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**BUSINESS ENGLISH AND
SCIENTIFIC COMMUNICATION
ДІЛОВА АНГЛІЙСЬКА МОВА
ТА НАУКОВА КОМУНІКАЦІЯ
ДЛЯ СТУДЕНТІВ АГРОБІОЛОГІЧНИХ СПЕЦІАЛЬНОСТЕЙ
ОС «МАГІСТР»**

**Методичні рекомендації
до самостійної роботи студентів**

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Методичні рекомендації до самостійної роботи з дисципліни «Ділова англійська мова та наукова комунікація» для студентів ОС «Магістр» агробіологічних спеціальностей/укл.: О.М.Туриціна. Київ, Експодрук, 2024. 52 с.(3,1 д. а.).

Мета методичних рекомендацій до самостійної роботи студентів – розвиток лексичної компетенції в сфері наукової комунікації, вдосконалення навичок ділового мовлення та формування крос-культурної компетентності під час самостійної роботи студентів з навчальною та фаховою літературою

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Introduction

This textbook is intended for students of higher educational institutions, graduate students and anyone who wants to improve their knowledge in the field of business English and scientific communication. The paper presents the basic concepts, terms and skills necessary for effective communication in a professional environment.

Among the important aspects of the textbook are the following.

Generalization of basic language skills: the course covers the basics of grammar, vocabulary and language structures used in business communication.

Strategies for conducting business negotiations: readers will find many examples and exercises for written and oral communication that provide an understanding of the specifics of business and scientific communications.

Several units of the textbook are devoted to the structure and design of business documents, which helps students prepare for writing reports, articles and presentations

The course introduces the nuances of communication between representatives of different cultures, which is especially important in a globalized world.

The textbook contains numerous exercises, cases and essays that help practice the acquired knowledge and skills.

This textbook will be a universal guide for those who strive for professional growth and successful communication in the English-speaking business and scientific environment.

Unit 1. OVERALL GOALS OF THE COURSE. PROFESSIONAL SCIENTIFIC VOCABULARY.

1. *Read the following. Which ones are the most important?*

OVERALL GOALS OF THE COURSE

- ✓ Improve Technical Vocabulary: Enhance understanding and usage of specialized vocabulary commonly used in scientific discourse.
- ✓ Scientific Writing Skills: **Develop** skills for writing research papers, articles, abstracts and formal correspondence in clear and concise English.
- ✓ Oral Communication: **Foster** the ability to present scientific findings and concepts effectively in English through presentations and discussions.
- ✓ Reading Comprehension: **Increase** proficiency in reading and analyzing scientific literature, including research articles and reviews.
- ✓ Listening Skills: **Enhance** listening skills for better comprehension of lectures, discussions, conferences and seminars in English.
- ✓ Interdisciplinary Communication: **Promote** the ability to communicate complex scientific ideas to non-specialists or interdisciplinary audiences.
- ✓ Critical Thinking: **Encourage** the development of critical thinking skills through analysis and discussion of scientific texts and arguments.
- ✓ Peer Review Process: **Get familiarized** with the peer review process and the language commonly utilized in feedback and revisions.
- ✓ Collaboration Skills: **Improve** skills for collaborative work in diverse scientific teams, including discussions, negotiations, and consensus-building.
- ✓ Cultural Awareness: **Enhance** awareness of cultural differences in scientific communication and practices, get prepared for global collaboration.

2. *Using the verbs in bold write down 5-7 more goals you want to achieve during the course.*

3. *Professional scientific vocabulary. Read the text and translate the words in bold into Ukrainian.*

Students of science major in various fields of science. They take part in **R&D** at their institutions. The **faculty and staff** at the universities and institutes will assist the students as they fulfill their academic and professional goals. **Research advisors** help their students with research.

Bachelor's and Master's degrees consist of lecture-type coursework and are considered stepping stones toward a **PhD**. Students who are enrolled in a doctoral program are known as PhD candidates. They will spend some time in class, but the most important work is spent in first-hand **research**. It may take three years or more to earn a **PhD Degree**. This degree normally requires four to six years of study beyond the Bachelor's degree, culminating in **lengthy, in-depth, original** research of a specific topic, which may be both theoretical and applied, or purely theoretical. Usually, doctoral studies focus very heavily on developing advanced scientific **skills**. A PhD **thesis** considered a unique, original **contribution** to human knowledge. This paper must contain views, research or designs that have not been previously published. The best and the most suitable methods, techniques, **approaches and procedures** should be used. Several research publications on issues relevant to the investigation should be prepared. Most universities awarding the PhD Degree also require doctoral candidates to have knowledge of foreign languages.

4. Write the English equivalents of the following words and phrases, make 5 sentences with them to your choice.

- ✓ галузь, сфера
- ✓ науково-дослідна робота
- ✓ професорсько-викладацький склад
- ✓ науковий керівник
- ✓ дослідження
- ✓ науковець, вчений
- ✓ ступінь
- ✓ ступінь бакалавра
- ✓ ступінь магістра
- ✓ ступінь доктора філософії
- ✓ аспірант
- ✓ вимагати
- ✓ вимога
- ✓ обов'язковий
- ✓ отримати
- ✓ глибокий, докладний
- ✓ зосереджувати увагу
- ✓ навички питання, проблема
- ✓ відповідати вимогам
- ✓ рада

- ✓ відданий
- ✓ бути залученим, брати участь

5. *Place the steps of scientific research in correct order.*

- Deciding how to solve a problem
- Choosing a topic
- Selecting an approach
- Identifying a problem
- Choosing the best solution of those available
- Expressing all ideas clearly
- Presenting materials and information correctly and clearly
- Developing a plan and time line
- Evaluating good and bad points
- Carrying out the plan on schedule
- Sharing the results with other people
- Generating ideas and methods
- Arriving at conclusions

6. *A good example of a dedicated scientist and researcher is U.S. investigator Benjamin Carson. Speaking to young people around the country, Carson always concludes with the same message: «Think big!» He explains the meaning of each letter:*

T — is for talent. Recognize your God-given talent.

H — is for hope. Anticipate good things and watch for them.

I — stands for insight. Learn from people who have been where you want to go.

N — is for nice. Be nice to people — all people.

K — represents knowledge. Knowledge is the key to your dreams, hopes and aspirations.

B — is for books. We develop our minds by reading.

I — equals in-depth learning, where acquired knowledge becomes part of you.

G — stands for God. Never drop God out of your life.

Unit 2. SCIENTIFIC PROJECTS.

1. Read the following.

What is a Science Project?

A science project is a project that follows the scientific method to answer a specific question.

This means that there will be **hypotheses, research and experiments** that make sure the solution to the initial problem is found in a logical and scientific way. Since it involves a lot of critical thinking and problem-solving, science projects help us practise logical thinking by exploring the **cause and effects** of scientific phenomena!

2. Analyse the stages of a science project.

1. Ask Your Question

- ✓ Firstly, let's decide on the question you want to answer. What do you want to learn about, what problems do you want to solve? A tip here is to stick to the 5W's (who, what, when, where, how).
- ✓ Make sure that the questions are not too broad, and is focused on one topic.
- ✓ Think whether the answers and solutions have a clear cause and effect

2. Do the Research

Once you've collected information from a handful of sources, you can review if they're actually useful for your project. Check if they are:

- ✓ **relevant** to your topic
- ✓ is up to date (expert researchers don't use sources older than 10 years!)
- ✓ is from a **trustworthy** source (e.g. universities, research organisations)

3. Make Your Hypothesis

- ✓ Your hypothesis is an educated guess about the answer to your question.
- ✓ Hypotheses deal with the cause and effect between two things. An easy way to think of a hypothesis is with an if-then statement.
- ✓ If [something happens], then [something else changes].
- ✓ It is important to make sure that the hypothesis is realistic, **measurable** and relevant to the original question.

4. Conduct Your Experiment

- ✓ Your experiment proves if your hypothesis is right or wrong. While doing your experiment, make sure you record and write down everything.
- ✓ There's no such thing as a wrong hypothesis More importantly, make sure you conduct a fair experiment, not one that will always prove your hypothesis as true.
- ✓ Repeat the experiment two or three times to make sure the results are similar. If they are not, you may have a **faulty experiment**.

5. Draw a **Conclusion**

- ✓ After the experiment, look at the data you have collected and analyse!
- ✓ Write down your **findings** from your experiment and see if it matches your hypothesis.
- ✓ If your findings match your hypothesis, congratulations! If your findings do not match your hypothesis, congratulations to you, too! Negative results often inspire new questions, which leads to even greater findings!

6. Communicate Your Results

You could present your findings:

- ✓ Powerpoint presentation
- ✓ Written paper
- ✓ Infographics
- ✓ Model

3. Topics of scientific projects in various fields. Read examples for the field of pedagogy, choose the most interesting one, explain why and suggest 3- 5 for your field.

Topics for Science Projects in Pedagogy

- ✓ Effectiveness of Different Learning Styles: Investigate how different teaching methods (visual, auditory, kinesthetic) impact student learning outcomes in a specific subject area.
- ✓ Impact of Classroom Environment: Study how different classroom setups (traditional desks vs. collaborative seating) affect student engagement and learning.
- ✓ Role of Technology in Education: Examine how the use of educational technology tools (such as tablets,

- ✓ Collaborative Learning Techniques: Research how group work or collaborative projects affect individual learning outcomes compared to independent study.

