"/> In addition I have | <input type="checkbox"/> experience |
| <input type="checkbox"/> I am writing to apply for | | <input type="checkbox"/> I am fluent in |



Admin assistant

Admin assistant required for this fun but hardworking business travel agency. Experience of Microsoft Word and Excel are essential, along with a clear telephone manner. You must be reliable and have excellent communication skills. A sense of humour is an advantage.

Apply with a CV to Tim Greenaway, Human Resources, Diamond Services, 112 Woodford Road, London SW 12 9AP

72 Park Road
Sale M7 9EP

Tim Greenaway
Human Resources
Diamond Services
112 Woodford Road
London SW12 9AP

16 January, 20—

Dear Mr Greenaway

_____ ¹ the position of admin assistant which I saw advertised in the January 14 issue of The Guardian. I enclose a copy of my CV as requested.

I would like to work for you because I am very interested in working in a travel agency. _____ ² is limited, I believe I have the necessary skills for this position.

_____ ³ from my CV, I have just finished a three month internship at TLC Travel. _____ ⁴ business correspondence and administrative work.

_____ ⁵ English and German, and also speak Spanish. _____ ⁶ excellent computer skills and can use Word, Excel, and PowerPoint.

I am a hardworking and reliable person. _____ ⁷, in my internship I was given extra responsibilities because the manager trusted my abilities. I also have very good communication skills and a good sense of humour.

I look forward to hearing from you.

Yours sincerely
Alexander Karlsen
Alexander Karlsen

11. Write a letter of application to Diamond Travel. Include addresses, the date and a reference to any enclosed documents.

2.3. Cover letter

12. Read the job ad, then put the expressions in the correct places in the letter.



Come and join our dynamic team at the

MAZOWER STADIUM

- Do you like sport?
- Are you good at languages?
- Can you use computers?
- Have you got experience with the public?

Contact: Gary Olsen

I am interested in _____ I believe _____ to meet with you
relevant _____ work experience _____ to apply for

Dear Mr Olsen

I am writing _____¹ the job advertised In the Evening Mail of 5 June. I'm 22 years old and I have a degree in sports science. I also have _____².

I have been an assistant in a sports centre, and I have worked in an IT department. Last summer I worked in a travel agency where I dealt with customers. I speak Spanish, English, and French fluently and I have studied in the US.

I have never worked in a stadium before, but _____³ that I have the necessary skills and qualifications _____⁴ working for your company because it would give me valuable experience in the sports industry.

I would welcome an opportunity _____⁵.

My phone number is 01568 553281. I enclose a copy of my CV.

Yours sincerely

Juan Diaz

13. Ali Prasad, the leisure centre Assistant Manager in It's my job, has put an ad on the leisure centre noticeboard for a part-time receptionist and office assistant. Write to him to apply for the job.

14. Read this advertisement for a Personal Assistant.

Required immediately – Personal Assistant

You should have:

Excellent computer skills

Good language skills

A relevant degree and work experience

**For further information, contact Bill Mead
at the address below.**

**48 Harlow Road
Essex**

Write a letter to Mr Mead:

- explaining why you are writing
- pointing out your relevant skills and qualifications
- giving information about your work experience
- referring to future contact between you and Mr Mead.

Write 60-80 words.

15. Determine what is wrong with the following sentences in a letter of application. Rewrite them to eliminate any mistakes, to focus on the "you attitude" or to make more precise.

- a. Even though I have very little actual job experience, I can make up for it in enthusiasm.
- b. My qualifications will prove that I am the best person for you job.
- c. I would enjoy working with your other employees.
- d. This letter is my application for any job you now have open or expect to fill in the near future.
- e. Next month, my family and I will be moving to Odessa, and I must get a job in the area. Will you have anything open?
- f. If you are interested in me, then I hope that we make some type of arrangements to interview each other soon.
- g. I have not included a resume since all pertinent information about me is in this letter.
- h. My GPA is only 2.5, but I did make two B's in my last term.
- i. I hope to graduate soon.
- j. Your company, or so I have heard thorough the grapevine, has excellent fringe benefits. That is what I care about most, so I am applying for any position which you may advertise.
- k. I am writing to ask you to kindly consider whether I would be a qualified person for the position you announced in the newspaper.
 1. I have made plans to further my education.
 - m. My resume speaks for itself.

- n. I could not possibly accept a position which required weekend work, and nightwork is out, too.
- o. In my own estimation, I am a go-getter – an eager beaver, so to speak.
- p. My last employer was dead wrong when he let me go. I think he regrets it now.
- q. When you want to arrange an interview time, give me a call. I am home every afternoon after four.

BUSINESS CORRESPONDENCE

3.1. Business letters

LETTERS

A standard UK business letter has a particular layout, though there may be slight variations. The outline below is typical of a standard business letter.

This letter accompanies a tourist information brochure.

**Isle of Skye
Tourist Information Centre**
14 Broadway
Skye
Scotland

Our ref. LB/SKI
Your ref. SK1406

Ms L Haakinen
19 Kante I
Helsinki
Finland

19 May 2003

Dear Ms Haakinen

'Where to Stay on Skye' brochure

Thank you for your letter of 9 May, asking for details of accommodation on the island.

I have enclosed a copy of the 'Where to Stay on Skye' brochure which contains information about hotel and bed & breakfast accommodation.

You can book the accommodation directly by using the addresses/telephone numbers in the brochure.

Skye is a very beautiful place, and I hope you decide to spend some time discovering it for yourself.

Yours sincerely
Pete Sinclair
Pete Sinclair
Tourism Manager
enc. 'Where to Stay' brochure

Sender's address (NOT name)

The company's and the customer's reference numbers.

Date.

Receiver's address. (Students studying for the BEC exam do not need to include postal addresses in the examination.)

Salutations. When you know your readers name, you should always use it.

The subject line summarises what the letter is about.

Letters that begin with a name (*Dear Mr.../Mrs.../Ms...* end *Yours sincerely*. Letters that don't begin with a name (*Dear Sir/Madam/ Customer*) end *Yours faithfully*.

The body of the letter should be clear and polite. Business letters are usually quite formal.

Write your name and title under your signature.

enc. stands for enclosures, and refers to anything that you send with the letter e.g. a brochure.

1. This letter has been revised so many times by Mr Thomas that it has become all mixed up, and his word processor has failed to reorganise it. Arrange the letter so that everything is in the right place. The first point in the letter is:

(2) **WIDGETRY LTD**

- (1) **Simon Thomas**
- (2) **WIDGETRY LTD**
- (3) **6 Pine Estate, Westhorpe, Bedfordshire, UB18 2BC
Telephone 9017 23456 Telex X238 WID Fax 9017 67893**
- (4) **I look forward to hearing from you.**
- (5) **Your ref. MS/WD/22/88
Our ref. JB/MS/48/88**
- (6) **Yours sincerely,**
- (7) **James Bowers, Sales Manager,
Electroscan Ltd,
Orchard Road Estate,
Oxbridge UB84 10SF.**
- (8) **Production Manager**
- (9) **Thank you for your letter. I am afraid that we have a problem with your order.**
- (10) **6 June 19--**
- (11) **Unfortunately, the manufacturers of the part you wish to order have advised us that they cannot supply it until September. Would you prefer us to supply a substitute, or would you rather wait until the original parts are again available?**
- (12) **Dear Mr Bowers**

Thanking

2. *When did you last write a letter (or email or text message)*

- asking for information?
- giving information?
- saying sorry?
- saying thank you?
- accepting an invitation?
- congratulating someone?
- Who was it to? What was the result?

3. Read the letter and answer the questions.

- 1 What kind of letter is it?
- 2 What did the writer and recipient do yesterday?
- 3 What extra information does the writer give?

4. Label the parts of the letter.

- | | | |
|---|---|--|
| <input type="checkbox"/> opening salutation | <input type="checkbox"/> closing salutation | <input type="checkbox"/> date |
| <input type="checkbox"/> closing sentence | <input type="checkbox"/> writer's address | <input type="checkbox"/> body |
| <input type="checkbox"/> full name (typed) | <input type="checkbox"/> signature | <input type="checkbox"/> recipient's address |

45 Dale Road ¹
Stevenage
SG6 6SB
UK

Sandman Creek Summer camps ²
1831 Ellis Avenue
Eugene OR 97405
25 November, 20— ³

Dear Mr Hemingway ⁴

I am writing to thank you for the interview we had yesterday. I am very interested in working in your summer camp next year. I hope that my qualifications and interests were suitable. I meant to also mention that I am learning to drive and I hope to have my driving licence before the summer. ⁵

Once again, thank you for seeing me. I look forward to hearing from you. ⁶

Yours sincerely, ⁷

Amanda Nash ⁸

Amanda Nash ⁹

5. Lay out this letter correctly on a computer.

128 Springfield Drive, Seattle, WA 98199

Raglan Business Solutions 860 Lincoln House, Spokane, WA 99201

5 March, 20— Dear Ms Moran I am writing to thank you for your offer of an internment in June. I am very excited by the opportunity of working in your company. I look forward to receiving your information pack.

Yours sincerely Irene Porter Irene Porter

Enquiries

6. Work in groups. Make a list of all the reasons why a business makes enquiries of a supplier.

EXAMPLES

to ask for a brochure to check on an order

7. Read and complete the letter with these words.

would recently also planning future know stand including

GFC Designs
Unit 15 Newlands Business Park
73 Charles Street East
Toronto
ON M1V 5LR

Look Out Security
1200 Woodroffe Avenue
Ottawa
ON K2C 3X5

3 June, 20—

Dear Sir/Madam

We saw your _____¹ at the Montreal trade fair, and we would like to _____² more about your CCTV products.

GFC Designs is a graphic design agency, specializing in design solutions for businesses. We have _____³ moved to new business premises, and we are _____⁴ to replace our security cameras in the near _____⁵.

_____⁶ you please send us your latest catalogue, _____⁷ a full price list? We would _____⁸ like to know if you install and maintain your security systems.

We look forward to hearing from you soon.

Yours faithfully,

Claude Danvers

Claude Danvers
Facilities Manager
GFC Designs

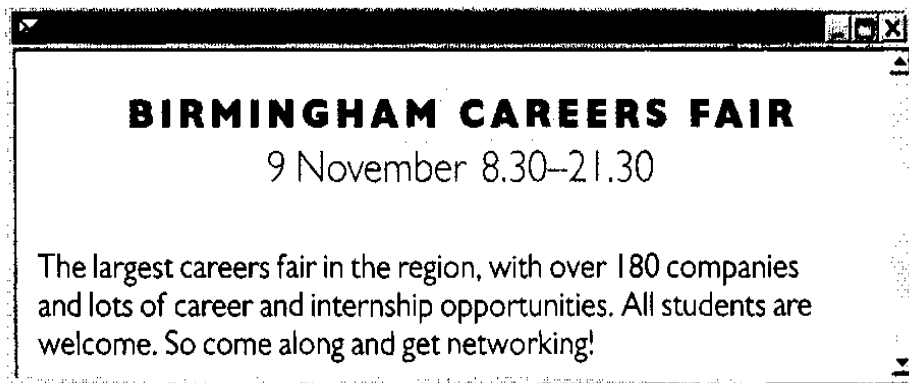
8. When you write a letter or an email you should organize your ideas clearly. Number these items in the order you find them in the letter.

- | | |
|---|---|
| <input type="checkbox"/> Reference to reply | <input type="checkbox"/> Description of your company |
| <input type="checkbox"/> Your enquiry | <input type="checkbox"/> How you know about the supplier |
| <input type="checkbox"/> Polite ending | |

9. You recently saw an advert in a trade magazine for GFC Designs. You are a quality gift supplier and would like to improve your website. Write to them and ask for a brochure. You also want to know if they deal with small businesses. Invent a name and address for your company.

Following up

10. Imagine you meet someone at a careers fair and you want to write a follow-up letter. What information would you include?



11. Read and complete the letter with these phrases.

- | | | |
|---|---|--|
| <input type="checkbox"/> <i>have also</i> | <input type="checkbox"/> <i>to learn more about</i> | <input type="checkbox"/> <i>enclose a copy</i> |
| <input type="checkbox"/> <i>for taking the time</i> | <input type="checkbox"/> <i>Thank you again</i> | <input type="checkbox"/> <i>mentioned to you</i> |

44 Proctor Street
Birmingham
B2 4AY

Tanzi Import Export
Via Santo Spirito 23
50125 Firenze
Italy

9 November, 20—

Dear Mr Fanelli

Thank you _____¹ to talk to me today at the Birmingham Careers Fair. Now I have a better idea about your company I believe that I would be an asset to your team.

As I _____², I am studying business management and have work experience in a small import export company in my home town. I speak Italian and I have good computer skills. I _____³ done a project on business links between Italy and the UK, which is my area of special interest.

I would like _____⁴ your trainee programme and visit your company. I _____⁵ of my CV and a reference from my course tutor.

_____⁶ for your time. I look forward to hearing from you soon.

Yours sincerely
Nina Bhatia
Nina Bhatia

Enc.

