КАФЕДРА ИНОСТРАННЫХ ЯЗЫКОВ

Е.А. Бонди

АНГЛИЙСКИЙ ЯЗЫК
для повседневного
и делового общения

EVERYDAY AND BUSINESS
ENGLISH

Учебное пособие для слушателей
программы
"Магистр делового администрирования"

Академия народного хозяйства
при Правительстве Российской Федерации

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Об авторе

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Бонди Е.А.


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Настоящее пособие предназначено для лиц, желающих совершенствовать свои знания, умения и навыки в английском языке повседневного и делового общения.

Оно дает возможность слушателям повторить, обобщить и систематизировать базисные грамматические структуры, слова и фразеологию, относящиеся к речевому этикету и повседневной тематике, а также (и это главное) изучить и отработать профессиональную терминологию в области бизнеса, экономики, менеджмента, маркетинга, экаунтинга, финансов и банковского дела, рекламы, планирования, устной и письменной коммуникации.

Пособие соответствует требованиям программы MBA (Master of Business Administration), может быть также использовано в рамках программы “Президентский проект” и в вузовском образовании.

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ПРЕДИСЛОВИЕ

Настоящий курс английского языка рассчитан на 180–200 часов и предназначен для лиц, желающих усовершенствовать навыки устной речи на материале языка повседневного и делового общения, а также изучить значительный объем профессионально окрашенной лексики и терминологии, относящихся к бизнесу и управлению, структуре и деятельности компании (фирмы), экономике и маркетингу, бухучету, финансам и банковскому делу, планированию и рекламе.

Business English Section пособия имеет целью подготовить слушателей в соответствии с требованиями программ MBA (Master of Business Administration) и “Президентский Проект”.

Everyday English Section предполагает главным образом повторение, обобщение и систематизацию тематического словаря повседневного общения, а также активизацию навыков употребления грамматических структур и фразеологии, характерных для разговорного стиля английского языка.

В разделе Spoken Etiquette предлагается изучение разговорного этикета.

Материал пособия составлен в основном в виде диалогов для создания на уроке атмосферы естественного общения. Диалоги и тексты отражают различные ситуации, связанные с профессиональной деятельностью руководителей высшего звена управления, государственных служащих, менеджеров и бизнесменов.

Некоторые рекомендации для преподавателей и слушателей, намеревающихся работать по данному пособию: занятие следует начинать с речевого этикета (он дается в конце пособия) в качестве разговорной зарядки, осуществляемой в парах, после чего необходимо переходить к работе над лексико-грамматическим материалом: основной текст, диалог, объяснение и тренировка словаря, включая аудирование, инсценирование диалогов с элементами ролевой игры и обязательное заучивание наизусть отдельных диалогов, фрагментов текста, выражений и фразеологических оборотов.
В каждое занятие, начиная с темы Communications (или ранее, в зависимости от языкового уровня группы), рекомендуется включать текст (диалог), относящийся к Business English, его конкретной тематике. По завершении работы над темой (текстом) предлагаются обязательные домашние и аудиторные задания, которые должны быть представлены в устной или письменной форме (например, перевод с русского на английский).

При работе над диалогами последние в целях самотренировки и самоконтроля сопровождаются русским переводом.

Автор
 Topic: GETTING ACQUAINTED

Dialogue 1

– Hello. My name is Tom Brown.
– I’m Nina Chane. Where are you from?
– I’m from London, Britain. And you?
– I’m from Peking, China.
– Oh, really? Nice to meet you.
– Nice meeting you too.
– By the way, what do you do?
– I’m a marketing manager. And what about you?
– I’m an accountant.

Dialogue 2

– Hello.
– Hi.
– Excuse me. Are you from France?
– No, I’m from Germany.
– What city are you from?
– I’m from Frankfurt.
– Oh, really? By the way, my name is Ann.
– Hi. I’m Rosa.
– Are you on vacation here?
– Yes, I am. I’m on a tour.
– Glad to meet you.
– Pleased to meet you too.
Dialogue 3

– Hi. I’m Boris Fisher.
– How do you do, Mr. Fisher?
– Please call me Bob.
– Where are you from?
– I’m from Russia, Moscow.
– Take a seat, Bob. How about some coffee? (Would you care for a cup of coffee?)
– Yes, with pleasure. Black with sugar, please.
– Meet my friend. This is Miss Martin from Germany. She works in our branch in Berlin.
– Happy to meet you, Miss Martin.
– Nice meeting you too.

Dialogue 4

– How do you do? My name is Peter Williamson.
– How do you do? I’m John West.
– Where are you from?
– I’m from Canada (Paris [ˈpærɪs], Brussels [brʌsəlz], Cairo [ˈkaɪərəʊ], Sydney [ˈsaɪdni], Rome [ˈroʊm], New York [ˈνjuːjɒrkJ], Chicago [ˈʃɪkəˈgou], Mexico [ˈmeksikəʊ], Tokyo [ˈtoʊkjoʊ], Singapore [ˈsɪŋɡəpɔːr], Dehli [ˈdɛli], the United States).
– What do you do (for a living)?
– I’m in sales. I work for Robinsons’ Ltd. (limited).
– I see. What’s your job title?
– Sales Manager.
– Where are you based?
– Our head office is in Bond Street. What about you? What do you do? What’s your job?
– I work with Fox’s Company (Co.). You, probably, heard of us. We design and manufacture electronic equipment.
– Yes, your company is well-known, and enjoys a good reputation. Do you like your job?
– Oh, yes, indeed. As to our firm, it’s rather small. We’re a private company with a staff of 45 employees.
– Your company is doing well, isn’t it?
– That’s right. So far, so good.
Tasks

1. Practise reading the dialogues.
2. Learn dialogues 1, 2, 3 by heart, and act them out.
3. Learn unfamiliar terms.

Words

to get acquainted (with) — познакомиться с
Glad/pleased/nice/happy to meet you. — Рад/мне приятно/познакомиться с вами.
Nice meeting you too. — Мне также приятно познакомиться.
What do you do? — Чем вы занимаетесь?
on vacation — на каникулах; on a tour — в турне
How about...? — Как насчет...?
Would you care for a cup or coffee? — Не желаете ли чашечку кофе?
with pleasure — с удовольствием; with sugar — с сахаром
Meet my friend. — Познакомьтесь с моим другом.
to be in sales — быть/работать в отделе продаж/сбыта
to work for/with/a company — работать в компании/фирме
job title — название должности
to design and manufacture — проектировать и производить
to enjoy — получать удовольствие
to enjoy a reputation — пользоваться репутацией
staff — штат/работников/, персонал; on staff — в штате
employee — служащий; работник
to do well — преуспевать, делать успехи
So far, so good. — Пока все хорошо.

Topic: INTRODUCING PEOPLE

Dialogue 1

— Let me introduce myself: I’m Brian Ross.
— How do you do, Mr. Ross? My name is Bess Rainbow.
— How do you do, Bess? What do you do?
— I’m a teacher of French. And what is your trade?
— I’m an engineer in electronics.
— I see. Very pleased to meet you.
— Likewise.
Dialogue 2

– Jane, is the name Jack Baker familiar to you?
– I’m afraid not. Why are you asking me that?
– I want to introduce him to you. Mr. Baker, this is my colleague Jane.
Jane, meet Mr. Baker.
– Hi, Jack! How are you?
– Never felt better in my life. Thank you. How are you doing?
– So far very well, thanks.

Dialogue 3

– Mr. Price, may I introduce Mr. Grey to you?
– How do you do, Mr. Grey? It’s a pleasure meeting you.
– How do you do, Mr. Price? Very happy to meet you. I have a feeling that we’ve met before.
– Most probably, your face seems familiar to me.
– Now, I recollected. We met in the golf-club a few days ago.
– Right you are. Exactly so.

Words

*trade* – зд. специальность
*likewise* – и я тоже
*so far* – пока
*I have a feeling that*... – У меня такое оущущение, что...
*most probably* – весьма возможно
*to recollect* – вспомнить
*exactly so* – совершенно точно

Tasks

1. Practise reading dialogues 1, 2, 3.
2. Learn them by heart, and act them out with your partner.
Present Simple

Спряжение английского глагола
в настоящем времени

I work.  Do I work? – Yes, you do.  I do not work (don’t).
No, you don’t.

No, I don’t.

He (she, it) works*.  Does he (she, it) work?
– Yes, he does. No, he doesn’t.
He does not work.

We work.  Do we work? – Yes, we do.  We do not work.
No, we don’t.

You work.  Do you work? – Yes, we do.  You do not work.
No, we don’t.

They work.  Do they work? – Yes, they do. No, they don’t.
They do not work.

Спряжение глагола to be в настоящем времени

I am (I’m) free. Am I free? – Yes, you are. No, you aren’t. I am not free.
You are free. Are you free? – I am. – No, I am not. I am not free.
He (she, it) is free. Is he free? – Yes, he is. No, he isn’t. He is not free.
We are free. Are we free? – Yes, you are. No, you aren’t. You are not free.
You are free. Are you free? – Yes, we are. No, we aren’t. You are not free.
They are free. Are they free? – Yes, they are. No, they aren’t. They are not free.

Спряжение глагола to have в настоящем времени

I have (got) a car. Have you (got) a car? – Yes, I have. No, I haven’t.
I haven’t got a car.
I have no car.

* Окончание s после глухого согласного произносится [s], после гласного и звонкого согласного [z]; окончание es, которое прибавляется, если глагол оканчивается на шипящий или свистящий звук, произносится [iz]. Например:

\[
\begin{align*}
\text{works} & /\text{stops}/ \text{sits} \ [s] \\
\text{He} & \text{lays}/\text{plans}/ \text{begs} \ [z] \\
\text{watches} & /\text{kisses}/ \text{fishes} \ [iz]
\end{align*}
\]
You **have** a car. **Have** you a car? – Yes, I have. No, I haven’t.  
You **have no** car.

He (she, it) **has** a car. **Has** he a car? – Yes, he has. No, he hasn’t.  
He **has no** car.

We **have** a car. **Have** we a car? – Yes, we have. No, we haven’t.  
We **have no** car.

You **have** a car. **Have** you a car? – Yes, we have. No, we haven’t.  
You **have no** car.

They **have** a car. **Have** they a car? – Yes, they have. No, they haven’t.  
They **have no** car.

**A также:** **Do** you **have** a car? – Yes, I do. No, I don’t.  
**Does** he (she, it) **have** a car? – Yes, he does. No, he doesn’t.

---

**Topic: WORD ORDER IN AN ENGLISH SENTENCE.**

**TYPES OF QUESTIONS**

Простое распространенное повествовательное предложение

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>study</td>
<td>English</td>
<td>at home</td>
<td>every day</td>
</tr>
</tbody>
</table>

Примечание

1. При наличии двух обстоятельств (места и времени) одно из них может быть вынесено на первое место перед подлежащим в зависимости от цели высказывания.

2. При наличии двух дополнений (прямого и косвенного) последнее предшествует первому. Например: Please **give me this book**.

   Miss Mary teaches **us French**.

Вопросительное предложение. Типы вопросов

Общий вопрос /Yes, No-question/ – вопрос, требующий ответа “Да” или “Нет”. Специальный вопрос /Wh-question/ – вопрос, начинающийся с вопросительного слова. Альтернативный вопрос /Alternative...
question/ — вопрос выбора, Разделительный вопрос /Tag-question/ соответствует в русском языке “не так ли?”, “не правда ли?”

Построение общего вопроса

а) с помощью вспомогательного глагола do (для настоящего времени)
Does he/she live in ? Moscow? – Yes, he/she does. No, he/she doesn’t.
Do they work every ? day? – Yes, they do. No, they don’t.

б) со сказуемым, выраженным глаголом be (быть)
Am I ? free? – Yes, you are. (Да). No, you are not. (Нет).
Is he/she a ? student? – Yes, he/she is. No, he/she isn’t.
Are they at ? home? – Yes, they are. No, they are not (aren’t).

Построение специального вопроса

а) What (что) do you (does he) study?
What subjects (какие предметы) do you study?
Which lesson (который по счету урок) do you study?
When (когда)? What time (в какое время) do you study?
Where (где) do you study?
Where do you go to every morning (куда)?
Why (почему) do you study?
How well (как) (когда интересуются качеством*) do you (does he) study?
How many subjects (сколько) do you study?
How much material (сколько) do you study every day?
Whom (кого) do you teach? (обучаеет)
Whose children (чьих детей) do you teach?
Who teaches you English? (кто)

b) What’s this? – Что это?
Who are you? – Кто вы? (Ваша фамилия?)
Whose bag is this? – Чей это портфель?
Whose books are these? – Чьи это книги?
What’s there on the table? – Что находится на столе?
Where is your car? – Где ваша машина?
When are you free? – Когда вы свободны?

* В иных случаях употребляют “how”, e.g. How do you get to the office? (Как вы добираетесь до работы?)
How are you? – Как вы себя чувствуете?
How old are you? (How old is she?) – Сколько вам (ей) лет?
How many are you? – Сколько вас?
Why are you late? – Почему вы опоздали?
Why is he absent? – Почему он отсутствует?

Построение альтернативного вопроса

Do you study / English or / French?
Does your friend live in / London or in / Moscow?
Are you usually free in the / morning or in the / evening?
Is this a / pen or a / pencil?
Have you a / son or a / daughter?

Построение разделительного вопроса

You learn / English, / don’t you?
Mr. Brown knows / German, / doesn’t he?
Your family is / small, / isn’t it?
The students are at the / lecture now, / aren’t they?
You have many foreign / books, / haven’t you?
You don’t / smoke, / do you?

Exercises

1. Make up questions according to the patterns, using the words in brackets.

Pattern

1. Do you speak English (know Russian, read French, write German)?
2. What do you see (need, like, want, read, translate)?
3. What books do you read? (films – see, subjects – study, language – know)
5. Where do you live? (work, study, meet, take a rest, have lunch)
6. When do you get up? (go to the office, leave home, go to bed, have classes, finish work, have dinner)
7. How do you feel? (get to the office, like today’s weather)
8. How long does it take you to wash? (to have breakfast, to get to the office, to do your English home work, to do morning exercises)

10. How much time do you need? (money – want, paper – need, sugar – want with your tea)

11. Whom do you meet? (help, need, go to the cinema with)

12. Whose works (учит труда) do you study? (whose car – use, whose children – teach)

13. Why do you go to bed late? (get up early, come home in the evening, call me up very seldom)

2. Form a disjunctive question by adding the question part to the following statements.

   1. Mr. Fox is a good manager,...?
   2. You are very busy now,...?
   3. Ours is the market economy,...?
   4. The Academy of National Economy is the main management study center,...?
   5. They are participants of the MBA* Programme,...?
   6. You are sure of your successful studies at the Academy,...? (учеба)
   7. Mr. Brown is regarded as a leading specialist in electronics,...?
   8. Ann and Bess are not sisters,...?
   9. We develop a new management system,...?
   10. You support this project,...?
   11. You don’t support this project,...?
   12. Your friend studies various subjects at the Academy,...?
   13. Your friend doesn’t study French,...?
   14. They enjoy their studies,...?
   15. You take a course in Financial Management,...?
   16. Mr. Gray runs a big factory,...?
   17. Upon graduation the trainees get a certificate,...?
   18. The participants submit their papers in June,...?
   19. You have a camera,...?
   20. He has a car,...?
   21. She has no children,...?
   22. Our manager has a lot of work,...?
   23. Our students do not take an examination in these subjects,...?

3. Think of alternative questions according to the models.

   1. Are you (we, they) ... or ...? (a student or a teacher) (busy or free)
   2. Is he (she, it) ... or ...? (old or young) (big or small) (good or bad)

* Master of Business Administration.
3. Do you (we, they) ... or ...? (work or study) (work tomorrow or not)  
4. Does he (she, it) ... or ...? (live in New York or in Paris) (like it or not)  
5. Have you (we, they) ... or ...? (a room or a flat) (many or few children)  
6. Has he (she, it) ... or ...? (a son or a daughter) (much or little work)  
7. Can you read or can you speak English? (play chess or checkers)  
8. Do you work or do you study? (work as a financial director or a manager)  

4. Translate into English.  


Видо-временные формы английского глагола

Действительный залог The Active Voice

<table>
<thead>
<tr>
<th>Present</th>
<th>= … заканчиваю</th>
<th>= … уже закончил</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simple</td>
<td>I usually finish work</td>
<td>обычно</td>
</tr>
<tr>
<td>(простая форма)</td>
<td>at 5.</td>
<td></td>
</tr>
<tr>
<td>Continuous</td>
<td>I am finishing the work now.</td>
<td></td>
</tr>
<tr>
<td>(продолженная)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perfect (перфектная)</td>
<td>I have finished the work.</td>
<td></td>
</tr>
<tr>
<td>Perfect Continuous (перфектно-продолговенная)</td>
<td>I have been working here for 2 hours (since the morning).</td>
<td>= ... работаю здесь в течение двух часов (с утра)</td>
</tr>
</tbody>
</table>

Past

S. I finished the work yesterday. — … закончил вчера (т.е. в прошлом)  
C. I was finishing the work at 5 o’clock yesterday (when you came). — … заканчивал (в определенный момент, в прошлом, т.е. в 5 часов, когда вы пришли)  
P. I had finished the work by — … уже закончил (к определен-
5 o’clock yesterday (by the time you came).  

P.C. **I had been working** here for 5 years by last year.  

ному моменту в прошлом, т.е. к 5 часам или когда вы пришли)  

... **проработал** здесь 5 лет до прошлого года

### Future

S. I’ll finish the work tomorrow.  

C. I’ll be finishing the work at this time tomorrow (when you come).  

P. I’ll have finished the work by 5 o’clock tomorrow (when you come).  

P.C. I’ll have been working here for 5 years by next year.  

= ... **закончу** завтра  

= ... буду **заканчивать** (в определенный момент в будущем, т.е. в это время завтра, когда вы приедете).  

= ... уже **закончу** к 5 часам завтра или когда вы приедете  

= ... проработаю здесь 5 лет к будущему году

### Страдательный залог The Passive Voice

#### Present

**Simple**  
Many houses are built here  

= ... строятся, строят каждый год  

**Continuous**  
Many houses are being built at this time.  

= ... строятся/строят сейчас  

**Perfect**  
Many houses have been built in our street.  

= ... уже построены, построили

#### Past

S. Many houses were built here last year.  

C. Many houses were being built at this time last year.  

P. Many houses **had been built** by 1993 (when we arrived here).  

= ... были построены, построили  

= ... строилось в то время  

(когда мы прибыли сюда)

= ... были построены к 1993 г.

#### Future

S. Many houses will be built here next year.  

C. Many houses will be built at this time next year.  

P. Many houses will have been built here by next year.  

= ... будут строить, построят  

= ... будут строить, построят  

= уже построят, будут построены
Topic: OCCUPATION

Dialogue 1

– What’s your profession? (What are you by profession?)
– I’m an engineer in electronics.
– I see. And where do you work?
– I work at a big automobile plant.
– How long have you been working there?
– For about 8 years or so.
– What’s your main duty (responsibility)?
– I’m responsible for technical supervision of electronic equipment. I also do some other work by order of my team-leader.
– Are you satisfied with your job?
– Yes, of course, otherwise I wouldn’t be working there. I’m satisfied in every respect.

Dialogue 2

– What do you do?
– I’m a lawyer.
– Do you like your job?
– Sure. It’s rather interesting and fruitful.
– What do you have in mind?
– I mean to say that in performing my duties I deal with people and assistance which I try to render them.
– But is there anything about your job that you dislike?
– Well, I work very long hours. Very often I stay at the office till 8 or 9 o’clock in the evening. If I’m short of time, and this happens very often, I have to take work home. Another bad thing is that my holiday is only 20 days a year. To be frank with you, I prefer less money and more holiday.
– I see. Thank you.

Words

duty (responsibility) – обязанность; долг
to be responsible for – быть ответственным/отвечать за
supervision – контроль
by order of our team-leader – по распоряжению нашего руководителя группы
to be satisfied with – быть удовлетворенным чем-то
otherwise – в противном случае
in every respect – во всех отношениях

18
lawyer ['lɔːjə] – адвокат, юрист; fruitful – плодотворный
to deal with – иметь дело с
What do you have in mind? – Что вы имеете в виду?
to perform one's duties – выполнять обязанности
to render assistance – оказывать помощь
to be short of time – не иметь достаточно времени
holiday – отпуск; день отдыха; праздник
to prefer – предпочитать
I have to take... – Мне приходится брать...
to be frank with you – откровенно говоря

Tasks

1. Practise reading the dialogues, then learn them by heart.
2. Act out the dialogues with your partner.
3. Learn unfamiliar terms.
4. Ask and answer according to the patterns.

Pattern 1

What do you do? I’m an engineer.
What’s your profession? an accountant
What are you by profession? an economist
What’s your occupation? an operator
What’s your trade? lawyer
a clerk
What does your sister/brother/do? She is a typist.
What’s your brother by profession? He is a driver.
What’s your friend’s occupation? a receptionist
a manager
Financial Director
Head of a department
Deputy Head of a department
Assistant Head

Pattern 2

Are you satisfied with your job? Yes, I am. No, I am not.
salary?
position?
business?
working conditions?
living conditions?
the results of the examination?
Pattern 3

How long have you been working for/with/this company?
– I’ve been working here for ... years.

5. Make up sentences of your own according to the patterns.

Pattern 1

Who(m) do you work for/with?
I work for/with the Parker’s Company (Browns’, Adams’, Robinson’s, Bakers Ltd. Maccone’s, Fox Brothers).

Pattern 2

What’s your job/title/?
I’m General Manager (Production, Property, Financial, Advertising, Personnel, Sales & Marketing, R&D (Research and Development), Promotion, Export & Sales, Technological;
a legal assistant (financial controller, senior consultant, automation engineer, computer specialist, chief mechanic).

Pattern 3

What field do you work in? What department do you work at? I’m in computers (purchasing, sales, marketing, training, distribution, production, finance, promotion, customer accounts, accounting, management services, logistics).

6. Write a composition about your job and profession.

---

Topic: AT THE OFFICE

What I usually do at the Office

Speaking about my job, I must say I’m always very busy. In other words, I always have a busy job schedule [ˈskedʒul] [ˈsedʒul]. You may ask why. Because I’ve got a lot of work to do every day. And it is not surprising: I work for a large company as General Manager.
I come to the office in the morning and stay there practically all day long.
At the office I look through the mail, read cables and telexes and write business letters.

I also talk business over the telephone, receive clients, and make different arrangements [əˈreɪndʒmənts]. Sometimes when we have a staff [stɑːf] session, I have to speak at it. I usually finish my work at 6 o’clock p.m. and go home. To be frank with you, I’m always tired [taɪəd] after work, but I like it and do it with pleasure [ˈpleʒə].

**Words**

*at the office (at work) – на работе*
*to go (come) to the office – ходить/приходить/на работу*
*a job schedule – рабочий график*
*a busy schedule – напряженный график*
*I’ve got a lot of work to do. – У меня масса дел.*
*it is not surprising [səˈpraɪzɪŋ] – неудивительно*
*to stay – оставаться*
*all day long – весь день*
*to look through the mail (post) – просматривать почту*
*cables = telegrams – телеграммы*
*business letters – деловые письма*
*to talk business over the telephone – вести деловые разговоры по телефону*
*to receive clients [rɪˈsaɪv klaɪənts] – принимать клиентов*
*to make different arrangements – договариваться по различным вопросам*
*staff session (conference) – собрание сотрудников/коллектива*
*I have to speak. – Мне приходится выступать.*
*to be tired [taɪəd] – быть усталым*
*with pleasure [ˈpleʒə] – с удовольствием*

**Questions**


**Tasks**

1. Read the text.
2. Learn the new words.
3. Answer the questions.
4. Tell a story about what you usually do at the office.

---

**Topic: NOUNS**

**Существительные**

**Исчисляемые**

Имеют формы единственного
и множественного числа

- a table – tables
- a pen – pens
- a cap – caps
- a match – matches[iz]

**Неисчисляемые**

Не имеют формы множественного числа. К ним относятся:

- названия веществ, материала:
  - air, water, chalk, earth
- абстрактные понятия:
  - freedom, love, hatred

**Существительные, употребляемые**

**только в форме**

единственного числа

- knowledge – знания
- information – сведения
- advice – совет
- money – деньги
- work – работа / как физический труд/
- weather – погода
- permission – разрешение
- news – новости
- progress – прогресс, успех

**только в форме**

множественного числа

- trousers – брюки
- spectacles – очки
- goods – товары
- clothes – одежда
- scissors – ножницы

Обычная форма множественного числа существительных – s, e.g. caps[s], pens[z], papers[z], plays[z], bags[z], boxes[iz], matches[iz], kisses[iz].

Орфографические изменения при прибавлении окончания – e(s), e.g. city – cities, study – studies, leaf – leaves, knife – knives.
Особые формы образования множественного числа существительных

<table>
<thead>
<tr>
<th>едиственное число</th>
<th>множественное число</th>
</tr>
</thead>
<tbody>
<tr>
<td>man [mæn] – человек, мужчина</td>
<td>men [mɛn]</td>
</tr>
<tr>
<td>woman [u:m] – женщина</td>
<td>women [wʊmən]</td>
</tr>
<tr>
<td>child [aɪld] – ребенок</td>
<td>children [tʃɪldrən]</td>
</tr>
<tr>
<td>tooth [tuːθ] – зуб</td>
<td>teeth [tiːθ]</td>
</tr>
<tr>
<td>foot [fuːt] – ступня</td>
<td>feet [fiːt]</td>
</tr>
<tr>
<td>goose [guːs] – гусь</td>
<td>geese [ɡiːz]</td>
</tr>
<tr>
<td>mouse [maʊs] – мышь</td>
<td>mice [maɪs]</td>
</tr>
<tr>
<td>louse [laʊs] – вощь</td>
<td>lice [laɪs]</td>
</tr>
</tbody>
</table>

---

**Topic: POSSESSIVE CASE**
(падеж принадлежности, отвечающий на вопрос ЧЕЙ?)

**Форма:** Ann’s room, the students’ books, my friend’s name, Fox’s firm.
Употребляются имена собственные, а также слова, обозначающие время, расстояние, названия стран, городов, например: an hour’s break, a five minutes’ walk, today’s newspaper, yesterday’s meeting, tomorrow’s lecture, a mile’s distance, France’s economy, Moscow’s streets.