4. Describe the scope of a chosen project using the following expressions

Purpose	Recommended Words
<p>To express the purpose of a paper or research</p> <ul style="list-style-type: none"> • This paper/ study/ investigation... 	<p>This paper explores/aims to.....</p> <ul style="list-style-type: none"> • “This paper explores how lower sun exposure impacts moods,” instead of, “This paper aims to address the impact of lower sun exposure on moods.”
<p>To introduce the topic of a project or paper</p> <ul style="list-style-type: none"> • The paper/ study/ article/ work... • Prior research/ investigations... 	<ul style="list-style-type: none"> • surveys • questions • highlights • outlines • features • investigates
<p>To describe the analytical scope of a paper or study</p> <ul style="list-style-type: none"> • The paper/ study/ article/ work... • Prior research/ investigations... 	<ul style="list-style-type: none"> • evaluates • interprets • clarifies • identifies • advances • defines • probes

	<ul style="list-style-type: none"> • tests • explores
<p>To preview other sections of a paper</p> <ul style="list-style-type: none"> • Section X... 	<ul style="list-style-type: none"> • outlines • highlights • assesses

Discussing results

Purpose	Recommended Words
<p>To draw inferences from results</p> <ul style="list-style-type: none"> • The data... • These findings... 	<ul style="list-style-type: none"> • approximate • derive • extract • evidence
<p>To describe observations</p> <ul style="list-style-type: none"> • [Observed event or result]... 	<ul style="list-style-type: none"> • manifested • surfaced • generated • perceived • detected

Explaining the impact of a project

Purpose	Recommended Words

<p>To explain the impact of the findings</p> <ul style="list-style-type: none"> • This paper/ study/ investigation 	<ul style="list-style-type: none"> • illustrates • proves • evidences
<p>To highlight the conclusion</p> <ul style="list-style-type: none"> • This paper/ study/ investigation 	<ul style="list-style-type: none"> • attributes • illustrates • advances (the idea that)
<p>To explain how research contributes to the existing knowledge-base</p> <ul style="list-style-type: none"> • This paper/ study/ investigation 	<ul style="list-style-type: none"> • conveys • promotes • introduces • reveals • exposes

Unit 3. MAIN RULES OF BUSINESS CORRESPONDENCE

1. Read

WHAT IS A PROFESSIONAL EMAIL?

A professional email is a **formal, business-oriented** way of communicating online with anyone related to your career. Professional emails should be **concise, clear, and neatly formatted** with a **clear call to action**. They should also be **mistake-free**.

2. Read and match the halves

MAIN RULES OF BUSINESS CORRESPONDENCE

1. Include a clear, direct subject line. Examples : "Meeting date changed," "Quick question about your visit," or "Suggestions for the presentationl.
 2. Use a professional email address.
 3. Tell the recipient why you are writing.
 4. Tell the recipient what and how many documents you are attaching and why you are including them.
 5. Use appropriate salutations and greetings.
 6. Do not use the abbreviations which are common for text messages as well.
 7. Be careful with humor.
 8. Do not use an email to resolve a controversial business issue that should be handled in person.
 9. Do not forget that people from different cultures speak and write differently.
 10. Keep your fonts colors, and sizes classic for business correspondence.
 11. Reread every message.
 12. Avoid rambling in business emails.
 13. Include a signature block.
-
- A. A well-written business letter begins with a single sentence explaining why you are writing.
 - B. Adapt your message to the receiver's cultural background.
 - C. Don't rely on spell-checkers. Read and reread your email a few times, preferably aloud, before sending it off.
 - D. Generally, it is best to use 10- or 12-point type and an easy-to-read font such as Arial, Calibri, or Times New Roman. As for color, black is the safest choice.
 - E. Humor can easily get lost in translation without the right tone or facial expressions. In a professional exchange, it's better to leave humor out of emails unless you know the recipient well.
 - F. If you are employed, you preferably should use your company email address. You should always have an email address that conveys your name so that the recipient knows exactly who is sending the email.
 - G. If you must include many details, create a document for them and attach it instead of putting them in the body of the email.
 - H. It is not professional in an email.
 - I. People often decide whether to open an email based on the subject line.

- J. Remember that emails live forever on hard drives and servers and can lead to consequences.
- K. The bottom line is that the proper salutation really depends on who you are sending the email to and what kind of relationship you have or expect to have.
- L. You should begin with phrases such as “I am enclosing my resume for the position of assistant manager,” or “Attached is the outline of my presentation.”
- M. Provide your reader with some information about yourself.

3. Study the following

WRITING BUSINESS EMAILS USEFUL PHRASES

Salutation

- Dear Mr Brown
- Dear Ms White
- Dear Sir
- Dear Madam
- Dear Sir or Madam

Starting

- We are writing to inform you that ...
to confirm ...
to request ...
to enquire about ...
- I am contacting you for the following reason.
- I recently read/heard about . . . and would like to know . . .
- I would be interested in (obtaining/receiving) ...
- I am writing to tell you about ...

Referring to previous contact

- Thank you for your letter of March 15 ...
- Thank you for contacting us.
- In reply to your request ...
- With reference to our telephone conversation yesterday ...
- Further to our meeting last week ...
- I would just like to confirm the main points we discussed on Tuesday . . .

Making a request

- I would be grateful if you could...
- Could you please send me . . .
- Could you possibly tell us/let us have...

- In addition, I would like to receive ...
- It would be helpful if you could send us ...
- I am interested in (obtaining/receiving...)
- Please let me know

Offering help

- We would be happy to ...
- Would you like us to ...
- We are quite willing to ...
- Our company would be pleased to ...

Giving good news

- We are pleased to announce that ...
- I am delighted to inform you that ...
- You will be pleased to learn that ...

Giving bad news

- We regret to inform you that ...
- I'm afraid it would not be possible to ...
- Unfortunately, we cannot/we are unable to ...
- After careful consideration we have decided (not) to ...

Complaining

- I am writing to express my dissatisfaction with ...
- I am writing to complain about ...
- We regret to inform you that

Apologizing

- We are sorry for...
- I regret....
- I would like to apologize for ...
- Once again, I apologise for any inconvenience.

Enclosing documents

- I am enclosing ...
- Please find enclosed ...
- You will find enclosed ...

Closing remarks

- If we can be of any further assistance, please let us know
- If I can help in any way, please do not hesitate to contact me
- If you require more information ...

- For further details ...
- Thank you for taking this into consideration
- Thank you for your help.
- We hope you are happy with this arrangement.

Referring to future contact

- I look forward to seeing you next week
- Looking forward to hearing from you / receiving your comments
- I look forward to meeting you on the 15th
- I would appreciate a reply at your earliest convenience.
- An early reply would be appreciated.

Ending

- Sincerely
- Yours sincerely/faithfully
- Sincerely yours
- Regards/ Best regards

TYPES OF PROFESSIONAL EMAILS, WITH EXAMPLES

1. Introductory email example

An email that introduces yourself or someone else in order to establish a connection or initiate a working relationship.

Subject: Introduction — [Your Name]

Dear [Recipient's name],

I hope this email finds you well. My name is [X], and I am reaching out to introduce myself. I'm a [your position/role] and learned about your [project/work] through [mutual contact/website]. I am excited to connect and explore [potential collaboration or partnership] between our organizations.

[Brief background and reason for the introduction.]

I look forward to potentially working together. Please feel free to reach out if you have any questions or want to discuss further.

Best regards,

[Your full name]

2. Reminder email example

A reminder email lets someone know a meeting, deadline, or task is coming up.

Subject: Reminder: [Upcoming event/deadline]

Dear [Recipient's name],

Friendly reminder that [event/deadline] is coming up on [date and time].

[Brief details and any additional information.]

Have questions? You're welcome to reach out—just reply to this email. Looking forward to it!

Best regards,

[Your full name]

3. Follow-up email example

A follow-up email is sent after a previous interaction—usually in thread—to check progress, seek feedback, or inquire about the next steps.

Subject: Follow-up on [topic]

[Recipient's name],

I hope you're doing well! I'm following up on our recent discussion about [topic].

[Brief summary, any additional information, and a specific inquiry.]

Looking forward to hearing from you soon.

With appreciation,

[Your full name]

4. Email job application example

An email sent to apply for a job, including a cover letter and résumé.

Subject: [Your name]'s Application for [Job Title] Position

Dear Hiring Manager,

I'm writing to express my interest in the [job title] position advertised on your company's website. Please find my cover letter and résumé attached below. I'm excited to contribute my skills and experience to your team.

[Brief cover letter content highlighting relevant qualifications.]

Thank you for considering my application. I'd love to talk with you more about the position.

Sincerely,

[Your full name]

5. Confirmation email

An email sent to confirm details such as appointments, reservations, or agreements.

Subject: Confirmation of [appointment/reservation/agreement]

Dear [Recipient's Name],

This email is to confirm our [meeting/appointment/reservation] scheduled for [date and time].

[Details and any additional information.]

Please let me know if there are any changes or if you have any questions. Looking forward to our [meeting/appointment/reservation].

Best,

[Your Full Name]

6. Thank you email example

An email expressing gratitude, often sent after a meeting, interview, or favor.

Subject: Thank you for [specific task/occasion]

Dear [Recipient's name],

I wanted to express my gratitude for [specific reason]. Your [time/assistance/input] was greatly appreciated.

[Brief mention of the impact and a closing statement.]

Thank you again, and I look forward to [future interactions/working together].

Best wishes,

[Your full name]

7. Recap email example

An email summarizing key points, decisions, or outcomes of a meeting or discussion.

Subject: Recap of [meeting/event]

Hi [Recipient's name],

I wanted to send a recap of our recent [meeting/event] so we're on the same page.

[Brief summary of key points, decisions, and any action items.]

Please let me know if I need to add any additional thoughts or clarifications. Thank you for your time and collaboration.

Best regards,

[Your full name]

5. *Discuss how often you write e-mails, in which situations, whether the following are among them*

Writing emails in the scientific sphere serves various purposes, including:

- **Collaboration:** Scientists often collaborate across institutions and countries. Emails help initiate, discuss, and coordinate joint research projects.
- **Networking:** Establishing professional relationships with peers, experts, and institutions is vital for career development and advancing research.
- **Grant Applications and Funding:** Researchers write emails to apply for funding, request grants, or communicate with funding agencies.
- **Inviting to Conferences or Seminars:** Organizing academic events and inviting experts to speak at conferences often involves formal email communication.
- **Accessing Resources or Data:** Scientists may email to request access to datasets, equipment, or specific resources for their research.
- **Job Applications and Opportunities:** Emails are frequently used to apply for academic positions, postdoctoral opportunities, or research collaborations.
- **Clarifying Information:** Email is an efficient tool for clarifying queries related to experiments, methodologies, or data analysis with colleagues or experts.
- **Publication Submissions and Revisions:** Journals typically use email for manuscript submissions, revision requests, and final approvals for publication.