12. Imagine you were at the Birmingham Careers Fair. You spoke to one of the companies below. Write a follow-up letter

Marek Kaminski
ABACUS
 Import Export
 New York, N.Y.

LAURA MORALES
ARTEMIS
 Sports goods
 for professionals
 across the globe
 MADRID

Thomas Bernard
WORLD IN NEED
 INTERNATIONAL AID ORGANIZATION
 Helping the world in crisis

13. Choose a student in your group and address this letter to him or her. Then use the notes in the box to complete the letter.

All orders £50.00+ = 10% discount
 All orders over £75.00 = free postage & packing

**Fashion
Factory**

West Road, Pembroke Dock, Wales
 Tel/Fax no. 01685 4208491

Our ref: CV/S-S2000
 Your ref: 548720
 Date: _____

Dear _____

Spring-Summer catalogue

Thank you for requesting our new catalogue. I am pleased to enclose a copy and hope that you like our new range for this season.

You can place an order with us 24 hours a day, so don't delay and choose something special for this season straightaway.

We look forward to receiving your order.

Yours _____

Sales Assistant

Enc. Spring-Summer catalogue.

14. Write a sales letter to your partner for the product you gave a presentation about. Look at the model, then write your own letter.

CommuniCom Ltd.
Old Harwich Road
Suffolk SK2 6TH
Tel/Fax 01289 897351



Our ref:
Date: 26 February 2000

Judith Walters
Star House
Dog Street
London W7 1RF

Dear Ms Walters

Do you have friends and family you would like to see more often? When you telephone colleagues would you like to see their faces? With the new Home Desktop Videophone this is now possible!

The Home Desktop Videophone is easy to set up and use and you don't need a computer or any special software. It's just like making a normal telephone call. All you do is make a telephone call to that special person and the excellent moving picture quality and sound means they are instantly with you.

Imagine . . . family and friends who live far away can still keep in touch with you. Talking to colleagues in other countries can be more like meeting them face-to-face. Each party needs to have a set, but the good news is that we have a special offer at the moment - buy one set and we will send a second set to your family member, friend or business colleague at half price.

Don't miss this great opportunity to benefit from the Home Desktop Videophone. Call our freephone enquiry and order line now and get closer to the people that matter.

Freephone number 0199 645645

Yours sincerely

Jackson Brown

Jackson Brown
Sales Manager

15. Read the part of a fax message from Mrs Beverley Harrison, the owner of a company providing chauffeur services.

I have seen an advertisement in the Evening Mail for your car insurance services, and I notice that you offer discounts when insuring fleets of cars. I own a fleet of 25 cars and I would like to know what kinds of discounts you can offer. I would also like a quotation for insuring the whole fleet.

I look forward to hearing from you earliest convenience.

- Write a letter to Mrs Harrison:

- Thanking her for her fax and interest.
- Saying that you are enclosing a brochure outlining your insurance services.
- Informing her of the discounts you can normally offer for fleets of cars.
- Explaining that you will phone her for more information about the cars in order to give her a quotation.

- Write 60 – 80 words.

REPORTS

Formal reports can be very long, complex documents. Memorandum reports are often used when the information is simple and straightforward. A report is usually requested by a person in authority and the writer responds giving information or answers to specific issues or problems.

This is a memorandum report about a company's catering problems.

Parkside Leisure Centre

MEMO

To: All members of the Management Committee
From: Sam Brown, Personnel
Date: 30 September 2003
Subject: **Customers' response to new catering arrangements**

Introduction:
The Management Committee made a decision to remove the cafeteria facilities from the leisure centre last April. As a result 'self-service' machines were installed in May. This report summarises our customers' response to the change.

Customers' response to 'self-service' machines
At the end of August I sent 300 questionnaires to regular users of the leisure centre, and received 194 replies.
The majority of our customers are very unhappy with the new 'self-service' machines, and 90% of them would like us to restore full cafeteria services (see appendix for more information).

Conclusion
The centre's budget is set for this year, but because so many people are unhappy with the catering service we offer, I think that it is necessary to make some changes in the new financial year.

Recommendations
1. We should take our customers' complaints seriously, so that they continue using the leisure centre.
2. We should think about improving our catering facilities, and possibly restoring the full cafeteria service.
3. We should inform customers that the Management Committee are considering the matter, and will let them know what they plan to do for the next financial year.

Standard memo heading.

The **introduction** should explain what the report is about.

The **main body** examines the issues or problem in detail and describes how the writer collected his/her information.

The **recommendations** tell the reader what steps to take next to solve the problem.

Reports should be well-structured and easy to read. They include an introduction, the main body and a conclusion.

The **conclusion** summarises the main points of the report.

16. Answer the questions.

- What is a report?
- Who writes reports?
- Who reads them?

17. Read the extracts from a report and number the items below.

- Title Introduction Body Conclusion

18. Read the report again. Do you think you are a typical mobile phone user?

1

We interviewed 450 mobile phone users in schools and colleges, and at work. We asked all the interviewees the same questions. 231 of the interviewees were male and 219 were female. Over 95% of 15–21 year olds use mobile phones. 75% of people talk to friends daily. Our report also shows that text messaging is more popular than phone calls and 90% of users send texts daily. We found that over 60% of users download their own ring tones. We also found that males would prefer, more than females, to end a relationship by text rather than in person.

2

To conclude, we found that mobile phones are an essential part of young peoples' lives. They use mobile phones in preference to emails, letters, and even face-to-face contact. Based on our research we predict that the mobile phone will become even more important to young people's communications in the future.

3

The use of mobile phones by 15 to 21 year olds

4

The purpose of this research was to find out how people aged 15–21 use their mobile phones. It aimed to find out how people use them, how often they use them, and what they use them for. It also aimed to see if young people ...

19. Write a brief report entitled: *The difference in use of mobile phones by 15-21 year-old males and females. Use the information below and any relevant information in the report.*

| | Males | Females |
|--------------------------------|-------|---------|
| Own a mobile phone | 92% | 97% |
| Play games daily | 60% | 45% |
| Talk to friends daily | 85% | 55% |
| Feel safer with a mobile phone | 70% | 90% |

3.2. Messages

MESSAGES/ NOTES

A message or a note is a request or a piece of information that you leave for someone when you cannot speak to them directly.

This is a message from one colleague to another, asking if she would like to attend a presentation.

Day or time at the top.

Don't use headings or greetings.

The language can be quite informal.

Friday
Jo,
I phoned Sui Lee about her presentation.
She is giving her talk in the Greenwich conference room, Excelsior Hotel, at 10 o'clock on Wednesday 24 November.
Give me a ring if you'd like to attend.
Sam

The message is very short and usually contains one piece of information.

20. You are going to your company's warehouse tomorrow. Write a note to your colleague:

- saying where you are going
- explaining the reason for your visit
- asking him or her to go with you.

Write 30-40 words.

21. You have arranged a trip for Dr Brook from London to Paris. Write a message telling her about the arrangements for her journey.

3.3. Faxes

FAXES

A facsimile or *fax* copy is an exact reproduction of a document, so when you send a fax it could just be a *copy* of a document (e.g. a letter) not a new document. Often, though, a fax is a new document similar to a letter, but is often more direct. Faxes are quick, convenient, and the sender knows that the document has arrived.

This is a fax giving confirmation of a booking.

The date of the transmission is printed by the machine when the fax is sent.

25/03/2000 MON 09.56 FAX 01291 236236

FAX MESSAGE

Hotel Excelsior

To: Toni King **Fax No:** 0207 346346
Marketing Manager, Big Corp

From: Kate Murdoch **Our Fax No:** 01291 236236

Date: 25 March **Pages (inc. this one)** 1

Re: Booking Confirmation

If you do not receive all the pages, please telephone us on 01291 236263.

Following our telephone conversation, this is to confirm that the 'Greenwich' conference room is booked in the name of Toni King for Thursday 8 April.

The room seats 15 people and the booking includes a sandwich lunch.

Conference participants may use the hotel's facilities.

Thank you.

KM

Most companies print their own fax stationery.

(Students studying for the BEC exam do not need to add these 'fax header' details.)

Say how many pages you are sending, so the receiver knows if there is any problem with the transmission.

The style is more direct than a letter.

Re: means 'regarding'. Put the subject here.

Information about the sender and the receiver appears at the top, so the writer does not use traditional greetings. (*Dear Sir*, etc.)

The fax ends with the sender's name or initials.

22. Write the following headings in the right place on the fax below. One heading is used twice.

| | | |
|------------|-----------------|----------|
| Company | From | Position |
| Date | Message | Subject |
| Fax number | Number of pages | To |

F A X

Call if message is not clear

| | |
|---------------------|------------------------|
| 1 | 6 |
| Deirdre Murphy | Eurocomex Frankfurt |
| 2 | 7 |
| Personnel Manager | Deirdre Murphy |
| 3 | 8 |
| Bantry Construction | 2 (including this one) |
| 4 | 9 |
| 00 353 21 765203 | 19 October |
| 5 | |
| Margret Schaffer | |
| 10 | |

Dear Deirdre,

Sorry it's taken me so long to reply to your fax. Last week I was with Kate in Dublin and we had so many problems with the figures that I had no time to deal with anything else ...

Giving directions

23. Read the text messages and answer the questions.

1. Where is Javier?
2. What does he need?
3. How will Krystyna send him the information?
4. Why is a fax useful in this situation?

24. Read and complete Krystyna's fax.

opposite on left signs lost get take

HI KRYSZYNA. AM @
AIRPORT HOTEL.
ARRIVED L8 LAST NIGHT.
HOW DO I GET 2
CONFERENCE BY CAR?
JAVIER

HI JAVIER. WILL FAX YR
HOTEL WITH DIRECTIONS.
KRYSZYNA

FAX Brookside Hotel and Conference Centre

For the attention of: Javier Alonso

| | | | |
|---------|------------------|--------------------------------|----------------|
| Fax No: | 01864 774322 | Date: | 14 January 20— |
| From: | Krystyna Wozniak | No. of pages (including this): | 2 |
| Fax No: | 01992 702002 | | |

Subject: How to get to here

Hi Javier

Here are the directions and a small map.

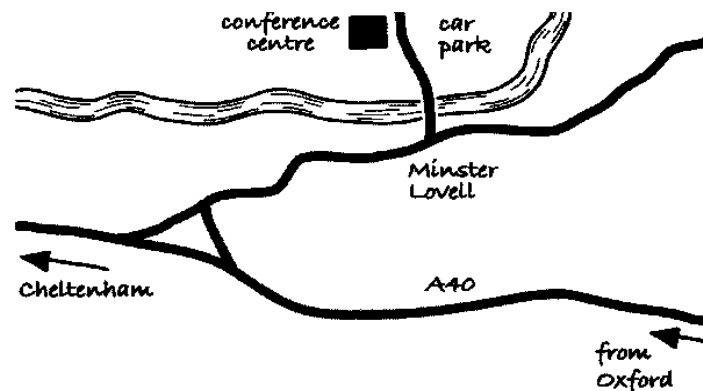
It's about 60 miles from the airport to the hotel. From the airport, _____¹ the M40 to Oxford. Then take the A40 to Oxford. Follow _____² for Cheltenham. About 14 miles after Oxford follow signs for Minster Lovell. When you _____³ to Minster Lovell, go _____⁴ over a stone bridge. Brookside Hotel is _____⁵ your left. The car park is _____⁶ the hotel. The conference starts at 1.00 p.m. so you've got plenty of time. Hope this map is clear. Call me if you get _____⁷!

See you later.

Krystyna

FAX Brookside Hotel and Conference Centre

Page 1



25. Write a fax giving directions to a visitor to your school or college. They are arriving from the town centre by car. Include a map if necessary.

26.

- You are staying in a hotel on a business trip.
- Read the fax about your trip below, and the passport information on the opposite page.
- Complete the hotel registration form on the opposite page.
- Write a word or phrase (in CAPITAL LETTERS) or a number on lines 41-45 on your Answer Sheet.

Chic Fashion Designs

FAX MESSAGE

| | | | |
|---------------|---------------------------|---------------|---------------------------------|
| To: | Alan Wickham | From: | Bernard Eccles |
| Fax: | 01675 477893 | Pages: | 1 |
| Phone: | 01675 477756 | Date: | 29/04/20... |
| Re: | Your trip to Milan, Italy | CC: | Sally Jones, Personal Assistant |

Alan,

Herewith confirmation of your travel dates:

Monday 26th May-Friday 30th May 20... .


You will be staying at the Trieste Hotel in Milan for 4 nights (Mon-Thurs.) and flying back on Friday.

Call me on Tuesday after your meeting with Paolo.

Enjoy the trip. Hope you find the designs we want.

