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і природокористування України

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**English for Business Communication (Англomовне ділове спілкування для ОС «Магістр» агробіологічних спеціальностей у закладах вищої освіти): навч-метод. посібник / укл. Т. М. Вознюк. Київ.: ЦП «Компринт», 2023. 160 с.**

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## CONTENT

### Module 1. SOCIAL ENVIRONMENT

Unit 1. Studying at University .....	4
Unit 2. Appearance and Character .....	11
Unit3. Teamwork.....	19

### Module 2. DEVELOPMENT OF MODERN SOCIETY

Unit4. Our Changing World .....	29
Unit5. New Communication Technologies .....	37
Unit6. Virtual vs Real World .....	47

### Module 3. CROSS-CULTURAL COMMUNICATION

Unit 7. Foreign Languages as a Means of Cross-Cultural Communication .....	55
Unit8. Business Etiquette of the English-Speaking Countries. ....	62
Unit 9. How to Adapt to a Different Culture .....	69

### Module4. INTERNATIONAL BUSINESS CONTACTS

Unit 10. Planning a Business Trip .....	77
Unit 11. Staying in a Foreign Country .....	86
Unit 12. Negotiations .....	97

### Module 5. OPPORTUNITIES

Unit 13. A Key to Success .....	109
Unit 14. Success Stories .....	116
Unit 15. Ambitions .....	124

### Module 6. FIRST CAREER STEPS

Unit 16. Career Choice .....	133
Unit 17. Applying for a Job .....	142

Unit 18. New Forms of Employment .....150

REFERENCES

## **Module 1. SOCIAL ENVIRONMENT**

### **Unit 1. STUDYING AT UNIVERSITY**

#### **Task 1. Answer the following questions.**

1. Why do you study at University ?
2. How will your choice of university affect your future?
3. Is studying at university very difficult?

#### **Task 2. Which of the following aims of education are the most important? Rank them in order of importance, then compare with your partner. Give your reasons.**

1. to develop understanding of other people / cultures;
2. to develop social skills;
3. to prepare for work environment;
4. to become aware of how the past has affected the present;
5. to develop critical thinking.

#### **Task 3. Choose the correct word in the sentences.**

1. Tom goes to *boarding* / *grammar* school, so he only comes home during the holidays.
2. Most children go to *state/public* school where education is free.
3. I want my children to go to a *single sex* / *comprehensive*

school because I think it's better for boys and girls to study separately.

4. If you're really interested in applying, ask the university to send you a *prospectus* / *curriculum* for the upcoming year.

5. I always revise thoroughly before I have to *take/fail* an exam.

6. If she doesn't get high enough marks in her exams, she will *resist* / *fail* them in September.

7. The institute only *keeps* / *holds* evening classes.

8. Apply for a *fee* / *grant* if you want to go to university.

**Task 4. Fill each gap with the correct particle, and then explain the meaning of the phrasal verbs.**

*along, behind, in, over, up*

1. *Look* \_\_\_\_\_ the word in the dictionary if you're not sure what it means.

2. If you don't pay attention, how do you expect to *keep* \_\_\_\_\_ with the lesson?

3. I need to *go* \_\_\_\_\_ my History notes because we've got a test on Monday.

4. If you miss school for more than a couple of days, you are in danger of *falling* \_\_\_\_\_ with your work.

5. The lesson *is* \_\_\_\_\_. You may go.

6. John is *getting* very well in his study of English.

7. William wants to *take* Medicine when he goes to college.

8. Every student has to *hand* \_\_\_\_\_ the original composition each week.

**Task 5. Read the article and decide if the following statements are true (T) or false (F).**

1. Time management is useful because it helps to combine studies and social life.

2. Lectures, seminars and exams are common types of assessment.

3. An essay is an opportunity to show the results of your research.

4. Lectures take place in smaller groups than seminars.

5. It is easier to take part in seminars if you read the suggested information.

### **Studying at university**

You may find it a challenge coming to university. Managing your time effectively is a vital skill you will need while at university. You will need to juggle your studies along with fitting in a social life and mundane activities such as

grocery shopping.

At university there are often large amounts of time that are to be used for independent study. It can be easy to put off a piece of work if the deadline is some while away. Some kind of time plan can be a very useful tool for ensuring that you meet your deadlines.

There are four types of assessment common across the university. These are essays, reports, presentations and exams. Writing an essay is your opportunity to show what you know about a given subject. You may be asked to write a report at the end of a practical or research project. A report differs from an essay in that it usually ends with clear recommendations as a result of your findings. You may be asked to give presentations in a variety of situations such as a research project, a piece of design work or a group project.

You may have between 10 and 25 hours teaching time a week, depending on the practical elements of the course. A lecture is a presentation from a tutor on a specific topic area to a large group of students. Lectures usually take place in a lecture theatre and can accommodate as many as 300 students. You will be expected to take notes and to have undertaken some reading on the topic beforehand. It can be tempting to miss lectures. Good attendance generally equates to good



marks. Lectures often give direction to further reading and provide the foundation for further seminars.

Seminars take place in much smaller groups than a lecture and will often be timetabled to enable discussion to develop. Seminars give opportunity to ask questions, clarify areas and discuss the subject matter. Undertaking any suggested reading will make it easier to participate in seminars and feel

**Task 6. Answer the questions.**

1. Why is it necessary to manage time effectively?
2. What types of assessment do you know?
3. What is the difference between a report and a presentation?
4. What is the difference between a lecture and a seminar?
5. What opportunities do seminars give?

**Task 7. Read the sentences and translate.**

1. It's difficult to enter the university.
2. She is asking a question at the moment.
3. A report differs from an essay.
4. I always encourage questions at any time.
5. Lectures usually take place in a lecture hall.

6. It is easy to put off a piece of work if the deadline is some while away.

7. This year I am pursuing an English Specialist Major and a Book & Media Studies Minor.

8. But all students, throughout their education, experience the highs and lows of learning ability.

**Task 8. Make negative and interrogative sentences.**

1. It's easy to clarify areas and discuss the subject matter.

2. It's obligatory to participate in seminars.

3. It's important to get Bachelor's degree in Economics.

4. Formal education takes place in a school environment with classrooms of multiple students.

5. Educational methods include storytelling, discussion, teaching, training, and directed research.

6. In most countries today, full-time education is compulsory for all children up to a certain age.

7. Many countries are now drastically changing the way they educate their citizens.

8. The world is changing at an ever quicken ingrate, which means that a lot of knowledge becomes obsolete and inaccurate more quickly.

**Task 9. Find mistakes and correct them.**

1. Where your sister work?
2. I'm go to the cinema tonight.
3. How much you sleep?
4. We no wear a uniform at school.
5. That's my brother over there. He stands near the window.
6. Claire not like oranges.
7. Sorry. You can't speak to Jane. She's sleep.
8. My friend live in Great Britain.

**Task 10. Discuss the following questions.**

1. Do you think it is important for universities to offer an unrivaled rang of opportunities?
2. Is it necessary for teacher and students to be involved in cutting-edge research?
3. Is it essential for students to be involved in Leadership programs where they develop their skills and talents?

## **Unit 2. APPEARANCE AND CHARACTER**

**Task 1. Discuss the following statements. Do you agree with them? Why / why not? Give your reasons.**

- –I think that being happy makes the biggest impact on your physical appearance.”

Drew Barrymore

- –Our character is what we do when we think no one is looking.”

H. Jackson Brown, Jr.

- –Our ability to handle life’s challenges is a measure of our strength of character.”

Les Brown

- –You never get a second chance to make a first impression.”

Will Rogers

**Task 2. Answer the following questions.**

1. What is the first thing you notice about a person?
2. What do the clothes someone wears say about that person?
3. What kinds of things do you do to improve/maintain your appearance?
4. Do people in your country talk a lot about other people’s

appearance?

5. What do you value in your friends?
6. Who are your role models?

**Task 3. Choose the correct word in the sentences.**

1. Nicole Kidman is a *redhead* / *blonde* now. But she often changes her hair color.

2. Victoria Beckham is very *plump* / *thin*.

3. Sports personality Michael Jordan is very *short* / *tall*.

4. Mike thinks that the American singer Beyonce is very *beautiful* / *ordinary*. But Tom says she doesn't look Special.

5. Brad Pitt is very *ugly* / *handsome*.

6. The male actor Bruce Willis is *long-haired* / *bald*. He has a shaved head.

7. David Beckham is physically *fit* / *fat and very unfit*.

8. If you want to get ahead in your job, you need to look *scruffy* / *presentable*.

9. Arnold Schwarzenegger is *well-built* / *flabby*.

**Task 4. The adjectives below can be used with the prefix 'self' to talk about personality traits. Read the sentences and decide what kind of person might say them.**

Self      appointed

            Centered

Confident  
Conscious  
Disciplined  
Destructive  
Obsessed  
Reliant

1. I follow a specific routine every day. I never stray from it. First it's exercising, then tidying up the house and off to work.

2. No, I want to go to the cinema! I don't care what you want to do.

3. You go in first. I know I look awful in this dress. Everybody's going to laugh at me.

4. No, no I can do it! Really, I'm used to doing things for myself.

5. I don't mind going to parties on my own. I find it easy to talk to people I don't know.

6. I'm sorry, I really can't help you. I'm tired and I just want to be alone.

7. I have no intention of giving up smoking, even though I can't afford it and I know it's affecting my health.

8. In the absence of the manager, I'm in charge.

**Task 5. Read the article. Choose from the list (A–I) the heading which best fits each paragraph. There is one heading you do not need to use.**

- A. Question everything.
- B. Set goals for your life.
- C. Surround yourself with mentors and teachers.
- D. Embrace new ideas and opportunities.
- E. Actively reject pessimism.
- F. Be fearless.
- G. Care for and about people.
- H. Do what's right, not what's easy.
- I. Lead by example.

### **How to Be The Leader Of Your Own Life**

By Lolly Daskal, President and CEO, Lead From Within

Here are 8 ways that becoming the leader of your own life will make a big difference.

1. \_\_\_ Set daily, monthly and long-term goals tied to your visions and dreams. Don't be afraid to go for something big. Remember, nothing is impossible if you believe you can achieve it
2. \_\_\_\_\_ Teach yourself to be daring, bold and brave. Be willing to fall down, fail and get up again for another round.
3. \_\_\_ Don't shy away from anything new, whether it's an

opportunity, an idea, or an experience. Turn every day into an adventure and work to turn all the programs, projects and processes in your life into possibilities.

4. \_\_\_ Become the person who's constantly asking questions. The more you question, the more you learn, and the more you learn, the more you know. Ask yourself questions to stay focused. Curiosity is an important way to become the leader of your own life.

5. \_\_\_ There are some things you simply don't take liberties with. When it comes to integrity, honesty and ethics there is no room for compromise. Keep integrity at the heart of your character and you will never lose sight of it. You can always make the effort to choose what's right over what's convenient or personally beneficial.

6. \_\_\_ The more you reject things that are defeatist, critical, fatalistic and apathetic, the more room you leave in your life for positivity. As leader of your own life, you have the power to either make yourself miserable or happy with the choices you make every day.

7. \_\_\_ You can't grow when you think you're the smartest person in the room. Always be on the lookout for teachers and mentors who are smarter and more experienced than you. Seek to be continually inspired by something and learning about



everything.

8. \_Make sure that compassion and empathy are a central part of who you are.

**Task 6. Answer the questions.**

1. Why is it necessary to set goals for your life?
2. Why should a person ask questions?
3. Should you do what is right or easy? Why?
4. Is it important to reject pessimism? Why?
5. What are the ways of becoming the leader of your own life?

**Task 7. Read the sentences and translate.**

1. Does your boyfriend have small eyes or large eyes?
2. Nothing is impossible if you believe you can achieve it.
3. You can't judge people by their appearance.
4. Leaders must understand technology for its revolutionary force.
5. The more you question, the more you learn, and the more you learn, the more you know.
6. Always be on the lookout for teachers and mentors who are smarter and more experienced than you.

7. As a leader, you can see the bigger issues, but you can also see how things could be so much better if we could just remove those obstacles.

8. Today's leaders must have the ability to identify technological trends across different sectors, such as big data, cloud computing, automation, and robotics.

**Task 8. Complete the sentences using adjectives in comparative or superlative degree.**

1. Jill's a far (intelligent) person than my brother.

2. Kate was the (practical) of the family.

3. Jack was the (tall) of the two.

4. Jack is the (clever) of the three brothers.

5. Parents are (helpful) than teachers.

6. If you need any (far) information, please contact our head office.

7. The sinking of Titanic is one of (famous) shipwreck stories of all time.

**Task 9. Make negative and interrogative sentences.**

1. He can stay here for some time.

2. I can explain everything.

3. She could answer all the questions.
4. I'm able to take care of myself.
5. He may use my mobile phone.
6. You may borrow my things without asking.
7. You must try to get to work on time.
8. You must stay in bed until you are allowed to get up.

### Unit 3. TEAMWORK

**Task 1. Discuss the following statements. Do you agree with them? Why / why not? Give your reasons.**

- –Great things in business are never done by one person. They're done by a team of people.”

Steve Jobs

- –A key to achieving success is to assemble a strong and stable management team.”

Vivek Wadhwa

- –The target for every great champion is to play for the team.”

Antonio Conte

**Task 2. Answer the following questions.**

1. Who's someone you really admire?
2. What's your favorite family tradition?
3. Who had the most influence on you growing up?
4. What's the best advice you've ever heard?

**Task 3. Read the information about different types of team members (a–h) and then say if the statements (1–8) are true or false. Use a dictionary, if necessary.**

Meredith Belbin has identified these types of team members or team players:

- a. the implementer, who converts the team's plan into

something achievable;

b. the coordinator, a confident member who sets objectives and defines team members' role;

c. the shaper, who defines issues, shapes ideas and leads the action;

d. the plant, a creative and imaginative person who supplies original ideas and solves problems;

e. the resource investigator, who communicates with the outside world and explores opportunities;

f. the monitor evaluator, who sees all the possible situations objectively, and sees what is realistically achievable;

g. the team worker, who builds the team, supports others and reduces conflict;

h. the completer, who meets deadlines, corrects mistakes and makes sure nothing is forgotten.

1. Implementers are not interested in final result.
2. Coordinators tend to take a leading, organizing role.
3. Shapers tend to follow what other people say.
4. Plants can be useful in providing new ideas when the team has run out of steam.
5. Some resource investigators might love using the Internet.

6. Monitor evaluators are not good at seeing all sides of a problem.

7. Team workers may help to defuse arguments between members.

8. Completers are bad at finding things on time.

**Task 4. Members of a team (1–10) brought together to work on a design project said the following things. Match them to the stages of team life (a–e). There are two sentences relating to each stage.**

1. We had such a great time working together.

2. We're really making progress now and we get on so well together.

3. We're beginning to get to know each other better.

4. Who does Jane think she is, taking over and behaving as if she's in charge?

5. We need to appoint a leader.

6. We'll never finish this.

7. Do you remember that time we worked until 3 in the morning?

8. I'm new here — I don't ever know what we are supposed to be doing.

9. I know we've had arguments, but can I help you with this?

10. I can see what we're supposed to be doing now.

The typical team goes through a series of stages:

a. **forming**: the group is anxious and feels dependent on a leader; the group tries to discover how it is going to operate and what the normal ways of working will be;

b. **storming**: the atmosphere may be one of conflict between members, who may resist control from any one person; there may be the feeling that the task cannot be achieved;

c. **norming**: at this stage, members of the group feel closer together and the conflicts are forgotten; members of the group will start to support each other; there is increasingly the feeling that it is possible to achieve the task;

d. **performing**: the group is carrying out the task for which it was formed; members feel safe enough to express differences of opinions in relation to others;

e. **mourning**: the group's work is finished, and its members begin to have pleasant memories of their activities and achievements.