6. Write an email on one of the following:

- Invitation to a seminar or conference
- Inviting colleagues to publications
- Clarification of information regarding the conditions of publication
- Proposals for cooperation between organizations
- Feedback on the vacancy
- Thanks to the seminar participants
- Translation into English of the last two e-mails you wrote or received at work

Unit 4. PRESENTATIONS.

1.Reasons to give presentations. Fiil in the gaps and discuss

allow convey facilitate foster gather provide require share

- ✓ Sharing Research Findings: Academic presentations..... researchers totheir findings with peers, faculty, and students.
- ✓ Networking Opportunities: Presentations at conferences or seminars.....opportunities to connect with other scholars, practitioners, and potential collaborators in their field, to..... relationships that can lead to future research projects or professional opportunities.
- ✓ Receiving Feedback: Presentations offer a chance tofeedback on research ideas, methodologies, and results.
- ✓ Developing Communication Skills: Preparing and delivering presentations helps academics improve their public speaking, clarity, and ability tocomplex information effectively to diverse audiences.
- ✓ Engaging in Scholarly Discourse: Presentationsdiscussions around contemporary issues, theories, and advancements in a particular field.
- ✓ Meeting Academic Requirements: Many academic programs and funding bodiesstudents and researchers to present their work as part of their curriculum or grant conditions.

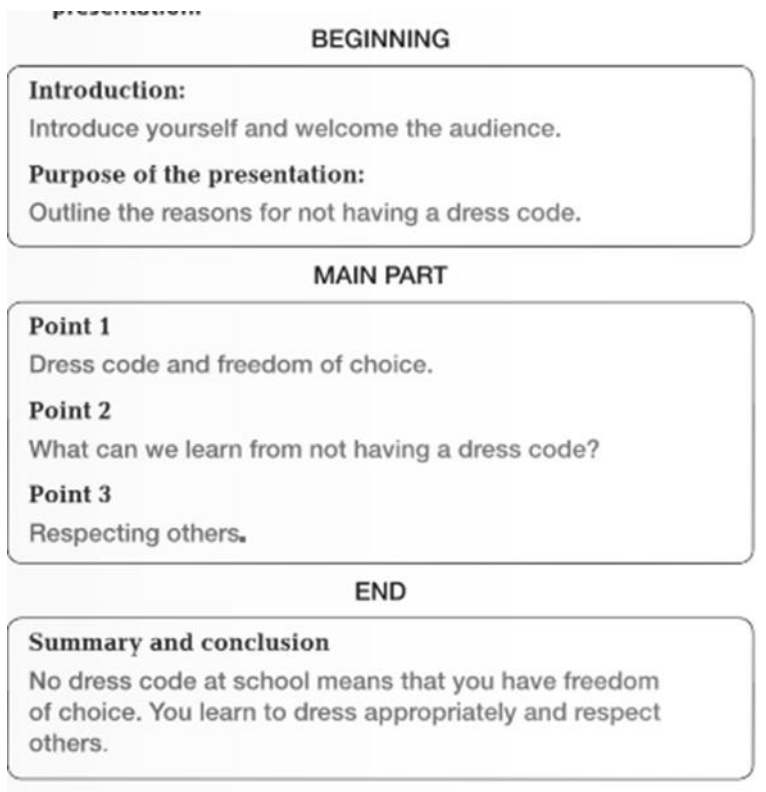
2. The structure of presentations, put the steps into correct order.

- Summarize your points
- Outline the points you are going to cover in the presentation
- Make your points clear
- Indicate when you move on to another point
- Give examples to illustrate your point
- Introduce yourself and welcome the audience
- Ask your audience if they have any questions

3. Read and analyse.

TIPS HOW TO USE SLIDES CORRECTLY

- Keep texts short and to the point.
- Choose the appropriate font.
- Enhance readability with the proper font size.
- Increase contrast.
- Use coloring wisely.
- Select relevant, adequate visuals.
- Use mock-ups instead of screenshots and diagrams.
- Present data visually as much as possible.
- Simplify your tables.
- Provide an outline of the presentation.
- Back up your presentation



4. Prepare a presentation on one of the topics. A slide – presentation plan and a short speech of 5 minutes

Topics for academic presentation

- o The Role of Artificial Intelligence in Scientific Research
- o Open Access Journals: The Future of Scientific Publishing
- o Women in Science: Breaking Barriers in Academia
- o The Evolution of Scientific Methods Over the Decades
- o Genetic Engineering: Ethical Dilemmas and Opportunities
- o Renewable Energy: Innovations and Challenges
- o Cybersecurity: Protecting Critical Infrastructure
- o Globalization and Its Impact on Cultural Identity
- o Cross-Cultural Competence in International Relations
- o The Psychology of Consumer Behavior
- o Public Health Policy: Lessons from the COVID-19 Pandemic
- o Gender Equality in the 21st Century: Progress and Challenges
- o Cultural Heritage Preservation in the Digital Age
- o The Evolution of Language in the Age of Social Media

Unit 5. SCIENTIFIC ARTICLES

1. *Read and translate, then answer the questions. 1-7 questions to the text. 8-9 express your own opinion.*

PAY ATTENTION BEFORE AND WHILE WRITING AN ARTICLE.

- **Make sure your great idea hasn't been *unearthed* yet.** A literature review will help you understand what areas have already been explored.
- **Avoid unclear argumentation.** It is critical to clearly state the purpose of the research. This serves as the basis for developing the argumentation.
- **Justify the choice of methodology.** The scientific justification of the choice of research methodology requires demonstrating its adequacy to achieve the research objectives.
- **Support with data.** Every claim should be supported by relevant data.
- **Consider alternative views.** It is important to consider and analyze alternative interpretations of data or theories in a scientific article. This demonstrates the depth of analysis and objectivity of the research.
- **Solidify the conclusions.** The conclusions of your research should clearly articulate how your work contributes to the development of your chosen field of expertise.

- **Maintain academic integrity.** Citation is a way of recognizing the contribution of other researchers to your work. Providing accurate references to sources helps to validate your arguments and provides readers with the opportunity to verify the information used.
- **Familiarize yourself with different citation styles** (e.g., APA, MLA, Chicago, etc.) Knowing and adhering to these requirements is essential to ensure academic integrity.
- **Avoid incorrect language and grammatical errors.** The presence of language and grammatical errors in scientific articles may also seriously harm the perception and evaluation of the work by readers and reviewers.
- **Improve readability.** It should not be difficult for readers to understand the main arguments and conclusions of a study.
- **Proofread and edit.** Once you've completed your text, it's crucial to go through several rounds of proofreading and editing to correct any language or grammatical errors. Don't hesitate to ask for help from colleagues or use professional editing services.

- 1) How to check if your idea is new and topical?
- 2) What is the basis for developing argumentation?
- 3) What should your methodology demonstrate?
- 4) Why are alternative views important?
- 5) What is the main purpose of the conclusion?
- 6) What should you remember about citation?
- 7) Why is it important to use correct language?
- 8) How to improve readability of the article?
- 9) What are the best ways to edit the article?

2. Consider the structure of a scientific article, paying attention first of all to the Abstract.

Structure of an article

UDC (left alignment, bold).

TITLE (in English and Ukrainian, centered, bold, in block letters, no more than 12 words)

First name and surname of the author(s) in English, but in Ukraine full name, i.e., first and patronymic names, and surname of the author(s), (centered, bold);

Scientific degree, academic ranking, job title, department and place of work (in English and Ukrainian).

Affiliation, city, state (in English and Ukrainian, centered)

E-mail (centered, bold);

ORCID of the author(s) (centered, bold);

Abstract (in English).

- ✓ Times New Roman, font 12 pt, single spaced, 240 to 300 words
- ✓ without paragraph indention
- ✓ concise, well structured, written in high quality English
- ✓ reflect the main content of the research
- ✓ follows the IMRAD principle (Introduction (combined with Purpose), Methods, Results and Discussion)
- ✓ states the problem and highlights the relevance of the research; aim of the research, methods of the research
- ✓ Results discuss the main findings (about 70% of the abstract volume)
- ✓ Conclusions are briefly followed by perspectives of further research
- ✓ clearly presents the main idea of the article, does not duplicate sentences from the text of the article
- ✓ Abstracts in Ukrainian and English must be identical in content and design

Keywords

Introduction.

- ✓ describes the current state of the problem under consideration at the global level
- ✓ analyzes the latest research and publications with references to relevant scientific publications (7-10 publications) over the past 3-5 years
- ✓ indicates the aspects of the research problem that are yet to be resolved.
- ✓ substantiates the relevance, aim, objectives of the study and scientific novelty of the work.
- ✓ consists of 600–800 words

Materials and methods.

- ✓ describes the main methods and techniques applied
- ✓ provides a complete picture of the progress of the research so that it can be repeated by other scientists using the same materials and methods
- ✓ substantiates an empirical part (optional)

Results and discussion.

Conclusions.

Acknowledgments.

Conflict of interests.

References

3. Using the model (introduction/ purpose, method, result, and conclusion), label each sentence's

function in the three abstracts samples. Remember not all abstracts have all five parts, and some have multiple sentences that have the same function, e.g., two purpose or result sentences.