Bernard

United Kingdom of Great Britain and Northern Ireland

| | | | |
|---|--|--|---|
| Passport Passeport | Type/Type P | Code of issuing State/ Code de l'Etat émetteur GBR | Passport No./ Passeport No. 512487356 |
|  | Surname/Nom (1) | | |
| | WICKHAM | | |
| | Given names/Prénoms (2) | | |
| | ALAN | | |
| | Nationality/Nationalité (3) | | |
| | BRITISH CITIZEN | | |
| | Date of birth/Date de naissance (4) | Children/Enfants (5) | |
| 6 JUN/JUIN 70 | | | |
| Sex/Sexe (6) | | | |
| M | | | |
| Date of issue/Date de délivrance (8) | Authority/Autorité (9) | | |
| 14 JAN/JAN 01 | | PASSPORT OFFICE, PETERBOROUGH | |
| Date of expiry/Date d'expiration (10) | Observations-page/ Observations-page (11) | | |
| 14 JAN/JAN 10 | | | |

Trieste Hotel Milano, Italia

GUEST REGISTRATION

| | |
|---|------------------------------|
| NAME (41) | PASSPORT NO. (42) |
| PERMANENT ADDRESS 84 Burnham Road, Lanesfield, Wrexton, UK. | CAR REGISTRATION NO. — |
| | DATE OF ARRIVAL (44) |
| COMPANY (43) | DATE OF DEPARTURE (45) |
| CONTACT TEL. NO. 01675 477756 | FORM OF PAYMENT Visa |
| SIGNATURE | |

- Read this part of a fax from David Parkinson, a company director who will be arriving from the UK to visit your company next week.

As you know, I will be arriving on Tuesday afternoon next week, and I wonder if you could answer a few questions for me.

Will someone be able to meet me at the airport? If this is possible, I would be grateful. It would be a lot easier than trying to get a taxi in a strange city.

Can you tell me the name of the hotel and where it is? I will need to leave this information with my secretary.

Do you have any plans for dinner after I arrive? If you are free, would you care to join me? It would be a good opportunity to become acquainted.

Could you confirm the time of the meeting the next day, and let me know exactly where it will be held?

Looking forward to hearing from you.

- Write a **fax** to David:
 - saying who will meet him at the airport, and where
 - giving him the name and location of the hotel
 - explaining the arrangements for dinner after he arrives
 - confirming the time and venue of the meeting the next day.
- **Write 60-80 words.**

28. Rosalind Harrison is travelling to Poland again to meet the sales director and sales team of the Gdansk office. You are Rosalind's PA.

- Send a fax to Krystina Duda telling her about the arrangements for Rosalind's next visit.
- Ask Krystina to meet Rosalind at Krakow, take her to Gdansk for her meetings and to make the arrangements for her stay.

- Travel: London to Krakow 17 March/Krakow to London 19 March.

- Arrange meetings 18 March: Sales Director/sales team to discuss progress of advert.

CLASS ADS LTD

FAX MESSAGE

TO: Krystina Duda FAX NO.: 0048 22 5434569
FROM: OUR FAX NO.: 020 7968 1651
DATE: PAGES (incl. this one):
SUBJECT:

If you do not receive all the pages, please telephone us on 020 7968 1423.

29. Read this advertisement.

Linton Business Society is looking for new members. Send a letter of introduction to Martin Smith, 19 High St., Linton L12 1BG, or fax: 0247 493490.

Write a fax to Mr Smith:

- saying who you are and what you do;
- giving information about your company;

- explaining why you would like to join the society;
- providing your contact details.

Write 60-80 words.

FAX MESSAGE

30. Read this advertisement about a product.


The Off-Road ROUGHNECK ZC7

This is our latest model. It gives you all the high quality you expect from a ZEPHYR bike but it also gives you more. It is the lightest off-road bike available in this country.

The **ROUGHNECK ZC7** is:

- easier to stop – with its faster brakes • stronger – with its new design**
- more comfortable – with its new seat •**
- more stylish – choose from 25 colours • and cheaper than you think!!!**

Visit our website – zephyrbike.zc7.co.uk or fax 0208-742-3376 for a brochure.



Write a fax to the company:

- saying where you saw the advert
- asking specific information about the bike
- requesting a company brochure
- giving your contact information.

Write 60-80 words.

3.4. E-mails

E-MAILS

E-mail, or electronic mail, is how messages are sent over the Internet. Unlike telephone calls, e-mail is useful for differences in time zones and messages can be read when the receiver is ready.

This is an e-mail confirming that two colleagues will discuss contracts at a trade fair.

The electronic address at the top tells the receiver who the message is from. (Students studying for the BEC exam do not need to include to/from/subject details.)

Information about the sender and receiver appears at the top, so the writer does not use traditional greetings.

| | |
|-----------------|---------------------------------------|
| From: | Judith.Mahon@Waltersed-ema.com |
| To: | Marcel.Liebermann@Goldrickpub-ema.com |
| Date: | Wed, 16 Jul 2003 |
| Subject: | Trade Fair |

Thanks for the message. I'm looking forward to seeing you at the Hamburg trade fair next month. I'll bring the final contracts with me and we can discuss them over lunch.

Best wishes

Judith

The style is much more informal than letters, and can be quite casual. (Students studying for the BEC exam should check with their teacher about the formality of business e-mails.)

Making contact

31. Discuss these questions.

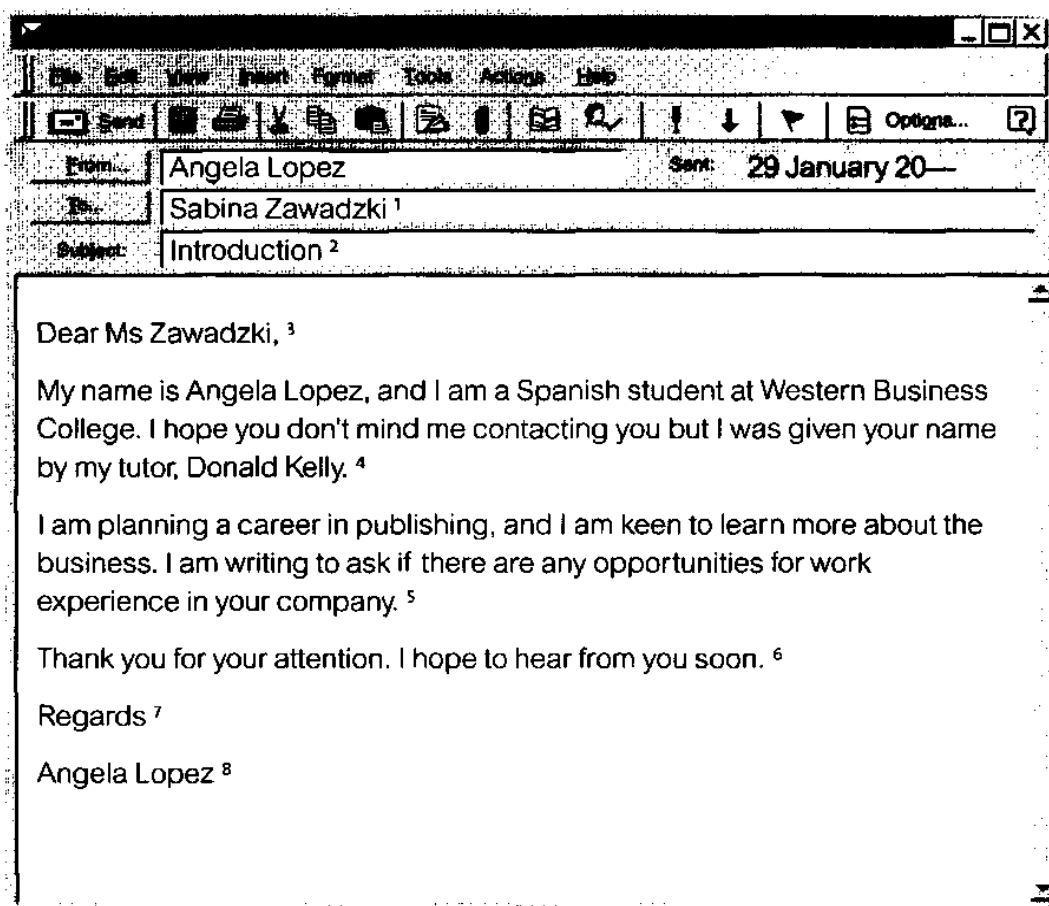
- What sort of information do you give when you introduce yourself to somebody?
- Do you find it easy to introduce yourself to someone you don't know?

32. Read the email and answer the questions.

- 1 Who is Angela?
- 2 Does she know Sabina Zawadzki?
- 3 What does Angela want?
- 4 How do you think Sabina will reply?

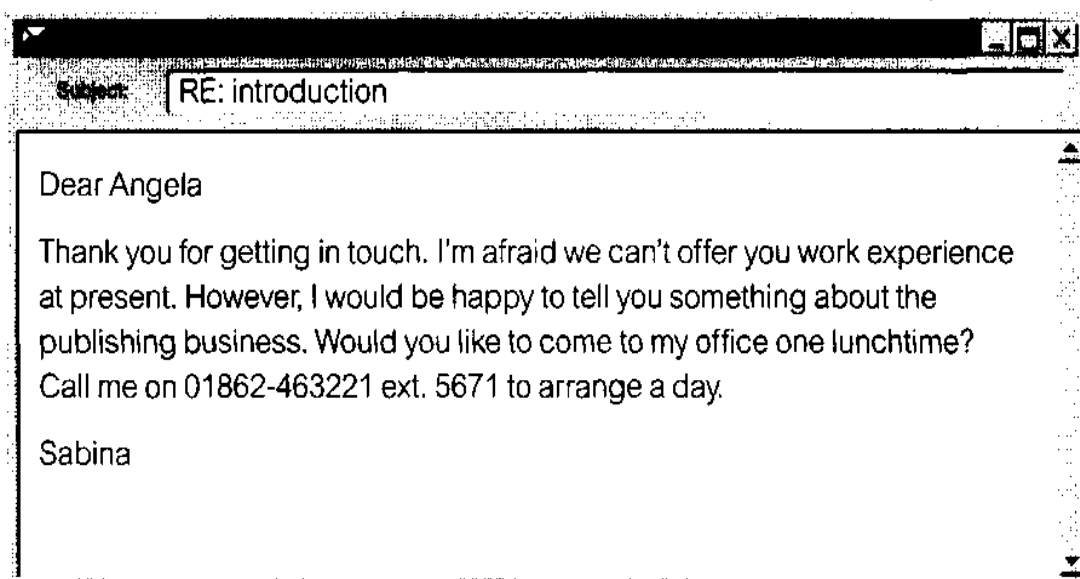
33. Label the parts of the email.

- | | |
|---|---|
| <input type="checkbox"/> closing sentence | <input type="checkbox"/> introduction |
| <input type="checkbox"/> closing salutation | <input type="checkbox"/> recipient's name / email address |
| <input type="checkbox"/> sender's name | <input type="checkbox"/> subject line |
| <input type="checkbox"/> opening salutation | <input type="checkbox"/> reason for writing |



34. Read Sabina's email and answer the questions.

1. Can she offer Angela work experience?
2. What does she suggest?



35. Write an email introducing yourself to Tim White. He is a friend of your teacher and he runs a small business. You would like to interview him for a project

36. You have decided to leave your job. Write an e-mail to a colleague:

- telling him or her about your decision
- saying when you are leaving
- explaining the reason for your decision.

Write 30-40 words.