Suggest the English for:

1. Много женщин и мало мужчин, маленькие дети, много воздуха, мало воды, большие успехи, 555 футов, эти сведения, глубокие знания, много хороших советов, много работы и мало денег, эти новости, цены на эти товары, плохие зубы, носить теплую одежду. Где мои очки? Эти брюки немного коротки для меня. Какие новости?

2. Квартира моего друга, имя его сестры, фамилия ее отца, машина их управляющего, промышленность Британии, дети этих женщин, женщины наших сотрудников, платёж Бесс, книги тех студентов, знакомые их родителей, на сегодняшней лекции, в вчерашних газетах, относительно завтрашнего собрания, продукция (продукты) этой фирмы, на улицах Рима, одежда этих мальчиков.
## Topic: PRONOUNS

<table>
<thead>
<tr>
<th>Личные</th>
<th>Притяжательные</th>
<th>Указательные</th>
</tr>
</thead>
<tbody>
<tr>
<td>Им. пад.</td>
<td>Объектный пад.</td>
<td>Присоединительная форма</td>
</tr>
<tr>
<td>I</td>
<td>me { мне}</td>
<td>my мой</td>
</tr>
<tr>
<td>you</td>
<td>you { вас}</td>
<td>your ваш</td>
</tr>
<tr>
<td>he</td>
<td>him { ему}</td>
<td>his его</td>
</tr>
<tr>
<td>she</td>
<td>her { ей}</td>
<td>her ee</td>
</tr>
<tr>
<td>it</td>
<td>it { его}</td>
<td>its { ee (неодуш.)}</td>
</tr>
<tr>
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Suggest the English for:

1. Я знаю его и его семью. 2. Я не знаю ни ее, ни ее родителей. 3. Мы пригласили их и их знакомых. 4. Ваша квартира такая же большая, как и наша. 5. Наша машина дорогая, а их дороже. 6. Это блокнот, а то тетрадь. 7. Это газеты, а то журналы. 8. Эти газеты свежие, а те журналы старые. 9. Это ваши книги? – Нет. Мои на полке. 10. Где вы достаете такие книги? 11. Трудно ответить на такой вопрос.
Артикль – это оформитель существительного. В английском языке существует два артикля: неопределенный а (an) и определенный the [ði]: [ði].

Неопределенный артикль оформляет исчисляемое существительное в единственном числе и употребляется, когда нужно дать название предмету и показать, что он является одним из предметов данного класса.

e.g. I have a pen. There is a book on the table.
This is a man. I saw a French film yesterday.

Исторически неопределенный артикль произошел от числительно-го “one” (один). Он не употребляется:
– с существительными во множественном числе;
– с неисчисляемыми существительными, обозначающими материал, вещество;
– с существительным, имеющим определение, выраженное указательным, притяжательным местоимением или другим существительным в притяжательном падеже:
Ann’s bag, Peter’s car, Mr. Fox’s office; с существительными: advice (совет), news (новости), information (сведения), progress (успех), money (деньги), knowledge (знания), weather (погода), permission (разрешение), work (работа); с существительным с определением, обозначающим номер: Exercise 5, Room 10, House 7.

Определенный артикль исторически произошел от указательного местоимения this (этот) и употребляется:
– при обозначении предмета, известного говорящему и слушающему, т.е. когда из предшествующего контекста ясно, о каком предмете/явлении/идет речь: I saw a new film yesterday. The film was interesting.
– когда ясно из окружающей обстановки, о каком предмете идет речь: Open the window, please. Come up to the blackboard.
– с существительными, обозначающими предметы, единственные в своем роде: the sun, the moon, the Earth, the Mars;
– с любым существительным, имеющим ограничивающее определение, чаще всего с предлогом of: the name of the street, the students of group 2;
– с названиями океанов, морей, рек, озер, горных цепей, кораблей, газет, общественных мест (кинотеатры, отели и др.), а также некоторых государств (федераций): the Atlantic Ocean, the Black Sea, the Baikal Lake, the Alps, the Crimea, the Caucasus, the Queen Elisabeth, the Daily Telegraph, the Hilton, the USA;
– с существительными, обозначающими социальные, политические, национальные, религиозные группы и объединения: the workers, the
Communists, the Labour Party, the opposition, the Russians, the moslems, а
tоже с существительными, объединенными одним признаком, одной
чертой: the sick, the deaf, the dumb, the unemployed, the rich, the poor.

Exercise

Условный перевод

Какой артикль вы бы поставили перед подчеркнутым существительным?

1. Где управляющий? — Он в одной из комнат на 2-м этаже. Каков
   номер комнаты? — Я не помню. Посмотрите на дверь.
2. Клиентам не следует оставлять ценные вещи (valuables) в номерах.
3. Врач сегодня не принимает. Приходите завтра утром.
4. Кто Виктор по профессии? — Он врач. Кстати, он очень хороший
   врач.
5. Я вижу в комнате новый телевизор. Телевизор иностранного
   производства, если я не ошибаюсь.
6. Зимой земля здесь покрыта снегом.
7. Снег вокруг этого завода черный.
8. У моего друга новая машина. Марка машины мне неизвестна.
9. Вчера я видел (один) фильм. Это был американский триллер.
10. Вчера я видел фильм, который вы рекомендовали мне посмотреть. — Вам он понравился? — Да, фильм интересный, но музыка мне
    не понравилась. Я не люблю джазовую музыку.
11. Название этого лайнера “Королева Мэри”. Он такой же боль
    шой, как и корабль “Россия”.
12. В прошлом году мы путешествовали по США и Европе, были в
    Альпах и на Черном море. В этом году мы собираемся отдыхать на
    озере Байкал.
13. Сейчас богатые становятся еще (still) богаче, а бедные еще беднее.
14. Все слушатели Академии сдают экзамены по Управлению и
    Экономике.
15. Эти молодые люди — бизнесмены, каждый из которых управляет
    малым предприятием.
16. Он не помнил ни названия, ни адреса отеля.
17. Я не хожу в кино. Я предпочитаю смотреть фильмы по телеви
    зору (он TV).
18. На стене моего кабинета нет цветов, на них картины. Картины
    очень красивые.
19. Газеты не на столе. Они на книжной полке, слева от окна.
20. Это — печальные новости. Они пришли из Большого театра.
    Умер дирижер Самосуд. это был замечательный музыкант и человек.
21. Я хочу дать вам один совет: не занимайтесь в 5-й аудитории, там
    очень холодно.
Mr. Bell’s Business Activities

Mr. Bell is a leading specialist at the Ministry of Trade. His colleagues often go to different countries to do business with foreign firms.

Mr. Bell works in Geneva at the Standing Mission of Russia in Switzerland. He is in charge of a section dealing with economic activities and trade operations in particular.

Mr. Bell’s job schedule is very tight. He’s got a lot of work to do almost every day. As soon as he appears in his office, he starts looking through business mail, British and American newspapers and journals. He is interested in the latest political and business events. Then he begins to receive visitors, mostly clients.

During the day Mr. Bell meets foreign businessmen and discusses with them various questions relating to prices for different goods, terms of payment, shipment and delivery. Very often he discusses business matters on the phone with various trade organisations outside the country.

Mr. Bell takes part in organising trade exhibitions and fairs in Switzerland and other European countries. He also participates in striking numerous transactions, concluding economic treaties and signing trade agreements.

In his activity Mr. Bell attaches great importance to the improvement of interstate relations, having in mind, in the first place, the development of trade relations between our countries.

Words

*trade* – торговля
*shipment* – перевозка
*to do business* – иметь деловые отношения, вести бизнес
*Standing Mission* – Постоянное представительство
*delivery* – доставка
*to be in charge of* – заведовать
*exhibition* – выставка
*to deal with* – иметь дело с
*fair* – ярмарка
*in particular* – в частности
*to participate* – участвовать
*tight* – плотный, напряженный
*to strike (struck) a transaction (deal)* – заключать сделку
*as soon as* – как только
to conclude treaties – заключать договоры

to appear – появляться

to be interested in – интересоваться

to sign agreements – подписывать соглашения

to receive clients – принимать клиентов

goods – товары, товар

to attach importance to – придавать значение

terms of payment – условия оплаты

having in mind – имея в виду

improvement – улучшение, совершенствование

Questions


Task

Read the text and answer the questions. Say a few words about your business activities.

Problems I am faced with in my work

As you know I’m working for the company Electronics Ltd. (limited) as General Manager. I must admit, I’m as busy as a bee because I’ve got a lot of work to do at the office. To put it in another way I’m head over ears in work. One may think I’m complaining of my work. Nothing of the kind. I like my job and do my best to perform my duties honestly.

Apart from my office duties I have to perform other kinds of activities. According to my job schedule (and I always have a busy schedule) from 2 till 4 o’clock I receive clients. They apply to me with various questions which need immediate attention, and a rapid solution. Among them there are issues relating to production, promotion, sales and commerce, personnel, education and training, marketing, technology, finances, and others. I won’t be boasting if I say that I always manage to solve all the questions successfully those, of course, which are in my competence.
Words

I must admit — должен признать
as busy as a bee — занят как пчела
to be faced with — столкнуться, оказаться перед лицом
I'm head over ears in work — по уши в работе
one may think — можно подумать
to complain — жаловаться
nothing of the kind — ничего подобного
to do one's best — сделать все возможное
to perform duties honestly — выполнять обязанности честно
apart from — помимо
according to my job schedule — по рабочему графику/распорядку дня/
to apply — обращаться
a rapid solution — быстрое решение
to relate to — относиться к
production — производство
promotion — реклама, продвижение продукции
sales and commerce — распродажа (сбыт) и торговля
personnel [paːsə′nel] — личный состав, кадры
education and training — подготовка
technology — технология
I won't be boasting if I say... — Я не буду хвастаться, если скажу...
to manage — удаваться, ухитриться
to solve questions — решать вопросы

Questions


Dialogue

— Are you still working with the Company Electronics Ltd?
— That’s right.
— How do you feel about your job there?
— To be frank with you, I like it though I’m head over ears in work.
— I guess you’ve got many duties to perform. What are your responsibilities?
— I’m responsible for solving questions relating to production, promotion and sales. Sometimes I have to consider the matters concerning marketing, advertising and finances.
— Do you succeed in solving all these questions successfully?
— At least I’m trying to. In most cases I do manage to find a successful solution (мне действительно удаётся).
— Are you faced with difficulties while performing your duties?
— Of course. And it’s quite natural. Most often they refer to organizational, financial or human resources (personnel) matters.
— I see. Thank you.

**Tasks**

1. Read the text, and the dialogue. Role play the dialogue.
2. Learn new words, and answer the questions.

---

**Topic: LEARNING ENGLISH**

**Learning English is a Piece of Cake for me**

(Mr. Bobin and Mrs. Adams are talking at tea)

Mrs. Adams: Tea or coffee for you?
Mr. Bobin: Tea, please. I don’t take coffee.
— Do you want milk in your tea?
— Yes, thank you, but not very much. And no sugar, please.
— Are you tired to speak English all the time?
— Who? Me? Oh, no. It’s always a pleasure for me to speak English.
— Your English is very good.
— Oh, thank you. It sounds complementary. You know, I work at the Ministry of Foreign Economic Relations and learn English on the job (at my office).
— That’s fine. How often do you have lessons?
— Four lessons every week.
— I see. The lessons are interesting, aren’t they?
— Oh, yes. At the lessons we read and translate, but mostly speak.
— Do you find it difficult to learn English?
— I wouldn’t say I do. Learning English is a piece of cake for me.
— Your work helps you to master English, doesn’t it?
– It certainly does. Very often I speak English during the talks and discuss different problems with our customers (clients). How many foreign languages do you speak, Mrs. Adams?
– Only one – French and not very well.

Words

to learn (learned/learnt) – учить что-либо, научиться чему-либо
to talk – говорить; to take (took, taken) – брать, взять; to take tea – пить чай
to be tired [taɪd] – уставать, быть усталым
to read (read, read [rɔd]) – читать; to write (wrote, written) – писать
to speak (spoke, spoken) – говорить
to master [ˈmɑ:stə] – овладеть
to discuss [dɪˈskʌs] – обсуждать
difficult/hard/ – трудный; easy [eizi] – легкий, простой/по содержанию/
foreign [fəˈrɪn] – иностранный
economic relations – зд. внешнеэкономические связи
office – офис, контора, учреждение; to go to the office – ходить на работу
mostly [ˈməʊstli] – главным образом, преимущественно
talks – переговоры; to hold t. – вести переговоры
customer – покупатель, клиент
often – [ɔːfn] – часто; seldom – редко
at tea – за чаем; all the time – все время

It’s a pleasure [ˈpleʒə] for me to... – Мне приятно...
It sounds complementary. – Звучит как комплимент.
Is it difficult for you (to)...? – Вам трудно...?
It isn’t difficult for me (to)... – Мне не трудно...
a piece of cake – легко, нетрудное дело

 Tasks

1. Read and dramatize the dialogue.
2. Do the exercises.

Exercises

1. Compose sentences according to the patterns. Use the words given in brackets. In case of questions, give your replies.

I don’t take coffee. He doesn’t take coffee.
(study this subject, learn French, want milk in my tea, likes sugar in his coffee, speak German, work at the Ministry of Foreign Economic Relations, have English classes every day, want to discuss the problem).
II. Do you find it difficult to learn English?
(study management and marketing, learn German, speak French, read
English, write Russian, master a foreign language, work at the office,
discuss such questions with customers).
Answer: Yes, I do. I find it difficult to...
No, I don’t. I don’t find it difficult to...
or: I wouldn’t say I do. It’s rather easy for me to...

III. It’s always a pleasure for me to do it.
(speak English, talk to you, help my friends, discuss such issues, keep
you company, meet Mr. Bell, have English classes).

IV. Are you tired to speak English all the time?
talk about business, write business letters, read such papers, trans-
late, discuss such problems, meet customers, learn a foreign language).

2. What have you learned from the text about Mr. Bobin and Mrs. Adams?
Answer: From the text I’ve learned that (translate into English):
– г-н Бобин и г-жа Адамс беседуют за чаем,
– г-н Бобин не пьет кофе,
– г-н Бобин работает в Министерстве внешнеэкономических свя-
зей,
– г-н Бобин хочет овладеть иностранным языком,
– г-н Бобин имеет четыре урока каждую неделю,
– уроки английского языка очень интересные,
– г-н Бобин часто говорит по-английски во время переговоров,
– г-жа Адамс знает только один иностранный язык – французский,
– г-ну Бобину всегда приятно (it’s always a pleasure for Mr. Bobin)
gоворить по-английски,
– г-ну Бобину изучение английского языка дается легко (it’s easy
for Mr. Bobin to study).

3. Suggest the English for:
1. Вы пьете чай или кофе? – Я не пью кофе. Я пью чай с молоком и
сахаром.
2. Вы находитете трудным изучение иностранного языка? – Нет.
3. Мне дается легко изучение английского языка. Я знаю немецкий.
4. Мне всегда приятно/для меня удовольствие/видеть вас и погово-
рить с вами по-английски.
5. Вы устали обсуждать такие вопросы все время? – Да.
Topic: WORKING DAY

My Working Day

Here is a picture of what I usually do on week-days. My working day begins very early. Every morning I get up at a 7 o’clock. Then I do my morning exercises, wash, get dressed and have breakfast. After breakfast I go to the Academy. I usually go there by bus and the underground. It takes me half an hour to get to the Academy. Classes begin at 8.45 (a quarter to nine) and last till 5 p.m.

At an English class we usually read, write and speak English. We answer the teacher’s questions and do various exercises. After classes I normally go home. Sometimes I stay at the library. There I look through periodicals, read books and prepare for my next day’s classes.

In the evening I usually take (have) a short rest: I listen to music, watch (see) TV or go for a walk. At about midnight I go to bed.

Words

*to begin* – начинать/ся; *early* – рано; *to get up* – вставать/ото сна/  
*to do morning exercises* – делать утреннюю зарядку  
*to wash* – умываться, стирать; *to take a shower* – принимать душ  
*to get dressed* – одеваться  
*to go by bus/trolley-bus, the underground* – ехать на автобусе/троллейбусе/на метро  
*It takes me half an hour to...* – Мне требуется полчаса, чтобы...  
*to last* – продолжаться; *at midnight* – в полночь  
*to go to bed* – ложиться спать; *in midday* – в середине дня  
*to look through* – просматривать  
*to have breakfast/lunch/dinner/supper* – завтракать/обедать/ужинать  
*to go for a walk* – ходить на прогулку  
*to answer questions* – отвечать на вопросы; *various* – различный  
*to stay at the library* – оставаться в библиотеке; *to prepare for* – готовиться к

Questions

Tasks

1. Read the text.
2. Learn the unknown words.
3. Answer the questions.
4. Describe your working day (in writing).

Job Routines

Here are a few words about my job routines. The first job of the day is the post. My secretary sorts out those letters which need immediate attention. About 9 o’clock I have a daily meeting with Peter Brook. He is my deputy. We run through the agenda for the day. Besides, I have a regular morning meeting with my Finance and Sales Directors. In midday I have a lunch-break. Very often I have lunch out with my customers. On Friday afternoon we usually have a weekly Management Committee session. About 5 p.m. I leave the office for home. Sometimes I draw up my work schedule in advance.

Words

*job routines* [ru’ti:nz] – установленный порядок дня/работы
*to sort out* – сортировать, выбирать
*to run through the agenda* – “пробежать” повестку дня
*to lunch out* – обедать вне места работы/дома
*to draw up a work schedule* – составлять график/расписание/рабочего дня

Work Schedule

8.30 Looking through business mail and papers.
9.00 Meetings with Finance and Sales Directors.
10.00 Receiving clients.
12.00 Lunch (in the Company canteen).
14.00 Management Committee session.
15.00 Inspecting MB plant (outside London).

Questions

1. What’s your first job of the day? 2. Who sorts out your morning mail? 3. Whom do you meet with about 9 o’clock? 4. Whom else do you have your morning meeting with? 5. When do you have a lunch break? 6. Do you often lunch out? 7. What do you usually have on Friday afternoon? 8. When do you usually leave the office for home? 9. Do you or does your secretary draw up your work schedule? 10. Do you draw your diary in advance?
<table>
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<th>trade fair opening</th>
<th>trade fair closing</th>
<th>free</th>
<th>arrive in Zurich</th>
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</thead>
<tbody>
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<td></td>
<td>lunch with market direct. go to Leeds Hotel Savoy</td>
<td>trade fair</td>
<td>12.30 train to London 14.00 meeting with clients</td>
<td>plane to Zurich BA 671</td>
<td>plane to London SA 87 departure 15.30</td>
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<tr>
<td>afternoon</td>
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</table>

**Monday**  
[ˈmændi] (понедельник)  
**Tuesday**  
[ˈtjuːzdi] (вторник)  
**Wednesday**  
[ˈwenzdi] (среда)  
**Thursday**  
[ˈθæzdi] (четверг)  
**Friday**  
[ˈfraɪdi] (пятница)  

**Saturday**  
[ˈsætədi] (суббота)  
**Sunday**  
[ˈsændi] (воскресенье)  

### Tasks

1. Read the text.
2. Learn new words.
3. Answer the questions.
4. Draw up your work schedule, and your diary (for a week).
5. Learn the names of the week-days.
6. Retell the text.

### A Day in the Life of Jane Scott

Jane Scott, a well-known businesswoman of London. At 25 she started "Scott’s Good Food", a small catering company. Turnover is now 8 million pounds, she employs 350 staff, and is responsible for the work of her small restaurants.

To begin with, sometimes I get up at 5, but when I can sleep, I get up much later. After that I have some exercise and take a shower. I usually start a day with a cup of tea. I can easily do without breakfast. I simply don’t feel
hungry in the morning. So I rarely have breakfast. My next movement is
going to the office. I get to the office at half past seven. During the day I do
a lot of things: speak to many people on the phone, meet my staff and cli-
ients, and visit my restaurants. You can hardly imagine what a great num-
ber of questions I have to solve every day. I always have lunch in one of my
restaurants to see how well the chefs are doing. I eat with my colleagues, but
we never talk shop at table. On a normal day I finish work about 7 p.m. and
go home where my husband is waiting for me to have dinner. I must admit
he helps me in the business, and I’m very greatful to him. I go to bed rather
early being guided by the principle: early to bed and early to rise makes a
man healthy, wealthy and wise. Sometimes in the evening I do some paper
work or business reading. I go for a walk, whatever the weather, and always
take my doggy.

Questions

Ask your partner the following questions about J. Scott’s working day.
1. What do you know about J. Scott as a businesswoman? 2. What does she start
a day with? 3. Why doesn’t she have breakfast? 4. What is she busy with during
the day? 5. When does she finish work and go home? 6. What does she do at home
in the evening? 7. Who helps her? 8. What principle is she guided by while going
to bed?

Words

to do without – обойтись без
to talk shop – говорить о делах
my next movement – затем я иду
whatever the weather – при любой погоде
You can hardly imagine... – Вряд ли/едва ли/вы можете представить...
how well the chefs are doing – как справляются главные повара
wealthy [ˈwelθi] – богатый
wise – мудрый
catering – общественное питание
turnover – оборот
employs – имеет в штате, содержит
staff – штат сотрудников
Topic: BIOGRAPHY

About myself

Conversation

- Please say a few words about yourself [joʊˈself].
- Do you mean my life story?
- Yes, just the main points.
- Willingly. I was born in 1948 in Moscow in the family of a doctor.
- Where did you spend your childhood [ˈtʃældhju:d]?
- I spent it in my native [ˈneɪtɪv] town.
- How old were you when you went to a college? (What age?)
- I became a college student at the age of 17.
- What institute did you graduate [ˈɡreɪdʒuət] from? And when?
- The Institute of Management in 1970.
- What did you do after that?
- I began working.
- Where do you work now?
- At the Academy of National Economy.
- In what capacity? (What do you do there?)
- I'm a lecturer [ˈlektʃər] in Economics.

Tasks

1. Make a conversation with your partner.
2. Memorise these questions and put them to your partner.
When were you born? Where were you born? In what family were you born? Where did you spend your childhood? How old were you when you went to school/college? What institute (college) did you graduate from? What did you do after graduating from the institute (college)? What do you do now?

A Typical President

The American Institute of Management published some interesting material about life stories of presidents of some large corporations. They collected this material as answers to their questionnaires. They included some questions about the age, education, profession, family background, family life, hobbies and habits into the questionnaires.

Below is the questionnaire with the answers to it.
Your name and surname .......... Jim Armstrong
Your age ............................. I am 50. I was born in 1950.
Your education ...................... I am a college graduate.
Your profession (occupation) .... I am an engineer.
When did you marry? .............. I married at 35.
Whom did you marry? ............. I married the daughter of our president.
What was your father? ............. He was vice president of our company.
What is your hobby? ............... I play football, golf and bridge.
Do you smoke? Drink? ............ I don’t smoke, but I drink a little in the
................................................. intere. ts of my business.

The answers were analyzed, computerized, and published in the following form: “The typical president spends his business life with one company, or in a single industry. He has a college degree, he becomes president before 50, he marries later than most men. He usually begins work as an engineer, he is the son or the son-in-law of the president; he likes sports and has no bad habits”.

Words

*life story* – биография (syn. *biography* – биография в печатном виде)
*questionnaire* ['kwɛstənəri] – анкета; *to include* – включать
*age* – возраст; век; *at the age of* – в возрасте. *What’s your age? At what age?* – *В каком возрасте?*
*education* – образование; *to have a higher education* = *to have a college degree* – иметь высшее образование
*family background* – социальное происхождение
*family life* – сведения о семье

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Questions


Tasks

1. Read the text, translate it, and learn unfamiliar terms.
2. Answer the questions.
3. Give English equivalents of the following:

биография, опубликовать статистический материал, стать президентом компании, собрать информацию о, иметь высшее образование, окончить академию, в возрасте 35 лет, я родился в 1975 году, играть в гольф, анализировать, обрабатывать все данные/всю информацию/на компьютере, включать эти вопросы в доклад, индустрия, иметь вузовский диплом, быть выпускником колледжа, Американский институт управления, иметь плохие привычки, происхождение, в качестве инженера, жениться, холост, анкета, имя и фамилия, рабочие и служащие, зять и теща.
4. Compose sentences according to the patterns, using the words given in brackets.

**Pattern 1**

The information **was given** yesterday.
(announced, received, collected, analyzed, computerized, discussed, published)

**Pattern 2**

What is your ... by profession?
(friend, father, wife, sister, brother, daughter, son, grandmother/father)

**Pattern 3**

I have no dog. He/she has no dog.
(family, children, college degree, higher education, publications, bad habits, hobby, problems, statistical data about our industry)

**Pattern 4**

What’s your name?
(surname, age, education, profession, occupation, family background, hobby, marital status, nationality)

5. Read and retell these texts.

1

I’d like to tell you about my friend’s son. His name is Ben. He is a tall handsome guy sixteen years of age. He lives at home with his parents and a little sister Mary. Last month Ben got his driver’s license, and now he drives an old white car which is his father’s present. He works at a fast-food restaurant after school. These are his likes and dislikes. He likes to read, swim, ride his bike and play with his dog. He dislikes to get up early and write letters. After finishing school Ben plans to go to college, and become an expert in management. As for his sister Mary, she is a school girl. She is in (the) fifth grade. Though she is doing well at school, Ben is always ready to help her if necessary.
Words

handsome guy – красивый парень
driver’s license – водительские права
fast-food restaurant – бистро
to be doing well – успевать, успешно справляться с учебой/работой

2

Let me introduce Jim West to you. Most of the people call him Elvis, because he looks like Elvis Presley, king of rock. He lives in Los Angeles, California. During the day he works as a film editor in Hollywood. In the evening he dresses like Elvis and sings and dances on stage. Hundreds of people come to watch him, and to listen to his hot songs. Some people think that he is crazy, but he is not. It is his unusual manner of acting on stage that makes people think so. Jim is single, and can’t make his final choice among his numerous admirers. Though Jim has no musical education, he is always a great success at the concerts.