[Introduction] E-commerce is undergoing an evolution through the adoption of Web 2.0 capabilities to enhance customer participation and achieve greater economic value. [Purpose] This new phenomenon is commonly referred to as social commerce; however, it has not yet been fully understood. [Purpose] In addition to the lack of a stable and agreed-upon definition, there is little research on social commerce and no significant research dedicated to the design of social commerce platforms. [Method] This study offers literature review to explain the concept of social commerce, tracks its nascent state-of-the-art, and discusses relevant design features as they relate to e-commerce and Web 2.0. [Method] We propose a new model and a set of principles for guiding social commerce design. [Method] We also apply the model and guidelines to two leading social commerce platforms, Amazon and Starbucks on Facebook. [Result] The findings indicate that, for any social commerce website, it is critical to achieve a minimum set of social commerce design features. [Result] These design features must cover all the layers of the proposed model, including the individual, conversation, community and commerce levels.

Sample 1

[A. _____] Social media technologies collapse multiple audiences into single contexts, making it difficult for people to use the same techniques online that they do to handle multiplicity in face-to-face conversation. [B. _____] This article investigates how content producers navigate 'imagined audiences' on Twitter. [C. _____] We talked with participants who have different types of followings to understand their techniques, including targeting different audiences, concealing subjects, and maintaining authenticity. [D. _____] Some techniques of audience management resemble the practices of 'micro-celebrity' and personal branding, both strategic self-commodification. [E. _____] Our model of the networked audience assumes a many-to-many communication through which individuals conceptualize an imagined audience evoked through their tweets.

Sample 2

[A. _____] High rates of mental health problems in adolescents have been well documented; less is known about elementary school children in disadvantaged communities. [B. _____] We examined emotional and behavioral health needs in 202 third and fourth graders enrolled in a charter school in a largely Hispanic community. [C. _____] The child-reported Revised Child Anxiety and Depression Scale-25 and Teacher's Report Form were used to evaluate mental health needs as perceived by these children and their teachers. [D. _____] The prevalence of teacher-reported depression and child self-reported anxiety was 7.0% and 6.67%, respectively. [E. _____] Living in a single parent household was found to be a specific risk factor in that those children had higher rates of emotional and behavioral problems than children living with both parents. [F. _____] Evidence of higher depression and anxiety identified in this sample compared to national representative data suggests the need for development of culturally sensitive early prevention and intervention in this underserved community.

4. Using the Ukrainian version as a hint, insert the missing words in the correct form, paying attention to the tenses and passive voice. There are more words than gaps

Анотація. Вступ. Фактори, що відповідають за ефективну взаємодію між представниками різних культур, вивчали численні дослідники протягом останніх десятиліть. Такий інтерес викликаний зростаючою тенденцією до глобалізації, оскільки це означає збільшення кількості контактів у багатьох сферах, таких як міжнародна політика, бізнес, торгівля, освіта та багато інших. Тому ті, хто задіяні у міжнародних комунікаціях за своєю професією, повинні мати певні здібності та володіти необхідними знаннями, які допоможуть їм розвинути специфічні навички для успішного спілкування. Діагностика крос-культурної компетентності особистості надає важливу інформацію професіоналам, відповідальним за підбір персоналу у сфері міжнародних відносин. Проаналізувати та структурувати ці вміння, знання та навички є метою даного дослідження.

Методи. Для досягнення поставленої мети було проаналізовано відмінності в теоретичних визначеннях та концептуалізації структури міжкультурної компетентності. Розглянуто узагальнення його компонентів і зроблено висновки про взаємодію цих компонентів та як вони впливають на поведінку особистості, дії та результати.

Результати дослідження та їх обговорення. Аналізовано концептуальну модель міжкультурної компетентності, що складається з дев'яти елементів. У різних джерелах подібні конструкції позначалися різними термінами. Однак на основі численних досліджень стало можливим створити структуру міжкультурної компетентності, яка показує

співвідношення когнітивних знань, здібностей, установок, рис, робочих і поведінкових навичок під час міжкультурного спілкування. Культурний досвід і знання іноземної мови також сприяють міжкультурній ефективності, рівень якої можна виміряти. Результати вимірювань поділяють на зовнішні та внутрішні. Зовнішні результати включають поведінкові результати та результати адаптації до міжкультурного середовища, участі в ньому та демонстрації належної поведінки

1. *achieve*
2. *analyze*
3. *attempt*
4. *cause*
5. *consider*
6. *create*
7. *devote*
8. *divide*
9. *include*
10. *investigate*
11. *involve*
12. *make*
13. *measure*
14. *offer*
15. *prove*
16. *provide*
17. *structuralize*
18. *determine*

Abstract. Introduction. The factors responsible for effective interactions between the representatives of different culturesby numerous researchers. Such interest by growing tendency for globalization as it means increasing in the number of contacts in many spheres such as international politics, business, trade, education and many others. Therefore, those who are involved in international communications due to their profession have to possess certain abilities and obtain essential knowledge, which help them to develop specific skills for successful communication. andthese abilities, knowledge and skills is the purpose of the present research.

Methods.....the goal, the differences in theoretical definitions and conceptualizations of crosscultural competence structure were analyzed. The generalization of its

components....., and the conclusions about the interaction of these components, and how they influence and impact behavior, action, and outcomes. Research results and their discussion. A preliminary conceptual model of cross-cultural competence consisting of nine elements In different sources, similar structures were denominated with different terminologies. However, based on the numerous studies, it became possible a crosscultural competence structure, which shows the correlation of cognitive knowledge, abilities, attitudes, traits, performing and behavioral skills while communicating cross-culturally. Cultural experience and foreign language knowledge also contribute to cross-cultural efficiency, which level can The measurement results into external and internal. External outcomes include behavioral outcomes and outcomes of adapting to a cross-cultural environment, participating in it, and demonstrating appropriate behavior.

5. Insert the missing words, guided by the first letter

**THE ISSUE OF POLITICALLY CORRECT LANGUAGE
IN MASS AND SOCIAL MEDIA**

Abstract. Introduction. In modern linguistic and translation studies and in the sphere of crossculture communication, the issue of politically correct language is of great importance.

Methods. A..... lexical rules and speech codes, **d**..... the transmission of the socially appropriate vocabulary used in mass and social media.

Results. The analysis of the recent works on the specifics and peculiarities of the politically correct language as well as on the phenomenon of so-called Cancel Culture **i**..... a lot of research in the field of the interaction concerning certain social groups and social issues. The article **i**..... the origin of the term “political correctness” and its development and transformation over time. It **p**..... the cases of the term interpretation and **g**..... numerous examples of currently inappropriate vocabulary followed by thepreferable regarding political correctness ones. The article **p**..... attention to the attitude to the problem in the modern world, and **a**..... the reasoning in favor and against the usage of politically correct language. A big part of the study is **d**..... to the abidance and violation of the rules of political correctness by journalists, politicians, and influential people on media and social networks. The article **a**..... to distinguish the notions of political correctness, censorship, and freedom of speech. It uses the texts of scientific and psychological research, newspaper articles, Facebook posts, tweets, and books published recently.

Conclusions. Prospects for further research on the issue of politically correct language are **p**.....

Unit 6. SCIENTIFIC JOURNALS.

1.Read

HOW TO GET YOUR RESEARCH PAPER PUBLISHED

- ✓ One of the most common reasons for **manuscript rejection** is **submitting** to an unsuitable journal.
- ✓ Start your **publication journey** by choosing the right journal for your manuscript and you'll improve your **chances of acceptance** and publication.
- ✓ Building a list of **appropriate** journals helps you know if a journal is **trustworthy**.
- ✓ Having a preferred journal in mind will help you **align your writing** to **meet the journal's aims and scope**.

Step 1. Create your shortlist.

Step 2. Investigate your shortlisted journals and consider:

- ✓ Choosing **open access**. Publishing open access can be an opportunity to broaden the impact of your work.
- ✓ Understanding **journal metrics**. Familiarize yourself and understand how to use journal metrics as a tool to measure the performance and impact of a journal.
- ✓ **Journal indexing and discoverability**. Publishing in a journal that is included in the right databases can help your research be found, cited, and deliver more impact.
- ✓ Evaluating whether the journal you're about to submit to is **trustworthy**. This section will help you avoid '**predatory publishers**'.

SCIENTIFIC WRITING STYLE GUIDES

- There are some **different types of writing formats or scientific writing** styles that relate to **certain precise subject areas**.
- Important – specific language, way of presentation, notations or citations.

Chicago Manual of Style (CMS): one of the most common in the fields of humanities and social sciences, including studies in literature, art, and history. Published by University of Chicago Press,

American Medical Association (AMA): This style guide is printed by the Oxford University Press and includes different forms of scientific writing for authors in the fields of medicine, health, and other life sciences.

American Psychological Association (APA): This stylebook offers guidelines on abbreviations, citations, formatting and more and is mainly used by those in the social sciences, such as politics, education, sociology and psychology.

Modern Language Association (MLA): This handbook provides guidelines for authors in arts, literature and humanities, and is updated every three to five years.

The National Library of Medicine (NLM): Written by The International Committee of Medical Journal Editors (ICMJE), this scientific writing style presents detailed instructions for authors involved in medicine.

TYPICAL DIFFERENCES BETWEEN SCIENTIFIC WRITING STYLE GUIDES

- ✓ **Formatting:** specific rules (italicizing or underlining titles or putting them within quotation marks) on how to describe titles of items like articles, academic journals, books, and movies.
- ✓ **Citations:** rules for formatting citations and references (including in-text citations and bibliography); it is critical for authors to follow these rules when mentioning sources in academic papers.
- ✓ **Numbers:** how to treat numbers in writing. For example, authors need to be aware of whether they should spell out numbers or use numerals.
- ✓ **Acronyms:** how to abbreviate things like organization or state names or even technical terms.
- ✓ **Capitalization:** rules on capitalization (sentence case or title case), especially for titles and headings.
- ✓ **Punctuation:** different rules for punctuation (including hyphens, commas, em dashes, percentage, etc.)

2. Complete the structure of an article with the points given.

Abstract (in English).