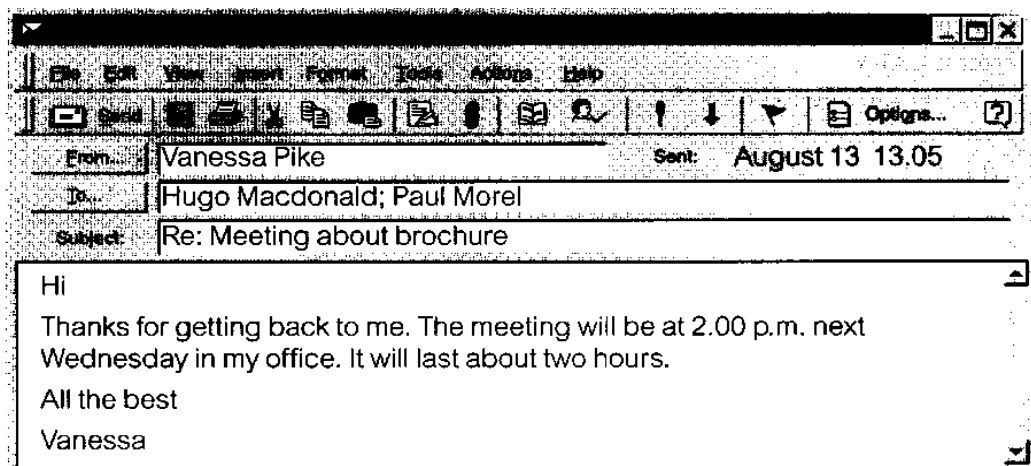
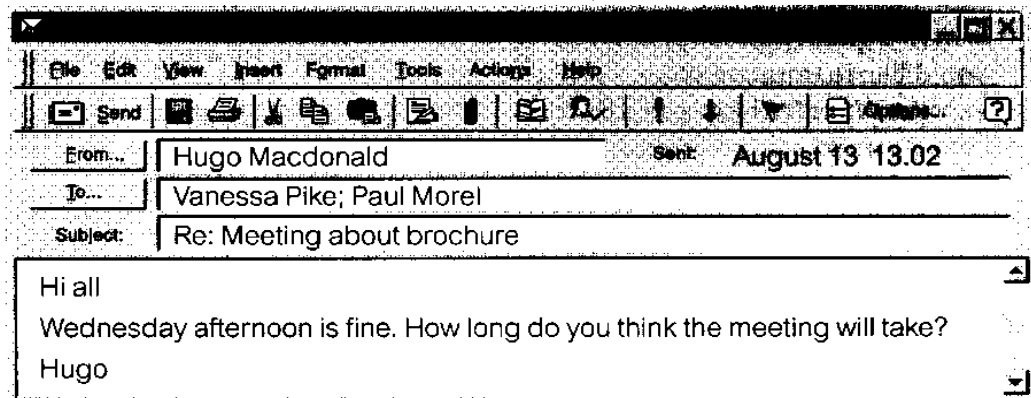
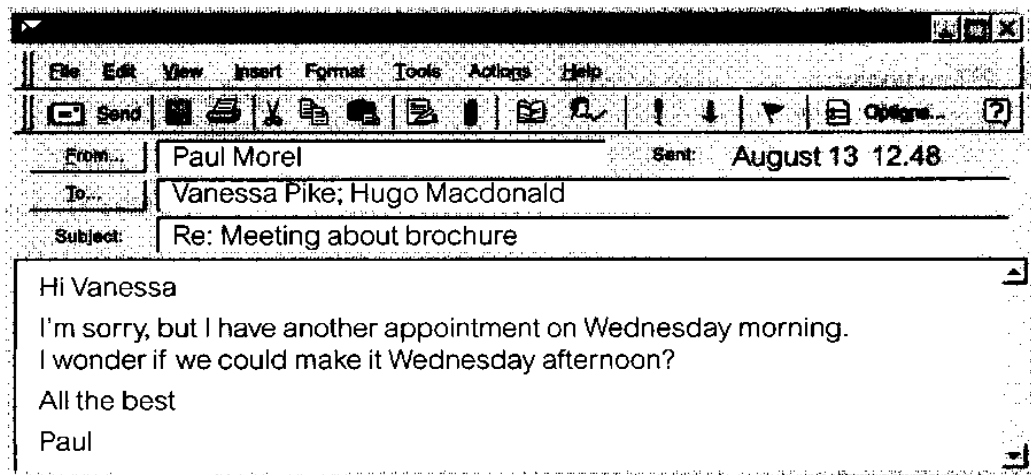
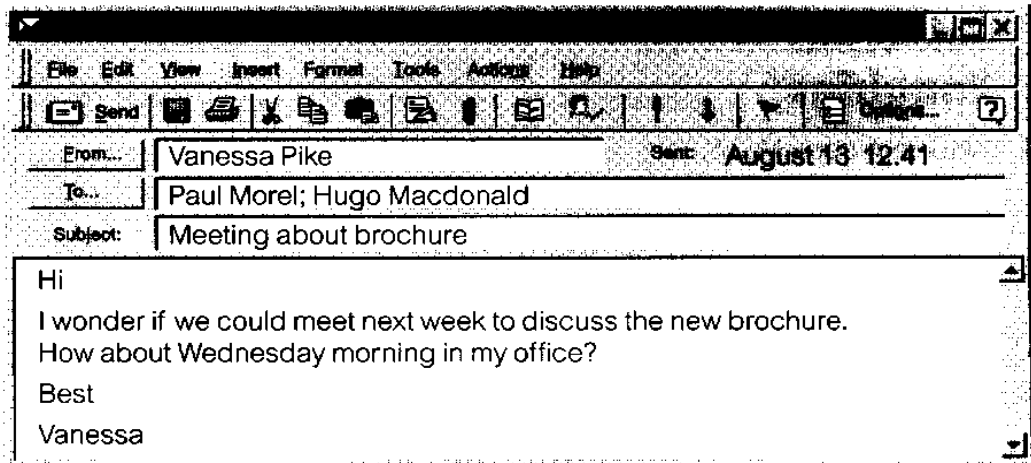
The image shows a standard email composition interface. At the top, there are three input fields: 'To...', 'Cc...', and 'Subject:'. Below these fields is a large, empty rectangular area intended for writing the email's content. The interface is simple and functional, typical of an older email client.

Arranging a meeting

37. What information do you need to give when trying to arrange a meeting?

38. Read the emails. Who...

1. suggests a meeting?
2. suggests an alternative time?
3. agrees to a meeting time?
4. confirms the meeting?



39. *Imagine you are Hugo. You discover you are busy on Wednesday afternoon. Write to Vanessa and Paul. Apologize and suggest an alternative day and time*

40. *Write emails to your partner to arrange a meeting. First invent names and decide what you want to discuss.*

Student A

suggests a meeting

Student B

apologizes and suggests an alternative time

Student A

agrees to the meeting time

Student B

confirms the meeting

Inviting

41. *Discuss these questions.*

- When do you send and receive invitations?
- What information does an invitation include?

42. *Read the correspondence and answer the questions.*

- 1 Why is Space Fashion having a party?
- 2 What does *RSVP* mean?
- 3 How well do you think Jim knows Stefano?
- 4 Who doesn't accept the invitation?

43. *Imagine you are Melissa. You can't go to the party. Write an email to Selina. Then imagine you are Jim. You can go for the drink. Write an email to Stefano.*

44. *Write an invitation to your partner. Your partner writes an email back, accepting or refusing.*

SPACEFASHION

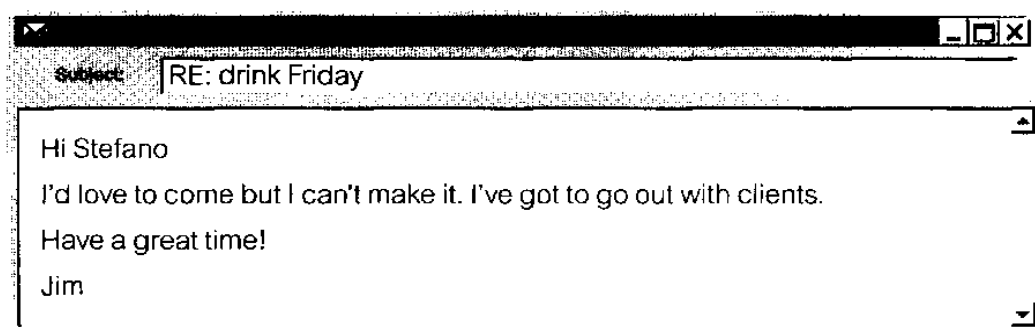
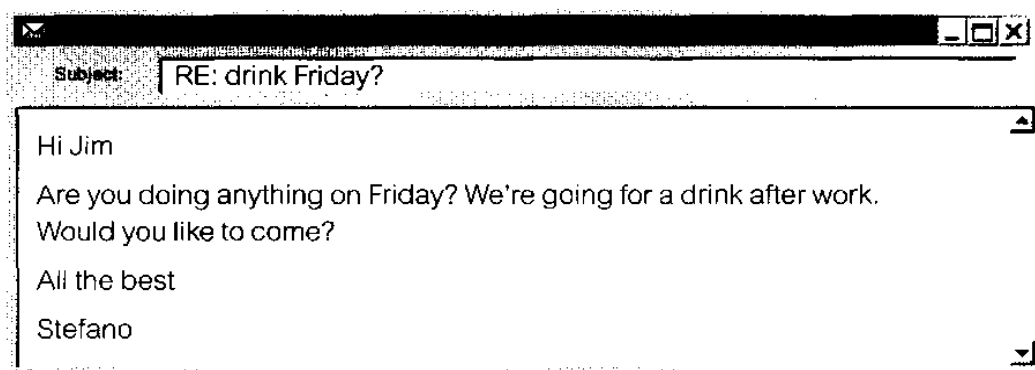
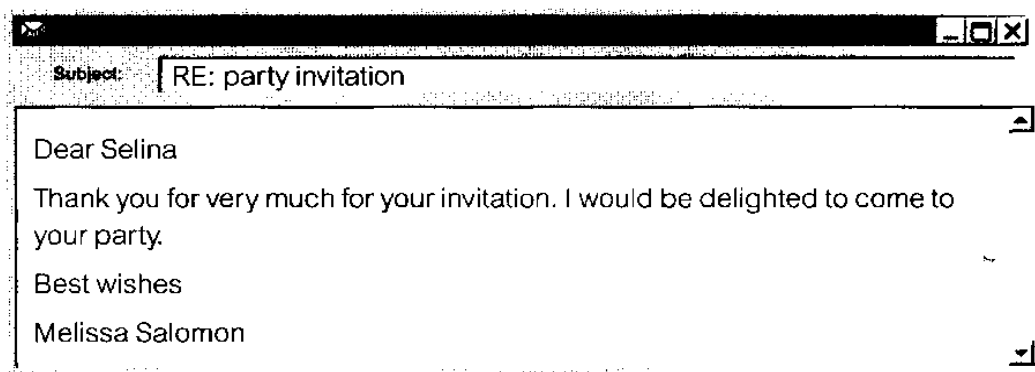
Dear Melissa

*Space Fashion is holding a summer party
on Friday 12 July at 7 p.m. to celebrate a great year.
We would like to invite you to our celebrations.*

Selina Bond

RSVP

Email: spacefashionhp@virtual.com
Address: Space Fashion, 112–114 Tudor Street,
London EC11 4PD



45.

- You want to invite a colleague to join you when you interview an applicant for a job in your department.
- Write an **e-mail** to your colleague:
 - inviting her to the interview.
 - telling her when and where the interview will take place.
 - asking your colleague to confirm her availability.
- **Write 30-40 words.**
- **Write on your Answer Sheet.**



Enquiries

46. *Companies often receive letters from business students and other members of the public asking for information about their company's performance. Write an e-mail to a company asking them to send you some company information.*

Answering enquiries

47. *Look at the website and answer the questions.*

- 1 What sort of products is this company selling?
- 2 Who are their target customers?

PromoPerfect Promotional Products



As low as €16 a unit

USB Pendrive

It allows you to carry lots of data. Great for PowerPoint presentations.



As low as €14 a unit

Hand Track Mouse

This easy-to-use mouse doesn't need a desktop. It's great for business people on the move. It has a USB connector.

Minimum order 25 items

48. Put the sentences in the correct order in each email.

Subject: Pendrive info

Dear Customer Care
I am interested in ordering your USB pendrives for a promotional campaign.
 1
Could you also tell me if there is a discount for orders over 100? _____
I look forward to hearing from you. _____
I would like to know how many megabytes of data you can store on the USB pendrive. _____
Bill Whitehead

Subject: USB pendrives

Dear Mr Whitehead
I hope that this has answered your questions. _____
Our USB pendrives come in two versions, 32 megabytes and 64 megabytes.

Thank you for your enquiry _____
In answer to your second question, we only offer a discount on orders over 500. _____
We look forward to receiving your order. _____
David Harris
Customer Care

49. You work for PromoPerfect. Answer the following enquiries. Use the information in the table.

- I would like to know what colours the Hand Track Mouse comes in. Also, can it be used by left-handed people? (Kristin Archer)
- Could you give me more details about the USB Pendrive? (Martin Vidmar)

| USB Pendrive | Hand Track Mouse |
|--------------------------|--|
| Colour: silver | Colours: green and silver |
| Size: 90mm x 30mm x 14mm | for both left- and right-handed people |

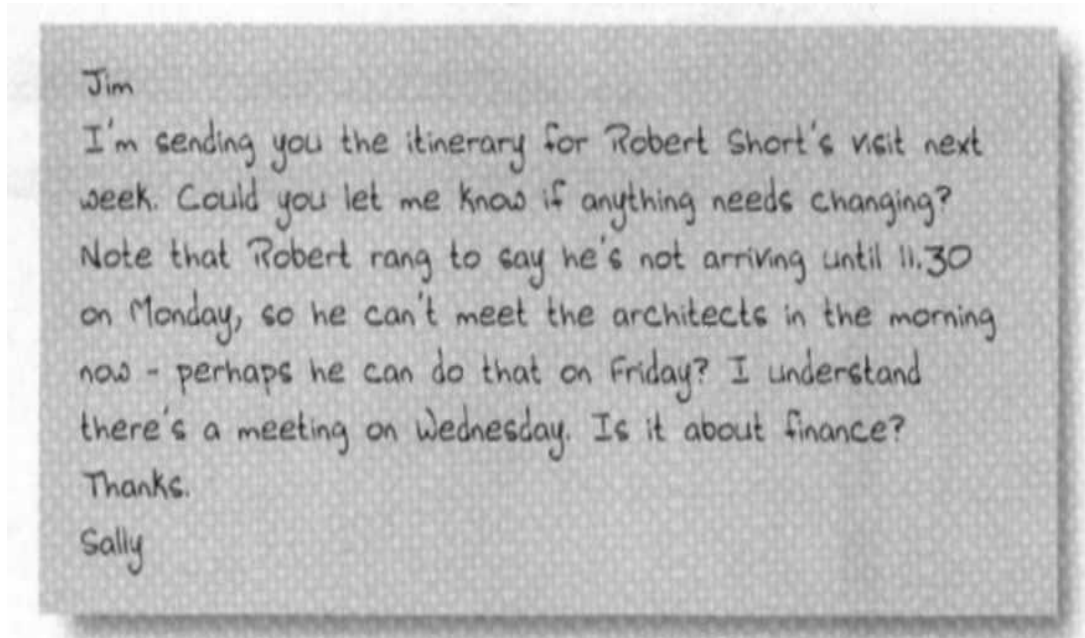
50. You are visiting Switzerland on a business trip next week with your colleague.