Words

editor – редактор
to be crazy – сумасшедший, "тронутый"
it is his unusual manner of acting – именно его необычная манера выступать
to make a final choice – сделать окончательный выбор
numerous admirers – многочисленные поклонники

Task

Read the dialogue and act it out with your partner.

Dialogue

I’m looking for a Girlfriend
(at the Computer Dating Office)

Receptionist: Please come in.
Mr. Parker: Good afternoon. My name is George Parker. I’m looking for a girlfriend.
R.: Will you take a seat, Mr. Parker? May I ask you some questions?
P.: Oh, yes, what about?
R.: Music, for example. Do you like music?
R.: Do you like pop-music?
P.: No, I don’t... and I don’t like jazz.
R.: How old are you, Mr. Parker?
R.: I’m sorry. Can you complete this form later, and send it by post.
P.: I can do it now. Who(m) are you going to offer me as my would-be girlfriend?
R.: Just a minute. Have a look at this photograph. Will you study the girl’s personal data? (Some time later.) So, what do you say? Yes or no?
P.: It’s more “yes” than “no”. Anyhow, I think you can get in touch with her, and send her my photo and passport data.
R.: I see. Thank you.

**Words**

*computer dating office* – Центр знакомств через компьютер
*data* – данные, сведения
*to get in touch with* – связаться с, соединиться с

---

**PRESENTATION CARD**
Surname: Parker
First Name(s): George Paul
Age: 60
Occupation: shopkeeper
*Likes:*
Colours: black, grey and green
Food: beefstake, vegetables
Drink: whiskey, beer, coffee
Recreation: football, cricket
Music: classical music
*Dislikes:*
jazz, dancing

Date: 22.05.99
Signature:

**PRESENTATION CARD**
Surname: Shelly
First Name(s): Jane
Age: 20
Occupation: secretary
*Likes:*
Colours: red, blue and white
Food: fish, fruit, milk products
Drink: juices, dry wines
Recreation: skating, dancing
Music: jazz
*Dislikes:*
physical exercises, dogs

Date: 22th of May, 1999
Signature:

**Questionnaire**

[kwestʃəˈnɛə] (анкета)

Name & Surname
Age
Education (what college/institute did you graduate from)?
Profession (Occupation)
Marital Status [ˈmærɪtal ˈstɛtəs]:
married (when did you get married?)
single
divorced
(underline the necessary word)
Your wife’s/husband’s occupation
Number of Children (количество)
Place of Work
Place of Residence (Address)

Tasks
1. Fill in (out) the questionnaire.
2. Tell your life story according to the sample.

About Myself

Sample

Here is my short life story. I was born in 1970 in Moscow in the family of an employee. I spent my childhood in Moscow. When I was seven years old, I went to school. Ten years later I finished (left) school, and at the age of seventeen I became a college student. I graduated from the college in 1990 and began to work as an accountant.

I work for (with) Lindon Ltd. Now I’m in electronics. I like my job, and work with pleasure. I’m married and have a family. We are three: my wife (husband), my child and I.

Topic: MY STUDIES

At the Academy

I’m a trainee. I study at the Academy of National Economy under the Government of Russian Federation. I’m a participant of the MBA Programme. We study various subjects, such as Management, Economics, Marketing, Finance, Accounting, Business running policy, etc. We learn a foreign language too.

Every day, except Saturday and Sunday, we have lectures and tutorials. I usually come to the Academy at 8.45 (at a quarter to nine) and go to the class-room. I take my books and note-books out of my bag (case) and put
them on the desk. The desk is at the window, in front of the teacher’s table. Behind the table there is a blackboard [ˈblækboʊd].

At 9 o’clock the teacher comes into the room, greets us and the class begins. In midday we have a lunch break. During the break I go to the cafeteria [ˈkæfərɪə] and have lunch there. After classes I usually go home. I come home from the Academy in the evening. On Saturdays and Sundays we have no classes.

**Words**

*a trainee* [treɪˈniː] – зд. слушатель; *studies* – учеба
*a participant* [ˈpɑːtɪsɪpənt] *of the Programme* – участник программы/обучающийся по программе
*Public Administration* – Государственное управление
*except* [ɪksˈɛpt] – за исключением
*lectures* [ˈlektʃəz] *and tutorials* [tjuˈtɔrɪəls] – лекции и практические занятия
*to take… out of…* – вынуть из
*case* [keɪs] – дипломат
*to put* [pʊt] – поставить, положить
*in front of* – впереди; *behind* – позади
*in midday* – в середине дня; *lunch break* – перерыв на обед
*to greet* – здороваться; *during* – во время

**Dialogue**

– Hello, Victor! Glad to see you. How are you?
– Quite well, thank you. It’s nice to see you too.
– I haven’t seen you for ages. What do you do now?/Чем занимаешься?/
– I’m a trainee.
– A trainee? Where do you study?
– At the Academy of National Economy.
– That’s fine. What subjects do you study there?/предметы/
– Why, we study many subjects. We learn English too.
– Do you? Who teaches you English?/Да? Разве?/
– Mr. Brown does.
– How many classes a day do you have?
– Four or five classes.
– When do you finish your classes?
– Usually at about 6 o’clock p.m.
– How do you like your English classes?
– Oh, I like them very much. They are very interesting.
– Is English difficult for you?
– No, it isn’t. I’m keen on English. I want to know it well, and I work at it very hard. Я очень интересуюсь...

Tasks

1. Read the text and study the prepositions.
2. Read the dialogue and act it out with your partner.

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Topic: PREPOSITIONS

Предлоги движения/куда? откуда?/

<table>
<thead>
<tr>
<th>Preposition</th>
<th>Russian equivalent</th>
<th>English translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>to</td>
<td>(в, ко, к, на)</td>
<td>Let’s go to the park. Come up to me. Go to the lecture.</td>
</tr>
<tr>
<td>into</td>
<td>(в, во)</td>
<td>Come into the room. Put the book into the table.</td>
</tr>
<tr>
<td>from</td>
<td>(от, у, из, со)</td>
<td>Step aside from the door. Take my book from Ann. I come home from the Academy (classes) at 6 p.m.</td>
</tr>
<tr>
<td>out of</td>
<td>(из)</td>
<td>Take your books out of your bags. Go out of the room.</td>
</tr>
</tbody>
</table>

Предложи места/где?/

<table>
<thead>
<tr>
<th>Preposition</th>
<th>Russian equivalent</th>
<th>English translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>at</td>
<td>(за, у, на, в)</td>
<td>I sit at this table. Don’t stand at the door. She is at the doctor’s. The students are at the lecture now. Tom is at the theatre.</td>
</tr>
<tr>
<td>in</td>
<td>(в)</td>
<td>We are in the class-room. I live in Moscow.</td>
</tr>
<tr>
<td>on</td>
<td>(на)</td>
<td>The map is on the wall. There is a book on the table. Which floor do you live on? I live on the second floor.</td>
</tr>
<tr>
<td>under</td>
<td>(под)</td>
<td>The box is under the bed. I’m going to retell the text under the title “At the Academy”.</td>
</tr>
<tr>
<td>above</td>
<td>[əˈbʌv] (над)</td>
<td>The lamp is above the table.</td>
</tr>
<tr>
<td>across</td>
<td>(через)</td>
<td>There is a bridge across the river. Go across the field.</td>
</tr>
<tr>
<td>in front of</td>
<td>[ɪn front əv] (перед)</td>
<td>I sit in front of the blackboard. There is a lawn in front of our house.</td>
</tr>
</tbody>
</table>
behind (позади) There is a garden behind the building.
around (вокруг) The students are sitting around the table.
between (между двумя) There is a picture between the windows.
among (среди, между многими) There are few men among the students of our group.

near (около, рядом) There is a Metro station near my house.

**Предлоги времени/когда?/**

in (в) in November, in 2003; in the morning, in the afternoon, in the evening, in winter;
(через) in 3 days, in 5 minutes, in a year, in a month’s time
at (в) at 5 o’clock, at this time, at midnight, at night, at noon
from... till... (с... до...) from 2 till 5, from morning till evening
for (в течение) for an hour, for several days, for a fortnight
during (во время) during the meeting, during the war, during the class
after (после) after the seminar, after classes, after dinner
before (перед, до) before breakfast, before classes, before the war
on (–) on the 7th of November,
(в) on Monday, on my birthday, on a cold winter day
by (к) by May

**Tasks**

1. Suggest the English for:

1. Пойдемте на лекцию. 2. Она состоится в аудитории 15. 3. Я вижу много книг на полке. 4. Мой сын ходит в спортзал/gym/ ежедневно.
5. Кто сидит за этим столом? – Том. 6. Когда Бесс приходит с работы? – Она приходит в 6 часов. 6. Входите в аудиторию, садитесь за стол, вынимайте/take/ваши книги и тетради и начинайте работать. 7. Где работает Наташа? – Она работает в бухгалтерии. 8. Над кроватью висит/there is/карта. 9. Что вы видите под машиной?
Грамматические предлоги

- выражает отношения родительного падежа/принадлежность:
  the name of the street – название улицы
  the room of Ann = Ann’s room – комната Анны
  the economy of France = France’s economy – экономика Франции
  the streets of Moscow = Moscow’s streets – улицы Москвы

- выражают отношения творительного падежа
  by – сила, агент действия: The book was translated by our teacher. – Книга была переведена нашим преподавателем.
  with – инструмент: We cut meat with a knife. – Мы режем мясо ножом.

2. Suggest the English for:

Предлоги места и движения:

а) на столе, за столом, в столе, под столом, над столом, между столами, в стол, из стола, со стола, позади стола, перед столом;

б) 1. Положите книгу на стол. 2. Положите ящик в машину. 3. Не ходите на реку сегодня. 4. Возьмите книги со стола. 5. Не входит в комнату. 6. Не стойте у двери. 7. Выньте ваши тетради из портфелей. 8. Возьмите мои конспекты/notes/у Дюна. 9. Выйдите из комнаты, пожалуйста. 10. Между окнами находится картина. 11. Над кроватью висит лампа. 12. Я прихожу в Академию в 8.45. 13. Перед домом находится газон, а позади дома сад. 14. Где дети? – Они в саду. 15. Слушатели на лекции сейчас? – Нет, они на собрании. 16. Он часто выступает на семинарах? – Да. 17. Пойдемте в парк. 18. Я прихожу домой с занятий в 6 часов.

Предлоги времени:

в мае, зимой, днем, в 1960-м, через неделю, через пять дней, в 7 часов, ночью, в полдень, в воскресенье, 5 октября, в мой день рождения, к 9 часам, к понедельнику, с 5 до 7, после обеда, перед занятиями, в течение часа, в течение двух лет, во время собрания, с утра до вечера, в это время вчера, через десять минут, в понедельник утром, днем, во вторник вечером, с понедельника до субботы, после обеда, 1 сентября;

отсутствие предлога: в этом/прошлом, будущем/году, на этой/последующей, в этом/прошлом, будущем/месяце.
Topic: MY YESTERDAY'S WORKING DAY. PAST SIMPLE

My Yesterday's Working Day

Here is a picture of what I did yesterday. My working day began rather [ə:] early. As usual I got up at 7 o'clock. Then I did my morning exercises, washed, got dressed, and had breakfast. After breakfast I took my books and note-books and went to the Academy. Classes began at 8.45 and went [r] over at about 6 p.m. I had an English class yesterday. In class we read, wrote and spoke English. After classes I went to the library where I looked through periodicals, made notes of some works, and prepared for my next day's class. Then I came home, did my homework and took a short rest. I listened to music and watched TV (saw TV). I did not go for a walk because the weather was bad. It was raining all the time. I read a little and at about midnight I went to bed.

Words

as usual — как обычно

to be over — заканчиваться
to make notes — конспектировать
to do homework — делать домашнее задание

because — потому что

Questions

Образование формы Past Simple правильных глаголов

- I (you, he, she, it, we, they) worked yesterday.
- Did I (you, he, she, it, we, they) work yesterday? Yes, I did. No, I did not (didn’t).
- I (you, he, she, it, we, they) did not work yesterday.

Note 1. Окончание ed после глухих согласных читается [t], после гласных и звонких согласных [d], а после звуков [t, d] как [id].

Note 2. Глагол в форме Past часто сопровождают обстоятельства прошедшего времени: yesterday, the day before yesterday, the other day, ago, last week (month, year).

Tasks

1. Read the text and answer the questions.
2. Learn the three forms of these irregular verbs:

(A) be – was/were – been = быть
do – did – done = делать
have – had – had = иметь
begin – began – begun = начать
get (up) – got – got = вставать
go – went – gone = идти, ехать
take – took – taken = брать, взять
come – came – come = приходить
become – became – become = становиться
read – read – read = читать
speak – spoke – spoken = говорить
see – saw – seen = видеть
spend – spent – spent = проводить, тратить
write – wrote – written = писать

(B) learn – learnt – learnt = учить, научиться делать
hold – held – held = держать, проводить
meet – met – met = встречать/ся
make – made – made = делать, изобретать
sell – sold – sold = продавать
tell – told – told = рассказывать
buy – bought – bought = покупать
pay – paid – paid = платить
leave – left – left = покидать, уезжать
bring – brought – brought = приносить
hear – heard – heard = слышать
build – built – built = строить
send – sent – sent = посылать

3. Say a few words about what you did yesterday morning (afternoon, evening).
4. Do exercises 1, 2.
5. Read, translate and retell this story.

How I Spent Last Saturday

Last Saturday I was free. I had no classes and I didn’t have to go to the Academy. At first I wanted to go to the theatre, but then I changed my mind. I decided to go and see Miss Bell, a friend of mine. She was very glad to see me, and we had a nice talk. I must tell you Miss Bell has a good command of English, and we spoke English all the time. It was a pleasure for me to speak to her. I must say I take a great interest in learning English. That evening we had a tea-party, listened to music, danced a little and saw TV. To cut a long story short, we enjoyed ourselves greatly (we had a very good time).

Words

I didn’t have to go... – Мне не пришлось идти...
at first – вначале, сперва
I changed my mind – я изменил своё решение, передумал
to decide – решиться/что-то сделать/
to go and see – навестить
to have a talk – поговорить
to have a good command of English – хорошо владеть английским языком
It was a pleasure for me... – Мне было приятно.../для меня было удовольствием...
to take a great interest in – проявлять большой интерес к
a little – немного
to cut a long story short – короче говоря
to enjoy oneself (to have a good time) – хорошо проводить время

Exercises

What I did at the office yesterday

1. Compose a story, using the following words. Mind the tense of the verbs.
come to the office at 9 o’clock in the morning
stay practically all day
be very busy
have a lot of work to do
the first job was the post
look through the letters which need immediate attention
then... have a meeting with my deputy, Finance and Sales Directors
discuss our business plan and job schedule
then... look through some morning papers, because
be interested in the latest business news/political events
after that... read all cables and telexes
write some business letters
prepare other documents
also talk business over the telephone
make different arrangements
in midday... have lunch out with my customers
from 2 till 4 o’clock... receive clients
among them there are some foreign businessmen who...
be interested in doing business with us
want to strike (settle) a deal (transaction) with our firm

2. Put these verbs in the Past, adding the adverbs of time.

1. I write many business letters (yesterday).
2. We read few English books (last year).
3. Ann goes to school (two years ago).
4. I do my home work (after supper).
5. They have dinner in the restaurant (last Sunday).
6. I leave the office for home at 6 p.m. (yesterday).
7. We take a rest at the sea-shore (last summer).
8. Mr. Ray speaks English during the talks (last time).
9. I meet some of my school friends (the other day).
10. I see Miss Hopkins (five minutes ago).

3. Suggest the English for:

А. 1. Вчера я был в Академии. Все студенты нашей группы были на лекции. 2. У нас были/мы имели/занятия по английскому языку. 3. Занятия начались в 9 часов утра. 4. Вчера мы встали очень рано и отправились/пошли/на речку. 5. Ник взял свои книги и тетради/notebooks/и пошел на урок. 6. Сегодня утром Анна пришла на работу вовремя/on time/. 7. Мой друг окончил/graduated from/институт и стал врачом. 8. На уроке мы читали, писали и говорили по-английски. 9. Последнего/The day before yesterday/мы видели интересный фильм в клубе. 10. В прошлом году я провел лето за городом.

В. 1. Я учил английский в школе. 2. Мы встретились на прошлой неделе. 3. Вчера мы продали наше старое оборудование/equipment/и
купили новое. Я рассказал моим друзьям об этом. 5. Они заплатили много денег за этот телевизор. 6. Он уехал из Москвы/ покинул M./в прошлом году. 7. Мы послала ей телеграмму сегодня утром. 8. Она построила новый дом два года назад. 9. Я слышал много о вашей фирме. 10. Он привез много английских книг из-за границы. 11. Они провели собрание вчера.

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**Topic: PAST OF “TO BE”**

**Dialogue**

Constable: Now, Mr. Clay, where were you yesterday?  
Clay: Yesterday? What time?  
Constable: At four o’clock. Where were you at four o’clock?  
Clay: I was at home.  
Constable: You weren’t at home, I know it for sure.  
Clay: I was at home. Ask my girlfriend. She was with me.  
Constable: Well, we are going to speak to her later. Where is she now?  
Clay: Oh, I don’t know.  
Constable: Now, where were you on April 10th?  
Clay: April 10th?  
Constable: Yes, it was Friday.  
Clay: I don’t remember.  
Constable: You were in Glasgo.  
Clay: No, I wasn’t.  
Constable: Oh, yes, you were.  
Clay: Oh, no, I wasn’t. I was in custody.

**Exercises**

1. Ask and answer. Use the patterns.

**Pattern 1**

Where were you at 5 o’clock yesterday? — I was at the office.  
Where was he at half past six? — He was at home.  
quarter past eight? at the pub.  
twenty-five to two? at the snackbar.  
ten to nine? at the Academy.  
quarter to twelve? at the club.
pattern 2

When were you in the United States? – I was there last year. (We were)
When was she in Britain? – She was there in May.
France? and last month.
Germany? last week.
Australia? two years ago.
Italy? long ago.
the Central Park? the other day.

2. Suggest the English for:

Tasks
1. Read and dramatize the dialogue.
2. Do the exercises.

Topic: PAST OF “TO HAVE”

Dialogue
(Mr. Jackson and Mr. White are talking about Mr. White’s company)

– I know that your company is very large, Mr. White. Is that so?
– Yes, we’ve got offices in various parts of the country and abroad.
– Does your company have several offices in this city?
– Now it has very few, but not long ago it had many branch offices.
– How many offices do you have abroad?
– About ten. We’ve got them in five countries.
– Have you got many plants for the production of your goods?
– No, just a few.
– I can imagine what a great number of workers and employees are involved in the business activities of your company. Eh?
– Yes, we’ve got a great many people.
**Words**

*to produce* – производить  
*production of goods* – производство товара  
*to imagine* – представлять, вообразить  
*a great many* – очень много

**Exercises**

1. Make the following sentences interrogative.

**Pattern 1**

Did you have...? Had you...?
1. You had many friends at school. 2. They had many subjects to study. 3. Ann had little free time last night. 4. Bob had a great many English books. 5. The students had many examinations last term.

2. Make the following sentences negative.

**Pattern 2**

I had no classes yesterday. I didn’t have much time.
1. I had a lecture in math yesterday. 2. Bess had enough money to buy the vase. 3. They had a meeting last Monday. 4. John had much work to do yesterday morning. 5. Our company had many offices at that time. 6. Jane had much experience in doing such kind of work.

3. Read the dialogue and try to memorise it.
4. Suggest the English for:

1. У вас было много друзей в Академии? – Да. 2. У Бесс было много времени, чтобы подготовиться к семинару. 3. У меня не было достаточно времени, чтобы сделать это. 4. У кого был экзамен вчера? 5. Какая лекция была у вас утром? 6. Сколько тестов у них было в прошлом году?

**Tasks**

1. Read and dramatize the dialogue.
2. Do the exercises.
My Plans for the Week-end

As you know, I’m busy at my office every day except Saturday and Sunday. They are my days off: So, I won’t go to the office this week-end. I’ll be free and I’ll do what I like.

I’ve got big plans for the coming week-end. First of all I’ll help my wife about household and clean the rooms. Then we’ll go shopping. In the evening we are going to have guests for dinner, and I’ll take part in the preparation for it. We won’t have a big party, just a few friends.

When everybody arrives, we’ll begin our party. During the party we’ll not only eat and drink but also sing and dance, listen to music or play funny games. I hope we’ll have a lot of fun, and everybody will be pleased with the party.

On Sunday if I get tickets, my wife and I will go to the theatre or to a concert. It goes without saying that we’ll go for a walk if the weather is good.

Words

except – за исключением
I’ll help my wife about household – …помогу по дому; по хозяйству
to go shopping – ходить по магазинам
to take part in – принимать участие; preparation – приготовление
to play funny games – играть в забавные игры
to have a lot of fun – хорошо повеселиться
it goes without saying – само собой разумеется
first of all – прежде всего
to clean – чистить
We are going to have guests. – Мы ожидаем гостей.
to have a party – организовать вечеринку
to eat – есть, кушать; to drink – пить
to sing – петь; to dance – танцевать
everybody – все, каждый; to get tickets – достать билеты

Questions

out on Sunday? 10. Will you go for a walk on Sunday? 11. Under what condition will you go for a walk (to the theatre)?

**Tasks**

1. Read the text and answer the questions (work in pairs).
2. Learn the unknown words.
3. Say something about your plans for the week-end.

**To Build or Not to Build**

Mr. Carlson, a Swedish businessman, comes to Britain on business. He is going to buy some equipment for a new plant that his company is going to build. His business activities include a number of business appointments, business lunches, consultations with bankers about a possible loan for the construction, etc. There will be a reception at Anglo-Swedish Trade Association, too.

If his company builds a new plant, they will survive the competition. If they don’t expand their business, they will lose it to the competitors. They will set up a new plant if they raise enough capital. They will start work next May if there are no unexpected difficulties. If everything goes to plan, they will first build a small town. If they have a completely automated plant operating a three-shift system, they will survive and make profit. If they weigh all “pros” and “cons”, they will make a good decision.

**Words**

*Swedish* [swiˈdɪʃ] – шведский; *Sweden* [swɪˈdɪn] – Швеция

on business – по делу; business activities – деловая деятельность

a number of – целый ряд; appointments – встречи

a loan – заем; a reception – прием; to receive – принимать

*to survive* [səˈvaɪv] – выжить, выстоять

competition – конкуренция, состязание


*competitiveness* – конкурентоспособность

to expand – расширять

*to lose* (lost) – терять; *to set up* – организовать, учредить

*to raise capital* (money) – собрать деньги; сколотить капитал

unexpected difficulties – неожиданные трудности; *completely auto[ɔː]mated* – полностью автоматизированный; *to operate* – действовать

three-shift system – в три смены; *to make profit* – получать прибыль

*to weigh all “pros” “ou and “cons”* – взвесить все “за” и “против”
Questions


Спряжение глагола в будущем (простом) времени

<table>
<thead>
<tr>
<th>+</th>
<th>?</th>
<th>Краткие ответы</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’ll (will) go there.</td>
<td>[ʃæl] Shall I go there? – Yes, you will. No, you won’t.</td>
<td></td>
</tr>
<tr>
<td>You’ll go there.</td>
<td>Will you</td>
<td>Yes, I will. No, I won’t.</td>
</tr>
<tr>
<td>He’ll/She’ll/It’ll/”—“</td>
<td>he</td>
<td>go there?</td>
</tr>
<tr>
<td>We’ll “—“</td>
<td>she</td>
<td>he will. he won’t.</td>
</tr>
<tr>
<td>They’ll “—“</td>
<td>it</td>
<td>she will. she won’t.</td>
</tr>
<tr>
<td>Shall we “—“</td>
<td>it will. it won’t.</td>
<td></td>
</tr>
<tr>
<td>Will they “—“</td>
<td></td>
<td>Yes, we will. No, we won’t.</td>
</tr>
</tbody>
</table>

I will not (won’t) go there.
You won’t go there.
He/She/It won’t go there.
We won’t go there.
They won’t go there.

Special questions: When will you go there? When will you be free?
Where will he work? How will they do it?
Why will you go there? Why won’t you go there?

Note 1. После союзов: if (если), when (когда), as soon as (как только), after (после того как), before (перед тем как), unless (если не), until (до тех пор пока не) будущее время заменяется формой настоящего времени, но на русский переводится будущим:

e.g. If you help me, I’ll do the work in time – если вы поможете... As soon as he gets free, he’ll call you up – как только он освободится... We’ll wait here until the teacher comes – пока не придет преподаватель... When I am free, I’ll go to the park – когда я буду свободным... When I have much money, I’ll buy a car – когда у меня будет много денег...

Note 2. Глагол в будущем времени часто сопровождают обстоятельства будущего времени: tomorrow, the day after tomorrow, one of these days (на днях), soon, in (через) 5 days (minutes), next week/month/year, next Sunday, in 2007, in the future (в будущем).
Note 3. Эквивалентом глагола в форме будущего времени является конструкция: to be going (to) – собираться /делать что-то/: e.g. I’m going to do it. – Я собираюсь это сделать / по значению это будущее действие/.
Are you going to work tomorrow? – Вы собираетесь работать завтра?
He is not going to come here every day. – Он не собирается приходить сюда ежедневно.
Указанная конструкция и глагол в форме будущего времени, однако, не являются взаимозаменяемыми.

Exercises

1. Ask and answer the questions, using the words in brackets.

Pattern 1

Will you work tomorrow? (Yes, I will.)
(No, I won’t.)
go to the country at the week-end?
go to the theatre?
go to the movies (cinema)?
watch TV tonight?
see this film on Saturday?
visit me the day after tomorrow?
get up early tomorrow?