- ✓ Times New Roman, font 12 pt, single spaced, 240 to 300 words
- ✓ without paragraph indentation

- ✓ concise, well structured, written in high quality English
- ✓ reflect the main content of the research
- ✓ follows the IMRAD principle (Introduction (combined with Purpose), Methods, Results and Discussion)
- ✓ states the problem and highlights the relevance of the research; aim of the research, methods of the research
- ✓ Results discuss the main findings (about 70% of the abstract volume)
- ✓ Conclusions are briefly followed by perspectives of further research
- ✓ clearly presents the main idea of the article, does not duplicate sentences from the text of the article
- ✓ Abstracts in Ukrainian and English must be identical in content and design

Keywords

Introduction.

- ✓ describes the current state of the problem under consideration at the global level
- ✓ analyzes the latest research and publications with references to relevant scientific publications (7-10 publications) over the past 3-5 years
- ✓ indicates the aspects of the research problem that are yet to be resolved.
- ✓ substantiates the relevance, aim, objectives of the study and scientific novelty of the work.
- ✓ consists of 600–800 words

Materials and methods.

- ✓ describes the main methods and techniques applied
- ✓ provides a complete picture of the progress of the research so that it can be repeated by other scientists using the same materials and methods
- ✓ substantiates an empirical part (optional)

Results and discussion.

Conclusions.

Acknowledgments.

Conflict of interests.

References

- ✓ 4–7 words / word combinations should reflect the content of the article (12 pt, single spaced) and not repeat the words from the title.
- ✓ cannot be identical with the abstracts
- ✓ each name must be accompanied by a corresponding reference to the source from the reference section.

- ✓ expresses gratitude to individuals or organizations for the technical assistance, ideas, financial (material) support, etc.,
- ✓ indicates the conflicts of interest between the authors, if there were any, or indicates that there are none
- ✓ outlines the results of the study, analyzes them, compares them with known facts, data from other scholars
- ✓ presents the overview and analysis of relevant scientific findings from foreign and domestic publications
- ✓ provides substantiation
- ✓ should be concluded with a discussion (600–800 words) of the research results obtained by the author
- ✓ should be sufficiently justified, methodologically correctly presented, have novelty and practical value
- ✓ should contain at least 15 relevant entries, mainly for the last three years, including those indexed in the Scopus or Web of Science databases
- ✓ summarizes the research findings and provides specific research results, up to 10 proposals at a time

Unit 7. TYPES OF PEER REVIEW

1.Read. Analyse advantages and disadvantages of all types.

- **Single-blind peer review**

The most common type of peer review is single-blind. Here, the names of the reviewers are not known by the author.

+ gives the reviewers the ability to give feedback without the possibility of interference from the author

- can lead to poaching or intellectual theft or that anonymized comments cause reviewers to be too harsh

- **Double-blind peer review**

In double-blind review, both the author and the reviewers are anonymous.

+ reduces any risk of prejudice on the side of the reviewer, also leads to manuscripts being published on merit rather than on the reputation of the author.

- ***Triple-blind peer review***

While triple-blind review, where the identities of the author, reviewers, and editors are all anonymized exists, it is difficult to carry out in practice.

+ minimizes potential conflicts of interest and biases. ensuring anonymity is

- logistically challenging, current editing software is not always able to fully anonymize everyone involved in the process.

- ***Collaborative review***

In collaborative review, authors and reviewers interact with each other directly throughout the process. However, the identity of the reviewer is not known to the author.

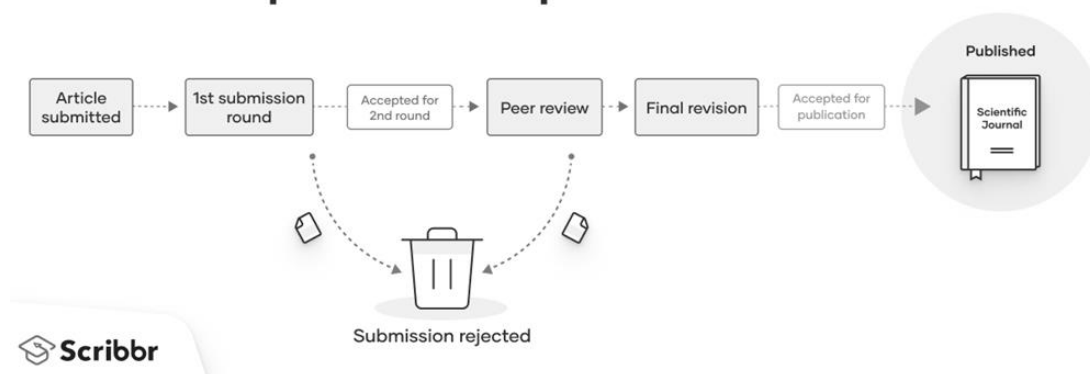
+ gives all parties the opportunity to resolve any inconsistencies or contradictions in real time, reduces the need for multiple rounds of editing

- can be time- and resource-intensive for the journal.

- ***Open review***

In open review, all parties know each other's identities throughout the process. Often, open review can also include feedback from a larger audience, such as an online forum.

The peer review process



Структура рецензії

2. Read the following structure.

1. Write a (very) brief summary of the paper.
2. Give the Editor an overview of what you thought of the paper. You will typically have to provide a recommendation (e.g. accept, revise or reject), you should give a summary of your reasons for this recommendation.

Some examples:

- ‘the data appear appropriate for testing the authors’ hypothesis but I have some concerns about the methods. If these can be fixed, then this should become a useful contribution to the literature’.
- ‘the authors’ have a clear research question and use appropriate methods, but their data are not suitable to provide an answer to their research question. Without additional data collection, this paper is not appropriate for publication’.

3. Provide detailed comments about the manuscript.

Identify any major (internal inconsistencies, missing data, etc.) concerns, and clearly locates them within the document.

List minor concerns to help the authors make the paper watertight (typographical errors, grammatical errors, missing references, unclear explanations of methodology, etc.).

3. Consider the following requirements.

- Analyse:
 - scientific integrity (which can be handled with editorial office assistance)
 - quality of data collection methods and data analysis
 - veracity of conclusions presented in the manuscript
 - match between the proposed submission and the journal scope
- Remember
 - a review should be clear, constructive and consistent.
 - a good review does not just criticise but also highlights what the authors have done well.
 - a review should always be polite
- Remember that you have two audiences:
 - o Authors need to know what was good about the paper and where improvements could be made.
 - o The Editor needs to know if you think the manuscript is a publishable piece of work.

WHAT MISTAKES SHOULD YOU AVOID WHILE WRITING A REVIEW

1. insulting or unprofessional language.
2. many concerns but without any indication of which are the most serious.
3. too brief comments without justification
5. insisting on unnecessary revisions
6. unreasonable demands

4. Discuss the advantages and disadvantages

Advantages of peer review

1. Protects the quality of published research
2. Gives you access to feedback from experts in your field
3. Helps you identify any weaknesses in your argument

Criticisms of peer review

1. Reviewer bias
2. Delays in publication
3. Risk of human error

5. Translate. Write your own peer review.

1. Назва статті: _____

2. Автор: _____

3. Відповідність статті тематиці збірника: _____
Так чи Ні

4. Актуальність: _____
Так чи Ні

5. Наукова новизна: _____
Так чи Ні

6. Дотримання структури змісту наукової статті: _____
Так чи Ні

7. Повнота і достатність розкриття теми в анотації: _____
Так чи Ні

8. Якість оформлення матеріалів: _____

9. Зауваження рецензента: _____

10. Висновок рецензента: _____

Unit 8. RESEARCH CONFERENCES.

1. Complete the missing words

What is a research conference?

- A scientific conference is a structured gathering where researchers s..... discoveries in their respective fields, and f..... collaborations.
- Scientific conferences can have a variety of topics, they are a..... at academia and the scientific community.
- The key feature of a great scientific conference is the quality and r..... of its content, paired with a dynamic, inclusive environment that e..... meaningful connections and exchanges.
- Having good coffee doesn't hurt either!

2. How to organize a high-quality conference, we read and answer questions.

STEPS TO PLAN A GREAT RESEARCH CONFERENCE.

1. Define your theme and objectives

Choose the theme of your academic conference. Consider your target audience (researchers, academics, postdocs and graduate students, industry professionals, or a combination).

Q. What makes good audience?

2. Form a conference planning committee

Assign core responsibilities to different members of the team, from program development and logistics to marketing and financial management.

Q. How to divide the duties between the members?

3. Build your event budget

Estimate your expenses, including venue costs, speaker fees, marketing, catering, audiovisual equipment, and staff. Identify your financial resources.

Q. What are the sources of a conference budget?

4. Choose your conference format

Choose from a traditional in-person conference, a digitally virtual one, or a hybrid model.

Q. Which is the best format?

5. Set a date and choose an event venue.

Consider factors such as the availability of potential attendees and speakers, accessibility, and cost.

Q. How to choose a good date?

6. Select your scientific conference software

Look for a platform that allows you to manage registrations, speaker submissions, poster sessions, scheduling, and attendee communication.

Q. What is the best platform? Why?

7. Find the right keynote speakers and presenters

Identify experts and thought leaders in your field who can deliver engaging and informative presentations. Reach out to them early in the planning process,

Q. What is the perfect number of speakers?

8. Plan your event program

Create a detailed event schedule that outlines session topics, speaker presentations, networking breaks, poster sessions, debates, and any additional activities.