Write an e-mail to your colleague:

- thanking him or her for booking your tickets
- apologising for losing the itinerary he or she gave you
- asking him or her to send it to you again.

Write 30-40 words.

51. Read the note and e-mail. Complete the form. Write a word or phrase or a number on lines 1-5.



Subject: Robert Short's visit

Sally

Thanks for the itinerary - and for letting me know when Robert arrives.

Robert's seeing local politicians on Monday afternoon and on Tuesday he's visiting suppliers - but not until after lunch, so put him down for the architects in the morning. On Thursday he's meeting some trades union at 9 a.m. There's no presentation to staff in the afternoon because he's leaving at 3 p.m.

Thanks.

Jim

PS The meeting on Wednesday is the planning meeting.

Itinerary for Robert Short

| | |
|-----------|---|
| Monday | See (1) (p.m.) |
| Tuesday | Meet (2) (a.m.) Visit (3) (p.m.) |
| Wednesday | Attend (4) meeting (all day) |
| Thursday | Meet trades union at (5) |

Complaining

52. What problems can you have when you buy something online or by mail order?

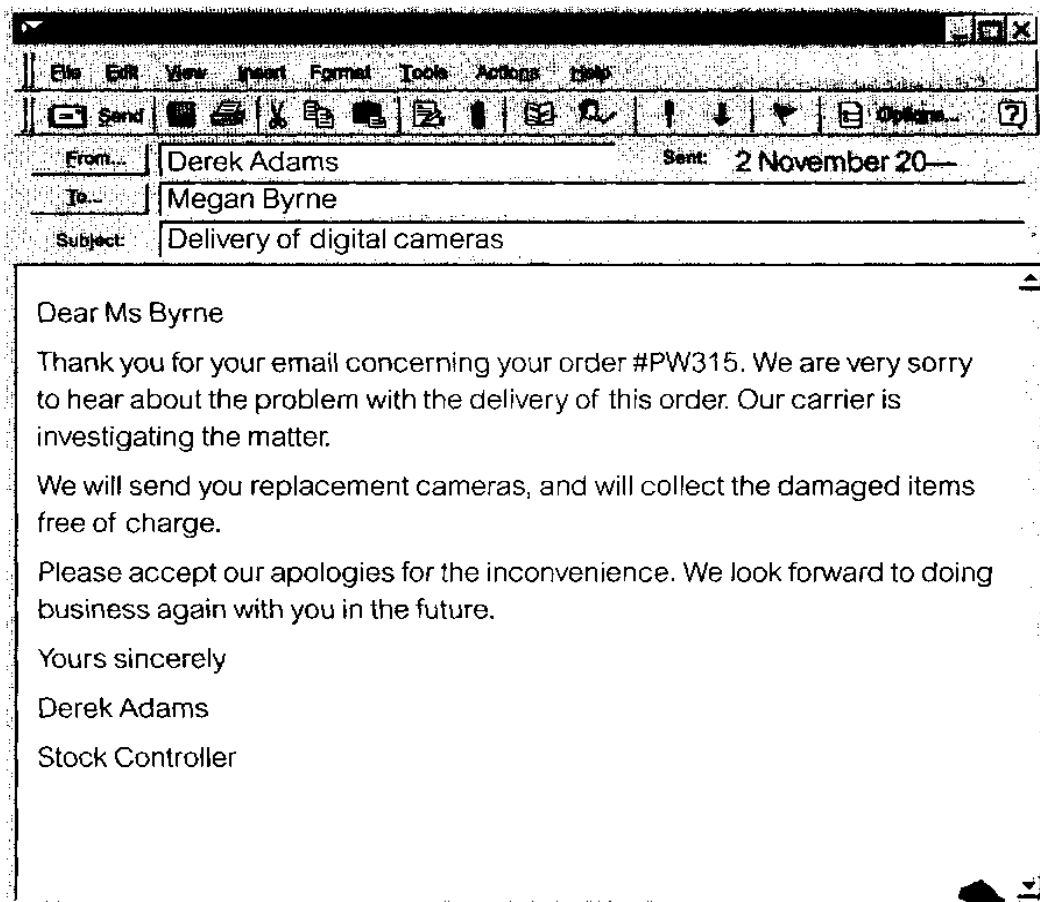
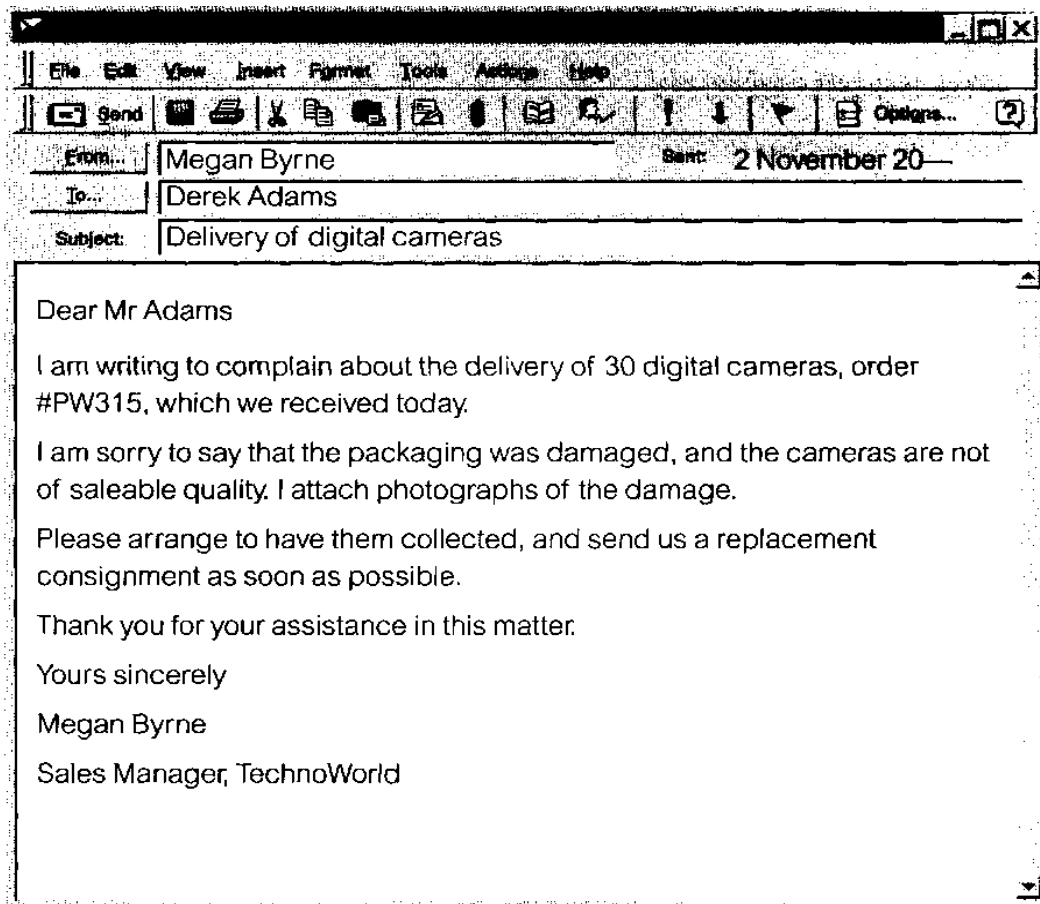
Add to the list.

missing parts

wrong quantity

53. Read the emails and answer the questions.

1. What problem does Megan Byrne have?
2. What does she want to happen?
3. Who does Derek Adams think is responsible for the problem?
4. What is he going to do?
5. Do you think that Megan Byrne will be happy with the solution?



54. Read the following problem. Write an email of complaint. Then write the reply from the company.

You have ordered two DVDs from the online company DVD Direct -*The Last Samurai* and *Spiderman*, Deluxe Edition (Order No. 92670 BF). You have received: *The Lost Princess* and *Lord of the Rings Part 1*.

Apology

55. Read this memo from Phil Murphy about problems with his company's computers.



Write an e-mail to Mr Murphy:

- thanking him for his memo
- apologising for not replying earlier
- explaining the reason for the delay
- saying how you will help him.

Write 60-80 words.

PRESENTATION

4.1 Preparation

1. Suzi Capra wants to make a good start to her presentation, so she has made a list of the things she wants to say. Unfortunately, she has dropped all her language cards (a-j) on the floor. Help her to put them in the right order by matching them with the cues (1-10).

Cues

- 1 THANK audience for coming;
- 2 INTRODUCE myself;
- 3 Give JOB title;
- 4 Give TITLE of presentation;
- 5 Give REASON;
- 6 Give STRUCTURE;
- 7 Give LENGTH;
- 8 VISUAL AIDS I plan to use;
- 9 No QUESTIONS; until the end;
- 10 START first part.

Language cards

- A. I plan to show you some slides and a short video during my presentation.
- B. So, first of all, let's take a look at...
- C. I'm very grateful that you could all come today. ,
- D. I'm going to talk for about...
- E. If there is anything you would like to ask me, please would you wait until the end of the presentation.
- F. My name is . . .
- G. My talk will be in four main parts.
- H. The subject of my presentation today is...
- I. I'm the ...
- J. I'm going to talk about this because ...

MEETINGS

5.1 Writing a Memo

MEMORANDA

A memorandum (plural *memoranda*, abbreviation *memo*) is sent to people or whole departments inside the organisation, never to a customer.

This is a memo warning staff that they may have problems with their computers.

c.c. means *carbon copies*, and indicates that you have sent a copy of the memo to someone else.

The **subject** line should summarise what the memo is about.

No greeting (such as *Dear . . .*)

Put your initials at the end, not your full name.

BLOGGS & BLOGGS
MEMO

To: All staff From: Michael McGovern, I.T. Centre
C.C. M.D. Subject: Computer Access

Date: 18 August 2003

We will be upgrading the software installed on the network over the weekend. It is therefore possible that you may have problems accessing your computer on Monday morning.

If this is the case, please do one of the following:

- Press the restart key when the 'access denied' message comes up.
- Phone extension 2291 for help from a technician.

We are doing everything we can to make sure things go smoothly, and will be glad to help if you have any problems or queries.

MM

Most companies print their own memo stationery, but the headings are always the same.

The text is divided into paragraphs.

- use bullet points to list items.

1. The managers at your company have decided to give staff a pay rise. Write a memo to staff:

- confirming the pay rise
- giving details of the pay rise
- saying who to contact for more information.

Write 30-40 words.

2. Use these notes to complete the memorandum report.

Purpose of visit: collaborate on big advertising account for Cola-Taste.
 Situation: German agency working on plans for the ad campaign now; very positive about idea of collaborating.
 Conclusion: take opportunity to work closely with German colleagues; very profitable across Europe.
 Recommendations: invite German colleagues to visit/discuss; CEO to join meeting/discuss budgets.

CLASS ADS LTD

MEMO

To: John Brown, Managing Director From: _____ Date: _____

Report on visit to partner agencies in Germany

Introduction

Last week I visited our partner agency in Berlin. The purpose of the visit _____ . This report describes the situation and makes recommendations about how we can work together on this important project.

Situation

1. _____ .
2. We discussed the idea of a pan-European advertisement — using the same ad in several European countries, but using local, well-known actors in each country. Working together would help develop an ad that isn't too German or too British .

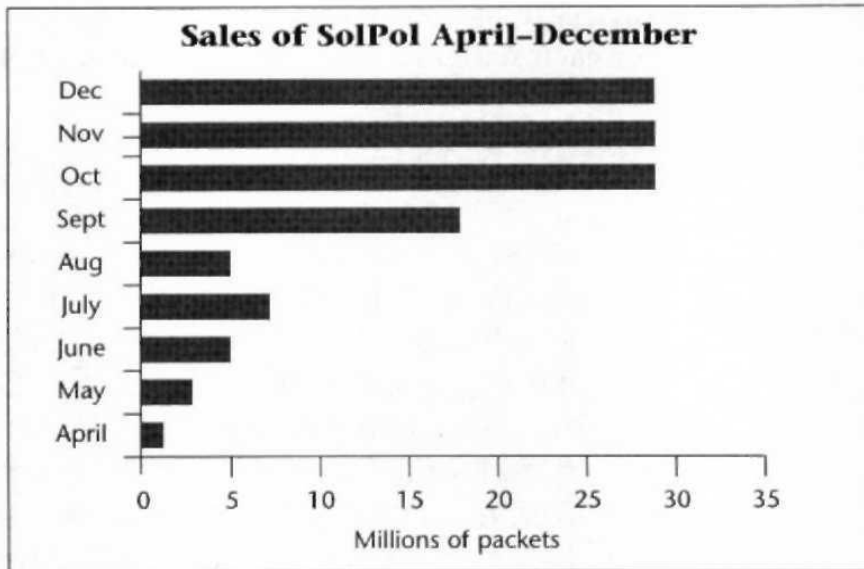
Conclusion

1. This is a very exciting project, _____ .
2. The Cola-Taste account is very important to both our markets, _____ .

Recommendations

1. We should invite _____ .
2. Our Chief Executive Officer should _____ .
3. We should begin planning the project as soon as possible and decide on the schedule.