Pattern 2

When will you get up tomorrow? (I’ll get up at 7 o’clock.)
(after breakfast)
go to the office?
just now)
go to the Academy today?
(on Friday)
have an English class this week?
(at 2 o’clock p.m.)
have dinner?
in the evening)
finish your work?
(right after classes)
go home today?
(before going to bed)
do your homework?

Pattern 3

Where will you go to at the week-end? (to the country)
(work next week?)
(in this office)
(study next year?)
(at the Academy)
take a rest next summer?
(in Sochi)
spend your holiday this year?
(at the sea-shore)
Pattern 4

What will you do tonight?
read during your holidays?
translate tomorrow?
discuss at the meeting?
write about it?

(get ready for a test)
(the book by J. London)
(Mr. Brown’s report)
(organisational questions)
(an article)

Pattern 5

Whom will you meet tonight?
speak with about it?
invite to your birthday party?
teach English next year?
apply for help?

(some of my friends)
(with my chief)
(my close friends)
(my trainees)
(the Director General)

2. Read and dramitizize the dialogues.

Dialogue 1

– Will you stay at home at the week-end?
– No, I won’t, I’ll go out somewhere.
– Where will you go to?
– I don’t know exactly. Maybe I’ll go to the theatre, if I get tickets, or visit my friends.
– When will you go to the country?
– Probably one of these days, when it gets warm.
– What will you do tonight?
– Nothing special. Come and see me if you are free.
– Thank you.

Dialogue 2

– This is John Clark. I’d like to make an appointment with Mr. Baker. When can he receive me?
– Let me have a look at his schedule this week. Unfortunately, Mr. Baker has got a very busy schedule Monday through Friday. What about Friday? Will 3.15 suit you?/подходить/
– I’m awfully sorry, but I won’t be in London on Friday.
– Then will you manage next Monday, say 11 o’clock?
– Yes, that would be quite all right. In case something unexpected happens, I’ll give you a call.
– Yes, thank you very much. Good-bye.
3. Read, translate and retell the text.

How I am going to spend this week-end

I’d like to say a few words about my plans for the week-end. On Saturday and Sunday I won’t get up very early because I don’t have to go to the Academy. There are no classes on these days. After breakfast my family and I will go for a walk to the forest, if the weather is fine. You can’t imagine how pleasant it is to take a walk in sunny autumn weather. In the forest we’ll be gathering mushrooms and berries.

In midday I’ll be busy helping my wife to cook dinner and other food. The point is that we are expecting guests on Saturday evening.

On Sunday, if I manage to get tickets, we’ll go to the theatre or to a concert. Maybe I’ll visit the Picture Gallery or go to see my friend. We won’t go to the country this week-end because our car is out of order.

Words

to imagine [ɪmˈædʒɪn] – вообразить, представить

to take a walk – прогуляться

to gather mushrooms and berries – собирать грибы и ягоды

the point is that... – дело в том, что...

to expect guests – ожидать гостей

if I manage [ˈmænɪdʒ] – если мне удастся

to go to the country – поехать за город

to be out of order – быть неисправным

4. Suggest the English for:

1. Мы пойдем в кино после того, как закончим работу. 2. Когда я приду домой, я буду отдыхать/to take a rest/. 3. Перед тем как он поедет в Лондон, он позвонит вам. 4. Мы не будем обедать, пока ты не придешь. 5. Если я получу хорошую работу, я останусь в этом городе. 6. Когда вы будете уходить, скажите нам об этом. 7. Вы можете опоздать, если не возвратите такси. 8. Если они отправятся на станцию сейчас, они прибудут туда вовремя. 9. Если она не ответит на мое письмо, я не буду ей писать. 10. Как только я освобожусь/to get free/, я позвоню вам. 11. Он не выполнит эту работу, если вы ему не поможете. 12. Вы не будете говорить по-английски хорошо, если не будете знать грамматику/grammar/. 13. Подождите, пока не придет преподаватель. 14. После того как я закончу институт, я женюсь/to get married/.
Topic: COMMUNICATIONS

Telephoning

Useful Expressions

Do you follow me? – Вы меня слушаете?
Will you leave a message? – Вы хотите что-нибудь передать?
I'll call you right back. – Я вам сейчас же перезвоню.
There's a telephone call for you (You are wanted on the phone). – Вас просят к телефону.
Please don't talk so fast. – Не говорите так быстро.
Please dial again. – Наберите номер снова, пожалуйста.
Can you speak a bit louder? (Can you speak up?) – Говорите погромче.
You have the wrong number (Wrong number). – Вас неправильно соединили.

What number are you calling? – По какому номеру вы звоните?
I'm calling from a pay phone. – Я звоню из автомата.
The telephone is out of order. – Телефон не в порядке.
What's your office number? – Какой у вас служебный номер?
My office number is... – Мой служебный номер...
Extension – внутренний/дополнительный.
My home number is... What's your home number? – Какой ваш домашний номер?
Give me a call, please. – Позвоните мне, пожалуйста.
I can't hear you. – Я вас не слышу.
I'm putting you through. – Я вас соединяю.
Will you put me through to Mr. Fox? – Соедините меня с г-ном Фоксом.
The line is busy (engaged). – Линия занята.

Dialogue 1

- Good afternoon. Can I help you?
- I'd like to speak to Mr. James Ross, please. His extension is 47.
- Who is calling, please?
- Bob Grace from Rays Ltd.
- Will you hold the line, please? ... You are through now.
- This is Bob Grace (speaking).
- Hello, Mr. Grace! What a surprise! I didn't expect you to be back in London so soon. How have you been?
- Fine, thanks. Pretty busy. I hope you are well too.
– Yes, thank you. How are you doing? How is your business? Will you drop in and see me one of these days?
– I’d be delighted. When?
– Could you make it Thursday?
– Just a minute. I’ll look at my schedule. I’m afraid, I’m booked up for Thursday. What about Friday?
– I guess, it’ll be all right. What time do you suggest?
– Suppose we make it 3.30. Is it all right with you?
– Fine. It suits me perfectly. If something unexpected happens, I’ll let you know. I’ll be in touch with you.
– OK, good-bye.

Words

I’d like to speak to... – Мне хотелось бы поговорить с...
Will you hold the line, please? – Не кладите трубку, пожалуйста.
I didn’t expect you. – Я не ожидал, что вы/вернётесь/...
Will you drop in and see me? – Заходите ко мне/навестите меня/.
one of these days – на днях
I’d be delighted. – Я был бы в восторге.
Could you make it Thursday? – Не могли бы вы зайти в четверг?
I’m booked up for Thursday. – Я занят/У меня назначены встречи/в четверг.
to suggest – предлагать
suppose – предположим
Is it all right with you? – Вам это подходит?
It suits me perfectly. – Это мне вполне подходит.
If something unexpected happens. – Если случится что-то неожиданное.
I’ll let you know. – Я поставлю вас в известность.
I’ll be in touch with you. – Я буду поддерживать связь с вами.

Dialogue 2

Making Arrangements

– Lloyd Electronics. Can I help you?
– Yes, I’d like to speak to Mr. Edwards, please.
– Who’s calling, please?
– John Bird.
– Just a moment, Mr. Bird. I’ll put you through.
– Miss Taylor speaking.
– John Bird here. Can I speak to Mr. Edwards?
– I’m afraid he’s out at the moment. Can I take a message [ˈmesɪdʒ]?
– Yes, could you ask him to call me back as soon as possible.
- Yes, of course. Could I have your number?
- He’s got it, but just in case, it’s 01-253-46-86.
- Thank you Mr. Bird. I’ll make sure he gets the message.
- Thanks a lot. Bye.
- That’s nothing. Goodbye.

Words

**to make arrangement** – договариваться о чем-л.
*Can I help you?* – Могу ли я помочь вам?
*I’d like to speak to...* – Мне хотелось бы поговорить с...
*Just a moment.* – Минутку.
*I’ll put you through.* [θruː]. – Я вас соединю.
*He’s out.* – Он вышел.
*Can I take a message?* [ˈmeɪsɪdʒ]? – Что передать?
*to call back* – перезвонить
*as soon as possible* – как можно скорее
*Could I have your number?* – Можно мне взять ваш номер телефона?
*just in case* – на всякий случай
*I’ll make sure...* – Я позабочусь о том, чтобы...

Dialogue 3

- John Bird speaking.
- This is Pete Edwards. My secretary says you called me.
- Yes, that’s right. Thanks for getting back. Look! The reason why I called you is that we are having installation [ɪnˈstæləˈeɪʃn] problems with the Model E-258.
- Really? That surprises [səˈpraɪzɪz] me. What sort of problems?
- Well, it’s a bit complicated. Could you send a technician round?
- Certainly. I’ll get one round this afternoon.
- That would be great.
- OK. I’m sure we’ll sort it out in no time. Bye.
- Good-bye.

Words

*Thanks for getting back.* – Спасибо, что перезвонили.
*Look! – Послушайте!*
*We are having installation problems.* – У нас проблемы с установкой.
*to surprise* – удивлять
*a bit complicated* – не совсем простой вопрос
*technician* [ˈtekʃən] – техник
Dialogue 4

– Maclane and Brown. Can I help you?
– This is Gerald Smith from Taylor and Sons. Could I speak to Mr Phillips?
– Susan Phillips speaking.
– Hello, Susan. This is Gerald Smith.
– Oh, hello, Gerald. How are you?
– Fine. I’m just phoning to see if we could fix a meeting for next week.
– Yes, of course (Sure/ly). We’ve got to discuss next year’s order.
– Just a moment, I’ll get my diary [daɪəri] and have a look... Right, next week.
– Could you manage Tuesday?
– I’m sorry. I’m out all day on Tuesday.
– What about Friday then?
– Friday morning would suit [sju:t] me perfectly [ˈpɜːʃfɪktli].
– Good. That suits me too. Shall we say 10 o’clock?
– Fine. So 10 o’clock here?
– Right. That’s probably the most convenient [kənˈvɪnɪənt] place. I look forward to seeing you. Bye.
– Bye.

Words

I’m just phoning to see if we could fix a meeting... – Я как раз звоню, чтобы узнать, смогли бы мы назначить встречу...
We’ve got to discuss... – Мы должны обсудить...
next year’s order – заказ на следующий год
I’ll get my diary and have a look. – Достану дневник и посмотрю.
right – правильно
Could you manage Tuesday? – Не могли бы вы встретить меня во вторник?
I’m out all day. – Меня не будет на месте целый день.
...would suit me perfectly – /этому день/вполне бы подошел для меня
Shall we say 10 o’clock? – Скажем, в 10 часов.
...probably the most convenient place – вероятно, наиболее подходящее место
I look forward to seeing you. – С нетерпением жду встречи с вами.
Dialogue 5

1. – Hello, is that 570-12-40?
   – Speaking.
   – Could I speak to Mr. Wilson?
   – Who (shall I say) is calling?
   – Mr. MacDonald from Smith and Co.

2. – Travel agency. Reception.
   – Could I speak to the manager?
   – The manager is out at the moment. Shall I leave him a message?
   – Please, tell him Mr. Wells called about the reservation of flights for the Management Conference delegates.

3. – Is this Information?
   – Sorry, wrong number.
   – Sorry.
   – That’s all right.

4. – Operator?
   – Number please.
   – I want to make a long-distance call to Moscow.
   – You want Trunks. Hold the line and I’ll put you through [Oru:]
   – Is that Trunks? I want Moscow, 434-91-05.
   – Hold the line...
   I’m trying to connect you.
   Sorry, the line is engaged.
   Wait a little.
   You are through.
   – Thank you.

   Алло, это 570-12-40?
   Да.
   Могу я поговорить с г-ном Вильсоном?
   Кто говорит?
   Г-н Макдональд из фирмы “Смит и компания”.
   Бюро путешествий. Приемная.
   Могу я поговорить с директором?
   Директора сейчас нет на месте.
   Что ему передать?

   Пожалуйста, скажите, что звонил г-н Уэллс относительно предварительного заказа билетов на самолет для делегатов конференции по управлению.
   Это бюро информации?
   Простите, вы набрали неправильный номер.
   Извините.
   Ничего.
   Телефонист(ка)??
   Назовите номер, пожалуйста.
   Я хочу заказать разговор с Москвой.
   Вы хотите междугородную. Не кладите трубку. Я вас соединю.

   Это междугородная? Я хочу заказать Москву, 434-91-05.
   Не кладите трубку...
   Я пытаюсь вас соединить.
   Простите, линия сейчас занята.
   Подождите немного.
   Вы соединены.
   Спасибо.
Tasks

1. Read the dialogues (work in pairs), and learn the unfamiliar (unknown) words.
2. Learn by heart dialogue 1 and act it out with your partner.
3. Memorize the useful expressions.

---

Topic: LETTER-WRITING

Composition of a letter

George Fox
82 Vernadski Ave
117552 Moscow Russia
234/567

{ May 30th, 1997
30 May, 1997
1st of June (2nd, 3rd), 1997

Dear Mr. Fox,
   Mrs.} Ms. Fox,
   Miss
Messrs Fox and Hill,
   Sir,
   Sirs,
   Madam,} – if you don’t know a contact name or the person

Subject/содержание письма, предмет изложения/
With reference to...
Further to our latest (telephone) conversation...
I’m pleased to inform you that...
I’m pleased to confirm that...
In accordance with our preliminary arrangement...
Thank you for your letter of 1st of July.

Requesting/выражение просьбы/
I would be grateful (very much obliged, thankful) to you if you could...
(send a reply at your earliest opportunity, at your earliest convenience), etc.

Enclosing documents/прилагаемые документы/
We enclose (Please find enclosed) a list of participants.

Ending the letter/завершение письма/
I look forward to meeting you (hearing from you, your prompt reply, your visit).
Closing greetings/выражение благодарности при завершении/
Yours faithfully (if you don’t know the person)
Sincerely yours (if you know the name of the person, and the person)

Signature/подпись/
John Brown
Marketing Manager

Words and phrases used in letter writing

1. Opening and closing greetings:
   Dear Sir (Madam), Dear Mr./Mrs./Ms. Jones
   Yours faithfully, Yours sincerely
   Dear Tom (to a friend or close business colleague)
   With best wishes/ regards

2. Stating the reference at the beginning of the letter:
   With reference to... Относительно вашего/письма, разговора и т. д./
   I thank you for your letter of 1st of March

3. Requesting:
   I would be grateful if you could... Я был бы благодарен, если бы...
   I would appreciate if you could... вы смогли

4. Explaining the reason for writing:
   I am writing to inform you that... Я пишу, чтобы сообщить вам, что...
   to request you to.../попросить вас/

5. Thanking:
   Thank you for... Благодарю вас...
   We were very pleased to... Мы были очень довольны...

6. Enclosing documents:
   (if other documents are included with the letter, you can say:
   Please find enclosed/attached... В письме прилагаю/тесь/

7. Apologising:/извинение/
   Accept my apologies... Примите мои извинения...
   I regret that... Сожалею, что...
   I am afraid I won’t be able to... Боюсь, что я не смогу...

8. Expressing urgency:/выражение срочности/
   At your earliest convenience/opportunity – при первой возможности
   without delay – без задержки
   as soon as possible – как можно скорее

9. Confirming:/подтверждение/
   I am pleased to confirm that... С удовольствием подтверждаю, что...
   Please accept my confirmation that... Пожалуйста, примите мое под-
   тверждение, что...

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10. Ending the letter:
   I look forward to seeing/meeting/you. С нетерпением жду встречи с вами.
   to hearing from you/известия от вас/
   to your visit on.../вашего визита/
   to your prompt reply/быстрого ответа/

The Address:
   J. Higgins
   Marketing Manager,
   Lindon Tool Ltd.
   5, Victoria Str.
   Leeds, U.K.

Exercise

Read these letters.

1. Millco Ltd.
   The Mills
   River Street
   Halifax HX5

   4 July, 1983

   Dear Mr. Faram,
   I was delighted to meet you at the trade fair last week, and I very much
   liked the cloth you produce. I would like to place an order. Could you, please,
   send me your latest catalogue?
   I look forward to hearing from you.
   Yours sincerely
   Jane Dupon (Mrs.)

2. Mr. Graham Davis
   Assistant Manager
   74 Dockside
   Manchester M15 7 BJ

   8 March, 1999

   Dear Mr. Davis,
   I saw your advertisement for an Export Manager in the Daily Herald of
   7 March and I would like to apply for the position. I would be grateful if you
   could send me an application form and further information about the salary
   and working conditions. I look forward to hearing from you in the near future.
   Yours sincerely
   Geoffrey Andrews (Mr.)
3. Lindon’s Co.
   Kuningan, Jakarta 12950
   Indonesia

   12 August, 1996

   Dear Mr. Lindon,
   Thank you for your letter of 18 July. It would be a great pleasure to meet you on 10 October at the fair in Brussels. On the evening of 11 October our company is having a reception at the Hilton Hotel, and I would be very pleased if you could attend.
   I look forward to seeing (meeting) you.
   Yours sincerely
   John Brown
   General Manager

4. Bridges & Co. Ltd.
   32 Highgate, Westhill,
   London SE
   England

   25th of March, 1987

   Dear Messrs Fox and Hill,
   With reference to your letter of 5 February, 1987 and further to our telephone conversation I’m pleased to inform you that our deal has been successfully completed. In accordance with our preliminary arrangement I’ll report you periodically about any changes.
   I would be grateful if you could send a reply at your earliest opportunity.
   Please find enclosed our latest catalogue.
   Sincerely yours
   Jack Grey

5.  
   1st of October, 1992

   Dear George,
   I’m very glad to hear that you are coming over to Boston next month. I look forward to meeting you on 15 November at our main office here in Boston. I know you will be very busy during your short stay but I hope you will have enough time to visit my wife and me here at our home. We would like to invite you and your wife to dinner, if possible on 16 or 17 November.
We can arrange to pick you up in our car and take you back to your hotel afterwards.
I do hope you will accept our invitation and look forward to hearing from you soon.
Have a good trip!
With best wishes,
Truly yours
Albert

Tasks
1. Study the composition of a letter.
2. Learn expressions used in letter-writing.
3. Write a business letter to Brown’s Co. Ltd.

10 Victoria Str.
London SE
England, and:
– thank Mr. Brown for his letter of 15 September, 1997,
– inform him that you have received the necessary goods,
– ask him when he is coming to Manchester,
– offer to reserve a hotel room,
– offer to meet him at the airport,
– ask him to confirm his flight number and arrival time,
– end your letter by using “I look forward to...” and a closing greeting.

4. Read and translate the fax.
THS FOR YOUR TLX ABOUT MY VISIT. I CAN SEE YOU TUES 3 DEC 8.30 AM. PLS CFM ASAP RGDS. R. SINGH

5. Read and decipher this telegramme:
MEET OUR REP ARRIVING LND THREE TWO ZERO THURSDAY STOP CABLE BROWN ADDRESS HAMBURG TO PARIS HOTEL SOONEST STOP

6. Study the following phrases; they are useful in writing letters. Match them.

Reference. 1. Thank you for your letter of...
2. With reference to your memo (invoice)...
3. Further to our telephone conversation yesterday…
4. Your advertisement (article) in... has been brought to our attention.
5. You will probably have heard that...
6. We were pleased (sorry) to hear (to learn) that...
7. With regard to your request for...
8. Thank you for pointing out (offering to, drawing our attention).

1. Благодарю вас за ваше письмо от/такого-то числа/...
2. Относительно вашего меморандума/счета/...
3. В продолжение нашего вчерашнего телефонного разговора...
4. Ваше объявление/статья/в... привлекло наше внимание.
5. Вы, вероятно, слышали о том, что...
6. Нам было приятно услышать/узнать/,что.../Мы с сожалением уз-
нали.../
7. В отношении вашей просьбы о...
8. Благодарю вас за то, что вы указали нам на/предложили/обратили
наше внимание.../

Expressing wishes
We would (very much) like to...
We particularly want to...
We would prefer not to...
We would rather not...

Requests
We would be grateful if you would
/could/...
Would you be so kind as to...

We would appreciate it if you
could...
Could you please...
Would you mind... ing...

Please let us know when/how
much/where/if...

Drawing attention
We’d like to point out that...

Выражение желаний
Нам бы/очень/хотелось...
Нам особенно хочется...
Мы бы предпочли не...
Пожалуй мы бы не...

Просьбы
Мы были бы вам благодарны,
если бы...
Не будете ли вы настолько лю-
безны.../смогли бы вы...
Мы были бы вам премного бла-
годарны, если бы вы смогли...
Не могли бы вы...
Вы не будете возражать, если
мы...
Пожалуйста, дайте нам знать,
когда.../сколько.../где.../если...

Привлечение внимания
Нам бы хотелось указать на то,
что...
I'm afraid I must remind you that...
May we draw your attention to...

Topic: AT THE DOCTOR'S

A Strange Case

- Doctor, my friend is feeling very poorly.
- What does he complain of?
- Yesterday he had a headache, today he complains of a toothache. To my mind he is running a high temperature and his blood pressure is above normal. On top of that he has a sore throat, he lost appetite and hasn’t been sleeping well (insomnia). Is it a serious case?
- I’m afraid, it is. As far as I can judge, all medicines are useless in this case.
- What do you mean?
- I mean what I say. It's "virus". Nobody can cure. No medicine can help. It takes time to recover.

- It seems to me I know what you are hinting at. You mean to say that my friend hasn't fallen ill. He is hopelessly in love.
- That's right. And I can even tell you what the "virus" looks like. She is a pretty girl, blond, blue-eyed, slim, tender and with irresistible smile.

Боюсь, я должен напомнить вам о том, что...
Pозвольте обратить ваше внимание на...

У ВРАЧА

Странный случай

Доктор, мой друг чувствует себя очень плохо.
На что он жалуется?
Вчера у него болела голова, сегодня он жалуется на зубную боль. По-моему, у него высокая температура и ненормальное кровяное давление. Ко всему пролечому у него болит горло, он потерял аппетит и плохо спит / бессонница/. Как вы думаете, это серьезный случай?
Боюсь, что да. Насколько я могу судить, все лекарства бесполезны в этом случае.
Что вы имеете в виду?
Я имею в виду то, что говорю. Это "вирус". Никто не может излечить. Никакие лекарства не могут помочь. Чтобы поправиться, нужно время.
Мне кажется, я знаю, на что вы намекаете. Вы хотите сказать, что мой друг не болел, а безнадежно влюблен.
Это правильно. И я даже могу вам сказать, как выглядит этот "вирус". Она хорошенькая, блондинка, голубоглазая, стройная, нежная, с неотразимой улыбкой.
Bravo, Doctor! How did you guess [ges] it.
Have a look at the photo standing on the night table at your friend’s bed.

Tasks

1. Read, learn by heart and dramatize the dialogue.
2. Memorise the following sentences:
   I have a headache. У меня болит голова.
   I have a toothache. У меня болит зуб.
   I have a cold. Я простудился.
   I have a sore throat. У меня болит горло.
   I have a running nose. У меня насморк.
   I have a heart/stomach trouble [ɐ]. У меня болит сердце/желудок.

What’s troubling you?
There’s something wrong with my eyes (ears, kidneys, lungs, liver, spleen, stomach).

It hurts me to move (raise the left arm, to swallow, to breathe) [breɪ].
You’ll have to take temperature.

- test your blood pressure – проверить кровяное давление
- go through medical examination – пройти медосмотр
- keep to bed – полежать в постели
- keep to a diet [daiət] – придерживаться диеты
- gargle your throat – полоскать горло
- take this medicine – принимать это лекарство
- consult a doctor/specialist – проконсультироваться с

3. Act out the dialogues with your partner.
4. Learn the terms printed in bold.

At the Drug Store

- Can you fill this prescription?
- Just a minute. I have to check

В аптеке

- Вы можете дать /мне/ лекарство по этому рецепту?
- Минуточку. Мне надо проверить,
whether we have this in stock. (some time later) – Yes, you may pay 5 dollars. 
– Could you give me something for a headache?
– I would recommend you those pills, they are very effective.
– How much do I owe you?
– 3 dollars and 60 cents. Thank you very much.

имеется ли оно у нас в наличии, /спустя некоторое время/ Да, вы можете платить 5 долларов.
Не могли бы вы дать мне что-нибудь от головной боли?
Я бы вам рекомендовала эти пи-люли, они очень эффективны.
Сколько я вам должен?
3 доллара и 60 центов.
Большое спасибо.

<table>
<thead>
<tr>
<th>Topic: AT THE POST OFFICE</th>
<th>НА ПОЧТЕ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack: – Will you give me 50 first-class stamps and 10 envelopes?</td>
<td>Дайте мне, пожалуйста, 50 марок для почтовых отправлений первого класса и десять конвертов.</td>
</tr>
</tbody>
</table>
Tasks

1. Read, learn by heart and dramatize the dialogue "At the Post Office".
2. Learn these words and word combinations:
   - *express mail* — срочная почта; *general delivery* — до востребования; *package, parcel* — посылка, пакет; *slot* — щель (в почтовом ящике, автомате); *air letter* — письмо авиа; *to insure a package* — застраховать посылку; *addressee* [ædˈriːsi] — адресат; *sender* — отправитель; *receipt* [riːˈsiːt] — квитанция; *postal order* — почтовый перевод

Topic: BOOKING A ROOM AT A HOTEL
(CHECKING-IN)

At the Reception Desk

Desk clerk: Good evening, sir. Could I help you?
Visitor: Good evening. I want a single (double) room, please.

~ Have you booked a room? Have you a reservation?
~ No, I’m afraid not.
~ How long are you going to stay?

~ At least a week, maybe — longer.

~ I’ll see what we have, sir. We are very full (all booked) at present. Now let me see. Yes, I can offer you a room on the first floor, or there’s one on the second floor with a private bath-room.

~ Good. I’ll have the second floor if I may. What’s the price of the room per night? (How much is it?)
~ 80 dollars.