Q. How long should a perfect conference be?

9. Set up your conference registration system

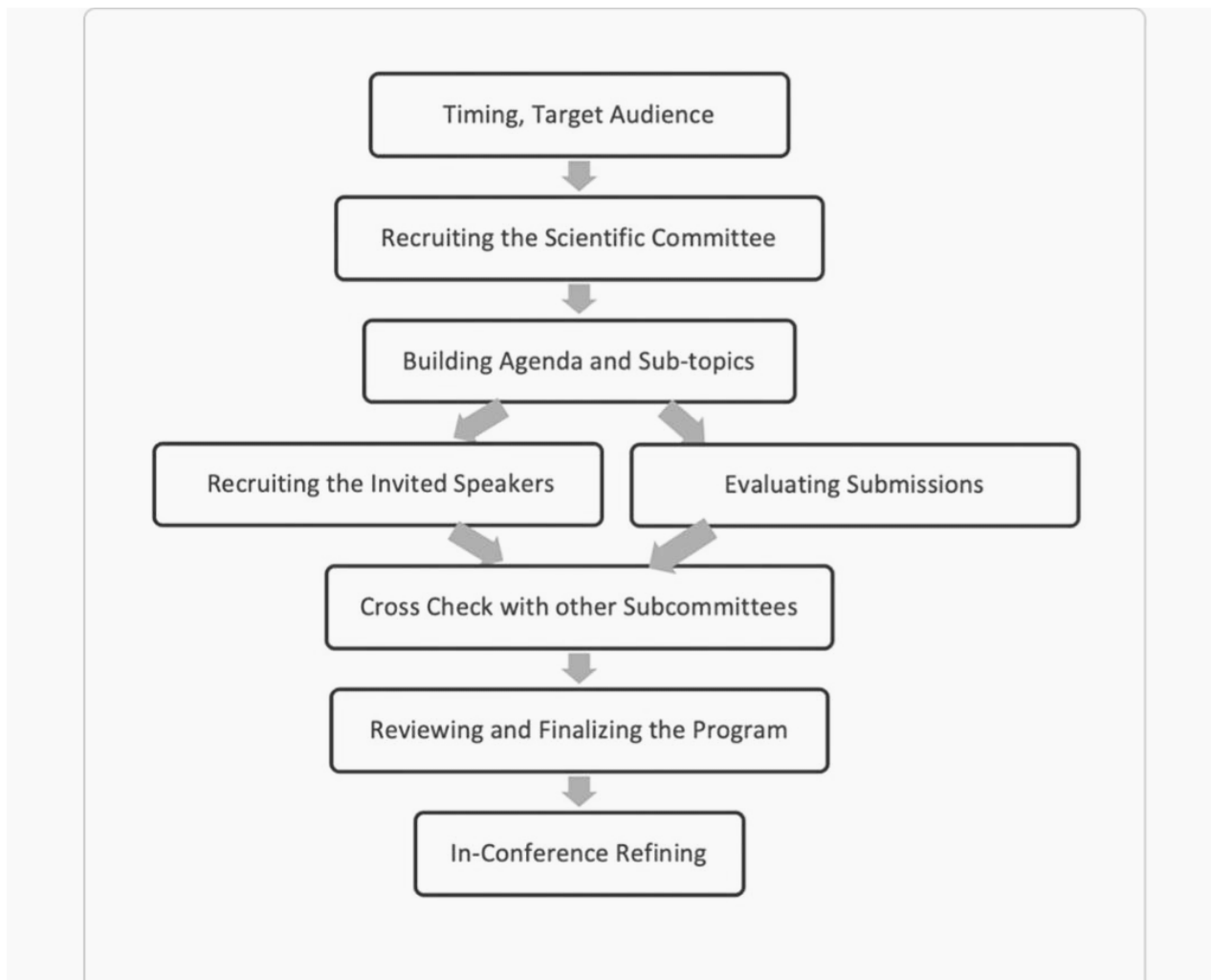
Set up an online event registration system to collect attendee information, process payments, and issue registration confirmations.

Q. What problems may you face here?

10. Promote your scientific conference

Effectively promoting your scientific conference is crucial for attracting attendees and ensuring its success.

Q. What are the best ways of promotion?



3. Read

CONFERENCE PROGRAM TEMPLATE

1. Your organization's name and details

2. Conference topic, theme, title and tagline

- Memorable taglines
- Shout-outs to the theme
- Attractive logos
- Branded fonts and images

3. Agenda

- The list of events
- Descriptions of each event (including the speakers)
- What time each event is occurring
- Which room the events will be in

4. Conference venue details

- The venue's name and address
- Where people can park

- How to get there via public transit
- A basic map

5. Day, date, and time

6. Names of speakers

7. Attendees contact information

8. Breaks

9. Links for virtual meeting

- link
- QR code
- brief instruction guide for entering virtual meetings

4. Read

WHAT MAKES A GOOD POSTER?

- ✓ Important information should be readable from about 10 feet away
- ✓ Title is short and draws interest
- ✓ Word count of about 300 to 800 words
- ✓ Text is clear and to the point
- ✓ Use of bullets, numbering, and headlines make it easy to read
- ✓ Effective use of graphics, color and fonts
- ✓ Consistent and clean layout
- ✓ Includes acknowledgments, your name and institutional affiliation

4. Answer these three questions:

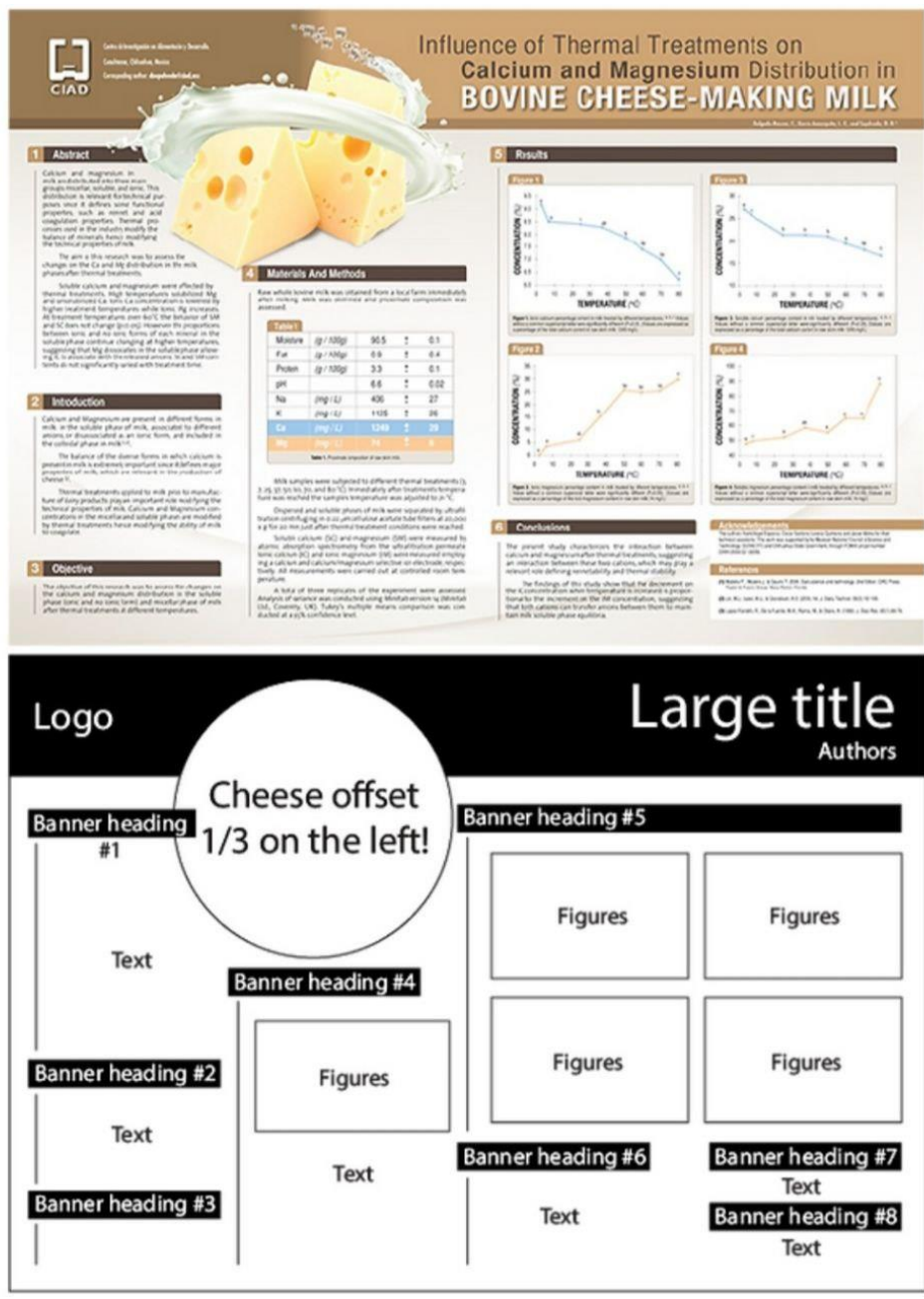
1. What is the most important/interesting/astounding finding from my research project?
2. How can I visually share my research with conference attendees? Should I use charts, graphs, photos, images?
3. What kind of information can I convey during my talk that will complement my poster?

5. Read and look at the example.

- ✓ The standard format of a poster follows that of an oral scientific presentation and includes

Introduction, Methods, Results, Conclusions; Recommendations.

- ✓ The standard format of a poster is a combination of texts, graphs, images and white spaces



Top AI poster generators and design tools:

- ✓ Stocking.ai
- ✓ Piktochart
- ✓ Canva
- ✓ PosterMyWall
- ✓ Inkscape

- ✓ Venngage
- ✓ Visme
- ✓ Freepik
- ✓ Placeit
- ✓ Google Slides & MS Pow

Unit 9. A SPEECH ON THE CONFERENCE

1. Important questions to consider before speaking at a conference. Discussion: Which ones are important that you usually take into account?

QUESTIONS TO ASK YOURSELF WHILE PREPARING A SPEECH ON THE CONFERENCE

- When will I be speaking?
- How long am I expected to speak?
- Will I be speaking on a stage?
- Will a microphone be available?
- Do I have the ability to walk around or will I be confined to a podium?
- How large is the audience?
- Who is the audience and why are they there?
- Has the audience paid money to attend or is this open to the public?
- Will I be the only speaker? If not, what is the order?
- Will there be a question and answer period?