3. Use the information in the graph to complete the memo below.



We Care Health Products

MEMORANDUM

To: All staff From: Frank Dobson, Head of Sales
 c.c. MD Date: 20 December _____
 Subject: **Update on sales of SolPol**

Many of you worked hard to make sure that the launch of our new soluble Paracetamol tablets at the 5th International Healthcare Products conference in April this year was a success. Thanks to the continuing efforts of the sales team I am pleased to say that sales are very encouraging.

SolPol was launched in April and _____

The future is looking good for sales of SolPol, so let's start looking for our next great product!

FD

5.2 Writing notices

NOTICES

A notice is an announcement giving information. It is put in a public place where everyone can see it. It is not for one particular person, but for everyone to read.

This is a company notice inviting employees to a summer party.

A notice should be quite short and very clear so that everyone who reads it can understand the information and know what to do.

Summer Party

The heading at the top should be eye-catching and describe what the notice is about.

All staff are invited to the summer party.
Meet friends and colleagues after work
and relax in the garden!

*There will be dancing, live music
and plenty of good food and wine.*

The party is on Friday 16 July
from 6.30 – 11.30 p.m.
Food will be served from 7.00 – 9.00 p.m.

*Please let Erica Kahl know if you would like to come,
and if you are a vegetarian.*

Name and position of the person who wrote the notice, and the date.

You can e-mail her on erica.kahl@personnel.com

Erica Kahl, HR Director, 10 May.

NEGOTIATIONS

6.1. Contracts

1. Find the English equivalents for the following.

Проект контракту; радий вас бачити; перейдемо до справи; бути впевненим; ознайомитися; нам хотілося б знати; згоджуватися; пункт контракту; як тільки; практичне здійснення; я цілком згоден; ретельно вивчати; управляючий службою збуту; підкреслювати; включати; як зазначалось; додаток; проглядати; зустрічна пропозиція; дат; річ у тому, що; юрист.

2. Read and discuss the contract.

CONTRACT NO 018.006

Blackville 20_, February 24

The company Blake Electronic Corporation, Blackville, USA, represented by Mr. J.P. Manson, General Manager, hereinafter referred to as the "*Seller*" and the company Jackson Ltd. Marketing, Reno, USA, represented by Mr. L.C. Parker, Commerce Director, hereinafter referred to as the '*Buyer*'\ have concluded the present Contract to the effect that:

1. Subject of Contract

The Seller sells and the Buyer buys the goods indicated in the Specification (Enclosure N1), which is an integral part of this Contract. The goods should be delivered in accordance with Terms of Delivery.

2. Prices and Total Sum of Contract

2.1. The prices for the goods are in US dollars as indicated in the Specification amount to \$5,879 for each set.

2.2. The total sum is \$129,497 (one hundred twenty nine thousand four hundred ninety seven).

2.3. The prices as per this Contract have been fixed firmly and are not subject to alteration.

3. Terms of Delivery

3.1. Delivery of the goods shall be made CIF San-Francisco, International Airport. The goods are delivered according to the terms printed in the Specification (see Enclosure N1) but not later than 20 days from the date signing of the Contract.

3.2. The representatives of the Buyer make the inspection of the delivered goods before accepting them in respect of quality and quantity.

3.3. Partial deliveries are authorized.

4. Terms of Payment

The Buyer is obliged to make payment in US dollars. 100 per cent value of Contract is to be paid in advance to the Seller's Bank in 10 days from the date of the Contract's signing (as indicated in Enclosure N1).

5. Insurance

The Seller shall insure goods to be delivered on CIF terms against usual transport risks in accordance with the Insurance Agreement.

6. Guarantees

- 6.1. The Seller guarantees the quality of the delivered goods for 36 months from the date of putting the equipment into operation.
- 6.2. If during the guarantee period the equipment proves to be defective, the Seller at his cost eliminates defects within the shortest possible time or replaces the defective equipment.

7. Packing and Marking

Each set of the goods shall be packed and marked according to the Buyer's inquiry. Marking Information is the following:

1. Name of the consignee;
2. Name of the consignor;
3. Contract N (Code);
4. Air Way Bill N;
5. Gross Weight;
6. Net Weight;
7. Box N.

8. Arbitration

- 8.1. All disputes and disagreements which may arise due to this Contract or in connection with it shall be settled through friendly negotiations between the parties. Disputes and disagreements that cannot be settled by parties through negotiations are subject to settlement excluding the court in the Federal Arbitration of California State in accordance with the law in force.
- 8.2. The award shall be final and binding upon both parties.

9. Other Conditions

- 9.1. All amendments and alterations to this Contract are valid only in written form and should be signed by both parties.
- 9.2. Upon signing this Contract, all preceding talks and correspondence on it lose their force.
- 9.3. Neither party is entitled to transfer rights and obligations to any third party without a written consent of the other contracting party.
- 9.4. The present Contract has been drawn up in 2 (two) copies; both copies having equal rights.
- 9.5. Enclosure N1. Specifications on 2 pages.

10. Legal Addresses of the Parties

The Buyer:

Company: Jackson Ltd.
Marketing
1867, Albert Road,
Reno, CA, 31137, USA
Phone N:
Fax N:
Account N:

The Seller:

Company: Blake Electronic
Corporation
2811, Pine Line
Blackville, MD, 57348, USA
Phone N:
Fax N:
Account N;

3. Answer the questions.

1. Who is referred to as the "Seller" in this contract? What firm does he represent?
2. Who is the "Buyer"? What post does he hold?
3. What is the subject of the contract?
4. What is the price for each set of equipment? Can it be changed?
5. When should the goods be delivered?
6. Why should the goods be insured and who is to do it?
7. What should be done if the equipment proves to be defective?
8. Who is to eliminate the defects?
9. How should all disagreements be settled?

4. Give English equivalents to the following.

Продавець; покупець; посилатися на; кількість і якість; загальна сума; відповідно до; як зазначено; твердо встановлювати; доставка товарів; підлягати змшам; приймати у відповідності до; підписувати контракт; укласти контракт; представник фірми; платити наперед; додаток; покупець зобов'язаний; страхування товару; обладнання, яке постачається на умовах СІФ; звичайний ризик; продавець усуває дефекти; замінити; найбільш короткий термін; пакування і маркировка; розбіжності вага нетто; шляхом переговорів; товариський; передавати; письмова згода.

5. Translate into English.

1. Вони уклали контракт на поставку комплектного устаткування.
2. Решта питань може бути вирішена в робочому порядку.
3. Представники покупця, безумовно, ознайомилися з проектом контракту.
4. Як тільки ми підготуємо остаточний варіант контракту, ваш буде представлений вам на розгляд.
5. Експерти нашої фірми ретельно вивчили всі пункти контракту.
6. Управляючий службою збуту запропонував внести деякі корективи.
7. Ціна за одиницю устаткування вказана в додатку до контракта.
8. Ми зіткнулись з деякими проблемами, але зможемо розв'язати їх у робочому порядку.
9. Ми задовільнимо ваше прохання про продовження гарантійного періоду.
10. Після підписання контракту всі попередні переговори і листування вважаються недійсними.
11. Покупець придбає товари, вказані в специфікації.
12. Оплата товару відбувається в доларах США і становить 950 доларів США за кожну одиницю.
13. Ціни на товар установлені остаточно і зміни не підлягають.
14. Обладнання повинно бути доставлене не пізніше 25 днів з дня підписання контракту.
15. Продавець страхує обладнання, що поставляється на умовах СІФ.
16. Продавець гарантує якість поставленого обладнання протягом 12 місяців з моменту введення обладнання в дію.

17. Якщо протягом гарантійного терміну в обладнанні виявляються дефекти, то поставник замінює дефектне обладнання.

18. Дефекти обладнання усуваються продавцем за власний кошт у найкоротший термін.

19. Усі розбіжності, пов'язані з контрактом, повинні вирішуватися шляхом переговорів сторін.

Key vocabulary

Unit 1

| | | | |
|-------------|---------------|-----------------|----------------|
| introduce | inquiry | submission | appoint |
| title | accommodation | processing | department |
| sufficient | available | plenipotentiary | dial |
| handwriting | purchase | appoint | representative |
| don't mind | promptly | temper | honour |
| suitable | participant | brief | message |
| encourage | assembly | arrange | |

Unit 2

| | | | |
|-----------------|-------------------------|----------------|--------------|
| scope | cover letter | brief | decline |
| responsibility | full-time(part-time) | (to) target | to require |
| work experience | job | to highlight | recent |
| job/work | to provide with | scholarship | confidence |
| convenient | to have on hand | capability | shorthand |
| creative | curriculum vitae (CV) | to mention | to persuade |
| reason | accomplishment | to submit | resume |
| reference | job benefit | employer | receptionist |
| advertisement | to fill in(out) | employee | to apply |
| to complete | particular skills | employment | to attach |
| autobiography | application form | to participate | objective |
| permission | labour force | appointment | salary |
| purpose | job interview | recruiter | growth |
| representative | objective background | | |

Unit 3

| | | | |
|-----------------|--------------|---------------|--------------|
| agenda | sincerely | letterhead | application |
| invoice | guide | dateline | request |
| mailshot | order | salutation | stipulate |
| memo | sales report | signature | margin |
| minutes | bargain | complimentary | deal |
| stock | facility | sample | inquiry |
| discount | reference | resignation | requirements |
| purchase | postage | enclosures | complaint |
| acknowledgement | circulate | duplicate | |

Unit 4

| | | | |
|------------|----------|----------------|---------------------------|
| audience | timing | product launch | opportunity |
| venue | digress | briefing | features |
| facilities | run over | employ | graduate |
| content | labour | yell | human resource department |

| | | | |
|-------------|---------------|---------------|---------------|
| memorize | pitch (level) | invent | flipchart |
| visual aids | gain | sales manager | multinational |
| rehearse | gesture | product range | latecomers |
| introduce | mannerism | cover | handouts |
| outline | | | |

Unit 5

| | | | |
|-------------|--------------|-----------|------------|
| chairperson | withdraw | fair | interrupt |
| ramble | casting vote | spread | waffle |
| feedback | item | conduct | deadline |
| attempt | unanimously | agenda | summary |
| reluctance | brainwork | minutes | permission |
| circulate | issue | negotiate | schedule |

Unit 6

| | | | |
|---------------|-------------------|-----------------------|---------------|
| to accuse | bull | to exploit | mandate |
| to affirm | to be determined | to get on well with | persistence |
| to allocate | clinch (a deal) | to get bogged down in | to resolve |
| to articulate | constraint | to gamble on | to ridicule |
| to avoid | concession | intimidation | repercussion |
| to bang (on) | to concede | integrity | tenacity |
| bold | to deal a blow to | to jeopardize | maintenance |
| deadlock | rent | draft | provision |
| preamble | cancel | indemnity losses | miscellaneous |
| delivery | contingencies | supplement | hereinafter |
| payment | omission | fulfil | taxes |
| shipment | license | validity | duties |
| overcome | insurance | claim | duplicate |

Tapescripts

Unit 2

Well, on conscious and subconscious level employers will be evaluating your personality and asking ‘Do I like this person?’ ‘Will we work well together?’ When considering two people with equal qualifications the one with the most pleasing personality will always be hired. In order to adequately sell yourself you need to know your personality skills. These include being cooperative, effective under stress, efficient, emotionally stable, energetic, growth-oriented, reliable, and resourceful. Employers highly value such qualities.

Now, imagine you’re interviewing with the company that just fired an employee because he was uncooperative. You might be asked, ‘In this organization cooperation and team working are absolutely essential. Are you a cooperative person?’ ‘Yes, I am. I’m very cooperative. I like working in a team environment. When I was in an army I worked in a team dismantle in explosives, so I’ve really learned to appreciate team-working cooperation. Our lives depended on it’.

This example vividly illustrates the trait the employers are looking for. Now, your goal in the interview is to reveal as many positive attributes as possible.

Unit 4

Do you have friends and family you would like to see more often? When you phone colleagues would you like to see their faces? The ViaTV Desktop videophone means that you can!