Добрый вечер, сэр. Могу ли я вам быть полезным?
Здравствуйте. Мне нужен одноместный (двуменстый) номер, пожалуйста.
Вы заказывали номер? У вас есть бронь?
Боюсь, что нет.
Как долго вы собираетесь пробыть?
Самое меньшее неделю, может быть, и дольше.
Я посмотрю, чем мы располагаем, сэр. Почти все номера заняты сейчас. Дайте подумать.
Да, я могу предложить вам номер на втором этаже или на третьем этаже с отдельной ванной.
Если можно, я займу номер на третьем этаже. Сколько стоит номер в сутки?
80 долларов.
Oh, it’s quite reasonable. Now what about my luggage?
Don’t worry. The porter will take your cases up immediately. Would you like early morning tea in your room?
Yes, and the morning papers, please. What time’s breakfast?
Any time between 7 and 10.
Can I have it in my room?
Certainly. You can order it by phone.
What facilities are there in the hotel? I mean what services do you offer?
There’s a swimming pool and private beach. There are two restaurants and two bars. On each floor there are coffee-stalls and snack-bars. There’s a barber’s, a foreign currency exchange bank, a post office, a dry-cleaner’s, a shoe (watch) repair shop, and a laundry. In each room there’s a private bath, a TV-set and a fridge [fridʒ].
Thank you very much. And where can I buy stamps and envelopes?
In the news-stand (kiosk) over there. Now, will you, please, fill in this form?
Of course. ...Is that all right?
Yes, that’s all. Here is your key.
Thank you. Good-bye.
Good night. Have a pleasant evening!
Thank you. I quite forgot. What’s (the) checking-out time?
Before 12 o’clock (noon) on the day of departure.

О, она вполне умеренная. А теперь как насчет моего багажа? Не беспокойтесь. Портрет отнесет ваши чемоданы немедленно. Утренний чай подавать вам в номер?
Да, пожалуйста, и утренние газеты тоже. В какое время подают завтрак?
В любое время от 7 до 10.
Мне можно завтракать в номере?
Разумеется. Вы можете заказать его по телефону.
Какими удобствами/условиями/располагает отель? Я имею в виду, какие услуги вы предлагаете клиенту?
Имеется бассейн и отдельный пляж. Имеется два ресторана и два бара. На каждом этаже имеются кафе и закусочные. Имеется парикмахерская, банк (для обмена) иностранной валюты, почта, химчистка, сапожная мастерская и ремонт часов, а также прачечная.
В каждом номере есть отдельная ванна, телевизор и холодильник.
Большое спасибо. А где я могу купить марки и конверты?
Вон там, в газетном кiosке.
А теперь, будьте любезны, заполните этот бланк.
Конечно. ...Так пойдет?
Да, это все. Вот ваш ключ.
Благодарю вас. До свидания.
До свидания. Желаю вам приятно провести вечер!
Спасибо. Совсем забыл спросить часы отъезда из отеля. До 12 дня в день отъезда.
ASTORIA HOTEL
Registration Card

Name, surname

Date of birth

Place of birth

Nationality

Occupation Country

Period of stay Address

Signature

Date of arrival Room No

Tasks

1. Read the dialogue and learn the underlined words and phrases.  
2. Act out the dialogue with your partner.
3. Fill up (out) the registration card of the Astoria Hotel (in capital letters).
4. Answer the following questions:
   - What’s the usual procedure of checking-in (checking-out)?
   - What questions do you usually ask the desk clerk while booking a room at a hotel?
   - What facilities are there in a modern hotel? What services does it offer?
   - What’s the time of checking out (signing out) of a hotel?
   - Where do you usually go to if you want to have your hair cut/to have your shirt washed/постирать рубашку/to have your trousers (pants) ironed/погладить брюки/to have your watch repaired/починить часы/to have your suit cleaned/почистить костюм?

5. Suggest the English for:

1. Мне нужен номер на двоих, на втором этаже, если возможно.  
2. Я собираюсь остановиться здесь на две недели.  
3. Мне хотелось бы номер на одного с отдельной ванной.  
5. Можно мне завтракать в номере? – Да, вы можете заказать завтрак по телефону.  
6. Извините, я ищу ресторан. – Он на 3-м этаже.  
7. Извините, где обмен валюты? – Идите дальше по коридору и вы увидите банк.  
8. Мне нужно отправить телеграмму. Где я могу это сделать? – Воин там, на почте.  
11. Пожалуйста, заполните этот бланк-форму.  
12. Номер вашей комнаты 205. Вот ваш ключ.
**Telephone directory**

<table>
<thead>
<tr>
<th>Service</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operator</td>
<td>Оператор</td>
</tr>
<tr>
<td>Information</td>
<td>Бюро информации</td>
</tr>
<tr>
<td>Reception</td>
<td>Приемная</td>
</tr>
<tr>
<td>Room Service</td>
<td>Обслуживание номеров</td>
</tr>
<tr>
<td>Dry Cleaner’s</td>
<td>Химчистка</td>
</tr>
<tr>
<td>Hairdresser’s</td>
<td>Парикмахерская/дамская/</td>
</tr>
<tr>
<td>Barber Shop</td>
<td>Парикмахерская/мужская/</td>
</tr>
<tr>
<td>Shoe Repair</td>
<td>Ремонт обуви</td>
</tr>
<tr>
<td>Laundry and Valet</td>
<td>Прачечная</td>
</tr>
<tr>
<td>Bank</td>
<td>Банк</td>
</tr>
<tr>
<td>Left Luggage Office</td>
<td>Бюро забытых вещей</td>
</tr>
<tr>
<td>Lost and Found</td>
<td>Бюро находок</td>
</tr>
<tr>
<td>Air tickets</td>
<td>Заказ авиабилетов</td>
</tr>
<tr>
<td>Swimming Pool</td>
<td>Бассейн</td>
</tr>
<tr>
<td>Business Service</td>
<td>Деловые услуги</td>
</tr>
<tr>
<td>Car Rental</td>
<td>Прокат автомашин</td>
</tr>
<tr>
<td>Restaurant</td>
<td>Ресторан</td>
</tr>
<tr>
<td>Bars and Coffee Shops</td>
<td>Бары и кофейни</td>
</tr>
</tbody>
</table>

**Construction “to have something done”**

6. Ask and answer according to the pattern. Use telephone directory.

**Pattern**

- What service will you phone if you want (need) to have your hair cut?
- If I want to have my hair cut, I’ll phone the Barber’s / Hairdresser’s.

* * *

- What service will you phone if you want to have your suit cleaned?
  - to have your shoes repaired?
  - to have your watch repaired?
  - to have an airticket booked?
  - to have a telephone call to London booked?
  - to have your business letters printed?
  - to have your money changed?
  - to have your shirt (pants) pressed (ironed) [ˈaɪənd]?
  - to have the hot-water tap in your room fixed?
7. Complete the following sentences by translating the Russian part.

I want to have...  
– постричься
I need...
– обменять валюту
– погладить рубашку
– почистить брюки
– постирать блузку
– починить “молнию” (zipper)
– заказать международный разговор с Москвой
– отремонтировать телевизор
– починить кран горячей воды (tap)
– поменять лампочку в туалете (bulb)

On holiday
Dialogue

David: Hi, Jack! Nice seeing you. Where were you last month? I was trying to get in touch with you, but no effect.
Jack: I was on leave.
David: Oh, really? ...But you were on holiday in March.
Jack: Yes, I was in Spain in March.
David: Where were you last month if it isn’t a secret?
Jack: I was on Bahamas.
David: You don’t say so! What was it like?
Jack: Fantastic! The weather was wonderful, the sky was always blue and the sea was warm and inviting.
David: What was the hotel like?
Jack: Excellent! There was a swimming pool, and private beach. There were three restaurants and two bars and other recreation facilities.
David: What were the people like?
Jack: They were very friendly.
David: Did you go to that exotic place together with your family?
Jack: Are you joking? My wife never comes with me on holiday, and my kids always stay at home with their grandparents.

An Announcement in the Moscow News:

*Don’t loose your chance.*

Palace Hotel in Moscow is inviting guests to enjoy pleasure while staying in its apartments. Palace Hotel offers all sorts of services: a swimming pool, three restaurants, two bars and tea or coffee shops, a discotheque, two
orchestras, a casino, two tennis courts, barber’s and hairdresser’s shops, dry cleaner’s, a laundry, a shoe-repair shop, banking and air ticket service, luggage office, lost and found, car rental, room service and business service centre.

YOU ARE WELCOME!

Tasks

1. Read the dialogue, learn it by heart, and act it out with your partner.
2. Translate the Palace Hotel’s announcement.
3. Compose sentences of your own. Use the patterns and words given in the announcement (in brackets).

Pattern 1

There is a.../There are...

Pattern 2

Is there a...?/Are there...?

Pattern 3

What is/are the ... like?
What was/were the ... like?
(people, weather, restaurants, service, shops, food, beaches, hotel)

Topic: MEALS. AT THE RESTAURANT

Word List

Пища. Прием пищи

Breakfast/завтрак/
What do you usually take (have) for breakfast? Что вы обычно берете на завтрак? For breakfast I usually take...
porridge – каша/овсяная; eggs – яйца; sandwiches – бутерброды: bread and butter – хлеб с маслом, a ham sandwich – с ветчиной, a sausage – колбасой, a cheese – с сыром, a cup of tea/coffee/cocoa/milk, juice – a cup of (apple/orange/grape-fruit/tomato juice)
Lunch – Dinner/второй завтрак – обед/
What do you usually take (have) for lunch/dinner? For lunch (dinner)
I usually take (have)...
What do you usually take for dessert [dɪˈzɜːt]? For dessert, I usually take (have)... На десерт...
Supper/ужин/
What do you usually take for supper? I usually take...
yoghurt – йогурт, sour milk – простокваша, a pie – пирожок, tea with a cake (pastry) – чай с пирогом/пирожным, cold roast-beef (chicken) – холодный ростбиф (цыпленок), sweet – сладкий, salty – соленый, bitter – горький, sour – кислый

Dialogue 1

– What do you usually take for breakfast?
– In the morning I usually don’t want much to eat. So my morning meal is rather light. But today it was something unusual. I went to the nearest snack-bar and had a very substantial (square) meal: orange juice, ham and eggs, a couple of sausage sandwiches and white coffee.
– You are a light eater, aren’t you?
– That’s right. And I’m not scrupulous about food in general.
– Do you usually have supper?
– Что вы обычно берете на завтрак?
– Утром я обычно не очень хочу есть. Так что завтрак у меня довольно легкий. Но сегодня он был необычным. Я отправился в ближайшую закусочную и очень плотно поел. Я взял апельсиновый сок, яичницу с ветчиной, пару бутербродов с колбасой и кофе с молоком.
– Вы мало едите, не так ли?
– Да, это верно. И я вообще не очень разборчив в отношении пищи.
– Вы обычно ужинаете?
– Yes, and it’s a light meal: a glass of yoghurt, pine-apple juice, a piece of cold chicken and a fancy cake.

– And after all that you call yourself a light eater?
– Yes, I never make a cult out of eating.

– I’m pretty hungry. What about going to the lunch-room (cafeteria)?
– I don’t mind. It’s time to have dinner, and I’ll be glad to keep you company.
– Let’s go.
(in the lunch-room)
– Look here. What shall we take?
– Let me have a look at the menu. Oh, there’s a fine choice of dishes. I think I’ll start with an appetiser and chicken noodle soup to follow.
– As for me, I’m not going to take soup today. I’ll take salad instead.

– What kind of salad would you like?
– Cabbage or tomato.
– And I’ll take some herring dressed with onions and cucumbers (vegetables).
– What about the main (meat) course?
– Do you mean entrée?
– Yes.
– No meat for me, please. I prefer fish with chips (mashed potatoes).

– Help yourself to the salad. It’s delicious, isn’t it?

Dialogue 2

Я очень проголодался. Как насчет того, чтобы пойти в столовую?
– Нет, я не возражаю. Уже пора обедать, и я с радостью составлю вам компанию.
– Пойдемте.
(в столовой)
– Послушайте. Что мы возьмем?
– Дайте я взгляну на меню. О, прекрасный выбор блюд. Думаю, что я начну с закуски, а затем перейду к куриной лапше.
– Что касается меня, я не собираюсь брать суп сегодня. Вместо него я возьму салат.
– Какой салат вы хотите бы взять?
– Из капусты или помидоров.
– А я возьму сельдь с луком и огурцом/овощами/.

– А как насчет второго?

– Вы имеете в виду мясное блюдо?
– Да.
– Пожалуйста, не берите для меня мясо. Я предпочтита рыбу с жареным картофелем/пюре/.
– Угощайтесь салатом.
– Он вкусный, не правда ли?
Yes, very tasty indeed.
Have some more.
No more, thank you. That’s enough.
Will you pass me the bread, please?
Here you are. Shall we have anything for dessert?
I’d like to have stewed fruit or jelly.
And what if I order some ice-cream and coffee for myself?
It’s a good idea. You may also have fruit salad.

Dialogue 3

At the Restaurant

Waiter, is this table free?
Yes, you can occupy it.
Will you give me the menu?
Here you are, sir. Will you dine a la carte [ələˈkɑːt] or take table d’hote [ˈtɑːblˈdɔːt]?
Well, let’s see. What do you think, Harry?
H.:– Frankly speaking, I’m not very hungry. I think I’ll have oxtail soup and fried plaice with chips.

B.:– And I’m rather hungry. I’ll start with some hors d’oeuvre [ˈɔːrsəˈvr].
W.:– And to follow?
B.:– A grilled steak with baked potatoes and peas.
W.:– Will you have anything to drink?
B.:– Yes, I’m very thirsty. Bring me

Да, действительно очень вкусный.
Берите еще.
Больше не нужно. Спасибо.
Достаточно.
Передайте, пожалуйста, хлеб.
Вот, пожалуйста. Мы будем брать что-либо на десерт?
Мне хотелось бы компот или кисель.
А что если я себе заказу мороженое и кофе?
Хорошая идея. Вы также можете взять фруктовый салат.

Официант, этот столик свободный?
Да, вы можете занять его.
Дайте, пожалуйста, меню.
Вот, пожалуйста, сэр. Вы желаете блюда на заказ или дежурные блюда?
Дайте подумать. Что ты думаешь, Гарри?
Откровенно говоря, я не очень хочу есть. Я думаю, я возьму мясной бульон и жареную камбали с жареным картофелем. А я изрядно проголодался.
Я начну с мясной закуски.

А что подавать затем?
Хорошо зажаренный бифштекс с печеным картофелем и горохом.
Пить что-нибудь будете, сэр?
Да, мне очень хочется пить.
half a pint of bitter beer.

What about you, Harry?
H.: – I don’t like beer. I wouldn’t say NO to a glass of cherry.
W.: – Yes, sir. Any sweet?

B.: – Some fruit salad and two coffees.
W.: – Black or white?
B.: – Black, please, and two liqueurs [ˈliːkjuːz].
B.: – Waiter, have the bill ready.
W.: – Here it is, sir.
B.: – Keep the change.
W.: – Thank you, sir.

Tasks

1. What do you usually have for breakfast (lunch, supper)?

2. You are going to have breakfast (lunch, afternoon tea, dinner). Choose from the menu below whatever dish you like, and make your order.

Breakfast
Grapefruit juice
Pineapple –”–
Tomato –”–
Porridge
Cereal (corn flakes)
Bacon and eggs
Boiled eggs
Scrambled eggs
Fish
Toast and marmalade
Tea
Coffee
Cocoa

Lunch
Grapefruit
Fruit cocktail
Veal cutlets
Ice-cream
Cheese
Biscuits & Butter
Coffee & Tea

Afternoon tea
Tea
Coffee
Brown & White
Bread & Butter
Rolls
Sandwiches
Cakes (small & large)

Dinner
Shrimp
cocktail
Grapefruit
Fish
Fillets of beef
Clear soup
Cold sweet
Cheese
Biscuits & Butter
Dessert
(chocolate
jelly, fruit)
Coffee

3. The other day you visited the Astoria Restaurant and dined there. Using the menu say what you ordered.

4. Read, learn by heart and dramatize the Dialogue “At the Restaurant”.

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5. Give Russian equivalents of: potatoes, cabbage, carrots, beet-roots, cucumbers, onions, pumpkin.

6. What’s your favourite dish (drink)?

7. Do you like salty/sweet, bitter/or sour things?

8. Do you always give tips to the waiter (чаевые)?

**Remember!** In most restaurants the bill does not include a service charge. Here are some practical hints about tips. Tips for waiters, taxi drivers and barbers may amount to 15–20% of the check; for porters – 1 doll. for a bag; hotel bellboys – 1 doll. for carrying 1–2 suitcases. In your hotel room leave at least 2–3 doll. a day.

(to be continued)

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**Topic: MODAL VERBS**

<table>
<thead>
<tr>
<th>+</th>
<th>?</th>
<th>–</th>
</tr>
</thead>
<tbody>
<tr>
<td>can – мочь, уметь</td>
<td>I can skate.</td>
<td>Can you skate?</td>
</tr>
<tr>
<td>could – мог, умел</td>
<td>I could skate.</td>
<td>Could you skate?</td>
</tr>
<tr>
<td>will be able to – смогу, сумею</td>
<td>I’ll be able to skate.</td>
<td>Will you be able to skate?</td>
</tr>
<tr>
<td>must – должен, обязан, мне нужно/надо</td>
<td>I must work.</td>
<td>Must you work?</td>
</tr>
<tr>
<td>have to – вынужден, приходится, должен</td>
<td>I have/he has to get up early.</td>
<td>Do I have to get up early?</td>
</tr>
<tr>
<td>had to – должен был, пришлось</td>
<td>I had to work.</td>
<td>Did you have to work?</td>
</tr>
<tr>
<td>will have to – должен буду, придется</td>
<td>I’ll have to work.</td>
<td>Will you have to work?</td>
</tr>
</tbody>
</table>
may – можно, разрешается, возможно
You may go home. May I come in? Yes, do, please. I’m afraid you can’t. I’m afraid not.
He may be late.

should – следует, должны
You should read more. Should I come here tomorrow? Yes, you should. No, you shouldn’t.

need – нужно, надо, необходимо
Need I come tomorrow? You needn’t come here tomorrow. Yes, do, please. No, you needn’t.

be (to) – должен, предстоит
1. The train is to arrive at 5 o’clock. (должен прибыть)
The plane was to take off an hour ago. (должен был взлететь)
2. I am to go on a mission. (предстоит поехать в командировку)

Dialogue 1

– What happened to you yesterday? You were late for work.
– I missed one bus and had to wait for another.
– Did you have to wait long?
– Yes, for half an hour. Therefore I was late. Unfortunately, I couldn’t take a taxi. There was no taxi around.

Dialogue 2

– I’m sorry, I can’t solve your question. You’ll have to address (apply to) Mr. Adams.
– Do you mean the General Manager?
– Exactly so. I’m sure he’ll be able to help you.
– Could you give me his telephone number? (May I have his phone number?)
– Certainly. Put it down.
Dialogue 3

– Do I have to come here tomorrow? (Need I come here tomorrow? Must I come here tomorrow?)
– No, you don’t (No, you needn’t). But you are to come here the day after tomorrow.
– Do you mean to say I should take part in the meeting which is to be held the day after tomorrow?
– That’s right. It was planned beforehand. Didn’t you know about it?

Dialogue 4

– Come and see me some day, will you?
– When do you want me to visit you? (...call on you?)
– Can you make it (manage it) tonight?
– I’m afraid I won’t be able to. But if it is necessary, I’ll come.
– Oh, no. I wouldn’t like you to change your plans. You may come any time you like. – May I? – Sure.

Suggest the English for:


Tasks

1. Study the forms of modal verbs.
2. Read dialogues 1–4 and learn them by heart.
3. Do the translation (suggest the English for).
Topic: MEALS. FOOD (continuation)

Conversation

- Which kind of fruit are you fond of?
- I’m very fond of (apples, pineapples, bananas, pears, peaches, apricots, oranges, plums, cherries, kiwis, wine-grapes).
- Which dairy products do you prefer?
- Among dairy products I give preference to (milk, sour milk, cream, sour cream, butter, curds, cheese, yoghurt).
- Which do you eat most often at breakfast/lunch/dinner/supper? (fish, crabs, meat, chicken, turkey, ham, bacon, salami, sausages, beef, pork, mutton, veal, eggs, porridge, corn flakes, omelet, vegetable soup, clear soup, salads).
- Are you a hearty eater? (любите поесть?)
- I wouldn’t say that.
- What about strong drinks?
- I don’t take them. And I would advise you to follow the principle: eat with pleasure, drink at measure.

White Parrot’s Cafe [ˈkeɪfeɪ]

MENU

<table>
<thead>
<tr>
<th>Burgers</th>
<th>$3.50</th>
<th>$3.95</th>
<th>$3.70</th>
</tr>
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<tbody>
<tr>
<td>Hamburger</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheeseburger</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicken Burger</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Omelets</td>
<td>$4.50</td>
<td>$3.70</td>
<td></td>
</tr>
<tr>
<td>Mushroom</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheese</td>
<td>4.25</td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Salads</th>
<th>Shrimp salad</th>
<th>$4.10</th>
<th>Chicken salad</th>
<th>$3.80</th>
<th>Vegetable salad</th>
<th>$1.60</th>
</tr>
</thead>
<tbody>
<tr>
<td>French Fries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small</td>
<td>$0.80</td>
<td></td>
<td>Large</td>
<td>1.30</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Desserts</th>
<th>$1.00</th>
<th>$1.50</th>
<th>$1.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apple pie</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheese cake</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chocolate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ice-cream</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vanilla</td>
<td>$1.35</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strawberry</td>
<td></td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Drinks</th>
<th>small</th>
<th>medium</th>
<th>large</th>
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</thead>
<tbody>
<tr>
<td>Coca-Cola</td>
<td>$.65</td>
<td>$.80</td>
<td>$1.00</td>
</tr>
<tr>
<td>Orange juice</td>
<td>1.00</td>
<td>1.60</td>
<td></td>
</tr>
<tr>
<td>Sprite</td>
<td>.65</td>
<td>.80</td>
<td>1.00</td>
</tr>
<tr>
<td>Coffee</td>
<td>.60</td>
<td>.85</td>
<td>.85</td>
</tr>
<tr>
<td>Tea</td>
<td>.70</td>
<td>1.20</td>
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<tr>
<td>Diet Coke</td>
<td>.60</td>
<td>.80</td>
<td>1.00</td>
</tr>
<tr>
<td>Milk</td>
<td>.70</td>
<td>1.20</td>
<td></td>
</tr>
</tbody>
</table>
Thanks and Goodbye

1. – Thank you for inviting me.
   The dinner was delicious!
   – I’m glad you enjoyed it.
   – Goodbye now. See you soon, again.
   – Thanks, I’d love to. Goodbye!

2. – That was a wonderful meal!
   Thank you so much.
   – You are most welcome. Please come again.
   – Good night! Drive carefully.

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Topic: SHOPPING

Dialogue 1

At the Department Store
– Are you going to do some shopping here?
– Yes, I hope I’ll make many purchases today.
– In the way of clothes or footwear?
– Both. Besides, I’m going to look for a hat of the latest fashion to match this coat.

– I see. It means you’ll have to visit a great number of sections. Is it so?
– Absolutely. I’m going to buy something in underwear, indoor wear, outdoor wear, sports clothes, foot-wear and headgear sections.
– I can imagine how long it’ll take you to visit all the sections, choose the necessary things and try them on.

– Nothing doing. I’m extremely busy on week-days, and Saturday is the only day when I can go

В универсаме
Вы собираетесь сделать здесь некоторые покупки?
Да, я надеюсь сделать много покупок сегодня.
Что-нибудь из одежды или обуви?
И то, и другое. Кроме того, собираюсь поискать модную шляпу к этому пальто. (то же: overcoat)
Ясно. Это значит, что вам придется посетить большое количество секций/отделов. Да?
Совершенно верно. Я собираюсь кое-что купить в секции/из/белья, платья, верхней одежды, спортивной одежды, обуви и головных уборов.
Могу представить себе, сколько вам потребуется времени, чтобы обойти все отделы, выбрать необходимые вещи и примерить их.
Ничего не поделаешь. В будние дни я чрезвычайно занят, и суббота – единственный день,
shopping. On top of that, I badly need a coat and a pair of shoes for autumn wear.

– To complete your autumn outfit I would advise you to buy an umbrella.
– Thank you for your advice. I’ve got one.

Dialogue 2

Choosing a suit
– I’d like to have a lounge suit.

– What size do you wear and what colour do you want?
– Size 50, something in dark-blue or brown, double-breasted.
– Yes, sir. Have a look at this one, please. It’s the latest style. The price is rather high, but the quality is excellent.
– What fabric is it?
– It’s woolen.
– What’s the price? (How much is it?)
– 120 pounds.
– It looks lovely. Let me try it on.

– Will you come to the fitting room, please.
(in the fitting-room)
– Oh, you look elegant and smart in it. The suit fits you perfectly.

– Does it? I’m afraid, I need a size larger. It’s too tight in the waist, I mean the jacket (coat).
– What about the trousers? How do you feel?
They seem to be a bit too short and narrow.
Don’t worry! It’s all the fashion now.
All right. I’ll take the suit.
Would you like anything else?
I’m in need of a good overcoat for autumn wear.
Yes, we’ve got some, but not your size, I’m afraid.
Now let me have the bill. Where do I pay? Where’s the cashier?
You may pay here.

So much the better. Here you are.
Thank you, sir. Here’s the change and your parcel.
Thank you. Good-bye.
Excuse me. Can I buy very expensive clothes on credit in your shop?
Certainly. You should have credit cards for the purpose.

What cards can I use?

You can use Visa, Master Card or American Express.