**Task 5. Read the definitions (a–d). Which word combination with 'culture' describes each of the following (1–6).**

a. Company or corporate culture — the way a particular company works, and the things it believes are important.

b. Canteen culture — the ways the people in an organization such as the police think and talk, not approved by the leaders of the organization.

c. Long-hours culture — where people are expected to work for a long time each day.

d. Macho culture — ideas typically associated with men: physical strength, aggressiveness.

1. The men really dominate in this company, they don't make life easy for women. All they talk about is football.

2. Among the management here we try to be fair to people from different minorities, but there are still elements of racism among the workforce.

3. Of course, the quality of the work you do after you've been at work for ten hours is not good.

4. There was a time when a manager could only wear white shirts in this company — things are a bit less formal now.

5. Here the male managers talk about the market as if it was some kind of battlefield.

6. They say that if you go home at 5.30, you can't be doing your job properly, but I'm going anyway.

**Task 6. Read the article. Choose from the list (A–F) the**



**heading which best fits each paragraph. There is one heading you do not need to use.**

- A. Teamwork is a life skill.
- B. Accountability is required.
- C. Listening skills.
- D. Cooperation is key.
- E. The power of persuasion.
- F. Remember the ultimate goal.

### **Good Skills for Teamwork**

by Neil Kokemuller

The ability to work well in teams is a skill set on its own. However, several related traits correlate with good teamwork and often make someone a good candidate for a position that requires teamwork.

1. The use of teams in the workplace is intended to foster sharing and debate about ideas and alternative solutions.

Strong listening skills help an employee perform better by showing support of others when they speak, along with better understanding the ideas they share. Good listening skills are sometimes an afterthought compared to the ability to share ideas, but are equally important

2. While listening to the ideas of other team members, a

knowledgeable team member must often use his skills of persuasion to convince others to go along with his suggestion. Teams often use different approaches to come to agreements, but in certain situations, the team member with the best experience in a given situation needs to step up and sell that experience and point of view to ultimately bring out the best solution.

3. Responsibility and accountability are closely related traits that are critical to teamwork. Teams often distribute tasks to different team members. To achieve success, it is important that each team member accept accountability and complete his duties in a timely fashion. This skill means that you acknowledge and take responsibility for mistakes.

4. Cooperation is a general skill that encompasses a helpful nature and willingness to participate actively within the team. Work teams succeed only when all members are fully engaged in sharing ideas and performing tasks. These cooperative attributes make an employee much more valuable to his team.

5. Teamwork is required to accomplish a goal. The end result could make or break a department, successfully launch or derail a product or service or even the entire business. Those who are most willing to apply positive teamwork traits to accomplish a goal are the employees a company learns to

appreciate and depend up on.

**Task 7. Answer the questions.**

1. What skills are important for teamwork? Why?
2. Why should employees have good listening skills?
3. What skill should a team member use to convince others?
4. What skills are critical to teamwork? Why?
5. How can work teams succeed?

**Task 8. Read the sentences and translate.**

1. I have had a fascinating conversation with my colleagues at work.
2. I generally see people who are living in a foreign country.
3. What are companies doing wrong in their hiring process?
4. But if you've hired the people who are the most similar to your own culture, then you lose out on the advantage of diversity.
5. Global teamwork has big rewards, but it also requires big investment.
6. If your British manager tells you something is interesting, does he really mean the opposite?

7. It gives you the experience to move internationally.
8. How long have you been working on this problem?

**Task 9. Make up questions and negative sentences.**

1. theatre / you / fond / are / of / going / the / to?
2. wood / I / the / yet / not / new / have / of / painted / pieces.
3. can / I / you / how / help ?
4. do / like / sports / you / what ?
5. you / have / to / there / anybody / talked?
6. repaired / I / not / yet / have / anything .
7. what / do / I / can / you / for ?
8. I / can / station / to / get / how / the / railway?

**Task 10. Make up special questions and negative sentences.**

1. You get a chance to learn different cultures.
2. The world has become more globalized.
3. Students have been working in their groups for 3 hours.
4. I am planning a birthday party for someone I work with.
5. The boss acts like a facilitator among equals.
6. You are working long hours.
7. They think you have worked as a part of a team project.

8. She has completed her task.

**Task 11. Discuss the following questions.**

1. What is teamwork?
2. What have you enjoyed the most/the least about getting to know your group mates?
3. How much do you feel you can rely on your groupmates to complete the required task(s)?
4. Do others understand your ideas? If not, why not?

## **Module 2. DEVELOPMENT OF MODERN SOCIETY**

### **Unit 4. OUR CHANGING WORLD**

**Task 1. Discuss the following quotes. Do you agree with them? Why / Why not? Give your reasons.**

- “Of all of our inventions for mass communication, pictures still speak the most universally understood language.”

Walt Disney

- “I never did anything by accident, nor did any of my inventions come by accident; they came by work.”

Thomas A. Edison

- “Thought is the original source of all wealth, all success, all material gain, all great discoveries and inventions, and of all achievement.”

Claude M. Bristol

**Task 2. Answer the following questions.**

1. What are the best and the most useful inventions of the mankind in the 20<sup>th</sup> and 21<sup>st</sup> centuries?

2. What famous inventors do you know? What were their inventions?

3. What do you think is the worst invention of the mankind (weapon, atomic energy, cigarettes, television, mobile phones, cars, genetically modified products, etc.)?

4. Can you name any inventions you are looking forward to (human cloning, time traveling, eternal-life pill, AIDS/cancer vaccine, teleportation)?

**Task 3. Choose the correct word in the sentences.**

The advent of *endoscopic surgery* / *telemedicine* has greatly reduced the post-operative recovery of most patients

2. Supermarkets of the future will make use of *personal organizers* / *scanners* to read the content of your trolley and total up your bill.

3. Factories which rely on humans working on *processing equipment* / *assembly lines* are becoming a thing of the past.

4. You would be quite astounded by the number of *satellites* / *space capsules* orbiting the Earth.

5. After little more than forty years, we have seriously polluted the final frontier with *space junk* / *landing craft* and other debris.

6. The government has refused to pass a law which states that all *GM foods* / *fast food* must be clearly marked.

7. It is well known that many countries are hiding stores of potentially lethal *biological species* / *biological weapons*.

8. *Nuclear power* / *solar power* could be extremely dangerous if it were to fall into the wrong hands.

**Task4. Read the text that follows. Use the words in the box to form words that fit the numbered spaces in the text. There is an example (0).**

0.EVOLVE 1.SELECT 2.HOSPITALITY 3.EXPLORE 4.MAN 5.BEHAVE
---

### **Dinosaurs and Satellites**

In the beginning, life appeared on our planet on a molecular scale and, very gradually, developed into multi-cell organisms that co-operated in colonies. Eventually, due to (0) *evolution*, small complex mobile creatures emerged. Through a process of natural (1) \_\_\_ and supported by a (2) climate, some species thrived and grew exceedingly large – culminating in the reign of dinosaurs.

The story of human (3)\_ of space is not very different. For tens of thousands of years, mankind's attempts at understanding the cosmos were restricted to puzzling observations made from the surface of our planet. Small but essential steps were taken and, as human technology mushroomed, we jumped out of our biosphere for the first time. Nearer to home, we placed a (4)\_ outpost on the edge of space to observe our planet's (5) and provide communications. The



satellites orbiting the earth have evolved rapidly and, like the dinosaurs before them, have become larger and larger.

**Task 5. Look at the following possible technological advances. Which ones do you think will occur in the next 50 years? Are there any which you think will never happen? Give your reasons.**

- a computer that can hold a proper conversation;
- a manned mission to Mars;
- a vaccine against AIDS;
- an electric car which is as fast as a petrol-powered one;
- a device which predicts earthquakes accurately;
- a hurricane-proof home.

**Task 6. Read the article and decide if the following statements are true (T) or false (F).**

1. The inventions are intended for the purpose to make life easier and safer for senior citizens.

2. The students asked their grandparents a series of questions to know the way to design a shoe that will allow a person to slide the shoe on without bending down.

3. It took about five weeks of brainstorming to come up with the idea.

4. The students were learning how to program and build the robots.

5. The best solution is always at your fingertip.

### **Young students work on inventions for the future**

By Marilyn Miller

What if you could slide your shoes on without bending down? Or use a walker that prevented you from falling or running into things?

Middle school students throughout the region have come up with ideas to help solve these kinds of problems. And the student inventors are sharing their work this weekend in the Northeast Ohio First Lego League district tournament on the University of Akron campus.

This year's Lego challenge is Senior Solutions. The inventions are designed to make life easier and safer for senior citizens. Thirty-one teams advanced to the tournament. To compete, the teams choose a senior partner to help them with the theme and tackle some of the issues seniors have in their daily lives as they age, such as walking or putting on their shoes.

“We interviewed our grandparents, a hospice nurse and the president of Adidas to help us figure out a way to design a shoe that would be easy for seniors to put on their feet without having to bend down all the time,” said Ellie Plaster, 12, a

seventh-grader from North Canton Middle School.

The team, the Big Brain Theory, came up with the idea of placing magnets in the shoe and a track on each side of the shoe that allows a person to slide the shoe on more easily. “Four magnets will be built in the shoe fabric and the tracking will be built into the shoe,” said Nicole Tysa, 11. The girls said it took about five months of brainstorming to come up with the idea. It has earned them a provisional patent for their invention.

Another portion of the competition is the use of robots constructed with Lego Mindstorms technology. The students recently spent a day at Rockwell Automation learning how to program and build the robots. “The students have learned so much. I tell the kids to work with principles behind the theory and figure out what to do to get there,” said coach and mentor Heidi Cressman, director of UA’s Women in Engineering program. “The best solution is not always at your fingertip, you have to work toward change using more sensible approaches, looking more at strategy.”

### **Task 7. Answer the questions.**

1. What was the aim of the Northeast Ohio First Lego League tournament?
2. How many teams competed in the tournament?

3. Do you think that the idea of placing magnets in the shoe and a track on each side of the shoe is great? Why / Why not?

4. What is necessary to do to find the best solution? Why?

**Task 8. Read the sentences and translate.**

1. The students have learned so much.

2. Thirty-one teams advanced to the tournament.

3. Middle school students have come up with ideas to help solve these kinds of problems.

4. The girls said it took about five months of brainstorming to come up with the idea.

5. It has earned them a provisional patent for their invention.

6. The sensors will correct the path.

7. You will hear the shoe click into place and when you remove your foot from the shoe.

8. There will be five magnets, one on the toe of the shoe, one on the sole and others on the sides of the shoe.

**Task 9. Make negative sentences and interrogative sentences.**

1. The battle took place on a chessboard.

2. The solution came to Einstein suddenly in a dream.

3. Ray Tomlinson developed the first electronic

communication message.

4. The link will allow us to share ideas directly with other people.

5. I have been familiar with it for many years.

6. They will remember their outstanding lecturers.

7. I fell in love with English because it was a subject that allowed me to express my ideas freely.

8. The majority of students have understood the principles.

**Task 10. Discuss the following questions.**

1. Do you think it is important for kids and teens to take part in robotics competitions?

2. Would you like to participate in such competitions? Why / why not?

3. What competitions did you participate in?

## Unit 5. NEW COMMUNICATION TECHNOLOGIES

**Task 1. Discuss the following quotes. Do you agree with them? Why / Why not? Give your reasons.**

- –“Waiting is so unusual that many of us can’t stand in a queue for 30 seconds without getting out our phones to check for messages or to Google something.”

Julian Baggini

- –“We can be incredibly disconnected in this day and age with computers and cell phones.”

Marcia Gay Harden

- –“We live in an age where people will watch epic entertainment on their phones.”

Will Arnett

- –“Our mobile phones have become the greatest spy on the planet.”

John McAfee

**Task 2. Answer the following questions.**

1. Can you name at least 10 forms of communication?
2. How has communication changed through human history? How is communication changing between people?
3. How have smart phones changed communication? Is a smart phone a computer or not? How?

4. What does :-) mean? Can you give examples of any other emoticons and explain their meanings?

**Task 3. Choose the correct word in the sentences.**

1. My new cellular phone allows me to send *text messages* / *telegrams* anywhere within the country and abroad.

2. Don't forget to turn on the *printer* / *modem* if you want to go on-line.

3. When you save your work on a computer, it is stored on one of its *storage devices* / *tools* — the hard disk, the floppy drive or CD-ROM.

4. It's a mobile phone, but it can be used as a walkie-talkie, too. It's quite an interesting little *model* / *gadget*.

5. A laptop is easy to carry with you, but it's not as powerful as a proper *office* / *desktop* computer.

6. A word processor is a software *appliance* / *application* which helps you type, format and edit texts.

7. Before attempting any repair, make sure you have cut off the power *supply* / *source*.

8. I'm sorry I couldn't take your call before; the *sign* / *signal* on my phone was too weak.

**Task 4. Fill each gap with the correct word.**

*art, charger, chip, computer, mat, mobile, recognition,*

*virus*

1. In the long term the cost of making a call from a ... phone will fall.

2. We found the person responsible for spreading the e-mail ... and sent for the police.

3. When we got the new ... home and switched it on, nothing happened, so we sent it back.

4. In case of virus attack, we have given our team of technicians state of the ... protection software to install.

5. Your mouse will work on any surface but, ideally, you should use a mouse ....

6. All mobile phones have a call ... feature which lets you see who's calling before you answer.

7. My mobile has gone dead, and I've left my battery ... at home. Can I borrow yours?

8. The invention of silicon ... meant the computers advanced at an unprecedented rate.

**Task 5. Read the text that follows. Use the words to form words that fit the numbered spaces in the text. There is an example**

**(0).ELECTRIC**

1. SIMULATE

2. RESPOND

3. CURIOUS

4. EAGER



5. PRIVATE
6. DISTURB

### **An extraordinary gadget.**

Recently, in an (0) *electrical* shop, I tried on a pair of Olympus FMD-700 Eye-Trek TV glasses. When wearing them, one is supposed to be treated to a (1) similar to that of watching a 52 in television from a distance of six feet. My immediate (2) to the glasses was, —~~W~~at are they for?” My (3)\_\_\_\_\_ was partially satisfied by a salesperson named Alan, who very (4) tried to sell me a pair for a mere £149. —~~Y~~ou can use them to watch anything — videos, TV, even your PlayStation 2.” —~~W~~hat — all in the (5)\_ of my own head?” I asked. —~~T~~hat’s right!” enthused Al, and (6)\_by my look of incredulity, went on to add, —~~Y~~ou just lie in whatever position is most agreeable to you. You won’t have to leave your bed ever again! ”

**Task 7. Read the article. Five sentences have been removed from the article. Choose the most suitable sentences from the list (A–E) to fill each gap (1–5).**

- A. All over the world, millions of people can talk to each other.
- B. People were suddenly able to witness iconic events, such as the first moon landing and the progression of the civil rights movement.

C. In 2010, about half of the world's population has access to the Internet.

D. This invention of the radio allowed sound and information to be broadcast to an extremely wide audience.

E. People can now deliver massive amounts of data with the push of a button.

### **Types of Communication Technology**

By Anthony Szpak

Since the end of the 19<sup>th</sup> century, the way people communicate has been completely transformed. (1) New communication technologies have connected not only people but also businesses, changing the way people interact on a daily basis.