As you can see it’s small and elegant and ideal for the office or for the home or for business trips. It’s very easy to set up. All you need is a touch-tone phone. You don’t need a computer and you don’t need any special software. It’s also very easy to use; as easy as making a normal telephone call. The ViaTV Desktop video phone has many features. Firstly, it has full-colour motion video which means you can see the other person’s gestures and changes of expression. The picture quality is excellent and the adjustable picture setting means you can change to “sharp” mode to get a fantastically clear image. This, of course, is just ideal for viewing designs or documents. The audio quality is exactly the same as a normal telephone call.

In addition, the ViaTV Desktop Video phone also has a preview mode so that you can check what you look like before the other person sees you! And, finally, the privacy mode is an important feature. You can use it to block the image but keep voice connection.

Now, of course, just as with any means of communication, fax machines or e-mail for example, each party needs to have a set. We have a special offer on at the moment, so now is the time to buy the ViaTV Desktop phone. Out yourself in the picture.

Unit 5

F - Frank D - Derek J-Jennifer

F Let's get started then. Erm, what we've got to do is, er, discuss how Derek's interview with Charlie should go. Jennifer can offer advice on how to go about this

sort of thing, she's very experienced in this area, and I'm interested in knowing more about it, so I'd like to minute the meeting, if you don't mind, so we can use our discussion to draw up a procedure, erm, for doing this in the future.

D I've been thinking about it over the weekend and there's several areas I think we should cover. I need to know when I should tell him, er, where the interview should take place, and how to go about it and handle his reaction, OK? I mean, is there a time scale for this? Have you thought exactly as to when this might best be done?

J Well, I think it's usually useful to break this kind of news midweek, rather than doing it on a Friday afternoon.

F Certainly, I absolutely agree.

D The other thing obviously which he'll be concerned about once he's bitten the bullet, swallowed the bad news as it were, is what is the time, when is this going to come into effect.

F Yes.

D Do you want me to try to deal with this, or is that going to be left to a later follow-up?

J I think that's something you and Frank could decide on a little later. There should be a package that we offer him, and quite a few details to sort out.

F Yes certainly. Erm, I think we ought to move on now, so the next question really is, erm, you know, how are we going to do it, and where? What do you think, Jennifer?

J Yes, this is where Derek can really help more than any of us, knowing him as you do. How you're going to do it would depend, to a certain extent, on what you know of him.

D Well, thinking about it, I mean, we have, you know, not a regular basis, gone off and had a game of squash after work. And I'm not, I mean I haven't really thought this through, but erm, I mean I think it might be better to do it outside the office in a sense.

J I'm afraid I don't agree with you. It needs to be you in your managerial role, not you in your role as a personal friend, in order to make it clear to him that it's not you who's making him redundant.' It's the company, and it's his role that's going. I certainly think it should be done, er, somewhere in the office, and preferably in his office rather than in yours. Then he can be left in his office after you've finished talking to him.

F I don't know, Jennifer. I'm not sure I . . .

D It's a little bit cold and clinical, that approach. I mean, I think the point you're making, that perhaps it would make the role issue a lot clearer both to myself and to him. But I . . . don't know, I mean it's the emotional aspect of this, I don't feel I can deal with it terribly well.

F Well how about a lunch, Derek, in a quiet pub or restaurant'

D So the in-between thing, it's a working lunch. It's work, but it's not in the office. It could be a compromise, yes.

J Well, could I just come in here please? I tend to think it might be better if you did it in the office. That you could do it . . . it's going to have to be fairly brief, rather than beating about the bush. Because you've got to remember, Derek, how you're going to feel about this. You're going to . . .

D Yes.

F I mean, Jennifer, you've had a lot of experience of this. How do people react when they ...

J People tend to be rather shocked, they tend to be angry, but rather briefly, and they do tend to ...

D In other words, they're not able to formulate an immediate and rational response. It is an emotional ...

F Uh huh.

D The effect it has on them.

F In which case, a lunch might not be a good idea. I don't know. *D* Well, I see what you're saying. It's just. . .

J Sometimes, although you may not believe this, people go away not really being sure whether or not they've been made redundant because the person breaking the news finds it so hard to . . .

D To put it bluntly, (laughs)

F You think you're being promoted yes. (laughs)

J You may think a variety of things, (laughs)

D In communication, I mean there is a certain degree of directness required here, I think I appreciate that. You know, it's bad news, but it's better to be short and brief and clear about it, rather than beating around the bush.

F Yes, it's worth, er, bearing this in mind.

D Well, I mean, taking Jennifer's expert advice on this, I mean, I suppose I am convinced in a sense that I might just follow it up in the evening with a phone call or something at home.

F Yeah.

J I think that would be a very nice thing to do. Yeah. So recapping then. Erm . . .

Derek will break the news

F Have we discussed how he breaks it, I mean, are you just going to come out with it . . .? . . .?

D Well, I will contextualise it to a certain extent. You know, saying, 'well as you're aware, you know, the business has not been doing as well, as good as it was last year, and particularly certain areas have fallen away, and unfortunately the areas that are most affected seem to be the areas that you've been dealing with, and so the company has reached, you know, the sort of decision which it's had to make with deep regret, but . . . ' I think really that's the kind of . . .

F Give him the background.

D Yes, I mean, but briefly. You're saying that I should get get to the point and say, 'You know, Charlie, it has been decided, that, basically, you are being made redundant, and the normal terms and conditions of our contract will apply, and that's it'.

J So be brief and specific. And move straight on to talk about the package you're offering him.

F OK, so . . . Let's recap. I think we've agreed, Derek, that you will, you will actually be telling Charles . . .

D Yes.

F And that you'll do it, er, inside the company, and you'll do it probably in your office. Right'

D No, in his office.

F Sony, I do apologise. Yes, in his office. And you'll give him the background, and the reasons why we have to do this.

D Mmm.

F And you'll make it fairly short, and to the point. And you'll phone him in the evening.

D Yes, and I'll leave that a little depending on the reaction I get from the initial one, but that's . . . some kind of follow-up that evening, whether it be going out after work or whether it be a phone call after I've got back.

F OK.

Unit 6

Part 1

Interviewer: Mr Wells, is it fair to say that negotiation is an art?

Mr Wells: Well, I think it's both an art and a science. You can prepare for a negotiation quite scientifically but the execution of the negotiation has quite a lot to do with one's artistry. The scientific part of a negotiation is in determining your strategy: What do you want out of it? What can you give? What do you expect? What do you need? Then of course there are tactics: How do you go about it? Do you take an opening position in the negotiation which differs from the eventual goal that you're heading for? And then, of course, there are the behavioural aspects.

Interviewer: What do you mean by the behavioural aspects?

Mr Wells: Well that's, I think, where the art comes in. In your behaviour you can either be an actor, you can pretend that you don't like things which you're actually quite pleased about, or you can pretend to like things which you are quite happy to do without. Or you can be the honest-type negotiator, who's known by his partners in negotiation, and always plays everything straight. But the artistic part of negotiation, I think, has to do with responding immediately to cues one gets in the process of negotiation. These can be verbal cues or even body language. This is where the artistry comes in.

Interviewer: So really you see two types of negotiator then: the actor or the honest one.

Mr Wells: That's right. And both can work. I would say the honest negotiator can be quite effective in some circumstances. In other circumstances you need an actor.

Interviewer: Which one do you think, in your experience, you would have used more widely?

Mr Wells: Oh I'm definitely the honest negotiator. It's impossible for me to act. My language and my body language give me away immediately so I can only be myself as a negotiator and try to be as successful as possible.

Part 2

Interviewer: Is there a definition of what makes a successful negotiator?

Mr Wells: Well, not a definitive one, but I think successful negotiators have several things in common. They are always polite and rational people; they are firm but flexible; they can recognise power and know how to use it; they are sensitive to the

dynamics of a negotiation -the way it rises and falls and may change direction many times; they project an aura of confidence - and, perhaps most importantly, they know when to stop.

Interviewer: And what about an unsuccessful negotiator?

Mr Wells: Well, this is probably all of us when we start out. We are probably naive and overtrusting, too emotional or aggressive. We are unsure of ourselves and we want to be liked by everyone. The good negotiators learn fast. The bad ones remain like that and go on losing negotiations.

Interviewer: In conclusion, in your opinion, can negotiation be taught?

Mr Wells: Well, you can teach someone how to prepare for a negotiation. There are perhaps six stages in every negotiation: get to know the other side, state your goals, start the process, clarify areas of disagreement or conflict, reassess your position, making acceptable compromises - and finally reach some agreement in principle. These stages can be studied and strategy in each can be planned. But I think the really successful negotiator is probably born with this sixth sense about responding to the situation.

Interviewer: The artistic sense as you describe it? Mr Wells: Yes.

SAMPLE COVER LETTER

1010 Payne Drive
Smith Village, NY 10344

June 5, 199X

Mr. Michael Williams Personnel Director Park
Insurance Company One Park Plaza Oakwood, NY
10457

Dear Mr. Williams:

I would like to apply for the position of secretary that you advertised in today's Oakwood Times.

As you can see from the enclosed resume, I have both educational training and clerical work experience. My typing speed is 65 words per minute. My steno speed is 100 words per minute. I am very eager to advance into a secretarial position such as the one you have available. I feel that, given a chance, I will be an asset to your company.

I would like to meet with you to discuss my qualifications for this job. You can contact me at 914-555-1865. If there is no answer at this number, you may call 914-555-9087 and leave a message.

Sincerely,

Lara Roberts

CURRICULUM VITAE

Personal

Name Surname

Born: MM, DD, YY

Married, X children

Education

1988 - 1991 took several short-term courses in ...

1987 - graduated from post-graduate course ...

1980 - took PhD Degree from XYZ University, Faculty of XYZ. Doctor's thesis: *title*

1972 - took MA degree from XYZ University, Faculty of XYZ.

Professional Records;

1988 - ...

1983 - 1987 - ...

1983 - ...

Research Interests:

1986- ...

Organizational Activities:

1991- ...

1988 - 1990 ...

Foreign Research Experience:

1990 - ... (where and position)

1988 - 1990 ...

Participants in Main International Conferences:

1990, November Conference on ... in ... Paper: (title)

1990, October Conference on ... in ... Paper: (title)

Seminars, Courses Given within Area Studies

1991, April, (title and place)

1987, July-August Course on (*title*) and place**Awards:**

Year and name of the prize or awarding body

Professional Organization:

Membership in international and national professional organizations (since when)

Languages:

Working knowledge: ..

Understanding: ...

Publications:

Separate printing - X titles; articles in books- X; articles in encyclopedias - X; articles in journals -X; mimeographed publications - X; reviews -X

City, Month, Year

Some useful phrases which can be used while writing:

Letter of Recommendation

| | |
|---|--|
| Recommendation Reference | Реклмендаційний лист |
| Employment | При влаштуванні на роботу |
| (Name) was employed as a secretary in the (sales, advertising, etc.) department of (organization) during the period (date). | (Ім'я) працювала секретарем у відділі (продажу, реклами і т.п.) компанія (назва організації) у період з ... до ... (дати). |
| Her job performance was very good in every respect. | Вона дуже добре виконувала роботу |
| The quantity and quality of her job were consistently high | Її робота завжди відрізнялася якісними та високими кількісними показниками |
| She displayed accuracy, thoroughness and initiative in carrying out all assignments. | При виконанні всіх завдань вона виявила такі якості, як акуратність, старанність і ініціативність |
| She possesses excellent word processing skills. | Вона відмінно володіє навичками роботи на комп'ютері |
| She worked harmoniously and effectively with others and was an important contributor to the success of the department | Вона виявила вміння працювати з людьми, і успіх відділу був би неможливим без її участі |
| It is a pleasure to recommend her for a secretarial positron. | Я з задоволенням рекомендую її на посаду секретаря. |
| She will be a very valuable asset to any organization. | Вона буде цінним придбанням будь-якої організації. |
| I believe she would be an effective contribution to your company | Мені здається, що вона могла б стати ефективним придбанням для вашої компанії |
| I am absolutely sure that she will serve you well and will also mix well with other colleagues | Я абсолютно впевнена, що вона буде добре працювати і знайде спільну мову з колегами |

Information Inquiry

We read your advertisement in ... – Ми прочитали вашу рекламу в...

With regard to your advertisement in ...of..., we would ask you ... – У зв'язку з публікацією вашої реклами в... від ... ми хотіли б попросити Вас ...

We have heard of your products from ... – Ми довідалися про продукцію вашої компанії з ..

We have seen your current catalogue showing... – Ми звернули увагу на ваш останній каталог, у якому описані...

We are interested in buying (importing, etc.) ... – Ми хотіли б купити (імпортувати і т.п.) ...

Please inform us (let us know) as soon as possible ... – Просимо повідомити нам якомога швидше ...

Would you please inform us if it is possible to deliver ... – Просимо повідомити нам, чи зможете ви поставити ...

Please let us know what quantities you are able to deliver till... – Будь ласка, повідомте нам, яку кількість ви зможете поставити до ...

Could you let us have a quotation for ... – Повідомте нам, будь ласка, розцінки на...

Would you kindly quote your prices and terms of delivery (terms of payment, etc.) for ...