Кажется, они несколько коротковаты и узковаты.
Не беспокойтесь. Это — последняя мода сейчас.
Хорошо. Я беру этот костюм.
Не хотите ли что-нибудь еще?
Мне нужно хорошее пальто для осени/осеннее пальто/.
Да, у нас есть, но боюсь, не вашего размера.
Выпишите мне счет. Где можно оплатить? Где касса?
Вы можете оплатить/покупку/здесь.
Тем лучше. Вот, пожалуйста.
Благодарю вас, сэр. Вот сдача и ваш сверток.
Спасибо. До свидания.
Извините, могу я купить очень дорогую одежду в кредит в вашем магазине?
Разумеется. Для этой цели вам необходимо иметь кредитную карточку.
Какие карточки я могу использовать?
Вы можете использовать Визу, Мастер Кард или Американ Экспресс.

**Dialogue 3**

Where do you buy your shirts and ties?
Oh, I go to various places according to my supply of cash (запас денег). If I’m hard up, I go to big stores in Oxford Street or Bond Street (если я испытываю нужду в деньгах).
As for me, I have no money to throw about, so if you think that is the best place, I’d better go there. I’m running short of shirts (у меня кончился запас рубашек).
I’ll come with you if you like. Two heads are better than one.
Thanks a lot.
(in the shop)

– Oh, they’ve got a large assortment of ties. What a selection! What colours!
– What do you think of that red one with white spots?
– That red one? To my mind it’s very showy, very conspicuous [ˈkɒnspɪkjuəs] indeed (бросающийся в глаза). I wouldn’t go to a pig race in that tie.
– Don’t be silly. I mean the blue one with white spots.
– I see. I like that. It’ll match your suit beautifully. What’s the price?

(leaving the shop)

– Are you satisfied with your purchases, John?
– Very much so, thanks. And I’m grateful to you, old man, for putting me on to this place.
– It’s a pleasure to help a good chap like you.

Topic: WEATHER AND CLOTHES

What do you wear?

1. Answer the following questions.

What do you wear when it is sunny and warm?

sunny and cold?
cloudy and warm?
cloudy and chilly?
rainy and windy?
frosty?
snowy?
fair and hot?


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**What colour do you like?** (white, black, red, dark red, blue, dark blue, green, light green, grey, dark grey, pink, purple, brown, light brown, yellow, orange, violet, golden, silver)

2. Read and act out the dialogue with your partner.
3. Learn new words.

**At a Shop**

– I need an overcoat for autumn wear. What can you offer me?
– We’ve got a great choice of coats. Here they are. Which one would you like?
– May I have a look at that one? – Certainly.
– What’s the price? (How much is it?) – 500 pounds.
– Have you got something in dark-blue or brown? – Yes, have a look at this one.
– May I try it on? – Sure. (in the fitting room) – I think I need a size larger.
– I don’t think so. The coat fits you very well. You look smart and elegant in it.
– All right. I’ll take it. Where do I pay? – In the cashier.

**Words**

*to wear* [weə] – носить; *thick cloth* – драп; *wool* – шерсть; *leather* [‘leðə] – кожа
*to offer* – предложить; *a great choice* – большой выбор
*Have a look at...* – Взгляните на...
*a size larger* – на номер больше; *a size smaller* – на номер меньше
*to fit very well* – сидеть очень хорошо (об одежде)
*a shop (am. store)* – магазин; *Department Store* – универмаг
*to do shopping* = *to make purchases* – делать покупки
*to go shopping* – ходить по магазинам; *to put on* – надеть, *to take off* – снять

**Tasks**

1. Read the dialogues.
2. Answer the questions:
   – in which sections do they sell: shoes and boots, hats and caps, suits and dresses, T-shirts and shorts, overcoats and raincoats? What do they sell in a foot-wear, headgear, ready-made clothes, underwear, outdoor wear section?
3. On which day of the week do you usually go shopping?
4. You are in a ready-made clothes section. You want to choose a suit for yourself. What questions relating to the stuff (size, colour, style, price, make) would you ask the salesgirl? (Before doing this assignment read, memorise and dramatize the dialogue “Choosing a Suit”).
5. What’s it necessary for one to have to buy on credit?
   What credit cards do you use and where do you use them?
6. You are shopping at a Supermarket. You want to buy:
   a) some beef, pork and turkey or chicken,
   b) pineapples, bananas, pears and peaches,
   c) cheese, yoghurt, sour cream and milk. At which counter will you buy them? (fruit counter, milk-products, meat and poultry [ˈpɔ:ltri])

Topics: TIME. CALENDAR. WEATHER AND SEASONS

I. Time

What’s the time?
- Excuse me, can you tell me the time?
  There is (there’s) something wrong [rɔːn] with my watch [wɔtʃ].
  - Certainly. It’s ten to eleven by my watch.
  - Your watch is right, isn’t it?
  - I’m not sure.
  Sometimes it is fast.
  And sometimes it is slow.

   Извините, не могли бы вы сказать, который час?
   С моими часами что-то несладное.
   Конечно. По моим часам без десяти одиннадцать.
   Ваши часы идут правильно, не так ли?
   Не совсем уверен.
   Иногда они спешат, иногда отстают.

Words

What’s the time? (What time is it?) – Который час?
Is your watch right? – Ваши часы идут правильно?
My watch keeps good time. – Мои часы идут правильно.
Your watch goes wrong. – Ваши часы идут неправильно.
My watch is slow. – Мои часы отстают.

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My watch is fast. – Мои часы спешат.

**time** – 1) время; 2) раз; **second** – секунда; **minute** – минута; **an hour** – час

**a quarter** [ə] – четверть; **half an hour** – полчаса

**an hour and a half** – полтора часа

day – сутки; **week** – неделя; **fortnight** – две недели; **month** – месяц

**year** – год; **decade** – десять лет; **century** – столетие

**watch** – часы/ручные/; **clock** – часы настольные, настенные, башенные

**face** – циферблат; **hand** – стрелка; **to wind** [wンド] – заводить

**to be fast** – спешить/о часах/; **to be slow** – отставать

**Useful phrases**

**ahead of time** – вне очереди; **every time** – каждый раз

**for the first/last/time** – впервые/в последний раз

**for the time being** – пока, на некоторое время

I’m always pressed for time. – У меня всегда поджимает время.

I’m short of time. – У меня не хватает времени.

I don’t have enough time. – У меня не хватает времени.

Time is up. – Время истекло.

It’s time to get up. – Пора вставать.

**all the time** – все время

**on time** – вовремя

**from time to time** – время от времени

**Time is money.** – Время – деньги.

My watch goes wrong. – Мои часы идут неправильно.

My watch keeps good time. – Мои часы идут правильно.

My watch often stops. – Мои часы часто останавливаются.

**Tasks**

1. Read and dramatize the dialogue.
2. Learn unfamiliar words and phrases.
3. Give sentences of your own according to these patterns:

   - How many seconds are there in a minute?
   - There are 60 seconds in a minute (use the words: hour, day, week, month, year, decade, century).
   - It’s time to...
   - My watch is ... seconds slow.
   - My watch is ... minutes fast.
   - How many minutes fast is your watch?
   - How many minutes slow is your watch?

II. Calendar. Numerals

What's the date? (What date is it today?) – Какое сегодня число?
It’s the 1st of September 1997.
2nd
3rd
4th
5th
9th

Tasks

1. Read and study the following numerals:

1 one the first 2 two the second
3 three the third 4 four the fourth
5 five the fifth 6 six the sixth
7 seven the seventh 8 eight the eighth
9 nine the ninth 10 ten the tenth
11 eleven the eleventh 12 twelve the twelfth
13 thirteen the thirteenth 14 fourteen the fourteenth
15 fifteen the fifteenth 16 sixteen the sixteenth
17 seventeen the seventeenth 18 eighteen the eighteenth
19 nineteen the nineteenth 20 twenty the twentieth
30 thirty the thirtieth 40 forty the fortieth
50 fifty the fiftieth 60 sixty the sixtieth
70 seventy the seventieth 80 eighty the eightieth
90 ninety the ninetieth 100 hundred the hundredth
1000 thousand the thousandth
1,000,000 million the millionth
1,000,000,000 billion the billionth

2. Review the names of the months.

January ['ʃænjuəri] – январь
February ['fjuəri] – февраль
March [ma:tʃ] – март
April ['eəpril] – апрель
May [meɪ] – май
June [dʒu:n] – июнь

July [dʒuˈleɪ] – июль
August ['ɔːɡest] – август
September [sepˈtembə] – сентябрь
October [ˈəʊktəbr] – октябрь
November [nəˈvemba] – ноябрь
December [dɪˈsembə] – декабрь
3. Read the following dates:
1.01.1910, 2.02.11, 3.03.20, 4.04.25, 5.05.30, 6.06.34, 7.07.37, 8.08.40,
9.09.41, 10.10.42, 11.11.53, 12.12.65, 13.01.85, 23.02.93, 15.09.96, 21.10.97.

4. Review the names of the week-days. Ask and answer.

What day is today? — Какой сегодня день недели?
It’s Monday. Today is Monday.
(Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday)

Rhyme [raɪm]:
Solomon Grundy
Was born on Monday,
Christened on Tuesday,
Married on Wednesday,
Ill on Thursday,
Worse on Friday,
Died on Saturday,
Buried on Sunday.
And that was the end of
Solomon Grundy.

III. Weather and Seasons

Dialogue 1

— What’s the weather like today?
— It’s warm and sunny. The sky is blue and cloudless.

Dialogue 2

— How do you like today’s weather?
— I don’t like it at all. It’s terribly cold, and it is raining. Sometimes it is
even snowing.

Dialogue 3

— It’s a lovely day, isn’t it?
— Yes, absolutely wonderful. The sun is shining brightly, it’s dry, and it is
getting hot.
— Do you know the weather forecast for tomorrow?
— Sure. In the morning it’ll be foggy and wet, at noon it’ll be cloudy, and
in the evening it may rain. The temperature will be 20 degrees above zero.

Dialogue 4

— What’s the weather like in spring in England?
— It’s usually mild, but sometimes they have snow and frost even in April.
– Do they have many fine days in autumn?
– Yes, as a rule. September is often a beautiful month.
– It’s not very cold there in winter, is it?
– No, and rivers and lakes hardly ever freeze.

Words

the sky is cloudless – небо безоблачно
it’s getting hot – становится жарко
at all – вообще не, совсем не
weather forecast – прогноз погоды; terribly – ужасно
20 degrees above zero – +20°
to shine brightly – светить ярко
20 degrees below zero – -20°
hardly ever – едва ли когда-либо
to freeze (froze, frozen) – замерзать

Exercise 1

Make a weather report, using the following words and phrases.

1. The weather is fine. Погода прекрасная. It’s hot. Жарко.
   fair ясная warm Тепло.
dry сухая cold Холодно.
warm теплая cool Прохладно.
hot жаркая chilly —
cold холодная sunny Солнечно.
mild мягкая/тихая rainy Дождливо.
awful ужасная foggy Туманно.
nasty мерзкая frosty Морозно.
wet сырая windy Ветрено.

2. The sky is blue (grey, cloudy, cloudless, dark, gloomy – хмурое).
3. The temperature is … degrees above (below) zero.

Exercise 2

Describe the Seasons.

Spring. In spring nature awakens from her long winter sleep. The tree and grass become green, and there are flowers in the fields. It’s usually warm. The sky is blue and cloudless. The sun shines brightly. It’s very pleasant to be in the open air.
Summer. After spring comes summer. In summer the weather gets warmer, and very often it’s rather hot. Sometimes there are storms. People usually take a rest in summer. They go swimming and boating, and lie in the sun. Summer is a busy season for the farmer.

Autumn (am. Fall). After summer comes autumn. The days get shorter, and the nights longer. The sky is usually covered with grey clouds. It often rains, and the weather is usually unpleasant. The leaves of the trees turn yellow, and begin to fall. Autumn is a harvest time.

Winter. When winter comes, it gets very cold and sometimes even frosty. Lakes and rivers are frozen, and the ground is covered with snow and ice. It often snows. Sometimes northern winds blow, and we have frosts in this part of the country. The woods are bare, and we do not hear the songs of birds which usually fly to warm lands. Winter is the coldest season in this part of the country, but it’s a good time for sports. People go skating or skiing, they play hockey and snow balls.

Words

to awaken – просыпаться
to go swimming – заниматься плаванием
gloss – трава
to lie in the sun – загорать
to shine (shone, shone) – светить
harvest – урожай, собирать урожай
bright(ly) – яркий/ярко/
northern ['nɔːðən] winds – северные ветры
southern ['sʌðən] winds – южные ветры
to get warmer – потеплеть; to turn yellow – пожелтеть
to blow (blew, blown) – дуть
wood (forest) – лес
bare – голый

Exercise 3

Answer these questions.

**Tasks**

1. Learn dialogues 1 and 3 by heart.
2. Make a weather report according to the weather forecast.
3. Describe your favourite season.
4. Read, translate and retell the story “The Best Time for Apples”.

**The Best Time for Apples**

One day in a country school the teacher said to the pupils at a Geography lesson: “In a year there are four seasons: spring, summer, autumn and winter. In spring it’s warm, and there are many flowers in the fields. In summer it’s very hot, there are many mushrooms and berries in the forest. In autumn there are all kinds of fruit, but it often rains, and the weather is often unpleasant. In winter it’s very cold and sometimes it’s even frosty. The ground is covered with snow, and rivers and lakes are frozen”.

Seeing that one of the boys (his name was Tom) was not listening and was talking all the time, the teacher addressed him and said: “Now, Tom, stand up and tell me what is the best time for apples”. “It is when the farmer is not at home, and there is no dog in the garden”, answered the boy.

**Words**

*country school* – сельская школа  
*mushrooms* – грибы; *berries* – ягоды  
*farmer* – фермер

Answer these questions.


Suggest the English for:

1. Вы занимаетесь спортом/go in for sport? – Да. Летом я занимаюсь плаванием, катанием на лодке, теннисом. Зимой хожу на лыжах и катаюсь на коньках. 2. Весной деревья и трава зеленеют, а осенью желтеют. 3. Я бы не советовал вам загорать сейчас: становится очень жарко. 4. Осенью здесь часто дуют северные ветры. 5. Зимой дни становятся короче, а ночи длиннее.
Topic: ASKING FOR DIRECTIONS*

1

- Excuse me, can you tell me the way to Trafalgar Square?

- Certainly. Go down Regent Street to Piccadilly Circus, and then go down the Haymarket. Turn to the left, and in less than a minute you’ll be in Trafalgar Square.

- Thank you very much. How far is it from here?
- If you walk, it’ll take you ten minutes or a quarter of an hour.

- Thanks a lot.

2

- Excuse me, which is the way (how do I get) to the Houses of Parliament?
- Go two blocks down Victoria Street, turn to the right, then go straight ahead. You’d better take a bus. It’s a pretty good way.

- Thank you. Is there a bus stop or a tube station somewhere here?
- There must be. You’d better ask the policeman over there. He’ll give you all the information you want.

- Thank you very much.

3

- Conductor, does this bus go to Trafalgar Square?
- Yes, sir. Come along, hurry up. No room on top, inside only. No

Простите, не можете вы сказать, как пройти на Трафальгарскую площадь?
Разумеется. Идите вниз по Рид-жент-стрит к Пиккадилли, а далее по Хэймаркет-стрит.
Поверните налево и менее чем через минуту вы будете на Трафальгарской площади.
Большое спасибо. Как далеко это отсюда?
Если вы пойдете пешком, у вас уйдет десять минут или четверть часа.
Премного благодарен.

Извините, как пройти к зданию Парламента?
Пройдите два квартала вниз по Виктория-стрит, поверните направо, затем идите прямо.
Вам лучше сесть на автобус. Отсюда это довольно далеко.
Спасибо. Здесь есть автобусная остановка или станция метро?
Должна быть. Вы лучше спросите у того полицейского. Он даст вам всю необходимую информацию.
Большое спасибо.

Этот автобус идет до Трафальгарской площади?
Да, сэр. Входите. Поторопитесь.
Наверху мест нет, только в

* Частично заимствовано из Linguaphone English Course. Linguaphone Institute. London.
standing on the platform. Pass down the bus, please. Fares, please! Trafalgar Square! This is where you get off, sir.

- Pardon me, sir! Could you tell me how to get to the bus terminal?
- Turn left at the corner.
- I beg your pardon. Where is the nearest subway station?
- It’s right down the street. It’s two blocks from here.

Tasks

1. Read, learn by heart and dramatize dialogues 1–5.
2. What are English equivalents of the Russian phrase: “Как пройти на/к...?”.
3. You are riding in a bus. What would you say if you want to know whether the person standing before you will get off at the next stop; how much is the fare as far as the Central Park, where you have to get off in order to get to Brooklyn College.

Topic: SIGHTSEEING

- Have you been to London before?
- No, it’s my first time here.
- Have you seen much of the city?
- So far, very little. Could you tell me what are the most interesting places to visit?
- Willingly. If you are interested in historical buildings and monuments, I would advise you to see the

салоне. Не стойте на площадке. Проходите внутрь автобуса, пожалуйста. Билеты, пожалуйста! Трафальгарская площадь! Здесь вам выходить, сэр.

Извините, сэр. Не могли бы вы сказать, как пройти на автобусную остановку? Поверните налево на углу.

Извините. Где ближайшая станция метро? Идите вдоль по улице и пройдите два квартала.

Вы были в Лондоне ранее?
Нет, это мой первый визит сюда. Вы осмотрели большую часть города?
Пока очень незначительную. Не могли бы вы мне сказать, какие наиболее интересные места мне следует посетить?
Охотно. Если вас интересуют исторические здания и памятники, я бы посоветовал вам осмот-
Houses of Parliament, Westminster Abbey, St. Paul’s Cathedral, Nelson’s Column in Trafalgar Square, the Tower, the British Museum, the Buckingham Palace, and perhaps Hyde Park with Speaker’s Corner. What would you like to see first?

~ It makes no difference. Is it possible to arrange a bus tour with a guide?
~ I hope so. By the way, I can offer you a map of London and a guide book to make a preliminary study.

~ Oh, thank you very much.

Task

Read, memorise and act out the dialogues with your partner.

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**Topic: RECREATION**

**Going to the theatre**

~ What are you doing tonight?
~ Nothing special. Are you going to take me out?

~ Yes, you are right. Where would you like to go, to a theatre, a cinema or to a concert?
~ Let me see.
~ What do you say to a musical comedy? They are showing “Merry Widow” tonight.
~ And what’s on at the Bolshoi Theatre?

Что вы делаете сегодня вечером?
Ничего особенного. Вы собираетесь пригласить меня куда-нибудь?
Совершенно верно. Куда бы вам хотелось пойти? В театр, в кино или на концерт?
Дайте подумать.
Как вы смотрите на то, чтобы пойти в оперетту? Сегодня вечером там идет “Веселая вдова”.
А что идет в Большом театре?
- The opera “Carmen” by Bizet.
- If you don’t mind, I’d like to hear “Carmen”.
- Very well. That’s settled. And now we must hurry. Performances begin at half past six now.

(leaving the cloak-room)
- I’m sorry. We didn’t take opera-glasses from the cloak-room attendant.
- Don’t worry. I’ve brought mine from home. By the way where are our seats?
- They are in row 6 in the stalls. Very good seats. Let me have a look at the programme. Let’s see who’s who. Oh, quite a strong cast!

- Yes, we are lucky. Look! The lights are going down. Here comes the conductor, and now we’ll hear a fine overture.

(the curtain’s going up)
- Let me have your opera-glasses for a minute. Oh, the scenery is so beautiful. Who is the stage-manager?
- Be quiet now. Let’s listen.

(after the performance)
- What do you think of the performance? Isn’t it really splendid?
- Oh, just wonderful! They sing so well. I enjoyed it immensely.

- So did I. I was charmed by the music and the acting of Atlantoff and Obraztsova.
- Yes, they are my favourite singers; extremely popular nowadays.

- Opera “Кармен” Бизе.
- Если вы не возражаете, мне бы хотелось послушать “Кармен”.
- Очень хорошо. Решено. А сейчас нам надо поспешить. Представления начинаются сейчас в половине седьмого.

(уходя из гардероба)
- Жаль, что мы не взяли бинокли у гардеробщика.

Ne беспокойтесь. Я захватил свой бинокль из дома. Кстати, где наши места?
 Они в 6-м ряду партера. Очень хорошие места. Разрешите взглянуть на программу. Посмотрим кто есть кто. О, довольно сильный состав.
 Да, нам повезло. Посмотрите, гасят свет. А вот и дирижер.
 Сейчас мы услышим прекрасную увертюру.

(занавес поднимается)
- Разрешите мне взять на минуту ваш бинокль. О, декорации такие красивые. Кто режиссер?

Потише, давайте послушаем.

(после спектакля)
- Что вы думаете о спектакле? Он поистине великолепен, не правда ли?
- О, просто изумительный! Такие прекрасные голоса. Я получил огромное удовольствие.
- И я тоже. Я был просто очарован музыкой и игрой Атлантова и Образцовой.
- Да, это мои любимые певцы; они исключительно популярны в наше время.
No wonder, the opera is a great success.

Going to the concert hall

(Mr. Bell and his friend are going to spend the evening together outside the hotel)
- What are you doing tonight?
- Nothing special. Why? Are you going to take me out?

- Exactly so. I want to invite you to a concert.
- It's very kind of you. What's on at the Covent Garden tonight?

- I don't know. Let's have a look at the announcement board down in the hall.
(looking at the announcement)
- There's an international Charity Concert on.

- Oh, really? I can imagine what a splendid cast is going to take part in the concert.

- Yes, mostly world stars, I think.

- It's a pity there is no mention of the programme in the announcement.
- To my mind, the concert will be presented by opera singers, ballet dancers and symphony orchestras.

- It's all in my line. I'm fond of opera, ballet, and symphony music. I also like classical jazz.

- If that is the case, let's go to the Covent Garden.
- Porter, will you call a taxi?        Портье, вызовите такси.
- Certainly, sir.                 Слушаюсь, сэр.

**Tasks**

1. Give a summary of the text "Going to the Theatre" in the form of a story. Begin your story in the following way. Last night John, a friend of mine, came to see me and took me to the Bolshoi to hear "Carmen". We had little time at our disposal, and started for the theatre immediately. Then we took our seats, they were in row 6 in the stalls. (Describe the scenery and give a general assessment to the performance. Say whether you enjoyed it immensely, if you did so, why? what were you particularly impressed and charmed by? also say whether the opera was a great success.)

2. Read, learn by heart and dramatize the dialogue "Going to the Concert Hall".

3. Of all kinds of stage art which one do you like best: drama, opera, ballet, operetta, variety show/эстрада/or musiches? Are you a circus/цирк/lover?

4. Do you like to have your seats in the stalls/партер/, dress-circle/бель-этаж/, balcony or in a box/ложа/?

5. Which kind of music: serious, light, dance, pop do you take a special liking to?

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**Topic: THE PRESENT PERFECT TENSE**

**Forms:**

I have already finished my work. — … уже закончил
He has just come. — … только что пришел
Have you ever seen this film? — … когда-либо видели?
Has she come yet? — … уже пришла?
I have never been to London. — … никогда не был
She hasn’t yet come. — … еще не пришла

**Present Perfect** употребляется, когда хотят показать, что действие закончено, завершено к настоящему моменту/моменту речи/и непосредственно с ним связано своим результатом. **Present Perfect** также употребляется с наречиями неопределенного времени и обстоятельствами незаконченного периода времени, например: already, just, ever, never, yet, lately (of late)/за последние время/since (с), а также: this week, this month, this year, this summer, this term.

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Present Perfect не употребляется при описании прошлых событий собственственными прошедшего времени: вчера, позавчера, три дня тому назад, в 5 часов, в понедельник, на прошлой неделе, 20 мая, в 2002 году, когда они приехали в Москву, а также в вопросах со словами when? what time? В последнем случае употребляют простое прошедшее время (Past Simple).

Dialogue

- Hello, John! Glad to see you. How are you?
- More or less all right, thank you. It’s nice to see you too.
- I haven’t seen you for ages. Where have you been all this time?
- I’ve just arrived from abroad. I went abroad last month.
- Were you on a mission?
- That’s right. It was a business trip to the U.S. at the invitation of a big company.
- Did you stay there long?
- No, about a fortnight.
- What cities have you visited?
- Only New York, unfortunately.
- Has New York produced a great impression on you?
- Oh, yes, I’m greatly impressed by what I’ve seen there.

Words

to arrive (in, at) — прибывать/в, на /
a fortnight — 2 недели

to go abroad — поехать за границу

to come from abroad — приехать из-за границы

to be on a mission — находиться в командировке

to go on a business trip — поехать в командировку

at the invitation of — по приглашению

to produce a great impression on smb. — произвести большое впечатление на кого-н.

to be greatly impressed by... — находиться под большим впечатлением от...

Suggest the English for:


Tasks

1. Read and dramatize the dialogue.
2. Do the translation (suggest the English for).
3. Do additional exercises (p. 112).

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Topic: THE PAST PERFECT TENSE

Forms:
I **had finished** my work by 5 o’clock yesterday (when you came).
**Had** you **studied** German by the time you entered the Academy?
I **had not translated** the article when you called me up.

Эта форма времени употребляется, когда хотят показать, что действие было закончено, завершено к какому-то моменту в прошлом, до наступления какого-то другого действия в прошлом.

Dialogue

– Bob said you **had gone** to the Bolshoi theatre the other day. Is it so?
– Yes, that’s right. We saw “Swan Lake” by Chaikovski.
– Did you have any problem with tickets?
– Luckily, we didn’t. We **had booked** seats in advance, by last Friday.
– To be frank with you, I have always wanted to see this ballet. Why **hadn’t** you **told** me you were going to see it? Why **hadn’t** you **invited** me?
– I am awfully sorry, I was sure you **had seen** the ballet already.

Suggest the English for:

1. К 5 часам все уже прибыли в аэропорт. 2. Когда вы пришли, мы уже закончили эту работу. 3. Вы изучали французский до того, как поступили в этот колледж? – Да. 4. К этому времени вчера они еще **не** перевели этот доклад. 5. Вы что-нибудь приготовили к прошлой неделе? – Вы имеете в виду какие-то материалы? – Да. Нет, я ничего **не**
предготовил. 6. Когда босс нам позвонил, у нас все было готово. 7. Анна сказала, что она когда-то работала в этой компании. 8. Я был уверен, что вы нашли эту книгу. 9. Он не знал, что я учился в университете. 10. Том сказал, что вы уехали в Нью-Йорк.