Alexander Graham Bell revolutionized the way people communicate with his patent on the telephone in 1876. Over the past century, advances in technology have replaced the heavy hardware and metal wiring of the original design with lightweight micro circuitry. These advancements have also allowed for the transition from landlines to wireless, freeing people to communicate from remote locations.(2) \_ Telephones also allow for instant communication, and new technology integrates video and Internet.

In 1906, Reginald Fessenden, creator of the first sophisticated radio transmitter, expanding on the ideas of Guglielmo Marconi, sent music and speech across the airwaves. (3) Radio reached its golden age during the 1920s.

Television was introduced to the public in 1946. Over the following decades, television became the predominant source of communication to a wide audience, and it changed the political and cultural landscape forever. (4) .

The creation of the Internet allowed computer networks from around the globe to network with each other, giving individuals access to an incredible wealth of information. (5)

Email, social networks, newsgroups and video transmission have connected the world like never before. High-speed connections allow for an immense amount of information to be transferred in seconds.

### **Task 8. Answer the questions.**

1. Who was Alexander Graham Bell? What did he do?

2. What do you know about Reginald Fessenden?

What did he create?

3. Why did television become the predominant source of communication?

4. How do people network with each other?

5. How will people be able to communicate in the future?

**Task 9. Read the sentences and translate.**

1. In 1906, Reginald Fessenden, the creator of the first sophisticated radio transmitter, sent music and speech across the airwaves.

2. Radio reached its golden age during the 1920s, and companies advertised their products to consumers around the world.

3. Alexander Graham Bell revolutionized the way people communicate with his patent on the telephone in 1876.

4. He was reading Sir Isaac Newton's famous work — Principia Mathematica.

5. By 1877 he had developed the phonograph (an early form of the gramophone player).

6. By 1932 he had effectively abandoned his research on penicillin.

7. When Facebook was launched in 2004, current college seniors were just finishing up their high school years.

8. Current college freshmen, however, had just begun high school.

**Task 10. Make negative sentences and interrogative sentences.**

1. She came in, sat at the table, and started writing.

2. He entered the café, ordered a cup of tea and a piece of

cake.

3. Yesterday at this time, I was sitting at my desk at work.

4. While I was writing the email, the computer suddenly went off.

5. I was studying while he was making dinner.

6. I had learned English before I entered the university.

7. They were not at home. They had gone shopping.

8. He had been a usual clerk before he became a successful businessman.

**Task 11. Read the quiz below. It is used to diagnose Internet addiction.**

- test yourself and your friends;
- share the results with the group;
- discuss the ways the Internet and e-mails may affect

people's relationships;

- make recommendations to help the person to recover from the addiction.

## **HOOKED ON THE NET?**

### **Let's Find Out**

Take this quiz to see if your passion for the Net has become an all-consuming addiction. Check the appropriate boxes. Remember — be honest!

1. Do you check your e-mail more than six times a day?
2. Do you lose track of the time because you are on the computer all night?
3. Do you dream about surfing the Net?
4. Have you ever missed class or called in sick to work because you were too busy online?
5. Do you introduce yourself by immediately giving out you e-mail address?
6. Do you neglect your pets because you are online and forget to feed and walk them?
7. Does your family constantly complain that you are spending too much time in front of the computer?
8. Have you forgotten to do usual chores around the house?
9. Do you talk more to your friends around the world via e-mail (Skype) than you do to your neighbors?
10. Do you feel uncomfortable at the thought of going on vacation without your computer?

### **SCORING**

If you answered ***YES*** to

- |                   |   |
|-------------------|---|
| 0 to 4 questions: | Don't worry! You can get a bit carried away, but it's just a fun hobby. |
| 5 to 8 questions  | You may be getting hooked! Try to                                       |

cut down on the number of hours  
you're on the Net

9 to 10 questions:

Watch out! *Stop cold turkey* now  
and run to the nearest support group

## Unit 6. VIRTUAL VS REAL WORLD

**Task 1. Discuss the following quotes. Do you agree with them? Why / Why not? Give your reasons.**

- “I really believe that the virtual world mirrors the physical world.”

Marissa Mayer

- “I like to think of it as this new field. Instead of computer science, it’s going to be virtual science.”

Brendan Iribe

- “I expect there will be more virtual schools.”

Betsy DeVos

- “News is virtual now. It is not 24-hour news cycles; it is instant news cycles. It is live. News is live all the time, around the clock.”

Mark

McKinnon

**Task 2. Answer the following questions.**

1. Are we living in a real or virtual world? Is a virtual world real?
2. What is the difference between friends in a real world and in a virtual world?
3. Are we getting more into virtual world and focusing



comparatively less on the real world?

4. What is the most unrealized difference between our real lives and the Internet's virtual world?

5. Is the increasing importance of virtual worlds making the real world less relevant.

**Task 3. Choose the correct word in the sentences.**

1. We enjoy social *media* / *newspaper*, rather than the real world conversation.

2. People update their *posts* / *instructions* before they accomplish or sometimes start the task.

3. People are busy with their virtual worlds so they have no time for real world *conversation* / *speech*.

4. Moreover, we can use many sites for our study and get up-to-date *information* / *quotes* with the latest achievement in our subject.

5. We can *watch* / *see* videos and get a lot of helpful tips.

6. Through *chat/survey* group, students can share their opinions over any subject which may be fruitful for the study.

7. It is up to us to set a *frontier* / *block* between a virtual and a real world.

8. Posting a status    'Welcome to the world' for a newborn and    'RIP' for the gone ones in our *profile* / *column* doesn't

make us responsible.

**Task 4. Fill each gap with the correct word.**

*character, communication, experience, online platforms, real world, science fiction, users, virtual advertisements*

1. A virtual world is a computer-based simulated environment which may be populated by many\_\_\_ who can create a personal avatar.

2. Online games depict a wide range of worlds, including those based on\_ , the real world, super heroes, sports, horror, and historical milieus.

3. Players create a\_ who travels between buildings, towns, and worlds to carry out business or leisure activities.

4. The form of\_\_\_ used can substantially affect the experience of players in the game.

5. Virtual worlds offer advertisers the potential for\_ , such as the in-game advertising already found in a number of videogames.

6. Some virtual worlds have off-line, \_\_\_components and applications.

7. There are also\_\_\_\_\_such as Universe which are designed to re-connect people to the real world via virtual means.

8. Users can post activities and services on-line and meet up off-line to share the\_\_\_\_\_.

**Task 5. Read the text that follows. Use the words in the box to form words that fit the numbered spaces in the text.**

**There is an example**

**(0).**EQUIP

1. RESIDE

2. OCCUPY

3. FAVOUR

4. CENTRE

5. APPLY

6. SECURE

7. AUTOMATE

### **Home of the future**

To demonstrate what homes may be like in the future, the mobile phone company Orange installed £2 million worth of state-of-the-art (0) *equipment* in an ordinary pre-war house, creating one of the most hi-tech (1) in the world.

The integrated TV, video, DVD, CD and radio system pipes sound and video throughout the house and the intelligent video recorder learns to record the kind of programs the (2) like, while plasma wall screens can be programmed to show a continuous slide-show if their (3) snaps. The door locks are controlled (4) and can be operated by a single key. When somebody leaves the house, a single button can turn off all the

non-essential systems and (5) and switch on the (6) alarm. If anything should go wrong with the self-diagnosing heating system, it will (7)\_\_\_\_\_ call the repair man or arrange for a service.

**Task 7. Read the article and decide if the following statements are true (T) or false (F).**

1. All young people are in contact with strangers when on the web.

2. Children said they were happier in their real lives than online.

3. Children consider cyberspace as detachable from the real world.

4. Children deceived about their age and personal relationships.

5. Teenagers can relate the risks to themselves.

**Generation net: The youngsters who prefer  
their virtual lives to the real world**

By Liz Thomas

Children are often happier with their online lives than they are with reality, a survey has revealed.

They say they can be exactly who they want to be — and as soon as something is no longer fun they can simply hit the quit button.

The study also shows that, despite concerns about online safety, one in eight young people is in contact with strangers when on the web and often lies about their appearance, age and background.

Researchers for children's charity Kidscape assessed the online activities of 2,300 11 to 18-year-olds from across the UK and found that 45 per cent said they were sometimes happier online than in their real lives. Around 47 per cent of children said they behaved differently online than they did in their normal lives with many claiming it made them feel more powerful and confident.

Psychotherapist Peter Bradley, who is also deputy director of Kidscape, said that the desire for so many to adopt a different identity online was a cause for concern because the children were being divorced from reality. He added: "These findings suggest that children see cyberspace as detachable from the real world and a place where they explore parts of their behavior and personality that they possibly would not show in real life. We can't allow cyber worlds to be happier places than our real communities, otherwise we are creating a generation of young people not functioning adequately in our society." The report found that of those who spoke to strangers online 60 per cent did not tell the truth about their age, and 40

per cent were not honest about personal relationships. Around 10 per cent said they changed aspects of their appearance and their personality for their online activity. Mr. Bradley warned that children were still taking serious risks with encounters, putting themselves or their friends in danger.

—We were alarmed by the number of risks being taken by teenagers whilst online,” he said. Safe online behavior is taught in schools, but teenagers seem to be unable to relate the risks to themselves. —This research should challenge teenagers, parents and professionals to do their best to make internet safety guidelines meaningful.”

**Task 8. Answer the questions.**

1. Why are children happier with their online lives than they are with reality? Do you agree?
2. What do you know about Peter Bradley?
3. What was the main cause for concern?
4. What did the report find?
5. What is necessary to do to reduce the number of risks being taken by teenagers whilst online?

**Task 9. Read the sentences and translate**

1. I hope you will have a successful trip.
2. Bill is so tired! He is going to take a nice, long vacation

this year.

3. Christina is meeting Melanie for coffee this afternoon. They reserved a table at their favorite café.

4. Ann and Joe are traveling to Las Vegas in July. They have their tickets and are very happy about their trip!

5. Don't phone me before 12.00. I will be meeting with a client.

6. Won't you be visiting your mother when I'm in town?

7. You dropped your purse. I'll get it.

8. I am not going to make dinner tonight. We're going out to a restaurant.

**Task 11. Discuss the following questions.**

1. Do you think that virtual reality travel search and booking will be very convenient for travelers? Why / Why not?

2. What other services will travelers be able to add to their booking?

3. Should travelers shop for their travel this way? Why?

## **Module3. CROSS\_CULTURALCOMMUNICATION**

### **Unit 7. FOREIGN LANGUAGES AS A MEANS OF CROSS-CULTURAL COMMUNICATION**

#### **Task 1. Answer the following questions.**

1. Have you ever communicated with anyone who doesn't know your language? How did you communicate, what language did you use?

2. Do you use English in your life? Where?

3. Which languages in your opinion had, have or will have the same popularity as the English language has now?

#### **Task 2. Work in pairs. How far do you agree with these opinions on language? Talk about them with your partner(s).**

1. The number of languages you speak is the number of times you are human.

2. If the whole world learned English, there would be fewer communication problems.

4. English should become the official world language.

6. It is a sin for any nation not to make its citizens at least bilingual.

7. There should be just one world language in the future.

8. My mother tongue is too beautiful to die.

#### **Task 3. Chart the history of your English language**



**learning over the years on a piece of paper.**

**Can you remember your first lesson and teacher?**

**What have been the low points and high points?**

**Are you happy with your current level?**

**In pairs/groups, talk about your charted histories.**

**Task 4. Complete the sentences with the correct word from the list.**

*health benefits, an enormous number, street signs, official language, an active mind, conduct business, language of diplomacy, improve life*

1. Attention was also drawn to the \_\_\_\_\_ of walking.
2. \_\_\_\_\_ of development policies, however, affect this social group in both positive and negative ways.
3. They did a study saying that \_\_\_\_\_ are more noticeable if only the first letter is capitalized, not the whole name.
4. It also stated that the \_\_\_\_\_ of communication was English.
5. \_\_\_\_\_, able to range freely and widely, is one of the joys and rewards of human existence.
6. At present many organizations and consumers remain reluctant to \_\_\_\_\_ electronically, for example on the Internet.
7. French was the \_\_\_\_\_.
8. That is a positive sign that may \_\_\_\_\_ in that city and in the entire region.

**Task 5. Match the name of an international organization with its definition:**

1. European Union (EU)

2. United Nations (UN)

3. North Atlantic Treaty Organization (NATO)

4. European Free Trade Association (EFTA)

- a. a regional trade organization and free trade area consisting of four European states: Iceland, Liechtenstein, Norway, and Switzerland
- b. an intergovernmental military alliance between three of the five official nuclear-weapon states
- c. a political and economic union of 28 member states that are located primarily in Europe
- d. an intergovernmental organization tasked to promote international cooperation and to create and maintain international order

**Task 6. Read the article and decide if the following statements are true (T) or false (F).**

1. One can choose a foreign language to study from more than 6,000 spoken languages in the world.

2. Lingua franca is an official language of a country.

3. 2.5 billion people in the world speak or learn English.

4. Companies conduct business in language of their home

country.

5. All information in airports, train and bus stations is given in English.

### **Why Should I Learn English?**

There are many reasons why learning a new language is a good idea. It allows you to communicate with new people. It helps you to get a deeper understanding of another culture.

It even has health benefits, as studies have shown that people who speak two or more languages have more active minds later in life! Those are all reasons to learn any language — but did you know that there are 6,500 languages still spoken in the world today? With such an enormous number to choose from, why pick English?

Here are five big reasons that learning English can improve your life.

#### ***It's the Official Language of Many Countries***

English is spoken in more countries than any other language. About 60 of the world's 196 countries have English as their official language. It's the language of diplomacy and the official language of the European Union, the United Nations, NATO and the European Free Trade Association. Even in countries where English is not an official language, it

is often used as a lingua franca.

### ***English is One of The Most Widely Spoken Languages***

English is the rest of the world's 'second language'. Most people in the world choose to learn some English after their native language. In total, around 1.5 billion people speak English worldwide — and another billion are in the process of learning it. In fact, one in five people on the planet speak or understand at least a little bit of English.

### ***It Can Help You Get a Better Job***

Companies are becoming more international, and English is listed as an essential skill for more and more jobs. There are some organizations that now conduct all their business in English, no matter where in the world they are based. If you want the best paid opportunities, learning English is a great idea.

### ***It Makes It Easier to Travel***

Learning English makes it much easier to travel anywhere you want. For example, airplane announcements, train timetables, emergency information and street signs are often translated into English.

### ***It's the Language of the Media***

Most of the content on the internet is written in English.

Many of the world's newspapers, magazines and radio, are produced in English. Some of our favorite films, TV shows and pop music are probably English-language.

English is the international language of media and arts and so, if you want to access as much as possible for yourself, without relying on translations, it's the most powerful language you can learn!

**Task 7. Answer the questions.**

1. Which countries and organizations have English as an official language?
2. What language do we call a second language?
3. Why does knowledge of English provide more opportunities in your career?
4. How can knowledge of English help in travelling?
5. Why is it better to watch films and read books, newspapers and magazines in the original language rather than in translation?

**Task 8. Make questions to the following sentences from the text and explain the way the question is formed.**

1. There are many reasons why learning a new language is a good idea.
2. It helps you to get a deeper understanding of another culture.