– Не могли б ви установити нам ціни й умови доставки (умови оплати і т.п.) на...

We would like to have further details about ... – Ми хотіли б одержати більш докладну інформацію про...

We would like to represent your products in the Ukrainian market. – Ми б хотіли представляти вашу продукцію на українському ринку.

Please send us samples of... (your catalogues, leaflets, etc.) – Будь ласка, надішліть нам зразки ... (свої каталоги, брошури і т.п.)

As distributors we have a large network of'... – Як дистриб'ютори ми маємо велику мережу ...

In connection with this ... – У зв'язку з цим ...

We are distributors, importers, retailers, etc.) of ... – ми є дистриб'юторами (імпортерами, продавцями і т.п.) ...

We would like to get in touch with manufacturers (suppliers, sellers, etc.) of ... – Ми б хотіли встановити контакт із виробниками (постачальниками, продавцями і т.п.)...

There is a large market here for your products. – Ваші вироби знайдуть у нас свого покупця.

For over ... years our company has imported from western countries ... – Більш, ніж ... років наша компанія імпортується з західних країн ...

Our company was founded in ... – Наша компанія була заснована у... році.

We usually effect payment by letter of credit (cheque, bank transfer, etc.). – Ми звичайно робимо оплату шляхом відкриття акредитива (чеком, переказом і т.п.)

If your prices are competitive (the samples meet the standards, your equipment complies with our requirements, etc.) we may be able to let you have regular orders. – Якщо ваші ціни влаштують нас (зразки будуть задовольняти вимоги стандартів, ваше устаткування буде задовольняти наші вимоги і т.п.), ми будемо регулярно замовляти вашу продукцію.

We look forward to your early reply. – З нетерпінням чекаємо на Вашу відповідь.

Your prompt answer would be appreciated. – Будемо вдячні за швидку відповідь.

Letter of Offer

We were pleased to lean your interest in ... – Нам було приємно довідатися про Вашу зацікавленість в...

We are most pleased that you want to buy ... – Ми дуже задоволені, що ви побажали придбати...

We are glad to say that we can reserve you ... – Ми раді повідомити, що можемо залишити за вами ...

It is good of you to take so much interest in our work ... – Було дуже люб'язно з Вашої сторони виявити такий інтерес до нашої роботи ...

We take pleasure in sending you the desired samples and offer ... – З задоволенням посилаємо обрані вами зразки і пропонуємо ...

As to your inquiry of ... we are informing you that... – На Ваш запит від ... ми повідомляємо Вам, що ...

We enclose our catalogue with the latest price-list. – Ми додаємо наш каталог з новим прейскурантом.

Our detailed catalogue will demonstrate the wide range of our products. – Наш докладний прейскурант переконає вас у розмаїтості нашого асортименту.

Our proposal is valid till... – Наша пропозиція дійсна до ...

We deliver our goods on CIF terms... – Ми постачаємо на умовах СІФ.

The price covers packing and transportation expenses. – Ціна включає упакування і транспортні витрати.

We can give you a 5 per cent discount. – Ми можемо надати вам 5% знижку.

As you can see from our price – list, our prices are at least 3% lower than market prices. – Як видно з нашого прейскуранта, наші ціни принаймні на 3% нижчі за ринкові

I especially call your attention to ... – Я особливо звертаю вашу увагу на...

Besides the above mentioned goods our company also produces (see ...) – Крім згаданих вище товарів наша фірма робить також (див. ...)

The model ... will meet most of your requirements. – Для ваших цілей вам найкраще підійде модель...

We ask you to consider our proposal once more and let us know if we can expect your order. – Ми просимо вас ще раз обговорити нашу пропозицію і повідомити нам, чи можна розраховувати на одержання замовлення.

I encourage you to order as soon as possible as the quantity of his product available at our warehouse is limited – Я прошу вас швидше оформити замовлення, тому що кількість цього товару на складі обмежена.

We would appreciate if we get the order from you as soon as possible. – Ми були б дуже раді одержали від вас замовлення якомога швидше.

If you are not happy with our proposal please let us know why. – Якщо вас не влаштовує наша пропозиція, просимо повідомити нам про причину.

We are looking forward to hearing from you soon. – З нетерпінням чекаємо на відповідь

Letter of Order

In reply (response) to your letter (fax) of (dated) ..., we thank you for ... – У відповідь на Ваш лист (факс) від ..., ми дякуємо Вам за...

We are pleased to enclose our Order No ... – Маємо задоволення прикласти до даного листа наше замовлення № ...

We enclose (are enclosing) our order for ... – Ми додаємо наше замовлення на...

We accept your offer and have pleasure in placing an order with you for ... – Ми приймаємо вашу пропозицію і маємо задоволення розмістити у вас замовлення на...

Please confirm that you can supply ... – Просимо підтвердити, що ви можете поставити ...

Please supply / send us ... – Просимо поставити ...

Letter of acknowledgement

Thank you very much for your order No ... of (dated) ... – Дякуємо Вам за Ваше замовлення № ... від ...

As requested we enclose (are enclosing) the copy of your order, duly signed as an acknowledgement. – Як Ви просили, ми додаємо копію замовлення, підписану нами, як підтвердження Вашого замовлення.

We confirm that delivery will be made by ... – Ми підтверджуємо, що доставка буде зроблена до... (якоїсь дати).

We hope that you will have a good turnover, and that we will be dealing with your company in the future. – Сподіваємося, що ви будете мати гарний оборот, і ми будемо співпрацювати з вашою компанією і надалі.

Delivery will be made in conformity (accordance) with your instructions. – Доставка буде зроблена відповідно до ваших інструкцій.

We are sorry (we regret) to let you know (to inform you) that we cannot execute your order because of... – На жаль змушені повідомити вам, що ми не можемо виконати ваше замовлення через ...

The goods you ordered are no longer available. – Товару, що ви замовили, більше в наявності немає.

We can offer you a substitute. – Можемо запропонувати вам заміну.

Letter of complaint

We would like (have) to remind you that ... – Ми хотіли б (змушені) нагадати Вам, що ...

We wish to draw your attention to the fact that ... – Ми хочемо звернути Вашу увагу на той факт, що ...

We are disappointed to find that the quality of the equipment (goods) you supplied does not meet (comply with, satisfy, match) the requirements of... – На жаль, ми знайшли, що устаткування (товари), що ви поставили нам, не задовольняють вимогам ...

To prove our statement we enclose (are enclosing)... – У підтвердження нашої заяви ми додаємо ...

The delay in delivery is causing us great inconvenience, as ... – Затримка в постачанні приводить до великих незручностей, оскільки ...

We find it necessary to note ... – Вважаємо за необхідність відзначити ...

We are returning ... and would ask you to replace ... – Повертаємо вам ... і просимо замінити...

So far we have received no reply ... – До тепер ми не одержали відповіді...

Four containers in the consignment were found to be damaged. – Чотири контейнери в партії виявилися ушкодженими.

We duly informed you about the breakdown of the equipment – Ми належним чином проінформували Вас про вихід обладнання з ладу.

At present your failure to deliver the goods greatly worries us. – В даний час ми вкрай стурбовані тим, що ви не можете поставити товар.

When we installed the equipment, we found that it was faulty. – Коли ми установили обладнання, то виявили, що воно не працює.

When we examined the goods, it turned out that ... – Після огляду товару виявилось, що ...

Letters of answers

We have carefully studied your claims ... – Ми уважно вивчили Ваші претензії...

You were right to let us know about ... – Правильно зробили, що повідомили нам про

...

You are perfectly correct in saying that... – Ви абсолютно праві в тім, що ...

After investigating your complaint, we have to admit that ... – Після вивчення Вашої скарги ми змушені визнати, що ...

We can assure you that... – Можемо завірити Вас у тім, що ...

Steps are being taken immediately to avoid such mistakes in the future. – Ми негайно застосуємо заходи для того, щоб уникнути подібних помилок у майбутньому.

Please accept our apologies for... – Прийміть наші вибачення за...

We apologise for ... – Просимо вибачення за...

A replacement for the substandard goods will be delivered next week. – Заміна неякісному товару буде поставлена на наступному тижні.

We would ask you to return the faulty equipment at your convenience, carriage forward.

– Просимо вас повернути нам пошкоджене обладнання у зручний для вас час, без оплати перевезення.

May we remind you, however, that... – У той же час, ми хотіли б нагадали Вам, що ...

However we hope you will also try to see our point of view. – Однак, нам хотілося б викласти вам свою точку зору.

We regret that we cannot exchange ...since ... – На жаль, ми не можемо замінити ..., оскільки ...

We regret to inform you that we cannot accept your clam because of... – На жаль змушені повідомити, що ми не можемо прийняти Вашу претензію, оскільки ...

We would like to inform you that the delay in delivery occurred through no fault of ours.

– Ми б хотіли повідомити Вам, що затримка в постачанні відбулася не з нашої вини.

It is not our fault that... – Це не наша провина, що ...

Needless to say that both our companies suffered unnecessary losses that hopefully will be avoided in the future. – Немає необхідності говорити про те, що обидві наші компанії понесли даремні збитки, яких ми, сподіваємося, уникнути в майбутньому.

Congratulation

It was a great pleasure to learn about (your appointment, success, etc.) – Було надзвичайно приємно довідатися про (Ваше призначення, успіх і т.п.)

May we express our best wishes. – Дозвольте виразити наші найкращі побажання.

We would like to express the very best wishes. – Ми хочемо виразити наші найкращі побажання.

We think that you deserve this reward. – Ми вважаємо, що Ви заслуговуєте на цю нагороду

We would like to say that we are so happy to learn the news about ... – Хочеться відзначити, що ми з радістю довідалися про

We were so delighted to read in the local newspaper that you had received.... – Нам було дуже приємно довідатися з місцевої газети, що Ви одержали

We want to express our pleasure on hearing of your – Ми хочемо виразити радість, довідавшись про Вашу

May we congratulate you on ... – Дозвольте привітати Вас з ...

We were so pleased to hear about your (promotion, success, etc.) – Було дуже приємно довідатись про Ваше (підвищення, успіх)

We are so glad that you ... – Ми так раді, що Ви ..

The structure and the language of the presentation

| Function | Possible Language |
|--|--|
| Welcoming your audience | <ul style="list-style-type: none"> • Good morning, ladies and gentlemen • Good morning, gentlemen • Good afternoon, ladies and gentlemen • Good afternoon everybody |
| Introducing your subject | <ul style="list-style-type: none"> • I am going to talk today about ... • The purpose of my presentation is to introduce our new range of ... |
| Outlining your structure | <ul style="list-style-type: none"> • To start with I'll describe the progress made this year. Then I'll mention some of the problems we've encountered and how we overcome them. After that I'll consider the possibilities for further growth next year. Finally, I'll summarize my presentation (before concluding with some recommendation). |
| Giving introductions about questions | <ul style="list-style-type: none"> • Do feel free to interrupt me if you have any questions. • I'll try to answer all of your questions after the presentation. • I plan to keep some time for questions after the presentation. |
| Introducing the subject | <ul style="list-style-type: none"> • I'd like to start by ... • Let's begin by ... • First of all, I'll ... • Starting with ... • I'll begin by ... |
| Finishing one subject ... | <ul style="list-style-type: none"> • Well, I told you about ... • That's all I have to say about ... • We've looked at ... • So much for ... |
| ... and starting another. | <ul style="list-style-type: none"> • Now we'll move on to ... • Let me turn now to ... • Next ... • Turning to ... • I'd like now to discuss ... • Let's look now at ... |
| Analyzing a point and giving recommendations | <ul style="list-style-type: none"> • Where does that lead us? • Let's consider this in more detail ... • What does this mean for ABC? • Translated into real terms ... |

| | |
|----------------------------|--|
| Giving an example | <ul style="list-style-type: none"> • For example • A good example of this is ... • As an illustration ... • To give you an example ... • To illustrate this point ... |
| Ordering | <ul style="list-style-type: none"> • Firstly ... secondly .. thirdly ... lastly ... • First of all ... then ... next ... after that ... finally ... • To start with .. later ... to finish up ... |
| Summarizing and concluding | <ul style="list-style-type: none"> • In conclusion ... • Right, that's sum up, shall we? • I'd like now to recap ... • Let's summarize briefly what we've looked at ... • Finally, let me remind you of some of the issues we've covered ... • If I can just sum up the main points ... |
| Giving recommendations | <ul style="list-style-type: none"> • In conclusion, my recommendations are ... • I therefore suggest/propose/recommend the following strategy. |
| Thanking your audience | <ul style="list-style-type: none"> • Many thanks for your attention • May I thank you all for being such an attentive audience. |
| Dealing with questions | <ul style="list-style-type: none"> • We'll be examining this points in more details later on ... • I'd like to deal with questions later, if I may ... • I'll come back to this question later in my talk ... • Perhaps you'd like to raise this point at the end ... • I won't comment on this now ... |
| Inviting questions | <ul style="list-style-type: none"> • Now I'll try to answer any questions you may have. • Can I answer any questions? • Are there any questions? • Do you have any questions? • Are there any final questions? |

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