HOW DO YOU FEEL WHILE MAKING A SPEECH

- How do you feel one minute before the speech?
- Which is the most difficult thing for you while making a speech?
- Have you ever felt that you failed the presentation?
- Do you like people looking at you while speaking?
- What kind of audience do you like? Dislike?
- How do you feel when people in the audience are speaking during your presentation?

- Have you ever faced hard questions from the audience?
- How do you feel when presentation is over?

2. Have you ever faced the following problems? How to cope with them?

1. Nervousness
2. Fear of the audience
3. You audience look tired
4. You find it difficult to start
5. Your speech sounds rather unconvincing.
6. You forget what to say next.

3. Match the problems with the tips. Do you agree?

- Be yourself, don't become a talking head — in any type of communication. Your audience will trust what you have to say if they can see you as a real person. Use your voice and hands effectively. Omit nervous gestures. Nonverbal communication carries most of the message.
- Before you begin to craft your speech, consider who the message is intended for. Learn as much about your listeners as you can.
- Do you enjoy hearing a speech start with "Today I'm going to talk to you about X"? Most people don't. Instead, use a startling statistic, an interesting fact, or concise quotation. Make sure to grab the audience's attention in the first 30 seconds.
- Don't read unless you have to. Work from an outline A brief outline can serve to jog your memory and keep you on task.
- Keep the focus on the audience. Watch their reactions, adjust your message, and stay flexible otherwise you lose the attention of or confuse even the most devoted listeners.
- Some nerves are good. The adrenaline rush that makes you sweat also makes you more alert and ready to give your best performance. The best way to overcome anxiety is to prepare, prepare, and prepare some more. Videotape yourself, or get a friend to critique your performance.

4. Insert the words in the gaps, read, prepare the beginning of the speech

- avoid
- create
- deliver
- enhance
- evoke
- foster
- maintain
- organize
- outline
- share
- strengthen
- summarise
- captivate

KEY FEATURES TO ENSURE YOUR CONFERENCE SPEECHES LEAVE A LASTING IMPACT:

1. Personal Storytelling:

Begin your conference speeches by sharing a personal anecdote or journey related to the topic. Personal stories humanize your message,.....the audience’s attention, andan emotional connection.

2. Research-Based Content:

Ground your speech in evidence-based research and data toyour arguments andcredibility. Incorporate relevant studies, statistics, and findings to support your key points. Referencing reputable sources lends authority to your speech and builds trust with the audience.

3. Clear Structure:

....., your conference speeches coherently with a clear introduction, body, and conclusion. the main points you intend to cover and establish a logical flow between them. Use signposts or transitions to guide the audience through different sections of your speech.

4. Engaging Opening:

Capture the audience’s attention from the outset with a compelling opening statement, question, or quote. Don’t start with “Hello, my name is...” Be introduced properly then commence your speech. “I am sorry but.....” should always be A delay in commencing the speech, an explanation about a technology hiccup or any other irrelevant matter should never start your speech. Don’t thank the audience or those who invited you.

5. Interactive Elements:

Incorporate interactive elements such as audience polls, Q&A sessions, or multimedia content to engage attendees actively. Interaction participation, stimulates discussion, and creates a dynamic atmosphere. Encourage audience members to their thoughts or ask questions, fostering a sense of inclusivity and collaboration.

6. Vivid Imagery:

Transport your audience to different worlds and emotions through the power of imagery. If using a PowerPoint presentation, use mostly images and not text. Where possible, do not use scripted notes. Speak naturally and connect to the imagery you have posted in the PowerPoint.

7. Authentic Delivery:

..... your conference speeches with authenticity, passion, and sincerity. eye contact, use natural gestures, and vary your tone and pace to keep listeners engaged. Authenticity fosters trust and fosters a genuine connection with your audience.

8. Compelling Conclusion:

End your speech with a strong and memorable conclusion that reinforces your main message and leaves a lasting impression. key points and the importance of your topic, and provide a call to action for the audience. Leave them inspired, informed, or motivated to take meaningful steps towards change or further explore the topic. Circle back to your main topic and opening story or remarks. You should have commenced by indirectly setting the objectives of your speech, and the conclusion should confirm that you reached them.

Unit 10. A GRANT PROPOSAL

1.Read

WHAT IS A GRANT PROPOSAL

- ✓ A grant proposal is a request for funding that organizations submit to grant-making bodies.
- ✓ In grant proposals, organizations present an initiative, explain its objectives and expected timeline, provide evidence of its importance, and describe how they would use grant funds to implement it.
- ✓ To be successful, a grant proposal must convince potential funders of the value and impact of the proposed project.

2. Read and discuss

WHAT TO REMEMBER BEFORE YOU WRITE A GRANT PROPOSAL

!Submitting three to five grant applications may put your chances of winning at least one grant at around 90%.

Q. Do you agree?

!Keep in mind that grant-making entities want to invest in projects and initiatives that will have a powerful impact on issues they care about.

Q. How to understand what entities are suitable for you?

! Consider each of the following

1. Plan your time and expenses for research and professional writing help.
2. Be ready for both success and failure scenarios. Remember that grants can be competitive and funding limited.
3. Compare the value of an award against the time you will need to invest before pursuing an opportunity.
4. Have a strong understanding of your project. Be clear about desired outcomes, estimated timelines, and other funding sources before you start writing a grant application.
5. Submit a grant inquiry before writing a full grant proposal. See if submitting a grant inquiry first makes sense.

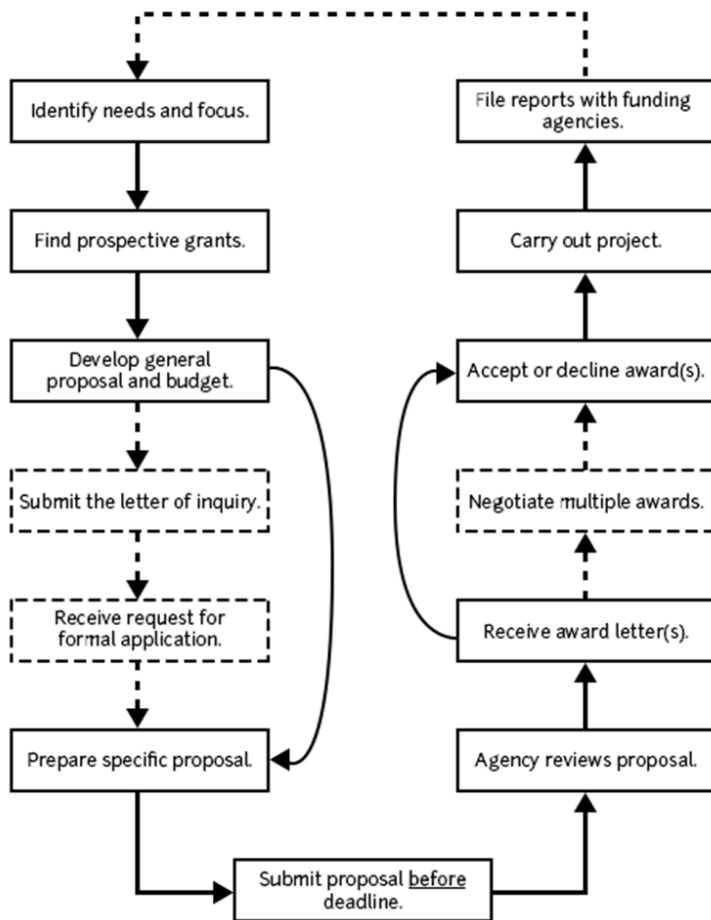
Questions : Do you really need a professional help in writing?

How to estimate your competitiveness?

How to estimate if the time and effort you put into are worth it?

Is a grant enquiry a good idea?

Diagram 1. The Grant Writing Process



2. Read

HOW TO WRITE A GRANT PROPOSAL

1. Write a strong cover letter
2. Create an executive summary:
 - introduce your organization
 - write a direct problem statement
 - state your goals and objectives
 - ensure sustainability
 - outline your project budget

➤ Step 1. Write a strong cover letter

Your cover letter is the perfect opportunity to captivate a funder with a casual tone and urge them to delve into your proposal.

DO:	DON'T:
Keep it short. Get to the point quickly and state your intentions. Don't exceed three to four paragraphs.	Get too emotional. There's no need to write a heartfelt story about your mission or organization.
Say what you need. At the very beginning of the cover letter, mention how much money you need and for what purpose. Don't be afraid to be direct — you deserve this grant, so make sure the reader knows it.	Mention your competition. Don't reference or compare yourself to competing organizations. Just state your desired outcome and make a good first impression.
Make a connection. Show that you understand the funder and draw a straight line from their mission and funds to your proposed project.	

3. Write a cover letter using the example

Dear Mr. Jones,

[Name of Clinic] respectfully requests a grant of \$30,000 for our veterinary hospital project in South Boston.

As the largest independent pet hospital in this part of the city, we are aware of the challenges pet owners in our service area are facing. We are particularly concerned about the lack of service quality in South Boston given that it has the largest number of pets per capita of any neighborhood in the city.

We are committed to solving this issue by growing our community and providing our expertise to the people and animals of South Boston by the end of 2024.

The veterinary hospital project will allow us to provide access [...]

4. Read

➤ **Step 2. Create an executive summary. Also known as a proposal summary, an executive summary is a brief synopsis of the entire proposal. Answer the questions.**

1. What is the organization's mission and history? What does the organization do?
2. What is the project about?
3. What problem is the organization solving, and why does it matter?
4. What is the end goal for the project, and how can the organization measure its achievement?
5. Why should the organization receive the grant? What are the organization's competencies?

6. How much money does the organization need, and how does it plan to finance the project in the future? Are there other funding sources?