3. English is spoken in more countries than any other language.
4. Companies are becoming more international.
5. There are some organizations that now conduct all their business in English.
6. Learning English makes it much easier to travel anywhere you want.
7. You can learn English.
8. Most of the content on the Internet is written in English.

**Task 9. Put the words in the right order to make sentences.**

*Example: does / he / travel / train / how / often / by? —  
How often does he travel by train?*

1. summer / Paris / to / went / last / who?
2. flowers / Mike's / grow / in / what / garden?
3. now / where / they / walking / are?
4. charge / denied / why / has / a / Lola?
5. when / visit / grandmother / will / we / our?
6. which / you / language / have / foreign / studied?
7. languages / are / the / how many / there / in / world?
8. official / in / language / which / Ukraine / is / the?

## Unit 8. BUSINESS ETIQUETTE OF THE ENGLISH-SPEAKING COUNTRIES

**Task 1. Discuss the following statements. Do you agree with them? Why / why not? Give your reasons.**

- –Tradition simply means that we need to end what began well and continue what is worth continuing.”

Jose Bergamin

- –Custom is the great guide to human life.”

David Hume

- –We are all part of a tradition, at least we depend on the past.”

Klaus Schulze

**Task 2. Do you think cultures are becoming more alike? Is this a good or bad thing? Think about:**

- improved communications
- cheap foreign travel
- global business
- trading groups (EU, ASEAN, etc.)

**Task 3. Complete the sentences with the correct word from the list.**

*master, bribery, transmit, considered, eye contact, punctual, awareness, intricacies, gesture*

1. Cultural\_\_\_\_\_is absolutely essential for doing business abroad.

2. Though it is impossible to fully\_\_\_\_\_all the\_\_\_\_\_of other societies, it is worth learning at least the basics.

3. In America and most of Europe, handshake with good \_\_\_\_\_ is expected at introductions.

4. If you don't know the rules of nonverbal communication, you may\_\_\_\_\_unintended messages.

5. Time is treated differently amongst cultures, but everyone expects from you to be\_\_\_\_\_.

6. If you feel uncomfortable by the close conversation distance of Arabs, don't step back as that would be\_impolite.

7. In North America or the UK, gift-giving is rare in the business world and may be seen as\_\_\_\_\_.

8.\_\_\_\_\_of openness are important and welcome in Arab cultures.

**Task 4. Complete the text below with the given words.**

*bow, greet, meet, kiss on both cheeks, manners, shake hands, greeting, unfriendly*

**Greeting People in Different Countries**

Our planet is divided into many different countries that have many different races of people, different customs, and



different (1)\_\_\_\_\_.

Each country has its own way of (2) people.

In the USA it is normal for men to (3)\_\_\_\_\_when they meet but it is unusual for men to kiss when they greet each other.

The British often do no more than say ‘hello’ when they see friends. Even adults usually shake hands only when they (4) \_\_\_\_\_ for the first time.

French people, including school-children, shake hands with their friends, or (5)\_\_\_\_\_ them \_\_\_\_\_, each time they meet and they leave. That’s why French people think the British are (6) \_\_\_\_\_ and impolite.

In Japan it is polite and normal for men and women to (7) \_\_\_\_\_ when they (8)\_\_\_\_\_ someone.

**Task 5. Read the article and decide if the following statements are true (T) or false (F).**

1. Culture is the way we do things in our home country.
2. One can built business through networking all over the world.
3. Some cultures need time to get to know business partners before making a deal.
4. In European countries and America eye-contact is an

integral part of handshaking.

5. If you don't like to be close with the person you speak with just step back.

6. Gift-giving is necessary when doing business abroad.

### **Business across cultures**

“Culture is the way we do things here”, they say. Here may be a country, an area, or a company. We tend to assume that the way we see the world and the way we do things is best. However,

doing business across cultures asks for a more flexible approach. Recent literature suggests that cultural awareness is essential for doing business abroad. What is considered acceptable behavior in Croatia does not have to be so desirable in Saudi Arabia.

Western cultures are in general time-conscious, deadline-oriented, and focused on results. On the other hand, Latin and Eastern cultures are more interested in getting to know the people involved in the transaction and business is built on trust over a long period of time. The best way to build a business relationship in a Latin American country, China, Japan or even Spain and Italy, is through networking. Get yourself introduced by a trusted relation of your new client and expect many lunches and dinners before the deal is made.

Though it is impossible to fully master all the intricacies of other societies, it is worth learning at least the basics.

## GREETINGS

In America and most of Europe, handshake with good eye-contact is expected at introductions and departures. The Japanese often shake hands with westerners as sign of respect and appreciate when westerners bow out of respect to their culture. In most European countries, people like to be addressed by their academic and professional titles followed by their surname. The exceptions are the egalitarian societies of Scandinavia and the Netherlands, where every person is considered as equal and titles are usually not used.

## BODY LANGUAGE

If you don't know the rules of non-verbal communication, you may transmit unintended messages. In European countries and America, a person who is reluctant to maintain eye-contact arouses suspicion. But in Asian countries, maintaining eye-contact is perceived as a sign of aggression. In Arab cultures, eye-contact and other gestures of openness are important and welcome. Europeans and Americans feel uncomfortable with silent moments but in Japan long pauses in conversation are normal.

## PERSONAL SPACE

Americans and northern Europeans may be made uncomfortable by the close conversation distance of Arabs, Africans or southern Europeans, who also tend to touch each other on the arm, back and shoulder. If you feel uncomfortable with that proximity, don't step back as that would be considered impolite.

## GIFT-GIVING

In North America or the UK, gift-giving is rare in the business world and may be seen as bribery. In many other countries gift giving and its etiquette are very important, especially in Asia.

### **Task 6. Answer the questions.**

1. What is culture?
2. Do people in all countries understand good behavior in the same way?
3. What is the common understanding of Western countries and Latin and Eastern countries?
4. What are the differences of greeting and addressing people in different countries?
5. Is eye contact considered important in your culture?
6. Does touching each other on arm, back and shoulder

mean that people are the best friends?

7. Is it always appropriate to give gifts?

8. Would you mind if your friend, business partner, colleague behaves differently? Can it change your attitude towards him other

**Task 7. Choose a country and make a presentation about its business etiquette. You should cover the following points:**

1. How to get connected.
2. How to meet, greet and address people.
3. Time needed to establish rapport and get down to business.
4. Gift giving.
5. Attitude to time.
6. Decision making process (where decisions are made, who makes decisions).

## Unit 9. HOW TO ADAPT TO A DIFFERENT CULTURE

### Task 1. Answer the following questions.

1. Have you lived in another culture, or do you know someone who has?
2. What have been your/their experiences with the new culture?
3. What countries have a similar culture to your own?
4. Which are totally different?
5. .What makes people change country of living?

Think about:

- earning more money;
- having more relaxing life;
- for political reasons;
- to study;
- to retire in a sunny place;
- something else.

### Task 2. Discuss the following statements. Do you agree with them? Why / why not? Give your reasons.

• –As migrants we leave home in search of a future, but we lose the past.”

Gary Younge

- –A fish only discovers its need for water when it is no longer in it. Our own culture is like water to a fish. It

sustains us. We live and breathe through it.”

Dr. F. Trompenaars

**Task 3. Match the words and phrases on the left with their synonyms.**

1. to cite	a. great number of
2. host of	b. accommodation
3. alienated	c. . make one’s permanent home somewhere
4. values	d. refer to
5. settle in	e. licensed
6. qualified	f. psychological state
7. housing	g. moral principles
8. mental health	h. estranged

**Task4. Complete the sentences with the correct word from the list.**

*religious diversity, social circle, ethnic origin, public transport services, sense of isolation, cultural difference, prize, social customs*

1. The fact that their families are often far away and are difficult to keep in touch with further increases their\_\_\_\_\_.

2. Soon, Indian political parties began to break up, giving rise to a large number of regional and caste-based parties. Most

of these par-ties are led by political dynasties that \_\_\_\_\_loyalty\_\_\_\_\_merit.

3. This is not really a disagreement; it is a \_\_\_\_\_ tha  
t international society has to live with.

4. Dialogue on racial, cultural and \_\_\_\_\_was key to fighting intolerance and discrimination.

5. However, \_\_\_\_\_and stereotypes predominate that are stronger than the law and produce a powerful influence on the minds of young people, especially those who lack extensive familiarity with the cultures of other peoples.

6. This woman is a very important person in our \_\_\_\_\_.

7. This, combined with low quality of \_\_\_\_\_and a lack of investments for renewal of the public transport system, results in serious urban mobility problems.

8. This change does not mean that protection against discrimination on grounds of \_\_\_\_\_is weakened.

**Task 5. Read the article. Choose from the list (a–g) the heading which best fits each paragraph. There is one heading you do not need to use.**

A. Housing.

B. Cultural differences.

C. Language barriers. D. Health problems.



- E. Transportation issues.
- F. Employment.
- G. Isolation.

### **The Top Problems Faced by Immigrants**

*Settling in a new region poses many challenges, and there are some that are common experiences for migrants across the globe.*

1. It's no great surprise that language tops the list of issues facing immigrants to any country. Being able to communicate

(or not) affects every area of life in which we have to interact with others.

2. The next barrier that many new immigrants commonly cite when starting life in a new country is finding suitable employment. Many new immigrants face two particular problems: getting their credentials recognized and relevant local work experience.

3. A big priority for anybody moving to a new area or country is to secure housing. Lack of local knowledge or how the housing market works in the new country can present problems.

4. Access to transportation can be essential in that it will

make access to education and employment far easier. Immigrants face particular problems in this respect on two levels.

Firstly, the driver's license may not be recognized in the new country, which means there may be costs associated with becoming qualified. Secondly, that language barrier can, again, make understanding or even finding useful local public transit services a hard task.

5. Many immigrants report that, on arrival, it is the cultural differences that really make a big impression. This can range from social customs to more significant issues such as attitudes towards gender, religious diversity, ethnicity and sexuality, which can all be vastly different in a new country. This can raise a host of problems for both immigrants and the people they interact with. It can also lead to a sense of isolation for immigrants and even affect mental health negatively. It is important to accept that values will be different and that this is something that you cannot control.

6. Missing the support of friends, family and extended social circles is a big factor for most migrants. Those who come from societies where traditional support structures within communities are strong can find that they feel lost, alienated and disorientated when moving to a Western country where

individualism is often prized over family.

**Task 6. Answer the questions.**

1. Why does the language top the list of issues that immigrants to any country face?

2. What should a person do to find a suitable employment in a new country?

3. What are the two levels problems with transportation that immigrants may face?

4. What are possible cultural differences?

5. What is the advice for immigrants to cope with cultural differences given in the text?

6. In which part of the world is individualism prized over family? What is your priority: family, your friends, yourself, community, your company, your nation.

7. Would you like to move to a new country?

8. Do you think immigration is a good or bad thing?

**Task 7. Use 'must', 'mustn't', 'have to', 'don't have to' or 'doesn't have to' to fill in the gaps.**

1. It's a secret. You \_\_\_\_\_ tell it to anyone.

2. You \_\_\_\_\_ respect your parents.

3. She is very rich. She \_\_\_\_\_ go to work.

4. This party is free. You     buy any tickets.
5. This is the last bus for Paris and we     miss it.
6. You            be on time for the exam.
7. You            forget to turn off the light before you leave.
8. It's getting late. I think I go now.

**Task 8. These are tips that will help improve communication, trust and team spirit in a multicultural team. Rewrite the sentences using modal verbs 'must', 'have to', 'be to', 'ought to', 'need'.**

*Example: Flexibility is the key to working in a multicultural environment. — Employees should be flexible while working in a multicultural environment.*

1. Develop understanding for different cultures and values and respect those differences.
2. Regardless of the religion, ethnic or cultural background of a person, treat everyone fairly.
3. Do not expect all Asians or all European co-workers to be similar.
4. Do not impose your own set of values on others.
5. Remember that differences of culture or values are not the reason for communication gaps.
6. If you can be that courteous and can show respect you

are building bridges without losing anything.

7. Many think it important to treat others as they want to be treated. In a diverse workplace though, that is rarely the case between two different cultures.

8. Some people do expect special attention.

**Task 9. Use the article where necessary.**

1. Are you going to... France or... Czech Republic?

2.. ... Suez Canal in... Egypt connects... Mediterranean Sea with... Red Sea.

3. ... United Kingdom of... Great Britain and... Northern Ireland is surrounded by... Atlantic Ocean and... North Sea.

4 ... Doctor Brown was a veteran of... World War II.

5. ... Dutch are the people who live in...Netherlands.

6... Mary studies... French in a school near... Eiffel Tower.

**Task 10. Role play. Immigration as it is.**

You will explore immigration and the lives of immigrants from different perspectives. You should reflect and discuss the complexities of the current immigration issues. In your small groups, you will have conversations, each conversation has two people playing their roles, while the others in the group listen. Take the roles and role-play the conversations

## **Module 4. INTERNATIONAL BUSINESS CONTACTS**

### **Unit 10. PLANNING A BUSINESS TRIP**

#### **Task 1. Answer the following questions.**

1. Have you ever traveled to a foreign country?
2. Have you planned your trip yourself or bought a package tour? What is the difference?
3. Do hotels where people stay during a business trip differ from those for vacations?
4. What web sites for booking a travel do you know?

#### **Task 2. Discuss the following statements. Do you agree with them? Why / why not? Give your reasons.**

- “Travel makes one modest. You see what a tiny place you occupy in the world.”

Gustave Flaubert

- “The world is a book, and those who do not travel read only one page.”

Saint Augustine

- “Travel and change of place impart new vigor to the mind.”

Seneca

#### **Task 3. Complete the sentences with the correct word from**

**the list.**

*connecting flight, entry fee, departure (2), bags of check-in luggage, get on, boarding pass, one way flight, delayed, package tour*

1. I printed the \_\_\_\_\_ online so that we don't have to stand in the queue.

2. I shall now make a move as you got to \_\_\_\_\_ to the bus now since it is almost time for \_\_\_\_\_.

3. The \_\_\_\_\_ for that museum is \$30.

4. We bought a cheap \_\_\_\_\_ to Spain and stayed in a big hotel by the sea.

5. We were having three \_\_\_\_\_ on our trip to New York.

6. My flight to India is a \_\_\_\_\_. I will have change planes at Abu Dhabi.

7. I booked a \_\_\_\_\_ to London because I didn't know when I would return.

8. The \_\_\_\_\_ of the flight has been \_\_\_\_\_ by two hours on account of heavy fog

**Task 4. Put the conversations in the right order. The first sentence is given in italics.**

**Conversation 1**

1. You can fly out of Los Angeles International or Burbank

Airport. Which do you prefer?

2. We can book your trip right now. What city are you flying to?
3. *I need to make a plane reservation.*
4. I need to fly to New York City.
5. I will fly out of whatever airport has the cheapest price.
6. I was able to find an inexpensive flight for you. We are sending you your tickets by e-mail.
7. I would like to be booked on the least expensive flight.
8. I need a flight on July 4<sup>th</sup>.
9. What date would you like me to book this plane ticket for?
10. If you have a choice, what time of day would you prefer to fly?

## **Conversation 2**

1. Thank you very much. And what is the charge?
2. I always prefer the first floor.
3. I need accommodation for four nights.
4. Fine, thank you.
5. *Good morning! Is that the Savoy Hotel?*
6. All right. I book a room in the first floor for you.