Tasks

1. Read and dramatize the dialogue.
2. Do the translation (suggest the English for).

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**Topic: AT THE AIRPORT**

**At the Passport Control**

Officer: Good morning, sir (madam). Will you show me your passport please.
Foreign visitor: Here it is.
O. – What’s the purpose of your visit here?
O. – How long do you intend to stay?
F. – For a fortnight.
O. – Thank you. You may pass.

**Words**

*What’s the purpose of your visit?* – Какова цель вашего визита?
*a business trip* – служебная командировка
*participation* – участие
*to intend* – намереваться

**At the Customs**

**Customs officer** (official): Is this your luggage?
– Yes, it is. I’ve got two bags. And this is my hand baggage (ручная кладь).
– Have you filled in a declaration form in which you must list all dutiable articles, I mean articles liable to duty?
Yes, I have. Are personal belongings duty-free?
Yes, they are. So, have you anything to declare? (Is there anything liable to duty?)
Yes, I’ve got some presents: 3 bottles of brandy and 6 boxes of cigarettes. (I have nothing to declare.)
I have to check your luggage. Will you open your bags and show them to me?
Yes, here they are.
I’m sorry, but you are allowed only 2 bottles of brandy. As to your cigarettes, I’m afraid, you’ll have to pay duty on one box.

Words

to go through the customs – проходить таможенный досмотр

to go through passport control – проходить паспортный контроль

to fill in a declaration form – заполнить декларацию

to pay duty on – платить пошлину за

duty-free – беспошлинный

Have you anything to declare? – I have nothing to declare.
liable to duty = dutiable – подлежащий обложению пошлиной
You are allowed... – Вам разрешается...
Am I allowed...? – Мне разрешается...?
to charge for – взимать плату
overweight – лишний вес

At the Airport Information Office

1. Excuse me, where’s the luggage/baggage claim/выдача багажа/?

passport control – паспортный контроль
foreign exchange information – обмен валюты
customs (house) – справочное бюро
duty-free shop – таможня беспошлинный магазин
entrance to exit – вход в
ground transportation – выход
main lobby – наземный транспорт
lost and found – главный холл
gate 8 – бюро находок

поле № 8
2. Excuse me, where can I find out the/знать/навести справку/
   - departure time? отлет
   - arrival(s) time? прибытие
   - flight number? № рейса
   - take-off time? взлет
   - landing time? посадка

3. Is flight 139 cancelled/отменен/? – Yes, it is.
   Is flight 135 delayed/задерживается/? – No, it isn’t.

4. How much luggage is allowed/разрешается/ for the first (economy, business) class passengers?
   – 30 and 20 kilograms accordingly/соответственно/.

5. What’s prohibited/запрещается/to be taken into the cabin?
Fire-arms, inflammable liquids and explosives [ou]/огнестрельное оружие, воспламеняющиеся жидкости, взрывчатка/;
in some countries – meat or fish products.

**Flying out Radio Announcement**

1. BA flight 550 for Athens leaves from Gate 15 at 13.50. Will passengers with tickets, please, proceed to Gate 15 immediately.

   ***

   That’s gate 15 for BA flight 550 to Athens departing at 13.50

2. Passengers for SAS flight 430 to Stockholm are requested to board at Gate 14.

   ***

   That’s Gate 15 for flight 430 to Stockholm. Departure time is 14 hours

**Tasks**

1. Read and act out the dialogues.
2. Learn unfamiliar terms.
3. Ask questions at the Information Office.
4. Translate the radio announcement.
Dialogue

– Could you book me a flight to Kuala Lumpur in a couple of days?
– Certainly, Sir. Would you prefer economy, business or first class?
– Business class, please. Do you happen to know when the flights are?
– There’s a morning and an evening flight, Sir. Which do you prefer?
– I’d rather have the morning flight, if possible.
– I’ll call up the airline and see what they can offer.
– Thank you very much. I’ll be in my room, № 412.
– I’ll let you know as soon as I get the necessary information.
– Thanks a lot. Good-bye for the present.

Additional Exercises

Present Perfect

1. Form perfect infinitives of the following verbs:

   e.g. to get – to have got
   to do, to make, to be, to hear, to meet, to take, to put, to leave, to know, to see, to read, to write, to lose, to find, to brake.

2. Ask your partner the following questions. Let him/her answer them.

   1. Have you seen the film “Chapayev”? When did you see it?
   2. Have you read “War and Peace” by Tolstoy? When did you read it?
   3. Have you heard the opera “Carmen” by Bizet? When did you hear it?
   4. Are you present at an English class? Have you brought all the necessary books and note-books?
   5. Has the teacher already come to the class?
   6. Has the teacher called you out?
   7. Have you answered her questions?
   8. Have you done your English homework for today?
   9. Have you written a test today?
  10. What mark have you got for your test?

3. Make up sentences according to the patterns. Use the words in brackets.

   I’ve seen him today.
   (to meet her – this week, to go to the movies – this week, to see many foreign films – this month, to visit many places of interest – this year)

   I haven’t seen him since 2002.
   (to speak with Bess – last year, to go to the theatre – last month, to hear from them – last autumn, to read anything in English – I left school).

Since when haven’t you (hasn’t he/she) seen your school friends? (to visit these places, to meet Peter, to speak with Mr. Fox).

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**Topic: SEQUENCE OF TENSES RULES**

He said (that) ← he had lived in Moscow — ... жил

Translate the Russian part of these sentences.

1. I knew (that) /знал/, что они помогут вам.
2. I didn’t know /не знал/, что она живет в Америке.
3. I thought /подумал/, что вы собирайтесь уезжать из Москвы.
4. I hoped /надеялся/, что эта проблема будет решена.
5. I was sure /был уверен/, что вы приедете, и расскажете нам об этом.
6. I wasn’t sure /не был уверен/, что они обсудили этот вопрос.
7. I was afraid /боялся/, что они не закончат эту работу вовремя.
8. Она сказала, что у нее много книг по управленческому (опыту)
9. Я не знал, что г-н Браун генеральный директор этой компании.
10. Боб сказал, что у него нет занятий и он свободен.

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**Topic: TRAVELLING BY AIR**

General Rules

- Nowadays people mostly travel by air. What about you?

- I like travelling by air. It is my favourite means of transport.
- Could you acquaint me with general rules?
- Certainly.
- When are passengers requested to arrive at the airport?

**ПУТЕШЕСТВИЕ САМОЛЕТОМ**

Общие правила

Сейчас люди путешествуют, используя главным образом воздушный транспорт. А как вы?

Я люблю летать самолетом. Это мой любимый вид транспорта.

Не могли бы вы ознакомить меня с общими правилами?

Разумеется.

Когда пассажиров просят прибывать в аэропорт?
– One hour before departure time on international flights.
– What must passengers do before departure?
– They must register their tickets, weigh in and register the luggage (baggage).
– Do you know that the economy class limitation is 20 kg (kilograms), and first-class passengers are allowed 30 kg?
– Yes, certainly. But it often happens that I have overweight and have to pay for excess luggage.

– What is permitted (allowed) to be taken into the cabin?
– Passengers are allowed to take only some personal belongings such as: bags, brief-cases, attache-cases, umbrellas, coats and souvenirs bought at the tax-free shops at the airport.
– What else?
– Each passenger is given a boarding pass (embarkment card) to be shown at the departure gate and again to the stewardess when boarding the plane.
– What electric signs flash in the plane?
– “Fasten Seat Belts”;
– “No Smoking”. You can also see “Emergency Exit” on some doors.

– What are landing formalities and customs regulations?

– While still on board the plane, the passenger is given an arrival
card to fill in; he fills in his name (in block letters), country of residence, permanent address, purpose and length of visit, and address in the country he is visiting.

- And then?
- After the passenger has disembarked officials (home security officers) will examine (check) his passport and visa to see if they are in order.

Answer these questions

1. Which means of transport do you travel by most often: by air, railroad or sea?
2. What are the advantages (преимущества) of travelling by air?
3. What irritates you (раздражает) most while flying (flight booking difficulties, lost or delayed luggage, not enough room in the cabin, long queues [kjuːz] at check-in) (очереди при регистрации)?
4. Do you sometimes feel physically uncomfortable during the flight?
5. Can you stand long flights?
6. What general rules of travelling by air do you know?
7. What is allowed (prohibited) to be taken into the cabin? (запрещается)
8. What are landing formalities?

Task

Learn unfamiliar terms.

Words

*to travel by air (railroad, sea) – путешествовать самолетом (по железным дорогам, морю)*
*passenger – пассажир; stewardess – стюардесса*
*gate – проход к летному полю*
*departure – отлет*
*a boarding pass (embarkment card) – посадочный талон*
*flight – маршрут, полет*
*to board the plane (to embark) – садиться на самолет*
*to register – зарегистрироваться*
on board the plane – на борту самолета

to travel economy (business, first) class – путешествовать экономи/бизнес/пер.

vyom klassom

luggage limitation – весовая норма

to flash – зажигаться

electric signs – электротабло

to have an overweight – иметь перевес

seat-belt – пристяжной ремень

to fasten [faːsn] – пристегивать/ся

to pay for excess luggage – платить за лишний вес

cabin – салон

emergence exit [ɪˈməːʃənsi ˈekzɪt] – запасной выход

check-in – регистрация

personal belongings – личные вещи

landing – посадка

take-off – взлет

to book a flight – заказать авиабилет

to fly (flew, flown) – летать

at an altitude of ... kms – на высоте ... км. [ˈæltɪtjuːd]

aisle [ɑɪl] – проход между рядами

crew – экипаж

to fill in an arrival card – заполнить карточку прибытия

country of residence – страна проживания

permanent address – постоянный адрес

purpose [ˈpɜːps] and length of visit – цель и продолжительность визита

home security officers – сотрудники службы внутренней безопасности

home security officers – сотрудники службы внутренней безопасности

to examine (check) one’s passport and visa – проверить паспорт и визу

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**Topic: HOUSE. APARTMENT**

**Welcome to My Country-house!**

As you know most people of big cities prefer living in their own houses in the suburbs. So do I. Not long ago I bought a house and a garden not far from London. It consists of two floors: the ground floor and the first floor. On the ground floor there is a dining-room, a lounge (or a sitting-room), a study, a kitchen and a hall. The staircase leads to the first floor on which there are two bedrooms, a bathroom and a lavatory.

In my sitting-room there is a dresser, a coffee table, a floor lamp, and a stereo-system. There is also a walk-in closet. There is a carpet on the floor,
and many pictures and flowers in the room. There is little furniture in the room, but it is modern and good-looking. In my study there is a book-case which is full of books, magazines and journals. Of all the rooms I especially like my sitting room which is very comfortable and cosy.

Words

video tape-recorder – видеомагнитофон
records player – проигрыватель
in the suburbs – за городом, в предместье города
floor – этаж; пол
Which floor do you live on? На каком этаже вы живете?
ground floor – первый этаж /англ. /
the first floor – 2 этаж /англ. /
sitting-room (living-room) – гостиная
a study – кабинет/дома/
office – кабинет /служебный/
a kitchen – кухня
kitchen garden – огород
staircase – лестница [се]
a bedroom – спальня
a bathroom – ванная
lavatory – туалет
a dresser – туалетный столик
a coffee table – (рус.) = журнальный столик
a floor lamp – торшер
stereo-system – музыкальный центр
carpet – ковер
comfortable– удобный [ˈkʌmfətəbl]
cosy – уютный
furniture – [ˈfɜːnitʃə] мебель

Dialogue

– You live in the suburbs, don’t you?
– Yes, I do, not far from London. I’ve got a house.
– Is it a large house or a small one?
– It’s neither large nor small, just middling.
– When did you buy it?
– About ten years ago.
– You must have paid a pretty sum of money, eh?
– Yes, it was rather costly.
– How many rooms are there in the house?
– Eight, including the kitchen.
– Are the bedrooms upstairs or downstairs?
– They are upstairs.
– Which rooms are on the ground floor?
– The dining-room, the sitting-room and the kitchen
– Have you got a garden? – Yes, of course.
– And where do you grow vegetables? – In the kitchen garden.
– Do you have an apartment in town?
– Yes, a four room flat.
– Do you live in a new big house of modern construction?
– Yes, in a fifty-storey(ed) skyscraper. [ˈskæskreɪpə] (небоскреб)
– Which floor do you live on?
– On the twenty-fifth floor. Come and see me whenever you want.
– Thank you very much.

A Funny Story

One day three Englishmen Bill, Tom and Sam, after doing sights over New York, returned to the hotel in which they lived on the 45th floor.

When they took their keys from the desk clerk, the latter said he was very sorry but they would have to go upstairs on foot, because the elevator (lift) was out of order. Sam, addressing his colleagues, said: “My friends, the way to our room is very long, and in order to kill the time you, Bill, will sing a song, you, Tom, will recite a poem, and I’ll tell you a funny story. Everybody agreed. When they reached the 15th floor, Bill sang a song, when they reached the 30th floor, Tom recited a poem, and when they reached the 45th floor, Sam said: “My dear friends, I’m going to tell you a very funny story: it seems to me I have left our keys downstairs”.

Exercise

Make up sentences of your own, using these words.

to have a four-room flat, on the 10th floor, in a big new house of modern construction, there is a living-room (a bedroom, a dining-room, a study, a bathroom), to be decorated with flowers and pictures, little furniture, in one of the corners, in the middle of the room, there are beautiful curtains over the large window, there is a beautiful carpet on the floor, a TV-set, a video tape-recorder, stereo-system, armchairs, a sofa, on the ceiling, there’s a chandelier [ˌʃændɪˈlɪə] (люстра).
Tasks

1. Read the text and learn unfamiliar terms.
2. Act out the dialogue with your partner.
3. Describe your flat.
4. Read and retell the story.
What is Business?

Business is not an easy thing. It’s rather a difficult kind of human activity. It has many important elements such as money, taxes, customers, transport, banks and others. There are two general types of business: small business and big business.

Why do people do business? Why do they like small business? People do business by producing goods or providing services. They buy and sell goods. They do business for a profit. There is no business without a profit. If you ask me “What business is good?”, my answer will be: “All businesses are good”.

Production of goods is very profitable, provision of different services is profitable too. Communications are a good business too, for example, telephone, telegraph and mail services. Financial services, for example, banking and insurance, work very well, too.

So, people do different types of business for a profit. Doing business has become very popular everywhere. For example, the whole families in America run small businesses now. At present it is very popular to be a businessman or a businesswoman. It should be noted that women, like men, successfully run a firm or a company, they prove to be good bank managers or shopkeepers.

Briefly speaking, doing business is a comparatively new and perspective tendency in modern life.

There are three main types of business: a sole trader (you alone have responsibility for the business and you take all profits after paying income tax on them); a partnership (a group of between 2 or twenty people trade as one firm, and share responsibility for debts, decision-making and the profits); a limited company/Ltd./ (a company formed by two or more shareholders who put money into the business in return for a share of the profits).
Words

to do business — заниматься бизнесом; tax — налог
to produce goods — производить товары
production of goods — производство товаров
to provide services — предлагать услуги, обеспечивать службами
a profit — прибыль; to make profits — делать прибыли
profitable ['prəfitəbl] — прибыльный
insurance [inˈʃərəns] — страховка, страхование
to run business — руководить, заведовать, управлять предприятием
It should be noted that... — Следует заметить, что...
successfully — успешно
they prove to be good managers — они оказываются хорошими управляющими
shop keeper — зав. магазином
comparatively [kəmˈprətivli] — сравнительно
perspective [pəˈspektiv] — перспективный
human activity — деятельность человека
customer — покупатель
by producing goods — путем производства товаров
by providing services — путем обеспечения услугами
communications — средства связи; коммуникации
like men — подобно мужчинам
a sole trader — единоличный предприниматель
responsibility [rɪsˈponsəˈbɪlti] for — ответственность за
income ['ɪnkaʊm] tax — подоходный налог
partnership ['pɑːtnərʃɪp] — партнерство
to trade — торговать; to share — разделять; debt [dɛt] — долг
decision-making — принятие решения; to make a decision — принять решение
a limited company — компания с ограниченной ответственностью
shareholder ['ʃærəhaʊldə] — акционер; share — 1) акция, 2) доля
to put money into — вкладывать деньги; to invest — инвестировать
in return for — в обмен на; briefly ['briːflɪ] speaking — короче говоря

Questions

Tasks

1. Read the text “What is Business?” and learn unfamiliar words.
2. Discuss the topic “What’s Business?” through questions and answers.

Partnership
(conversation)
(Two friends, Martin and Barbara, are having lunch together in a restaurant)

Martin: Well, it’s been a long time, Barbara. What have you been doing?
Barbara: I’ve been pretty busy. You know, I went into business with my friend, Jean.
Martin: Oh, yes. How’s it going?
Barbara: Pretty well. We get along quite well and the shop is beginning to attract more customers.
Martin: Good. Are you two a partnership?
Barbara: Yes. I’m very pleased about it. We seem to have the right combination. Jean’s background is in accounting. She’s the one who’s good at keeping the books and ordering stock.
Martin: And you?
Barbara: Well, you know, I’ve always liked talking a lot. I guess I’m rather good with customers. I enjoy selling.
Martin: Sounds interesting. I guess it’s not too risky a business.
Barbara: We haven’t had any problems, although I suppose all business can be risky. Being partners, we’re both liable.
Martin: Did you both put the same amount of money into the business? Or do you mind my asking?
Barbara: To tell you the truth, we didn’t invest the same amount of capital. But we’ve combined our resources very well, I think. It seems to be a good deal for both of us.
Martin: It sounds like it. That is one advantage of a general partnership. One partner can invest less capital than the other – in fact, no money at all – but a partner can contribute important services or skills, sometimes just a name or reputation.
Barbara: Exactly.
Martin: What kind of arrangement do you have for distribution of profits and losses?
Barbara: They’re equally shared. We hope to be in business for a long time.
Martin: Good for you. You’ve really become very knowledgeable about business.
Barbara: Believe me, I'm still learning. The subject becomes quite technical.

Martin: But I'm glad to hear you're doing so well. Next time you'll take me to lunch.

Words

partnership – партнерство; to go into business – заняться бизнесом
to get along well – ладить; находиться в хороших взаимоотношениях
to be pleased/about – быть довольным чем-то, кем-то
to keep the books – вести бухгалтерский учет
to enjoy doing smth. – получить удовольствие/делая что-то/
background – подготовка
stock – зд. ассортимент товаров; акции, основной капитал, основные фонды
be liable – нести ответственность; a good deal – очень много
advantage – преимущество; disadvantage – недостаток
skills – умения, навыки, квалификация
distribution – распределение; arrangement – договоренность
They are equally shared. – Они делятся поровну.
Good for you! – Молодец! Молодцы!

Tasks

1. Read and dramatize the conversation.
2. Learn unfamiliar terms.

Setting up a Small Business

Not long ago I decided to set up a small business. As I had no experience in business activities it was difficult for me to choose an appropriate business. So I went to the lawyer’s for consultation.

After clarifying all the details of my project and my financial possibilities he recommended me to set up a small business in the field of services. According to the lawyer anyone who wants to set up a small business is to make sure that he/she is choosing one which will work and yield big profit. This requires a thorough investigation into the customers’ needs. So, the first step I had to take was to study my future customers’ needs and wants.

I knew there were many car owners in my neighbourhood. Why not open a car service station? – said I to myself, and got down to business. One of the difficulties I was faced with (I encountered) was lack of money, and I had to borrow it from the bank. The next day I made a loan of 2 mln pounds, and was “on the seventh heaven” because now I could put my project into practice.
Now, at the prime of my business life I still remember my lawyer's words: when choosing a business weigh all pros and cons and ask yourself the questions: what kind of customers am I going to serve upon? How many potential customers are there in my district? How shall I attract customers? What products or services shall I offer?

**Words**

*to set up a small business* — открыть малое предприятие  
*appropriate* [ə'prɔprɪt] — надлежащий  
*lawyer* ['laɪə] — юрист, адвокат  
*to make sure* — удостовериться; *to yield profits* — приносить прибыль  
*thorough* ['θɔːrə] *investigation into* — тщательное изучение  
*to attract* — привлекать  
*to be faced with* (to encounter) — столкнуться с  
*to borrow* ['bɔːrəu] — взять взаймы  
*in the prime of* — в расцвете  
*to weigh all pros* [prouz] *and cons* [kɔnz] — взвесить все "за" и "против"  
*district* — район/города/  
*to choose* (chose, chosen) — выбирать

**Answer these questions.**


**Tasks**

1. Read the story and learn unfamiliar terms.  
2. Answer the questions.  
3. Retell the story close to the text.  
4. Read, learn by heart and dramatize the dialogues given below. Describe your first experience of setting up a business (in writing).

**Dialogue**

— What's the news, Mr. White? How is business?  
— Pretty good, thank you. And how are things with you?
Well, not too good, I’m afraid, and going from bad to worse. In fact, it’s
the worst year we’ve had for a long time.
- I’m sorry to hear that. I hope things will improve.
- Yes, let’s hope for the better, though to tell the truth, there’s no ground
for optimism.
- What’s troubling you in particular?
- The financial affairs of my business. Profits are becoming smaller and
smaller, I’ve built up many debts, and it’ll come as no surprise if once I go
bust.
- Oh, be calm. I’m sure things won’t go as bad as that.

---

**Topic: DEGREES OF COMPARISON**

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Сравнительные союзы:

*as ... as*  My house is as big as yours.
*not so ... as*  My house is not so big as yours.
*than*  My house is bigger than yours.
Suggest the English for:

1. Такой же широкий, как/плохой/добрый/хороший/красивый/дорогой/высокий/, так же быстро, как/медленно/плохо/хорошо/красиво/; не такой занятый, как/богатый/старый/интересный/удобный/важный/, не так быстро, как/медленно/хорошо/много/комфортабельно/;

больше всех, меньше всех, лучше всех, хуже всех, раньше всех, более всего, менее дорогой, более дешевый, менее привлекательный, более интересный.

2. Какой самый большой город в мире? Какая самая длинная река в Америке? Пятнадцать больше десяти, но меньше двадцати. Вы старше, чем ваш брат, но вы выглядите моложе. Июль самый жаркий месяц года. Море глубже, чем река. Я знаю английский хорошо, моя жена лучше, а наш сын лучше всех. Анна читает по-французски хуже меня, а говорит лучше.

**Exercises**

1. Compose a story, using the following words in the proper form.

   "How I Started my Business"

   not long ago to have to solve many problems
   to make up one’s mind what customers to serve
   to set up a small business how many customers to serve
   to be frank with you how to attract them
   to have no experience in finally
   to consult the solicitor to manage
   to advise to find a successful solution of
   to choose a business to be satisfied with
   in the field of to make progress
   production of goods now my business is prospering
   provision of services to make big profits
   to weigh all pros and cons

2. Compose a story in the following way: each trainee takes the words of one point only and thinks of a story, using these words; the rest of the trainees do the same, telling their part of the story one after another. Use the verbs in the proper form.
"Striking a Deal" (заключение сделки)

1. the other day  
   there is a telex from London  
   from Mr. Fox who...  
   to invite me to participate  
   a business meeting  
   the news is unexpected  

2. naturally  
   to accept the invitation, and  
   on the next day  
   to leave for London  
   three hours later  
   to be in Mr. Fox’s office  
   to be waiting for me  
   when I came  

3. I must say, the meeting  
   to be very pleasant, Mr. Fox  
   to receive me very warmly  
   to be glad to see me, we  
   to have a nice talk  

4. during the talk  
   to offer me a deal  
   which, to my mind,  
   to be profitable  
   frankly speaking  
   to be a pleasant surprise to me  
   to accept the offer with pleasure  

5. after a short discussion of the terms  
   to get in touch with my company  
   to receive its OK, then  
   to come to agreement  
   to decide to sign a contract  

6. by the way  
   the equipment produced by  
   Fox’s Co.  
   to be in great demand  
   on the world market  
   customers, to give a high assess-  
   ment to  
   because of its high quality  

7. I must admit, the products of  
   Fox’s Co.  
   to meet modern requirements  
   to enjoy popularity in Europe  
   briefly speaking, I  
   to be pleased with the deal  

8. It goes without saying,  
   I to be grateful to Mr. Fox for  
   his assistance without which,  
   I could never put my project into  
   practice, and realize my business-  
   plan  

Tasks

1. Study the instructions.

Instructions

Choosing a business abide by the following rules:

1. Never start a new venture if you haven’t got enough capital.
2. Don’t hurry to settle on the premises if you are not sure they are suitable for you.
3. Get your priorities right, and don’t spend much money on nonproductive items.
4. Always research the market before you enter it; remember: it includes taking a long and a serious look at the competition.
5. Be sure that you have a distribution system ready before you start producing anything.
6. Be sure that you’ve got the right equipment, a suitable workforce, and a supply of raw materials.
7. Always control the product, and keep a close check on prices and customers’ credits.

While making a plan of your future business ask yourself the following questions:
1. What kind of customers am I going to serve (householders, or business people, young or old, rich or not so rich)?
2. How many potential customers are there in the area I am going to cover?
3. How will I attract customers?
4. What products or services will I offer?

When choosing a business weigh all PROS and CONS!