5. Divide the following tips into 2 columns

DO:	DON'T:

- Limit the summary to two pages. Provide just enough information to give the grantor a solid idea of who you are and what you need the money for.
- Address the funder directly. The only place to do this is in the cover letter. In the grant application, the tone should be more formal.
- Discuss funds. Mention the funds you're requesting, and briefly explain your methodology when it comes to spending them.
- Give too much information. Don't go too deep into the project description, as you will have space for this later.
- Be objective. It's easy to start patting yourself on the back a little too much and try to convince grant reviewers that you're the best of the best. Try to avoid this trap and stay factual.
- Provide a backstory. When was the company/organization started, and why? Try to connect your mission to that of the grantmaker as naturally as possible.
- Stray from the point. This entire section should be formulated to make the point that you're the organization best suited to make good use of the funding.
- Display relevant existing data. Look at the results achieved by others who have already implemented your solution or a similar solution.
- Make it about you. It's not your organization that needs the grant funding; it's everyone who will benefit.
- Highlight the urgency. Underline why it's essential to start this project now rather than later.
- State objectives as outcomes. An objective is something you want to achieve, not do.
- Be too ambitious. Make sure your goals are attainable, and don't get ahead of yourself.
- Make your objectives SMART. You can't track your progress if your objectives aren't SMART: Specific, Measurable, Attainable, Realistic, and Time-bound.

- Have a solid blueprint. Most grant reviewers will know a thing or two about business plans, so you need to show a viable blueprint for sustainability. Exactly how will you generate revenue and keep the project going?
- Pay attention to detail. Everything needs to be covered. Travel costs, supplies, advertising, personnel — don't leave anything out.
- Do it alone. Especially if you're not that good with numbers, don't hesitate to include other people and assemble a team to tackle this task.
- Forget about indirect costs. A lot of grant writers leave out indirect costs like insurance, utilities, and trash pickup. These can stack up, so don't forget them!
- Round your numbers. A lot of decimal values and uneven numbers make the proposed budget harder to follow.

Unit11. BUSINESS ETIQUETTE.

1. Answer the questions.

1) In what workplace situations would you use these expressions?

- ✓ Congratulations!
- ✓ I don't mind.
- ✓ I'm afraid ...
- ✓ After you.
- ✓ Cheers!
- ✓ Excuse me.
- ✓ Yes, please.
- ✓ That's no problem.
- ✓ Make yourself at home.
- ✓ Could you ... ?
- ✓ Help yourself.
- ✓ It's on me.
- ✓ That sounds good.
- ✓ Bad luck.
- ✓ Not at all.

2) What would you say in the following situations?

- ✓ 1 You don't hear someone's name when you are introduced to them.
- ✓ 2 You have to refuse an invitation to dinner with a colleague.
- ✓ 3 You are offered food you hate.
- ✓ 4 You want to end a conversation in a diplomatic way.
- ✓ 5 You have to greet a visitor.
- ✓ 6 You have to introduce two people to each other.
- ✓ 7 You offer to pay for a meal.
- ✓ 8 You have to propose a toast.
- ✓ 9 Your colleague has got ill.
- ✓ 10 You arrive half an hour late for a meeting.

3. What is important to know about the workplace culture when communicate internationally. Put in the order of importance.

- ✓ greetings
- ✓ being formal or informal
- ✓ punctuality
- ✓ humour
- ✓ eye contact
- ✓ small talk before meetings
- ✓ accepting interruption
- ✓ exchanging business cards
- ✓ giving presents
- ✓ being direct (saying exactly what you think)
- ✓ using first names

4. How well do you know the business etiquette of different countries. Divide the sentences by country

BUSINESS ETIQUETTE

China	Japan	Italy	Germany	Great Britain

- A polite greeting typically involves maintaining eye contact and offering a handshake.

- A typical greeting involves a firm and brief handshake with everyone as you enter and exit the meeting.
- Address people by their title and surname to show respect.
- Avoid firm negatives, such as a simple “no.” Try to find an alternative, such as “That’s something I will have to think about.”
- Be punctual If you want to demonstrate that your colleagues’ time is valuable.
- Bowing is a typical way of greeting each other. Handshakes sometimes occur, but you should let the person initiate it.
- Business events are well-structured and straight to the point. You don’t want to be joking during business meetings.
- Do not take a small delay as a sign of disrespect. When a deadline must be firmly met, make it very clear to your colleague.
- Enter the room in hierarchical order. The person of the highest seniority will enter the room first and the rest will follow in order.
- Giving gifts is common, but you should pay special attention to how you present your gift. Never hand out a gift that isn’t wrapped and make sure you give it to the person with both hands.
- Only after you’ve established a trusting relationship with someone may you give a small and not obviously expensive gift as a sign of friendship.
- People appreciate a conservative dress code, and you should avoid physical contact while conversing.
- People like to have personal space, so don’t stand too close.
- Punctuality and preparation are valuable, so arrive on time. If you’re running late, call or message someone to inform them.
- Show up on time for business meetings. Punctuality is important and being late is offensive.
- The senior member of the group often leads the business meeting while younger members, out of respect, speak less. People of similar positions in different groups should sit across from each other; junior employees should never sit across from senior employees.
- When conversing with people, try saying “please,” “thank you” and “sorry” frequently, as this is considered polite.
- When handing out business cards, make sure you’re using both hands. Bowing during this exchange is viewed as a form of respect.

5.Read and check

Business etiquette: China

- Show up on time for business meetings. Punctuality is important and being late is offensive.
- People appreciate a [conservative dress code](#), and you should avoid physical contact while conversing.
- Enter the room in hierarchical order. The person of the highest seniority will enter the room first and the rest will follow in order.
- Avoid firm negatives, such as a simple “no.” Try to find an alternative, such as “That’s something I will have to think about.”

Business etiquette: Japan

- Bowing is a typical way of greeting each other. Handshakes sometimes occur, but you should let the person initiate it.
- The senior member of the group often leads the business meeting while younger members, out of respect, speak less. People of similar positions in different groups should sit across from each other; junior employees should never sit across from senior employees.
- Giving gifts is common, but you should pay special attention to how you present your gift. Never hand out a gift that isn’t wrapped and make sure you give it to the person with both hands.
- When handing out business cards, make sure you’re using both hands. Bowing during this exchange is viewed as a form of respect.

Business etiquette: Italy

- Do not take a small delay as a sign of disrespect. When a deadline must be firmly met, make it very clear to your colleague.
- Only after you’ve established a trusting relationship with someone may you give a small and not obviously expensive gift as a sign of friendship.

Business etiquette: Germany

- Business events are well-structured and straight to the point. You don’t want to be joking during business meetings.
- Be punctual If you want to demonstrate that your colleagues’ time is valuable.
- A typical greeting involves a firm and brief handshake with everyone as you enter and exit the meeting.
- Address people by their title and surname to show respect.

Business etiquette: The United Kingdom

- Punctuality and preparation are valuable, so arrive on time. If you're running late, call or message someone to inform them.
- When conversing with people, try saying "please," "thank you" and "sorry" frequently, as this is considered polite.
- A polite greeting typically involves maintaining eye contact and offering a handshake.
- People like to have personal space, so don't stand too close.

6. Read

Advice on international business communication

- 1. Learn the proper use of names and titles**
 - ✓ In France, Denmark, and the United Kingdom and many other countries, it's appropriate to use titles until the other person suggests using first names.
 - ✓ In Germany, titles such as "Herr Direktor" are sometimes used to indicate a person's prestige, status, and rank. First names are seldom used by those doing business in Germany.
 - ✓ In Thailand people address one another by first names and reserve last names for very formal occasions and written communications.

2. Use the appropriate greetings

- ✓ First impressions happen only once but they can leave a lasting impression.
- ✓ When you're in a different culture, something as simple as the way you greet a person can be misunderstood.
- ✓ The wrong greeting can lead to an awkward encounter.
- ✓ Take into account the degree of formality.

3. Learn and use a few words in your business prospect's native tongue

- ✓ People in any culture appreciate when a visitor takes the time and effort to learn to speak a few words in that culture's language.

4. Respect the rules of physical distance

- ✓ The physical distance between people greeting each other may be different in a foreign country.
- ✓ In Western countries people stand about one and a half meters apart, so they can shake hands without taking a step forward.
- ✓ The distance for greeting people in Asian countries is slightly greater (two meters).

5. Know the local business card protocol

- ✓ In Western countries you can accept a business card and put it immediately in your pocket.

- ✓ Such behavior in Japan is considered rude. In Japan, look carefully at the card after accepting it. Acknowledge with a nod that you've read the information .

6. Understand the cultural gift-giving custom

- ✓ In Japan, gifts are expected. Failure to present them is considered an insult. In other countries, presenting a gift may be viewed negatively. Business executives also need to know when to present a gift.
- ✓ Sometimes a public presentation is the norm but other times you must give in private.
- ✓ Other gift-giving factors include the type of gift to present and how many gifts are appropriate.

7. Know the business culture's attitude about time

- ✓ Romanians, Japanese, and Germans are punctual.
- ✓ Business people in many Latin countries have a more relaxed attitude toward time, and the Japanese consider it rude to be late for a business meeting.

6. Write about Ukraine or another country whose business etiquette you know

Appearance

- How do men and women dress at work?
- Do people prefer to entertain guests at home or in a restaurant?
- Do you have to make appointments well in advance?
- Are casual clothes permitted in business meetings?
- How do people dress on social occasions, e.g. at an informal dinner?

Behaviour

- Do people like a lot of personal space?
- Do they usually stand close or far away from another person when talking to colleagues?
- Do staff use first or family names when addressing each other?
- What advice can you give about gifts?
- What are good/bad topics of conversation?

Meetings

- How important is punctuality in your culture? Is it OK to be late for a meeting?
- Is a person's status important in meetings? Does the most senior person always lead a meeting?
- Is decision-making slow or fast in business or working environment?
- What are the usual business hours?
- What is the usual time for a business lunch? How long does it last?

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