7. For how long you require this accommodation?
8. I would like to book a double room with air conditioner, bath and phone.
9. When will you arrive here?
10. I will arrive a day after tomorrow in the early morning. I think I'll be at the hotel at about six a.m.
11. All right. And what floor would you like to book a room on?
12. It is ninety pounds a night.
13. Yes, that's right. What can I do for you?

**Task 5. Read the article and decide if the following statements are true (T) or false (F).**

1. Participating in video conferences can replace business travel
2. Companies today consider business travel to be an extra cost.
3. It is easier to sign a deal when you meet in person.
4. You would never start serious business relations meeting a person by chance.
5. An existing customer can help you to make a new acquaintance.

6. Communication face-to-face improves personal relationships.

7. Conference calls allow people to build long, productive relationship with each other.

8. Modern gadgets have not replaced face-to-face communication.

#### **4 Reasons Why Business Travel is Still Important**

In an era when mobile phones and video conferencing are widely used, some people question the need for business travel at all. Many companies view business travel as simply an expense and don't see the benefits that come from it. Sitting in an office and staring at screen is not a replacement for putting your feet on the ground. There are three key reasons why business travel is still important.

##### *Closing a Deal or Signing New Business*

Face-to-face meetings are important to closing business. Oxford Economics has found that the rate of making prospects into actual customers nearly doubles when a face-to-face meeting is added. Some Fortune 100 companies won't sign large contracts without a face-to-face meeting between company leaders.

##### *Networking*

When you travel, you have the chance to meet people you

would never interact with if you were sitting in your office. This networking can take several forms. First, you can meet someone you have no relationship with at all, start a conversation on a plane or in a restaurant, and you find that there are ways of cooperation. Another possibility is that you're visiting an existing customer and meet someone else you don't have a relationship with. You never would have uncovered these opportunities without an in-person meeting.

### *Human Interaction*

The biggest reason why business travel is important is to foster personal interactions. Face-to-face meetings can increase understanding and empathy, reduce miscommunication, and foster a team spirit of “us.” For example, an executive at an international advertising agency had a colleague in Europe, and their communications were fraught with tension and misunderstandings. They frequently felt like they were working against each other, instead of working together for mutual success. After about a year of this, they had a chance to meet in person. During their meeting, they found they had common goals and were able to build a long, productive relationship with each other. This never would have happened on a conference call.

Technology is not a substitute for getting in front of your

customers and colleagues. Business travel is not only a cost to your business; it can also result in tremendous benefits and bring new business opportunities.

**Task 6. Answer the questions.**

1. Do all people agree with the fact that it is still important to communicate face-to-face in business world?

2. Do companies today sign large contracts without ever meeting each other?

3. Is it easy today to arrange networking in business just sitting in your office and using your computer?

4. What are the forms of networking mentioned in the text?

5. What example is given in the text to describe the importance of human interaction?

6. In your opinion, is there any difference between online and face-to-face communication?

7. As a customer, do you always need to visit a company's office before buying its products or services?

8. In your opinion, will people travel on business in future?

**Task 7. Put the words in the right order to make sentences.**

1. already / in / passengers / and / may / passes / have / got / these / boarding / checked

2. the / have / delivery / trip / couldn't / discussed / during / last / terms / he / the

3. company / to / the / business / have / of / more / paid / planning / trips / in / attention / their / they / problem / must

4. may / the / have / cases / been / to / this / all / result / extended

5. carried / have / the / they / not / test / once / more / need / out

6. been / long / line / should / this / into / ago / put / operation / have

7. trip / on / to / ought / to / have / business / gone / he / London / a

8. canceled / must / the / been / flight / have

**Task 8. Read the story about John and his business trip and say what he should have done.**

John planned to go to London on a business trip. However, he made many mistakes. He didn't book a plane ticket and hotel in advance, he checked in his luggage but it was lost so he didn't have any clothes to change and any necessary documents to discuss business deals with the partner. He was dressed casually. He didn't learn anything about business etiquette in England, so was surprised very often with the way the decisions were taken by his partners. He didn't investigate if the airport in England had Internet access so when arrived he

was totally disconnected. When they were playing golf in London, he told his partner much more information than it was necessary

### **Task 9. Role-play. Travel Agency.**

You are going to become travel agents for a travel agency. Each travel agency has two agents, so you should get in pairs.

Each travel agent is going to design a trip to one city.

You should describe:

1. Population.
2. Climate.
3. Three tourist attractions.
4. One custom (e. g. ‘people speak Italian there’).
5. ‘Other’ can be used for anything miscellaneous

Now working in pairs role-play the conversations between a travel agent and a client, a client asks questions about the destination, travel agent tries to convince the client that this is the best destination. Finish your conversations with the phrase –‘Thanks for the information. I’ll be back later.’” Change pairs several times.

Finally, you decide where you want to go, visit the agency and purchase a tour. Tell the class about purchase and a reason.

## Unit 11. STAYING IN A FOREIGN COUNTRY

### Task 1. Answer the following questions.

1. Have you ever been lost in an unknown city or town?

How did you find the way?

2. Do maps help or just confuse travelers? What would you prefer: to ask a local or check the map?

3. What are your favorite mobile applications for traveling?

Think of maps, language help, currency exchange help, transport help, etc.

**Task2. Work in pairs. Think of the best places to visit in your city, give your reasons why you think it is worth visiting and tell how to reach the place.**

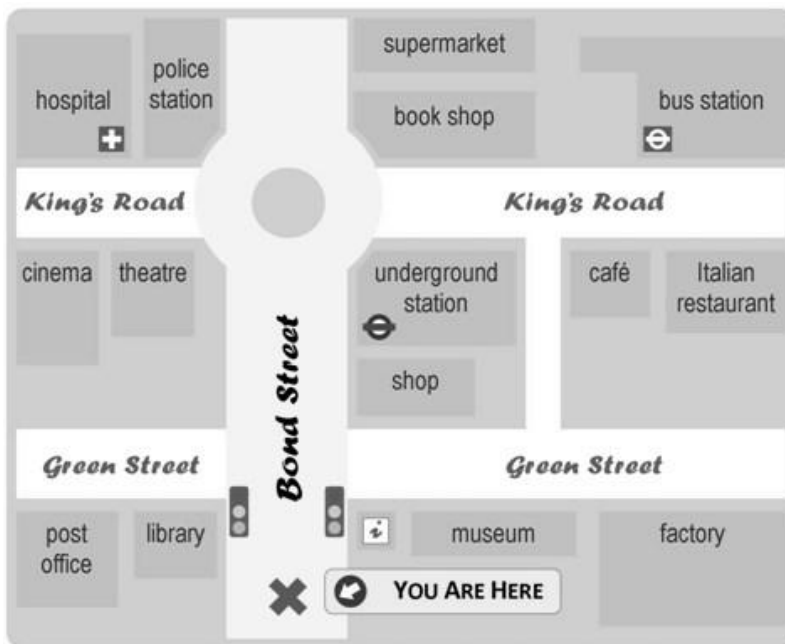
h. a street leading away from a main

**4. Work in pairs. Use vocabulary to make and give directions. Make mini dialogues asking and telling directions based on the map.**

*Example:*

— *Excuse me, where is the post office, please?*

— *You go straight the street, turn left on traffic lights and the post office is next to library*



**These expressions will help you:**

1. Can you tell me how to get to the post office?

Can you tell me where the post office is?

Do you know where the post office is?

2. . I'm sorry. I don't know. I'm afraid not.

I'm afraid I can't.

3.Can you tell me how to get to the post office?

...the museum ...the book shop ...the cafe



...the bus station ...the theater

4. I'm from out of town.

I don't live here. I'm just a visitor.

I really don't know the city very well.

5. Sure. It's not far from here. Yes. It's quite close to here.

It's only about a ten-minute walk from here

6. Walk straight ahead until you get to Main Street.

Walk down the street... Walk three blocks... Walk up the block...

Keep walking in this direction...

7. How many blocks is that? How far is that?

8. It's about two or three blocks. It's about a five-minute walk.

9. It's the first traffic light you come to.

It's the second intersection...

10. Then turn left and go about half a block.

Then turn right...

11. Coming from this direction, it'll be on your right side.

...it's on your left.

12. It's in the middle of the block...

It's at the end of the block... It's on the corner...

13. next to the shop. ...beside the bookshop.

...between the underground station and the  
Italian restaurant.

...across the street from cinema.

14. You can't miss it. It's easy to find.

15. Do you want me to repeat any of that?

Did you catch all of that? Do you understand?

16. No, that's okay. I've got it. Yes. It's very clear.

It's okay. I understand

**Task 5. Complete the sentences with the correct word from the list.**

*side street, turn on the right, signpost, haggle, get to pavement, take a nap, volunteer, street corner*

1. This is a \_\_\_\_\_ that you see in Amsterdam on every \_\_\_\_\_.

2. The \_\_\_\_\_ should in general not be used for parking of vehicles.

3. You can \_\_\_\_\_ at this forum.

4. Well, we could work for a bit and then maybe \_\_\_\_\_.

5. You will pass piazza Santa Maria del Suffragio, continue approximately 200 meters, and \_\_\_\_\_ in via Cellini.

6. This historic building is situated in a narrow \_\_\_\_\_ in the town park next to Liberec Castle.

7. Don't \_\_\_\_\_, you're not the buyer!

8. So... We need to \_\_\_\_\_ the spice shop now.

**Task 6. Read the article. Choose from the list (a–l) the heading which best fits each paragraph. There is one heading you do not need to use.**

A. Sketch.

B. Explore the region. C. Take a hike.

D. Don't feel pressured. E. Rent a bike.

F. Wander through markets.

G. Invent your own self-guided art tour. H. Read your heart out.

I. Sign up for adventure activities. J. Volunteer.

K. Have a really long breakfast.

L. Advantages of traveling alone.

You are going to read a blog of Candace Rose Rardon, a writer and a sketch artist.

## **Conversations with Micaela, part 2: What do you do when you travel?**

–“What do you do when you travel?” my friend Micaela asked me a couple of weeks before leaving on her first extended solo trip.

–“What do you mean?”

–“Well, when I was in Edinburgh over Easter, I took a walking tour one morning. And when I got back to my hostel afterwards, all I really wanted to do was take a nap. But then I felt bad about it — did I really come all the way to Edinburgh just to take a nap? Does that make any sense?”

It more than made sense – I’d argue it’s one of the things that most stands in the way of someone taking their first solo trip, wondering, –“But what will I do there by myself?”

Here are some of the ideas I shared with Micaela:

1. This is both a cheap and fun way to see more of a city than you might be able to on your own two feet. Especially in Europe, a few Euros is normally all it takes to get yourself out and about, moving at your own momentum.

2. Linger over your coffee and pastries. Revel in not having anywhere to be or a clock to punch.

3. Spend a morning searching for what makes a city unique,

the little things you sometimes have to look down aside street for; whether it's street art in Manchester, England, or the beautiful tiled façades of Porto, Portugal.

4. Get your heart racing for a few hours. Find out what a particular country or region is known for. My year in New Zealand involved lots of weekend trips centered around a particular activity I could do there.

5. Pick a city and make it your goal to explore the entire region. On a weekend break to Alghero, Sardinia, my friend Claire and I caught buses to the other villages and cities in the northwestern corner of the island.

6. From England to Morocco to India, markets are everywhere — sample street food, soak up the vibrant scents and sounds, and watch locals haggle and go about their business.

7. I'm not ashamed to admit to spending huge amounts of time with my nose in a book while traveling. Cozy up in a café or that cute little bar you discovered down the street and get caught up on all those bestsellers you've been wanting to read.

8. Similar to № 1 and 4, get active. Maybe it's to hike up a bell tower for a bird's eye view of the city, or to explore that hill on the edge of town.

9. It doesn't matter how long your trip is: you can spend a

month, week or even a day volunteering. My friend Terri, who blogs at A Fresh Chapter, is a perfect example of this: On her recent six-month, round-the-world solo Adventure of Hope, she volunteered in eight countries on five continents.

10. Sketching is one of my new favorite travel pastimes. You don't have to be the next Monet or Gauguin — it's just about taking the time to observe and capture the new scenes around you.

11. This is your trip, remember? So that means it's up to you to decide how you want to fill your days.

Ultimately, what this comes down to for me is a discomfort with the word do when associated with travel. —So what did you do there?" people tend to ask when you return from a trip, which is a completely reasonable question, and yet I'm not exactly a fan of it.

I'd like to believe you don't have to do anything when you're in a new place.

For me, the allure of travel often comes down to simply breathing different air, seeing the world in a different light, and letting all that difference inspire you.

And if that inspiration leads to taking a nap, well, then so be it. Now I'm turning the question on you... What do you do when you travel?

**Task 7. Answer the questions.**

1. While traveling is it good to take a nap when you are tired?
2. Does it make sense to have a long breakfast? (You are in a new place, there are so many things to see!)
3. How do you find what makes a place you are visiting unique? A guidebook on sightseeing, Internet, something else?
4. All major attractions are in cities, why should I go to the countryside? Do you think the same?
5. The modern way to shop is to go to a supermarket or a shopping mall. Do you visit markets? What are the best purchases you have ever made in a market?
6. Is reading while traveling a good idea? You have to carry your book with you, you have to find a place to sit and read, while there are so many places to visit.
7. Have you ever volunteered or thought about volunteering?  
Why do people participate in such projects?

**Task 8. Choose the right answer.**

1. We looked at the sky and saw\_\_ in the clouds.  
a) the plane disappear

b) the plane to be disappearing

c) the plane to disappear

2. We expect the Chinese delegation \_\_\_ tomorrow.

a) leaving

b) to leaving

c) to leave

3. Mr. Smith didn't want his daughter \_\_\_ on this trip.

a) go

b) to go

c) going

4. We expected \_\_\_ in the tour to the famous city of Cadiz.

a) them to take part

b) they to take part

c) them take part

5. Betty felt \_\_\_ to tremble.

a) her hands begin

b) her hands to begin

c) her hands to beginning

6. Linda is being very rude. I have never heard \_\_\_ to her colleagues like that before.



- a) that she talks
- b) her talk
- c) her to talk

7. I don't want \_\_\_ your roommates. It's very impolite of you.

- a) that you disturb
- b) you disturb
- c) you to disturb

**Task 9. Choose a country and make a presentation about its eating traditions and cuisine. You should cover the following points.**

1. What are the main dishes in the country?
2. Which are the most famous dishes of the country?
3. What are the popular places to eat out?
4. What are the names of restaurants and cafes, which people recommend to visit in the country.
5. Any interesting fact about eating habits in the country.

## Unit 12. NEGOTIATIONS

### Task 1. Answer the following questions.

1. Do you agree that negotiation is very often considered a part of politics or business. Why / why not?

2. Do you think that we negotiate different issues and every day? Give your examples.

### Task 2. Discuss the following statements. Do you agree with them? Why / why not? Give your reasons.

• “In business, you don’t get what you deserve, you get what you negotiate.”

Chester L. Karrass

• “Negotiating is finding is finding out what the other person needs and working out the best way to give it to them.”

Philip Laut

### Task 3. What makes a good negotiator? Put the qualities and skills in the order of importance for you. Compare your list with your partner’s ideas.

- ability to analyze
- ability to listen
- ability to explain
- hard work and stamina
- sense of humor
- knowledge

- persistence and persuasiveness
- professional skills
- calm, quiet and impersonal
- right attitude
- good judgment
- willingness to tolerate disagreement and confrontation
- dedication to painstaking preparation and detail
- logical mind
- quick thinking
- confidence
- intelligence

**Task 4. Discuss the following statements. Do you agree with them? Why/why not? Give your reasons.**

*goodwill gesture, win-win, negotiate, agreement, reached, tough negotiator, concessions, intense*

1. The \_\_\_\_\_ followed months of negotiation.
2. In her time at the United Nations she was considered a \_\_\_\_\_ .
3. The agreement is a \_\_\_\_\_ for everyone.
4. After 48 hours of \_\_\_\_\_ negotiations in which we slept for one hour, Mr. Prescott said, “It has been both tough and incredibly complicated.”
5. Employers refuse to \_\_\_\_\_ with striking miners.

6. The British were not prepared to make any \_\_\_\_\_.

7. The unions suspended the strike until next week as a \_\_\_\_\_ aimed at reopening negotiations with employers' organizations on ending the strike.

8. We have \_\_\_\_\_ agreement on the number of engines you are willing to buy, and that's very positive

**Task 5. Match the sentence beginnings with the correct endings.**

1. He also requested a meeting with ...

2. Negotiations have been rare and limited in scope, and corporations ...

3. Such compromises could have been accomplished only within the framework ...

4. We need to move in a month, so how quickly ...

5. The Chairperson emphasized that the decision ...

6. They also establish the obligation ...

7. In many cases they were able to establish ...

8. Intense negotiations by the United Nations

a) of direct face-to-face negotiations.

b) can you close a deal and get our house sold?

c) have usually taken full advantage of their position of strength in negotiations.

- d) just taken reflected a fallback position.
- e) a rapport with people and gain their trust to get the information required.
- f) with the Government continued during the reporting period to resolve these issues.
- g) the Minister of Defense 'on neutral ground'.
- h) to require a written contract between the employer and the migrant worker

**Task 6. Read the article and decide if the following statements are true (T) or false (F).**

1. For a good talented negotiator preparation does not matter.
2. Understanding the information in details is crucial for a successful negotiation.
3. Having rapport with the opposite party can help a lot.
4. As soon as you start negotiations and understand the position of your opponent you will understand your objectives and think of the arguments.
5. Negotiations are always conducted face to face.
6. At the opening phase parties explain what they want and define their positions.
7. One should insist on what he wants and stick to the objective. No bargaining. You should get what you want.

8. Formalizing the agreement is a part of the closure phase.

### **The Four Phases Of The Negotiation Process**

*“Let us never negotiate out of fear.*

*But let us never fear to negotiate.” John F. Kennedy*

The negotiation process can essentially be understood as a four-stage process. The four stages of the negotiation process are preparation, opening, bargaining and closure.

#### **Phase 1: Preparation**

Preparation is instrumental to the success of the negotiation process. Being well-prepared generates confidence and gives an edge to the negotiator. Preparation involves the following activities:

1. **Gathering Information:** One needs to learn as much as one can about the problem and ascertain what information is needed from the other side. Understanding clearly the issues involved is also needed.

2. **Understand the people involved:** It is important to know the people with whom the negotiation is to take place. An understanding of their objectives, roles and the issues likely to be raised by them will facilitate better handling of the situation during the negotiation process.

3. **Rapport:** It is helpful to establish a rapport with the

opponent during the early stages, that is, before the bargaining process begins is helpful. This was, one can determine early on how cooperative the opponent is going to be.

4. Know your objectives: Clarity of objectives is absolutely essential. It needs to be decided in advance how much you are willing to concede to the opponent and what your priorities are. All arguments and justifications should be ready.

5. Type of negotiation: Anticipate the type of negotiation expected, that is, ascertain whether it will be highly competitive, cooperative or something unusual; whether the negotiation will be face to face, by fax, through a mediator, or in some other manner.

6. Plan: Decide on the negotiation approach and plan accordingly.

### **Phase 2: Opening Phase**

Here the two sides come face to face. Each party tries to make an impression on the other side and influence their thinking at the first opportunity. Psychologically, this phase is important because it sets the tone for the negotiation to a large extent. It involves both negotiating parties presenting their case to each other.

### **Phase 3: Bargaining Phase**

The bargaining phase involves coming closer to the

objective you intended to achieve when you started the negotiation. In this phase, the basic strategy is to convince the other side of the appropriateness of your demands and then persuading the other party to concede to those demands. For this, one needs to be logical in one's approach and frame clearly-thought-out and planned arguments.

#### **Phase 4: Closure Phase**

The closing phase of a negotiation represents the opportunity to capitalize on all of the work done in the earlier phases. The research

that has been done in the preparation phase, combined with all of the information that has been gained is useful in the closing phase. It also involves the sealing of the agreement in which both parties formalize the agreement in a written contract or letter of

intent. Reviewing the negotiation is as important as the negotiation process itself. It teaches lessons on how to achieve a better outcome. Therefore, one should take the time to review each element and find out what went well and what needs to be improved

#### **Task 7. Answer the questions.**



1. How many stages are there in the negotiation process according to the text?

2. Do you agree that preparation is instrumental to the success of the negotiation process. Why / why not?

3. What does preparation involve?

4. What should you know about the people involved in negotiation?

5. What does rapport mean for you?

6. What types of negotiations can you name?

7. What are opening, bargaining and closure stages about?

8. In your opinion, do all the four mentioned phases have the same importance for success in negotiations? Can you add any other phase or suggest to omit any phase?

**Task 8. Choose the right form to complete the sentences.**

1. \_ your negotiation first.

a) Prepares

b) Prepare

c) To prepare

2. Mr. Greenfield, ...please.

a) come in and sit down

b) came in and sat down

c) come in sit down

3. \_ it seriously. It was a joke.

- a) Don't took
- b) Take don't
- c) Don't take

4. \_, I am really enraged at their ignorance.

- a) Let me calm down
- b) Let I calm down
- c) Me let calm down

5. \_\_\_\_\_ this way.

- a) Don't let him behave
- b) Let don't him behave
- c) Don't let he behave

6. \_\_\_\_\_ in their family problems.

- a) Let's interfere don't
- b) Let's don't interfered
- c) Let's not interfere

7. \_ with her speech. Stop interrupting her.

- a) Let's Sally finish
- b) Let Sally finish
- c) Sally finish let

8. \_\_\_\_\_ your objectives to know how much you are able to concede.

- a) Do prioritize
- b) To prioritize
- c) Does prioritize

**Task 9. Make the answers less definite and express one's uncertainty of the following.**

*Example: Do you remember his name? — Unfortunately, I don't remember his name. — I don't seem/appear to remember his name.*

- 1. — They started negotiations a month ago. Is there any agreement?  
— No, they have not reached any agreement yet.
- 2. — Does she have the draft contract?  
— No, she has forgotten it.
- 3. — We are so late. I am sure he has gone. — No, he is waiting for us.
- 4. — She made an excellent presentation. — Yes, but she has been very nervous.
- 5. — I want to be introduced to Ms. Smith.  
— Peter will help you. He knows her well.
- 6. — I have much trouble with my new computer. — No

problem. I know this model very well.

7. — Does he work at the same office? — No, he changed his job.
8. Look, this man is overhearing us. Speak more quietly.

**Task 10. Re-order the words to make conversational sentences and phrases used in the discussion.**

1. idea / really / no / have / I
2. all / fair / not / at / that's
3. true / that's / not / just
4. to / just / can / we / the / facts / stick
5. it / quite / that's / I / isn't / think / clear
6. to / easy / say
7. that / don't / I / deny
8. you / respond / can / that / to

**Task 11. Choose a topic (or think of your own topic) about your life and draw a graph. Then describe it.**

**Possible topics:**

1. Number of books I read.
2. Number of hours I spend in gym.
3. Number of hour I spend in the Internet.
4. Amount of water I drink during a day.

5. Number of hours I spend with my friends.
6. Number of hours I spend commuting.
7. Number of hours I work.
8. Amount of fruit I eat.
9. Amount of coffee I drink.
10. Number of hours I sleep

## Module 5. OPPORTUNITIES

### Unit 13. A KEY TO SUCCESS

#### Task 1. Answer the following questions.

1. What comes to your mind when you hear the word success?
2. What should a person do to succeed?
3. Do you consider yourself successful?

#### Task 2. Discuss the following statements. Do you agree with them? Why / why not? Give your reasons.

- –Many of life's failures are people who did not realize how close they were to success when they gave up.”

Thomas A. Edison

- –Put your heart, mind, and soul into even your smallest acts. This is the secret of success.”

Swami Sivananda

- –Eighty percent of success is show in gup.”

Woody Allen

#### Task 3. Read the sentences. Match the words in italics with their meanings.

1. He never gives up in difficult situations, he always *perseveres*

2. Losing my job was a major *setback* in my career.
3. Some people are born with a *talent*, but others simply work hard.
4. Successful people often recognize the *potential* of an idea before others.
5. Many inventors do not have the *opportunity* to make their ideas a reality because other technology is not advanced enough.
6. The *value* of an idea is not always seen until it becomes profitable.
7. Successful people usually have a mixture of persistence and *passion*.
8. Success comes through *failure*
  - a. To continue trying to achieve something difficult
  - b. A problem that delays or that stops progress or makes a situation worse.
  - c. A chance to do something.
  - d. The possibility to develop or achieve something in the future.
  - e. The degree to which someone or something is important or useful.
  - f. A natural ability for being good at a particular activity.

g. Lack of success.

h. An intense desire or enthusiasm for something

**Task 5. Fill in the sentences with the given phrases:**

*absolute flop, total disaster, complete waste of time, significant breakthrough, great success, distant future, amazing achievement, real triumph*

1. The conference was an\_\_\_\_\_. Only five people came to my presentation.

2. The trip was a\_\_\_\_\_. I spent three days there and found out nothing.

3. There has been a\_\_\_\_\_ in negotiations for the new site.

4. Our new project has been a\_\_\_\_\_. Sales have doubled in three months.

5. He has been the best manager for three years. What an\_\_!

6. They had worked so hard that this victory was a  
for  
the whole team.

7. One can probably repeat such a success only in the\_\_\_\_\_.

8. That failure turned into a\_\_\_\_\_for the project.

**Task 6. Read the article and complete the statements with no more than three words.**

1. Having a vision is important because it gives you \_\_\_\_\_



your mind to work towards.

2. One benefit of experiencing set back is learning\_\_\_\_\_.
3. Successful people think of problems as\_\_\_\_\_.
4. In order to succeed, you must\_\_\_\_\_what you do.
5. To succeed\_\_\_\_\_is not enough.

### **What does it take to be successful?**

**Vision.** Successful people visualize what they want. They have a picture in their mind of what their business will be like when they achieve their goals. This allows them to make decisions that support their vision. Bill Gates' vision was to 'put a computer on every desktop and in every home'. At the time he was developing his first models, computers were very large, expensive, and mainly used in offices and factories. Today, most of us can't imagine life without a computer, and Microsoft has grown into a multi-billion-dollar company.

**Persistence.** Success doesn't come easily. Successful people are disciplined and persevere through failure. A key benefit of failure is to learn from your mistakes and persist through them. You won't find one successful person who hasn't experienced any setbacks. Oprah Winfrey is one of the world's most successful women in television, but she was once fired from her job as a television reporter.

**Creativity.** Where other people see problems and limitations, successful people see possibilities and opportunities. When Akio Morita, the co-founder of Sony, developed a tape recorder he had great difficulty in selling it because people could not see a use for it. After observing people in their daily lives he realized people spent hours traveling and walking and so he adapted his design to become the world famous Walkman.

**Passion.** Successful people love what they do. Celebrity designer Jean-Paul Gaultier had no formal training in design, but loved creating clothing and at a young age began sending his drawings to famous French designers. One of these designers recognized his talent and hired him as an assistant. Later, he launched his own line of clothing, and quickly became a global success.

Talented individuals do not necessarily make successful ones since talent alone is not enough. However, talent combined with passion, vision, persistence and creativity is a potent force for success.

**Task 7. Answer the questions:**

1. What does it mean \_to visualize a goal‘?

2. How can a person benefit from failures?
3. Why did Akio Morita have difficulties in selling tape recorders?
4. Can lack of formal training prevent a person from being successful?
5. Why aren't talented individuals always successful?
6. Which quality do you think is the most important factor in success? Why?
7. Is just one quality enough to be successful? Why / why not?
8. Think about your own experiences in life. What has the most influenced your success and why?

**Task 8. Complete the sentences with the gerund form of the given verbs.**

1. She is good at (achieve goals).
2. He is crazy about (lose his fan club).
3. I don't like (watch) films at home.
4. They are afraid of (swim) in the sea.
5. You should give up (smoke).
6. Sam dreams of (be) a popstar.
7. He is interested in (make) friends.
8. My partner is afraid of (see) a new manager.

**Task 9. Complete the sentences with the gerund or the infinitive.**

1. Don't forget (call) the expert before (send) the document.
2. I wish (see) his achievement.
3. It's no use (wait).
4. I'm looking forward to (see) you.
5. My partner told me (not tell) anybody about it.
6. He tried (explain) but the manager didn't want (listen).
7. Would you mind (tell) me more about this project?
8. After (discuss) the question the committee left without (reach) any decision.

**Task 10. Have a discussion with your groupmates about success at university.**

1. What is success for a university student?
2. Who can be considered as a successful student? 3. Why are some student sun successful?
4. What is the key to academic success?

## **Unit 14. SUCCESS STORIES**

**Task1. Look at the names of people who are considered to be successful. What are they successful in? Do you know their success stories?**

Bill Gates

Walt Disney

Usain Bolt

Albert Einstein

J. K. Rowling

**Task 2. Answer the following questions.**

1. Why are some people more successful than others?
2. Who is the most successful person you know?
3. Why has he/she become a success?

**Task 3. Study the infographic, translate and discuss new vocabulary. Do you agree with the infographic? What would you add/remove from it?**

# SUCCESSFUL PEOPLE

# UNSUCCESSFUL PEOPLE



# UNSUCCESSFUL PEOPLE



**Task 4. Fill in the gaps with the given phrases. Change the form of the verb, if necessary.**

*attract client, develop an interest, turn into, be up to, keep in touch, undergo rebranding, go back to roots, share information*

1. His project\_\_\_\_\_a profitable company.
2. The manager had to \_\_\_\_\_to understand the problem.
3. It was great to meet you! I'd love to \_\_\_\_\_with you.
4. Our company\_\_\_\_\_a new project. There is a lot of planning now.
5. We need to find more effective strategies to\_\_\_\_\_.
6. Some companies choose to \_\_\_\_\_to stay on the market.
7. Think twice before you \_\_\_\_\_with him.
8. You should\_\_\_\_\_in this sphere, it will be a success.

**Task 5. Read the article and decide if the following statements are true (T) or false (F).**

1. Sweet Saba products are in the shape of different objects.
2. Maayan Zilberman wants people to eat her candies as soon as they buy them.

3. She started to cook early because she moved to Canada.
4. She's got experience in clothes and film industries.
5. Maayan Zilberman set up a candy business because she wanted to do something with her own hands.
6. The entrepreneur has formal education in cooking.
7. You can buy Zilberman's candies only online.
8. Some of her clients are celebrities.

**This entrepreneur found sweet success  
in the luxury candy business**

Maayan Zilberman, 38, is the brains behind New York-based Sweet Saba, a luxury candy line. Her avant-garde collection includes edible versions of candy lipsticks, sunglasses, mix tapes and records that include hand-painted details. She also produces sugar crystal candy that looks like glass statues. "The way I approach candy is more from an artistic perspective," she said. "It's for grown-ups. I'm asking customers to take a moment to think about what it looks like, what it might taste like and what the experience might be."

As a child, Zilberman immigrated to Canada from Israel, and her fascination with creativity started early. She used to



bake with her grandfather, experimenting and making sculptures in the kitchen. “Baking was exciting to me as a kid because it was the fantasy of turning materials into something else,” she said .

Zilberman’s creative resume includes a luxury lingerie brand she co-founded called, The Lake & Stars, which had its final season in the fall of 2012. From there, she moved on as a creative director of Frederick’s of Hollywood, which was undergoing a rebranding. But working on more established, large brands means distance from the actual end products. This artist-entrepreneur yearned for a more hands-on connection with what was being created. Then came the candy.

“I wanted to get back to my roots of making art, and I didn’t have an art studio at the time,” Zilberman said. “So I started making small sculptures in my kitchen.” She eventually posted the items online to share with friends, who began to order them. “I started to look at the numbers and opportunity and realized this was a business,” she said. With no formal training in cooking or baking, Zilberman said she learned everything on YouTube.

Her candy is available exclusively at SweetSaba.com, and in pop-up shops in and around New York. And her unique, luxury candy has attracted top clients. Customers have included

W Magazine, fashion label Alice+Olivia and Adam Selman, a favorite designer of pop star Rihanna. “To me, success is to have your voice heard, and to be creative and to be part of the conversation,” Zilbermansaid.

**Task 6. Answer the questions.**

1. What is Maayan Zilberman’s position in SweetSaba?
2. What does the company produce?
3. How do Maayan’s candies differ from other companies’?
4. When did Maayan become fascinated with creativity?
5. What kind of companies did she work for before coming to sweet industry?
6. Why did she set her own business?
7. Do you consider Maayan Zilberman to be a successful person? Why / why not?
8. How far do you agree with Zilberman’s recipe for success: “To me, success is to have your voice heard, and to be creative and to be part of the conversation”?

**Task 7. Match a beginning from the left with an ending from the right to make a sentence. Explain the usage of participle I.**

1. Knowing you don’t like seafood ...
2. Taking her to the conference room ...

3. Working all hours of the day and night ...
  4. Having seen her work
  5. Seeing you haven't got much time ...
  6. Picking up his briefcase and coat ...
  7. Not having read the book myself ...
  8. They were walking down the street ...
- a. I'd have no hesitation recommending her for the job.
  - b. I can't really give you an opinion.
  - c. I've cooked some chicken too.
  - d. talking loudly
  - e. he left the room.
  - f. we'd better go through the news straight away.
  - g. he rarely has time for parties.
  - h. he introduces the new team

**Task 8. Define if the phrases in italics are participle I or gerund.**

1. The candidate *getting the most votes* wins the election. 2. After *resting for an hour*, you will feel much better.
3. *Reading a good novel* always gives me pleasure. 4. They enjoyed *taking long walks*.
5. We won't discuss with people *waiting behind the doors*.
6. His profession, *teaching English to immigrants*, occupied a great deal of his time.

7. The magazine's cover, *appealing to younger readers*, will increase sales this month.

8. Mary's mistake is *eating snacks between meals*

**Task 9. Choose a person that you consider to be a success and make a presentation about him/her. In your presentation, you should cover the following points:**

1. Family background.
2. Education.
3. Timeline of success.
4. Setbacks they had to overcome.
5. Current achievements.
6. Additional interesting information.

## **Unit 15. AMBITIONS**

### **Task 1. Answer the following questions.**

1. Does ambition always bring success? Why do you think so?
2. Do you think younger people are more ambitious than older people? Why / why not?
3. Do you consider yourself to be an ambitious person? Why / why not?

### **Task 2. Tick factors that are important for an ambitious person to become successful. Give comments to your choices.**

- ability to take risks
- a supportive family
- clear focus
- determination
- financial security
- hard work
- luck
- self-confidence

### **Task 3. Choose one word in a line that doesn't mean the**

**same as the other three words. Make sentences with the given words.**

1. dream / ambition / circumstances / desire
2. accomplishment / achievement / attainment / establishment
3. goal / image / objective / target
4. decide / hope / intend / resolve
5. constraints / limitations / objectives / restrictions
6. before / eventually / previous / prior
7. definite / precise / general / specific
8. benefits / criteria / requirements / specifications

**Task 4. Match the words with their meaning**

- 1.. likely
  2. undoubtedly
  3. typically
  4. apparently
  5. hopefully
  6. unfortunately
  7. largely
  8. perhaps
- a. normally
- b. probably going to happen, or probably true

- c. used for saying that you wish that something will happen
- d. mainly
- e. used for saying that something is  
certainly true or is accepted by everyone
- f. used for saying that something is sad or  
disappointing
- g. based only on what you have heard, not on what you are  
certain is true
- h. used for saying that you are not certain about something, or  
that something may or may not be true

**Task 5. Rewrite the sentences using one of the given adverbs. The adverb should have the same meaning as the word(s) in brackets.**

1. People are more successful in activities they enjoy doing.  
(probably)
2. Most people won't be rich or famous.(disappointingly)
3. IT professionals have to deal with people who don't  
understand computers. (usually)
4. People want more money nowadays. (definitely)
5. Movie stars are the wealthiest entertainers.(possibly)
6. Constant goal setting leads to more disappointment and  
pressure. (it has been said)
7. In the future, more people will have dream jobs. (we

wish)

8. Children's career aspirations are based on becoming rich rather than finding job satisfaction. (mostly)

**Task 6. Read the article and decide whether the author has a positive (P) or a negative (N) opinion about the topic below. Highlight words and phrases in the text that helped you identify the author's opinion.**

1. The change in children's aspirations.
2. The wealth associated with sports stars, pop stars and actors.
3. The belief that a celebrity lifestyle is easily attainable.
4. People's job aspirations in the past.

### **Rich and Famous**

Twenty-five years ago the most common aspiration of American children was to be a teacher, followed by working in banking and finance, and then medicine. Today's younger generation most commonly say they want to be a sports star, a pop star, or an actor. While many would argue that there is nothing wrong with having such ambitions, others feel that this trend will ultimately lead to dissatisfaction as more and more people are unable to reach their goals.

According to the survey, children desire these jobs largely because of the excessive wealth associated with them. But



unfortunately, fame and fortune do not always have a positive impact on an individual's life. Many careers in the spotlight are short-lived. For example, many athletes' physical peak only lasts a few years and singers can have a very limited career. As a result, they have a feeling of worthlessness and a complete lack of control. It can also be difficult for them to adapt back to a normal everyday life because they have been so far removed from it for so long.

So despite the drawbacks of being rich and famous, there is greater ambition than ever among young people to attain that status. In many ways this has been brought about by cultural changes. Globally, more and more TV shows feature talent competitions where winners can achieve wealth and fame in just a few weeks or months. This quick route to fame and fortune creates a celebrity culture. People unrealistically believe that a celebrity lifestyle is easily attainable and leads to great satisfaction.

It is no longer enough to have simple aspirations. People are not satisfied just making a living — they want to be rich. In the past, people had more modest, sensible aims such as earning a steady income, not being unemployed, and enjoying their work. Job satisfaction was important. Unfortunately, not everyone realizes that it takes talent, skill, and hard work to be

good at a sport or at singing. As a result, many people won't fulfill their childhood dreams, and this could have a negative effect on their happiness.

**Task 7. Answer the questions.**

1. What was the most common aspiration of American children twenty-five years ago?

2. Why do children desire such jobs as a sports star, a pop star or an actor?

3. What are the possible drawbacks in these careers?

4. How can cultural changes influence the choice of a profession?

5. Do children and teenagers in Ukraine want to have the jobs described in the article?

6. What are some other jobs that young people in your country want to have?

7. Are you among those who have an ambition to become rich and famous?

8. They say that once you achieve some goal it is replaced with a new one. Do you agree?

**8. Find the form of participle II in the sentences and explain its usage.**

1. A letter sent from Lviv today will be in Kyiv in two

days.

2. Some of the questions put to the lecturer yesterday were very important.

3. The data presented by him was not correct.

4. A word spoken in time may have very important results.

5. The computer bought seven years ago is rather old-fashioned today.

6. This is a lecture room built in the 19th century.

7. The books written in Old English are hard for understanding.

8. I was proud for the achieved results.

**Task 9. Combine the following pairs of sentences using participle II.**

1. The house was decorated with lights. It looked beautiful.

2. We make some friendships in childhood. They last forever.

3. The houses were destroyed by the storm. We should help to  
rebuild them.

4. The books will be put back to the library at 5.00 p. m.  
They are placed onto the cart.

5. Announcements will be posted on this bulletin board.

They must receive approval from the dean.

6. The child sat on the ground and cried. He was terrified by the accident.

7. The meal was prepared by the best cook in town. It was amazing.

8. This house was built in the 15<sup>th</sup> century. It is one of the oldest in this area.

**Task 10. Complete the sentences using the correct form of the word in brackets.**

1. A woman (wear) a badge opened the door.

2. Cheese, (produce) in France, is exported all over the world.

3. My sister works in a bakery (make) cakes.

4. The jewelry (belong) to the President's wife has been stolen.

5. Pictures (paint) by Picasso are usually sold for millions of pounds.

6. A lorry (carry) fruit crashed on the motor way.

7. This is a vegetarian restaurant. None of the dishes (serve) here contain meat or fish.

8. The Harry Potter books, (write) by JK Rowling, have all been made into films.

**Task 11. Write an essay on one of the following topics:**

1. A dream without ambition is like a car without gas. You're not going anywhere.
2. Ambition is the path to success.
3. Ambition is an idol, on whose wings great minds are carried only to extreme; to be sublimely great or to be nothing.

## Module 6.FIRST CAREER STEPS

### Unit 16. CAREER CHOICE

**Task 1. Work in small groups. Explain what it means to have each of these personal qualities:**

- an eye for detail
- creativity
- an enquiring mind
- the ability to work in a team
- vision
- an outgoing personality
- good communication skills
- management skills

**Task 2. Choose the qualities from ex. 1 that in your opinion are mostly demanded by employers today. Which of them do you possess?**

**Task 3. Complete the gaps in the sentences, using *work* or *job*.**

1. I like outdoor \_\_\_\_\_ so I'm applying for a job as a tour guide.
2. If you want to get a good \_\_\_\_\_ in a multinational company, you'll probably have to get through several interviews.
3. As people climb the promotion ladder, they tend to spend

longer and longer at \_\_\_ as their responsibilities increase.

4. I really like living in Sydney so I'm planning to find

\_\_\_\_\_ here.

5. I'm going to do a full-time course so I'm leaving my \_\_\_ at the health club at the end of the week.

6. I'd like to accept the \_\_\_\_\_ of deputy manager offered to me in your email received yesterday.

7. I received a part-time \_\_\_\_\_ at an international company.

8. It was hard \_\_\_\_\_, I feel tired.

**Task4. Match an adjective on the left to a noun on the right to make a phrase**

1. flexible

2. heavy

3. large

4. informal

5. poor

6. strong

7. temporary

8. wide

a. contract

b. discussion

c. number

- d. possibility
- e. range
- f. working conditions
- g. working hours
- h. workload

**Task 5. Read the adverts below and complete the gaps, using a suitable phrase from ex. 4.**

1. Past graduates have gone on to a (1) of jobs in different areas of the computer industry. If you are interested in doing this course, phone to arrange a time for an (2) with the course leader. This will give you the opportunity to ask questions so you're sure it's the right course for you.

2. AT IMG International we put our employees first. We know that a leading cause of stress in some industries is trying to deal with a (3) \_\_\_ under (4) \_\_\_\_\_. We will expect you to work hard during your contracted hours but in return we offer comfortable working environment with a sports club and subsidized canteen. For parents with young children (5) can be an option.

3. During the summer months, Hotel Excel employs a (6) of extra staff in its establishments around the country. We can offer you a (7) for six months initially. If you are hard-working, there is a (8) \_\_\_ that we can find you work in our hotels in other



parts of the world for the winter months.

**Task 6. Read the article and decide if the following statements are true (T) or false (F).**

1. When you choose a career, you should look into the future.
2. According to people's opinion, healthcare jobs are the most demanded.
3. IT-specialists should continuously expand their professional knowledge.
4. Alternative energy is creating more and more jobs.
5. Experience in international law won't be required in the near future.
6. Creativity is a necessary quality for business writers.
7. Professionals who know current trends in marketing are more likely to climb the promotion ladder.
8. Financial analysts can't make predictions in unsettled economic times.

### **Careers in Demand for the Future**

As the world evolves, job trends change. It's important to structure your career so that your job will still be in demand in several years. This article explores seven professions, both emerging and long-standing, that offer the best careers for the

future.

### **Career 1: Healthcare**

According to recent Labor Department data, an aging population will put healthcare workers such as doctors, nurses, physical therapists, home health aids, and pharmacists in more demand. Those who want to enter this field should prepare early by taking college courses in pre-med, biology, and science.

### **Career 2: Information Technology**

As more technology is developed, IT professionals such as programmers, security specialists, and administrators will continue to be in high demand. As this field is rapidly changing, those who want to secure the best positions should keep up with those changes by seeking out and participating in cutting-edge classes, continuing education, and certification.

### **Career 3: Alternative Energy**

Don't say good-bye to oil and gas quite yet, but alternative energies such as wind power, hydrogen power, geothermal power, and solar power will create dozens of new careers, from mechanics and plant managers to scientists, engineers, and even sales and marketing professionals, as these energies become more mainstream. Those with scientific minds who enjoy research and care about the earth's future are good

candidates for a career in alternative energy.

#### **Career 4: International Law**

As the emphasis on global business and trade grows, organizations will be looking for individuals who will have the education, experience, and skill set to navigate areas like international law, tax codes, work and environmental regulations, and even ethics.

#### **Career 5: Content Creation**

As marketing becomes education-based and less sales-based, demand for business writers who specialize in blogs, newsletters, website articles, whitepapers, and special reports will also increase.

Individuals in this field must have good communication and writing skills, and be highly creative and original. They must also be self-motivated and self-disciplined in order to meet deadlines.

#### **Career 6: Marketing**

Increased competition and the desire for companies to find new ways of differentiating their products and services will ensure that marketing professionals are kept in high demand. However, because trends and strategies change over time, those who can demonstrate they are keeping up with strategy will be better positioned.

## **Career 7: Financial Analyst**

Unsettled economic times have demonstrated a need for sound financial advice and planning, for both individuals and businesses. As the world's financial future becomes less predictable, financial analysts and planners will continue to be in demand.

### **Task 7. Answer the questions.**

1. What should be taken into consideration when choosing a future career?
2. Why will the demand for healthcare workers increase in the future?
3. Why is it particularly important for IT professionals to attend extra courses?
4. What types of jobs can alternative energy industry create?
5. What are the requirements for people who want to have a career in marketing?
6. Would you choose one of the careers described in the article? Why / why not?
7. What is important to think about when choosing a career?
8. How can you learn about jobs that will be in demand in the future?

**Task 8. Choose the correct words in italics.**

1. *If / Unless* you want to get a dream job, spend some time on extra training.
2. You should back up your hard drive regularly *in case / unless* your computer crashes.
3. *If / As long as* you don't want to have poor working conditions, ignore this job offer.
4. *Provided that / Unless* you do a lot of work, there'll be little progress.
5. You may not make a proper impression *as long as / if* you dress casually for the interview.
6. It's worth working long hours *in case / provided that* you are climbing up the career ladder.
7. Taking extra courses can be a waste of time *in case / unless* they are relevant to your future job.
8. You can download your presentation from any computer *provided that / unless* it has the Internet connection.

**Task 9. Rewrite these sentences using the offered beginnings.**

1. If we want to arrive on time we should leave now. It's time...
2. What a pity he didn't spend more time revising. If

only...

3. I should have learnt German at school! I wish...

4. I'd prefer to stay at home tonight if you don't mind. I'd rather...

5. Please don't interrupt me when I'm speaking. I'd rather...

6. We ought to find out how much it's going to cost. It's time we...

7. I've got so much to do today. I wish...

8. What a shame you didn't tell me earlier. If only...

**Task 10. Put the verbs in brackets into the correct form.**

1. I demand that he (apologize) immediately.

2. I suggested that she (consult) the professor before submitting the article.

3. It is necessary that everything (be) ready by two o'clock tomorrow.

4. They recommend that she (go) to a new training course.

5. It is advisable that you (submit) your application as soon as possible.

6. It is strange that he (be) so upset about his exam, isn't it?

7. The supervisor insisted that she (go) to this company for the internship.

8. She suggested that we (meet) in the office at 9.00 a.

## Unit 17. APPLYING FOR A JOB

**Task 1. Discuss the following statements. Do you agree with them? Why / why not? Give your reasons.**

- –Choose a job you love, and you will never have to work a day in your life.”

Confucius

- –If opportunity doesn't knock, build a door.”

Milton Berle

- –The future depends on what you do today.”

Mahatma Gandhi

**Task 2. Answer the following questions.**

1. What are the most important factors for you in choosing a career? Consider the options:

- challenge
- colleagues
- responsibility
- salary
- opportunity to travel

2. Are you optimistic about the future job market for you?

Why / why not?

**Task 3. Fill in the gaps with the correct words from the list.**

*advertisements, candidate, current, fill in, job center, job interview, personal details, work experience*

Before looking for a job, make sure you have an up-to-date CV .It should be easy to read and include your (1)\_\_\_\_, your educational qualifications and your previous (2)\_\_\_\_\_. Visit your local (3)\_\_\_\_\_to see what's available. Check out newspapers, journals and websites for suitable job (4)\_\_\_\_\_. When you find a job you want to apply for, write a letter or email explaining why you are interested in the job and why you think you area good (5)\_. If you are in employment, you could also mention why you want to leave your (6)\_job. You should enclose a copy of your CV and you may need to (7)\_\_\_\_\_an application form. If all goes well, you'll receive a reply inviting you to go fora (8)

**Task 4. Using a dictionary, if necessary, choose the correct word in the sentences.**

1. This is not a *part-time / full-time job*: it's only three hours a day.

2. We can offer you a *temporary / permanent* contract over the Christmas period.

3. The job at the burger restaurant only pays a *good salary /*



*the minimum wage.*

4. Would you like to work *extra time / overtime* this weekend? 5. In this job you'll be responsible *of / for* looking after young children.

6. *The fringe benefits / odd jobs* include a company car and health insurance.

7. You should include your previous *work experience / story* in your CV.

8. She got good *qualifications / references* from her previous employer.

**Task 5. Choose the correct preposition in italics in each of the sentences.**

1. I haven't actually had any *experience in / with* business yet. 2. I want to concentrate *in / on* getting my qualifications first.

3. So when will you be available *on / for* the interview?

4. I'm quite good *at / in* accounting.

5. Have you done any other work in the past that would be useful *in / at* a marketing career?

6. It is important to have confidence *in / at* your own abilities.

7. A lot of students participated *on / in* the job fair.
8. The company has a reputation *of / for* producing top-quality products

**Task 6. Read the article. Fill in the gaps in the job interview with the questions from the list below to match them with the answers.**

- A. How long would you expect to work for us if hired? B. Do you consider yourself successful?
- C. What do you know about this organization?
- D. What motivates you to do your best on the job?
- E. What is your greatest strength?

### **Common job interview Q&A**

Here we offer some typical interview questions and strategy suggestions on how to answer them so that you succeed and get a job. *Tell me about yourself.* You need to have a short statement prepared in your mind. Limit it to work-related qualifications, skills and experience.

(1) \_\_\_\_\_ You should always answer ‘yes’ and briefly explain why. A good explanation is that you have set goals, and you have met some and are on track to achieve the others.

(2) \_\_\_\_\_ This question is one reason to do some research on the organization before the interview. Find out where they have been and where they are going.

*What kind of salary do you need?* Try not to answer the question directly. Instead, say something like –That’s a tough question. It can depend on the details of the job.”

*Are you a team player?* You are, of course, a team player. Be sure to have examples that show you often perform for the good of the team rather than for yourself.

(3) \_\_\_\_\_ Specifics here are not good. Something like this should work –I’d like it to be a long time” or –As long as we both feel I’m doing a good job”.

*Why should we hire you?* Point out how your assets meet what the organization needs. Do not mention any other candidates to make a comparison.

(4) \_\_\_\_\_ Numerous answers are good, just stay positive. A few good examples are: your ability to prioritize, your problem-solving skills, your ability to work under pressure, your ability to focus on projects, your leadership skills, your positive attitude.

*What is more important to you: the money or the work?* Money is always important but the work is the most important. There is no better answer.

(5) \_\_\_\_\_ This is a personal trait that only you can say. But good examples are challenge, achievement, and recognition.

*Do you have any questions for me?* Always have some questions prepared. Good examples are: –How soon will I be able to be productive?” or –What type of projects will I be able to assist on?”

**Task 7. Answer the questions.**

1. What information should you give when asked to tell about yourself?

2. Why is it necessary to do some research on the organization before the interview?

3. Should you announce the desired salary directly?

4. What should the answer be to the question *How long would you expect to work for us if hired?*

5. What personal qualities are necessary to be mentioned at the interview?

6. Have you ever had a job interview? If you have, give some details.

7. Which of the listed above questions are the most difficult to be answered?

8. What questions would you ask your potential employer?

**Task 8. Complete the conditional sentences (type II) by putting the verbs into the correct form.**

1. If we (have) work experience, we (apply) for higher

- positions. 2. If he (have) more time, he (study) marketing.
3. If they (tell) their supervisor, he (be) very angry.
4. She (spend) a year in the USA if it (be) easier to get a green card.
5. We (help) you if we (know) how.
6. My company (buy) new equipment if they (have) the money.
7. If I (feel) better, I (work) overtime.
8. She (talk) to you if she (not / be) busy at the moment.

**Task 9. Choose the correct form of the verbs *in italics*, define the type of conditional sentences and translate them**

1. If I think of any new ideas, *I'll / I'd* phone you.
2. If we had more time, we *can / could* do more careful research.
3. People would be more creative if they *weren't / wouldn't* be so stressed.
4. People will buy the product if we *make / made* it more exciting.
5. If we *don't / didn't* take risks sometimes, we would never make any progress.
6. If I had my own business, *I'll take / 'd take* longer holidays.

7. If I *would work / worked* for myself, I'd be in charge of my own life.

8. What *do I do / would I do* if I was the boss? I'd pay my employees good salaries.

**Task 10. Write what you would do in the situations below. Start your sentence with *If I were ...* .**

1. Ben travels a lot in his work. He has a young family but he doesn't see them very often. He would like to travel less and spend more time with his family.

2. Tony has a tough boss who expects him to work very long hours, feels very stressed. He'd like to have a more sympathetic boss.

3. Marta has young children at school but also works full-time. She has to work fixed hours from 9 a. m. to 5 p. m. She'd like to work flexi-time so she can meet her children from school.

4. Kate has to travel for an hour by train every day to get to work. It is tiring and expensive. She would like to work from home for part of the week, to save time and costs.

## Unit 18. NEW FORMS OF EMPLOYMENT

**Task 1. Work in pairs. Discuss advantages and disadvantages of the following work environments. Which one would you personally prefer?**

- open-plan office with individual workstations
- office overlooking warehouse or factory
- office/studio outside the city
- individual office in a high-rise office block
- room converted into an office for working from home

**Task 2. Put the events in Mark's career in chronological order. Discuss job-related vocabulary in italics.**

- Before graduating, Mark *applied for* jobs in twenty countries.
- Mark *was offered a position* as a management trainee.
- He *attended a second interview* conducted by a panel of managers.
- He found a new job but *was dismissed* after arguing with his boss.
- Two years later he *was appointed* Logistics Manager.
- He *was short-listed* for a second interview at Wilson Brothers.
- While he *was unemployed* Mark studied for a master's

degree.

h. When Wilson's got into difficulties, Mark *was made redundant*.

i. In his early fifties he *took a sabbatical* to write a book.

j. He *retired from business* and now lives in the south of France. k. Thanks to his enhanced CV, Mark *was hired* by a firm of consultants.

l. The book was a best-seller, and Mark *resigned from* the firm.

**Task 3. Correct the sentences from a biography. The words in italics have been mixed up.**

1. Lisa's resume was impressive; she was *dismissed* without even attending a first interview.

2. At the second interview Lisa did so well that she was *made redundant* on the spot.

3. A few years later she wrote her first novel while she was *unemployed*; it sold only 400 copies.

4. Lisa was a journalist who preferred to work at night; after arriving four hours late for a meeting she was *hired*.

5. When the editor in the next job refused to publish the article she had written, Lisa immediately offered to *retire* but the editor refused to let her.

6. However, when the newspaper was taken over by a large



competitor, Lisa was *short-listed*.

7. After difficult times while she was *on sabbatical*, she was finally able to live in comfort when her sixth novel became a best-seller.

8. She was 74 when she finally decided to *resign* from writing novels.

**Task 4. Fill the gaps with the given words. Use a dictionary, if necessary.**

*multiparty, technological, umbrella term, shifts, temporary, conditions, self-employment, integrated*

‘Non-standard forms of employment’ is an (1) \_\_\_\_\_ for different employment arrangements that deviate from standard employment. They include (2) \_\_\_\_\_ employment; part-time and on-call work; temporary agency work and other (3) employment relationships; as well as disguised employment and dependent (4) \_\_\_\_\_. Non-standard employment features prominently in crowd work and the gig economy.

The increase in non-standard forms of employment in the past few decades has been driven by a variety of forces, including demographic (5) \_\_, labor market regulations, macroeconomic fluctuations, and technological changes. In some instances, non-standard forms of employment

accommodated such changes and allowed more workers to get (6)\_\_\_\_\_into the labor market, in others, they posed challenges for working (7)\_\_\_\_\_and for performance of companies, as well as for the overall performance of labor markets, economies and societies. While digital labor platforms are a product of (8)\_\_\_\_\_ advances, work on these platforms resembles many long-standing work arrangements, merely with a digital tool service as an intermediary.

**Task 5. Read the article and complete the statements with no more than three words.**

1. Zero-hours contracts caused much\_\_\_\_\_.
2. \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ characterize new forms of working.
3. Employee and job sharing result in \_\_\_\_\_ employment.
4. \_\_\_\_\_ is a form of employment when a professional works part-time to solve some particular problem using different opportunities.
5. In crowd employment the tasks are done by \_ and \_ .

**New Forms of Employment**

Social and economic changes in Europe have given rise to new forms of employment, many very different from

traditional 'work'. The huge increase in the use of zero-hours contracts for workers in the UK and some other parts of Europe has rightly attracted a lot of attention – and criticism. There are said to be almost 250,000 in the UK in this type of employment alone. But there are plenty of other new forms of working that have emerged in the last 15 years. Some appear to offer some flexibility and security; others some precarity. Some of these new forms of working have the potential to transform traditional relationships between employers and employees. Also, work no longer is done at a permanent place (office or factory). It can involve an intermittent visit to the internet café to perform some task for another person over a few hours or sitting at one's laptop or tablet at home running a small business.

Here are the new — and widely differing — forms of employment:

**Employee sharing**, where an individual worker is jointly hired by employers in different companies, resulting in permanent full-time employment;

**Job sharing**, where an employer hires a group of workers to jointly fill a specific job, combining several part-time jobs into the equivalent of a full-time position;

**Interim management**, where experts are hired temporarily

to conduct a specific project or solve a specific problem, integrating external management capacities within the organization;

**Casual work**, where an employer is not obliged to provide regular work to the employee, but has the flexibility of calling them in on demand;

**ICT-based mobile work**, where workers do not exclusively work at the premises of the employer or client, but from any place at any time, supported by new technologies;

**Voucher-based work**, where the employer-employee relationship is not based on an employment or civil law contract, but on a voucher that the employer buys from an authorized organization and hands over to the worker; this covers remuneration and social security contributions;

**Portfolio work**, where self-employed individuals work for a large number of clients and carry out small jobs for each of them;

**Crowd employment**, where a virtual platform matches employers and workers, often linked to larger tasks broken down into small jobs with a division of labor among a ‘virtual cloud’ of workers;

**Collaborative employment**, where freelancers, self-employed people or micro enterprises cooperate to overcome

the limitations of their small size and professional isolation.

**Task 6. Answer the questions.**

1. What processes gave rise to new forms of employment in Europe?

2. What is a zero-hours contract?

3. Where are employees supposed to work in new forms of employment?

4. What is the difference between employee sharing and job sharing?

5. What forms of employment are connected with information technologies?

6. In what jobs can the mentioned forms of employment be observed?

7. Which form of employment is currently popular in the field you study?

8. If you were to choose, what form of employment would you consider in your future career?

**Task 7. Complete conditional sentences (type I, II, III) using the correct form of the verb in brackets.**

1. If I had to make a speech, I (be) pretty nervous.

2. If I (know) you were busy, I would not have called you.

3. If she bought a suit, she (look) completely different.
4. If Tom(not write) a resume, he won't get a job.
5. They(come) to the meeting if they had been informed about it.
6. I'll (give) you the money if you pay me back next week.
7. If they had locked the door properly, nobody (break) into their office.
- 8.If he (not waste) much time, he would go to the university.

**Task 8. Find and correct five sentences with mistakes. Tick the sentences that are correct.**

1. If you would want to work in Europe, would you move to Brussels or somewhere else?
2. The job wouldn't have been so bad if there hadn't been so much travelling.
3. If we'd won the Innovation Award, it gave us many prospects, but unfortunately, we didn't win.
4. Your salary would be significantly bigger if you could speak a foreign language.
5. If currency rates would go up, many people would be able to buy less with the money.

6. If I moved to Stockholm, I have to sell my house, so I'm going to refuse the Swedish job offer.

7. If investors had more confidence in top management, would they be less critical of the company's recent economic results?

8. If they wouldn't have spent so much on the new offices, they wouldn't have had such problems.

**Task 9. Highlight the verb form, define the type of conditional sentences.**

1. If I were you, I would have gone to that interview.

2. If Jillian had studied at university, she would have a diploma now.

3. If Nick had turned in his application, he would probably be working here now.

4. If our partners had recorded that webinar last night, we could watch it now.

5. If Jim had not called Mary, they wouldn't be going to the presentation tomorrow.

6. If Nataly had finished her work, she would be able to take a day-off.

7. If Jim spoke better French, he could have got that job.

8. If you were smarter, you wouldn't have told this tome.

**Task 10. Choose a profession that involves new forms of employment and make a presentation about it. In your presentation, you should cover the following points:**

1. Duties and responsibilities.
2. Working conditions.
3. People who usually get the job.
4. Benefits and drawbacks.



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