Words

*abide* [əˈbaid] *by* [bai] – придерживаться, руководствоваться чем-то
*venture* [ˈven(t)ə] – предприятие; *joint venture* – совместное предприятие
*to settle premises* [ˈpreməsiz] – занимать помещение
*get your priorities right* – правильно определить приоритеты
*non-productive items* [aɪ] – непроизводительные виды работы, объекты
*research* [rɪˈsɜːf] – исследование
*taking a long look at* – длительное изучение
*competition* [,kɒmpəˈtɪʃn] – конкуренция
*be sure* – удостовериться
*distribution* [,dɪstriˈbjuːʃn] – распределение
*right equipment* – нужное/соответствующее, необходимое/оборудование
*suitable* [ˈsjuːtəbl] *workforce* – подходящая рабочая сила
*supply* [səˈplai] *of raw materials* – поставка сырья
*keep a close check on* – строго контролировать
*to cover* [ˈkʌvə] – охватить
*attract* – привлечь внимание; *offer* – предложить

2. Fill in the questionnaire by answering these questions.
1. Have you ever done business? If so, what business did you run?
2. If you were to choose business, which type would you prefer?
3. If you were to choose business, would you take up production of goods or provision of services?
4. Which type of business do you consider more profitable?
5. Which type of business do you consider to be organisationally easy?
6. In what kind of business do you think women proved to be particularly effective?
7. Why do you think business has become very popular nowadays? (economic reasons, new tendencies in political and social development, etc.)
8. What questions must you ask yourself before starting a business?

3. Read and retell the text.

**Doing Business Together with a Partner**

It’s common knowledge that doing business has become very popular everywhere. At present it is a comparatively new and perspective tendency in modern life. So, not long ago I made up my mind to go into business. Following my lawyer’s advice I chose small business in the field of services. It goes without saying that I weighed all pros and cons before making a decision. I understand that production of goods is very profitable, but provision of services is profitable too. After all, people do business for a profit.

At first I wanted to be a sole trader, but then I changed my mind and organised a partnership. I went into business with my friend Jean. She has a solid background in accounting, she is good at keeping the books and ordering stock. As for me, I enjoy selling and like talking to customers.

So far our business is going pretty well, and the shop is beginning to attract more customers. I won’t be boasting if I say that we begin to make a good profit. By the way, we have a certain arrangement for distribution of profits and losses. They are equally shared.

I hope to be in business for a long time. I’ve really become quite knowledgeable about business.

4. Memorise the following phrases and word combinations.

- **business is business** – дело есть дело
- **business before pleasure** – делу время, потехе час
- **get down to business** – взяться за дело, приступить к делу
- **monkey business** – дуречество, проделки, “фокусы”, “штучки”, зрящее дело
- **it’s none of your (his, her) business** – это не ваше дело
- **mind your own business** – занимайтесь своим делом

**My business is to teach you English, your business is to learn English.** – **Мое дело – учить вас английскому языку, ваше дело – изучить английский.**
5. Write a composition about what you do for a living (and also about your business if you are doing any).
6. Learn unfamiliar words and phrases.

Many New Businesses Fail. Why?

Tasks

1. Translate the text with the help of a dictionary.
2. Give reasons why small businesses fail.
3. Pick out terms that seem professionally important to you to discuss the problem.

There are several reasons why many new businesses fail. First of all there has been general recession. Then there’s the question of labour relations. What is officially called “industrial action”, which actually means strikes, contributed to the rapid disappearance of many little enterprises. But it is more than likely that what really accounts for most of the failures is simply bad management.

Let’s look at some of the ways in which a business may be badly managed. First, many new businesses are undercapitalised, that is there isn’t enough money available to them to give them a real chance to succeed. Those enterprises which are undercapitalised are sure to be in trouble. Therefore, never attempt to start a new venture if you haven’t got enough capital.

Second, many new businesses fail because they are in the wrong place or their premises are unsuitable; they operate inefficiently, because they haven’t got enough room or appropriate facilities. So, don’t hurry to settle on premises which turn out to be unsuitable.

Third, some ambitious new businesses spend too much of their capital on presenting a glossy image, expensive office furniture and fittings which do not contribute anything to meeting the expenses.

Fourth, far too many businesses fail because their managers do not carry out the necessary research of the market to make sure that their product is in demand and needed by the people. Therefore, always research the market before you decide to enter it.

There are a lot of other factors to be taken into account: installing the right equipment, hiring a suitable workforce, ensuring a supply of raw materials on term you can afford; controlling production, keeping a close check on prices and customer credit.

Briefly speaking, plan every step of the way before you start your business. Weigh all pros and cons. Never make haste while making a decision. Remember: haste makes waste.
4. Practise reading the dialogue, then act it out with your partner.

Dialogue

Meeting a Businessman
(It’s the 21st of October, 10 o’clock in the morning.
Mr. Blake has come to the Russian Trade Delegation)

A

Blake: Good morning! My name is Blake. I’m from Blake and Co.
I’ve got an appointment with Mr. Belov 10.15.
Receptionist: Good morning, Mr. Blake, Mr. Belov is expecting you.
Will you take a seat, please?
Blake: I’m a bit early, ah?
Receptionist: That’s all right.
(in a few minutes Belov appears)

Belov: Oh, Mr. Blake, it’s nice to see you here. How are you?
Blake: Fine. Thanks. And you?
Belov: Pretty well too, thank you. This way, please.
(they enter the conference room and take their seats)
Belov: Would you like a cup of coffee?
Blake: With pleasure. It’s very cold and wet outside today.
Belov: Yes, the weather hasn’t been very good lately.

B

Blake: But it’s usually warm here in October. Now, Mr. Belov, how about our catalogues? Have you looked them through?
Belov: Sure. I’ve studied them closely. The new model is certainly very good.
Blake: Yes, it’s of high quality. We’ve just started producing the model and we’ve already received a lot of orders.
Belov: I must say your machines meet our requirements and we are interested in buying them.
Mr. Blake, have you seen our contract form?
Blake: Not yet.
Belov: Would you like to look it through?
Blake: Certainly.
Belov: Here you are, Mr. Blake. Please study our terms, and let’s meet again next Tuesday.

Blake: All right. (That’s settled. Agreed upon.) Good-bye.
Belov: Good-bye. Have a good time.

Tasks

1. Read the dialogue and learn unfamiliar words.
2. Learn by heart Part B and act it out with a partner.
3. Read the story and ask your partner the following questions:
   – Did you have an appointment with Mr. Belov the other day?
   – How did Mr. Belov receive you?
   – What were you mostly talking about?
   – What assessment did he give to your product?
   – How did he characterise the model?
   – Is he interested in buying the model?
   – What did he ask you to do? Was the deal settled?

4. Retell the story.

A Business Meeting

The other day I had an appointment with Mr. Belov, a representative of the Russian Trade Delegation. He was not in when I entered the conference hall.
room. I was a little early. But in a few minutes he appeared. He was glad to see me, and we had a nice talk. He offered me a cup of coffee, and then we began to talk business. We were mostly talking about the new model which my firm is producing now. Mr. Belov gave a high assessment to the model. Customers, he said, were very pleased with your machines because of their high quality. Besides, he said, they met modern requirements. He said he had received a lot of orders for our products. It’s not surprising, therefore, that he is very interested in buying them. Finally, he asked me to study the terms of the contract, and we agreed to meet next Tuesday. The deal was settled.

Dialogue

Talking Business

The other day Belov, the General Director of Rosimport, and Mr. Turner, a representative of Lindon Tools Co. met at the Ministry of Foreign Trade to negotiate the purchase of a Flight Information Display System for a new Airport.

Belov: Good morning, Mr. Turner. Happy to see you again.
Turner: I’m also pleased to see you.

B.: Will you take a seat, please. Did you have a nice journey?
T.: Yes, thank you. I enjoyed the trip. It was very pleasant indeed.

B.: I’m glad to hear it. Now I’d like to discuss with you some particulars of our transaction. Our customers have studied all the technical characteristics of your system and give a high assessment to it. They meet their requirements.
T.: I’m happy to hear it. We have been selling our equipment to

На днях Белов, генеральный директор “Росимпорта”, и г-н Тэрнер, представитель компании “Линдон Туэлс”, встретились в Министерстве внешней торговли для проведения переговоров по закупке систем информации для авиапассажиров нового аэропорта.
Добро утро, г-н Тэрнер. Очень рад снова встретить вас.
Мне тоже приятно видеть вас.
Садитесь, пожалуйста. Вы хорошо доехали?
Да, благодаря вас. Я получил удовольствие от поездки. Она оказалась очень приятной.
Рад это слышать. Я хотел бы обсудить с вами некоторые особенности нашей сделки.
Наши заказчики (покупатели) изучили все технические характеристики вашей системы и дают её высокую оценку. Они удовлетворяют их требованиям.
Рад слышать это. Мы продаем наше оборудование многим
many western countries. It's up to world standards and is in great demand on the world market.

B.: Now we can get down to discussing the commercial side of our deal (transaction), can't we? The first thing I'd like to clarify is the prices.

T.: Don't you find them attractive?

B.: On the whole we do, but the prices for some items are a bit high.

T.: I'm afraid I can't agree with you here. These items are completely new in design and they are the best on the world market.

B.: Nevertheless, could you find it possible to reduce the prices for articles (items) 3 and 9?

T.: I'm afraid I must get in touch with my company and I'll give you the answer tomorrow.

B.: Good. Now comes the question of payment.

T.: I hope payment for collection suits you.

B.: Yes, it does. And since your terms of delivery and delivery time are acceptable, we would like to offer you our contract-form to study. Could you come here at 10.30 tomorrow to sign the contract?

T.: No problem, Mr. Belov. Good-bye.

B.: Good-bye, Mr. Turner. See you tomorrow.
Tasks

1. Read the dialogue and learn unfamiliar words and phrases.
2. Ask your partner the following questions after reading the text “Negotiating a Purchase”.
   - Whom did you meet with the other day?
   - Where did you meet Mr. Turner?
   - What was the subject of your negotiations?
   - Did you discuss the technical characteristics of the system?
   - You discussed advantages and disadvantages of the Information Display System, didn’t you?
   - Did you also discuss the prices?
   - Did you discuss all aspects relating to the terms of the contract?
   - Did you sign the contract on the day of your meeting or did you agree to meet again?

3. Let your partner retell the story “Negotiating a Purchase”.

The other day I met with Mr. Turner, a representative of Manners Ltd. at the Ministry of Foreign Economic Relations. I negotiated the purchase of a Flight Information Display System for a new airport. After discussing the technical characteristics of the system, its advantages and disadvantages, the price and other aspects relating to the terms of the contract we agreed to meet again and sign the contract.

4. Learn unfamiliar words and phrases.

Dialogue

A

~ Is that the office of Bridges and Company Bank?
~ That’s right. What can I do for you?
~ This is Carlson from Sweden. I’d like to make an appointment with Mr. Bridges, if I may.
~ Yes, sir. Mr. Bridges can see you at 11.15 tomorrow. Does it suit you?

Это управление банка “Бридджиз и компания”?
Совершенно верно. Чем могу вам быть полезной?
Это Карлсон. Мне хотелось бы встретиться с г-ном Бридджизом, если возможно.
Da, сэр. Г-н Бридджиз может (принять) встретиться с вами завтра в 11.15. Это вас устраивает?
- Yes, it suits me perfectly.  
- Shall I give him a message?  
- Yes, do, please. Thank you.  
- Good afternoon! I’m Carlson from Sweden. I gave you a call yesterday morning about an appointment with Mr. Bridges. Can I see him now?  
- Sorry, he is out at present, but he’ll be back very soon.  
- May I wait for him here?  
- Certainly. Will you take a seat, please?  
- Thank you.

**Tasks**

1. Read the dialogue and learn unfamiliar words.  
2. Ask your partner the following questions after reading the text “My First Meeting with Mr. Bridges”:
   - Where from did you arrive in London?  
   - Did you come there as a tourist or on business?  
   - Whom did you try to make an appointment with?  
   - Did Mr. Bridges receive you on the day of your arrival?  
   - Was your meeting fixed for the next day?  
   - How did Mr. Bridges meet you? Were you pleased with the meeting?

3. Let your partner retell the story.

**My First Meeting with Mr. Bridges**

The day before yesterday I arrived in London from Sweeden and phoned the office of Bridges and Co. Bank. I came there on business. I tried to make an appointment with Mr. Bridges, a well-known banker in London. Unfortunately, he couldn’t receive me that day, and our meeting was fixed for the next day, 11.15. So yesterday I came to the office of Mr. Bridges and told his secretary that I had given her a call the day before and asked her whether I could see Mr. Bridges as arranged. But at that moment Mr. Bridges
was out and I had to wait for him a little. Some time passed, and he was back, smiling, ready to receive me. He showed me to his office. I was very pleased with this meeting.

Dialogue

- Mr. Bridges?
- Yes, that’s right.
- Let me introduce myself. My name is Carlson. I’ve come here to establish business contacts with Bridges and Company Bank.

- How do you do, Mr. Carlson. Pleased to meet you. I’ve heard of you. You are from Sweden, aren’t you?
- Yes. I’m Executive Manager of Jesperson Co.
- What is the problem you would like to discuss?
- You see, we are going to build a new plant, but we are short of money.
- I see. You want some credits, don’t you?
- Exactly so. We would like to make a loan, long term and low interest.
- Generally speaking, I have no objections. Let’s discuss the terms. - Willingly.

Г-н Бриджиз?
Да. Совершенно верно.
Позвольте представиться. Моя фамилия Карлсон. Я пришел, чтобы установить деловые контакты с банком “Бриджиз и компания”.
Здравствуйте, г-н Карлсон. Рад с вами познакомиться. Я слышал о вас. Вы из Швеции, не так ли?
Да. Я исполнительный директор компании “Есперсон”.
Какой вопрос вам хотелось бы обсудить?
Видите ли, мы собираемся строить новый завод, но у нас не хватает финансов.
Понимаю. Вы хотели бы получить кредит, не правда ли?
Совершенно верно. Мы хотели бы получить заем, долгосрочный, с низким процентом.
Вообще говоря, я не возражаю. Давайте обсудим условия.
Охотно.

Tasks

1. Read, learn by heart and dramatize the dialogues.
2. Learn unfamiliar words and phrases.
3. Retell the following story.
I was very lucky last week

Let me introduce myself: I'm Carlson from Sweeden, Executive Officer (Manager) of Jesperson Co. Last week I had an appointment with Mr. Bridges, a well-known banker. The matter is that we are going to build a new plant, but we are short of money. Therefore I decided to ask Mr. Bridges for some credit. I told him that we wanted to make a loan, long-term and low interest. I was lucky enough: he agreed, saying that he had no objections. Then we discussed the terms, and finally he offered me a credit at 5 million pounds. To be frank with you, I was very pleased with the results of the meeting with Mr. Bridges to whom I'm really very grateful.

Dialogue

Mr. Carlson is at the office of Bridges and Co. Bank. He is having an appointment with Mr. Bridges. He is trying to get him interested in the new plant. He is holding a colourful brochure in his hand. He is showing it to Mr. Bridges.

— So this is the design for the main plant. We are waiting for the chief engineer to give his approval.
— I see. What are you doing at present?
— We are improving the roads, and building a short railway line to the site.
— What else are you building?
— We are negotiating a contract with Manners Ltd. about providing bungalows for our engineers and workers.
— What conditions are you offering?
— We haven’t yet settled the deal. We are still discussing it.
— And machinery? Have you bought it yet?
— We have placed some orders, but we are on the market for some more equipment. We are looking for some new specimens. We’d like to buy some durable, reliable, cheap in maintenance, up-to-date lathes.
— Yes, I see your point.

Words

brochure [braˈʃuə] — брошюра

to settle a deal — заключить сделку
design — проект, конструкция
to place orders — разместить заказы
approval — одобрение; approve — одобрять, утверждать

1 Дело в том, что... 2 Поэтому... 3 Мне повезло... 4 В конце концов... 5 Предложил кредит в сумме... 6 Откровенно говоря... 7 Я был очень доволен... 8 Очень благодарен.

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to improve — улучшать, совершенствовать
specimen — образец
site — строительная площадка
durable — прочный
to negotiate — вести переговоры
reliable — надежный
to provide — обеспечивать
cheap in maintenance — простой в обращении
at present — в настоящее время

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**Topic: CONTINUOUS**

**Forms:**

**Present Continuous**

I am
You (we, they) are \{ reading.
He (she, it) is

Are you \{ reading? — Yes, I am. No, I am not.
Is he \{ reading? — Yes, he is. No, he isn’t.
Are they \{ reading? — Yes, they are. No, they aren’t.
— I am not reading.
— You (we, they) are not reading.
— He (she, it) is not reading.

What are you doing?
When are you leaving?
Where are you going to?

Форма Present Continuous употребляется, когда хотят показать, что действие происходит в данный момент или период времени, примыкающий к моменту речи, и является длитсям, незаконченным процессом. Момент может быть обозначен точкой во времени или началом другого действия. Эта форма времени также употребляется с глаголами движения* для выражения действия, относящегося к ближайшему будущему. Форма Continuous не употребляется с глаголами, не выражающими какого-либо действия или движения, например understand, like, love, hear, see (except “see TV”), hate, realise (understand), consist of (составлять из) и другими, а также с такими обстоятельствами, как often, seldom, sometimes, always, never, ever.

* Go, come, leave, arrive, start, fly.
Conversation

– Are you reading or writing?
– I’m writing.
– What are you writing?
– I’m writing a letter.
– Are you writing a business letter?
– No, I am not.
– Whom are you writing your letter to?
– I’m writing the letter to my friend.
– What are you writing about in your letter, if it is not a secret? [ˈsiːkrət]
– I’m writing about my life and my studies.
– Are you studying now?
– Yes, I am.
– Where are you studying?
– At the Academy of National Economy.
– Are you learning any foreign language?
– Yes, I’m learning English.
– When are you going to finish your course of English?
– Maybe next year, but I’m not sure.
– When are you leaving Moscow for vacation? – Probably one of these days.

Suggest the English for:

Past Continuous

Forms:
I (he, she, it) was reading
You (we, they) were reading

Were you reading...? – Yes, I was. No, I wasn’t.
Were they reading...? – Yes, they were. No, they weren’t.

I (he, she, it) was not reading...
You (we, they) were not reading...

Tasks
1. Read and retell the story.
2. Do the translation (suggest the English for).

A Birthday Party

Last Sunday one of my friends was celebrating his birthday. When I arrived, I saw that his flat was full of guests. I entered the sitting room. Some people were dancing. Several guests were singing a merry song and the hostess was playing the piano. A group of girls were listening to music and other people were watching TV.

My friend introduced me to his guests when the hostess was inviting everybody to the table. The party ended late in the evening. I was very pleased with the party. Everybody had a very good time.

Words

to celebrate – праздновать, отмечать
to arrive – прибывать; full of guests – полна гостей; hostess – хозяйка дома
I was very pleased with the party. – Мне очень понравилась вечеринка.

Suggest the English for:
Dialogue

– Excuse me Mr. Johnson. Can you spare me a few minutes? I’d like to have a word with you (to speak with you).
– Certainly. I’m at your service. What would you like to speak about?
– First of all, I’ve got some questions about our new project, if you don’t mind (then come questions and answers).
– Besides, there are some points in the description of the project with which I disagree.
– What do you have in mind?
– I mean to say that some technical characteristics of the project are not mentioned in the description.
– How come? You are exaggerating things, I’m afraid.
– Not in the least... In addition, I have strong doubts as to the overall value of the project estimated at ... dollars. I think... (I believe)... To my mind...
In my opinion...
In my view...
it is much higher.

– Thank you for your valuable remarks. We shall take them into consideration (account). But I can’t (don’t) share your point of view that the whole thing (project) should be reconsidered.

– Извините, г-н Джонсон. Не можете ли вы уделить мне несколько минут? Мне хотелось бы поговорить с вами. Конечно. Я к вашим услугам. О чем вы хотели бы поговорить со мной?
– Прежде всего у меня есть несколько вопросов по нашему новому проекту, если вы не возражаете (затем идут вопросы и ответы).
– Кроме того, в описании проекта есть некоторые вещи (моменты), с которыми я не согласен. Что вы имеете в виду?
– Я имею в виду, что некоторые технические характеристики проекта не упоминаются в описании.
– Как это может быть? Боюсь, вы преувеличиваете.
– Ни капельки... Кроме того, у меня очень большие сомнения в отношении общей стоимости проекта, оцененного в...
– Я думаю... (Я полагаю)... По-моему...
– По моему мнению... С моей точки зрения...
– стоимость значительно более высокая.
– Благодарю вас за ваши ценные замечания. Мы (постараемся) примем их во внимание. (Мы их учитем.) Но я не могу разделять (я не разделяю) вашу точку зрения, что весь проект следует пересмотреть.
Future Continuous

Forms:
+ I will (I’ll) [at]
 You will (He’ll, She’ll, We’ll, They’ll) be working

? Will you (he, she, they) be working
{ at this time tomorrow.
{ at 5 tomorrow?
{ when Tom comes.
{ when Tom comes?

What will you be doing at this time tomorrow?

Exercises

1. Answer the questions according to the patterns, using the words in brackets.
   - What will you be doing at this time tomorrow?
   - Probably, I’ll be reading, but I’m not sure.
   (get ready for the seminar, work in the library, take a walk, visit my friends, do my home work, receive clients, prepare some documents, have dinner)

2. Suggest the English for:
   1. Завтра в это время мы будем подъезжать к Берлину /approach Berlin/.
   2. Что вы будете делать завтра в 6 часов? – Может быть /May be/, я буду участвовать в работе нашей конференции.
   3. Я уверен, что вечером мы все еще (still) будем обсуждать эту проблему.
   4. Он говорит, что завтра он целый день будет готовиться к экзамену /the whole day/.
   5. Будете заняты сегодня вечером? – Да, я буду писать доклад о работе нашего отдела.
   6. Что будут делать Бэсс и Джон завтра утром? – Они будут работать в саду.

Speak about your talk with Mr. Johnson

The other day I saw Mr. Johnson and had a word with him. I spoke about our new project and asked him a few questions. I told him there were some points with which I disagree. I also told him that some technical characteristics were not mentioned in the description.
I gave him to understand that I had strong doubts as to the overall value of the project estimated at 3 million dollars. To my mind it is much higher. Finally, Mr. Johnson thanked me for, as he put it, my valuable remarks and said he would take them into account. He didn’t share my viewpoint that the whole project should be re-considered.

Dialogue

– There is a telex for you from London from Mr. Fox. He says he won’t be able to attend our conference.

– It’s a pity. He is one of the main speakers. What shall we do?
– I think we’ll have to change the agenda.
– What about other speakers? Have they confirmed their participation and submitted their papers?
– Yes, they have.
– Any other news?
– Yes, but it doesn’t concern our conference. According to the latest information McDonald’s Co. has run bankrupt.

– You don’t say so! Incredible! There were no indications of Mr. McDonald approaching that fiasco, were there?
– No signs at all. I’m expecting a call from the company with all details tonight.

– Please keep me in the know.

– By all means.
Unpleasant News

1. There was a telex for me from Mr. Fox in which he said he wouldn’t be able to attend our conference. It’s a great pity because he is the main speaker. We had to change the agenda. As for other speakers, they confirmed their participation and submitted their papers.

2. According to the latest information MacDonald’s Co. has run bankrupt. It’s incredible! There were no signs of the coming bankruptcy. I don’t know all the details, but I’m expecting a call from the company. They promised to keep me in the know. As soon as they get some additional information, I’ll let you know.

Tasks

1. Read and act out the dialogues.
2. Retell the texts.
3. Learn unfamiliar terms.

Bankruptcy

If your business is going badly, you don’t make enough money and build up many debts which you cannot pay off, it’s the first indication (sign) that you should take urgent steps to improve your financial position, otherwise you’ll go bust and your business will go into liquidation.

It’s common knowledge that the director of the company which has run bankrupt must make a statement of the company’s affairs, listing its assets and liabilities, and giving reasons why it is in debt.

One of the biggest bankruptcy cases was that of William Rainbow in the U.S. in 1950s. His company dealt with buying, developing and selling property. The company was doing very well until mid-50s when the price of property fell sharply, and his company suffered enormous financial losses. Little by little Mr. Rainbow’s debts amounted to a huge sum which he failed to pay off however hard he tried.

All bankers and other influential people with whom Mr. Rainbow was once on friendly terms refused to stretch a helping hand to him. William was in despair. Even his best friends turned their backs to him. At last the most dramatic time came when his creditors decided to bring an action against him (to sue him).

The court agreed that Mr. Rainbow could be discharged in 3 months’ time if he paid half the sum of his debt. But William failed to do so, and soon was imprisoned. While in prison his nervous strain was so great that once in
the morning he was found dead in his cell. “Committing suicide”, was the conclusion of the prison’s doctor. That was the end of once prospering busi-

tness and its unlucky director.

Words

to take urgent steps (measures) — принять срочные меры
otherwise — иначе, в противном случае
to make a statement — сделать заявление
listing — перечислить/дав список
property — собственность
until mid-50s — до середины 50-х
to suffer losses — потерпеть убытки
could be discharged — мог бы быть оправдан
nervous strain — нервное напряжение
to commit suicide [koˈmit ˈsju:saɪd] — совершить самоубийство
however hard he tried — как бы он ни старался
to stretch a helping hand — протянуть руку помощи
to be in despair — бьтЬ в отчаянии
to bring an action against (to sue smb. for) — возбудить судебное дело
to amount to — составлять, восходить к
to be imprisoned — быть заключённым в тюрьму
cell — камера
huge [hjuːdʒ] — огромный
court [kɔ:t] — суд (организация)
case [keɪs] — случай; судебное дело

Tasks

1. Read and translate the text.
2. Answer the questions.
3. Learn unfamiliar terms and retell the story.
4. Take part in the discussion of the event described in the text. Express your viewpoint on the matter. Choose a statement you are going to make from those given below, translate it and try to memorise it.

Questions

1. What did Mr. Rainbow’s company deal with? 2. What happened to his company in mid-50s? 3. How did it come that Mr. Rainbow built up many debts? 4. What was the attitude to Mr. Rainbow on the part of his friends and acquaintances when he got into trouble? 5. Did the creditors bring an action against Mr. Rainbow? 6. What happened to Mr. Rainbow one day when he was in prison?
Holding a Discussion

Chairman: Ladies and gentlemen, I've invited you to exchange opinions on a very sad event. I suppose all of you know that Rainbow's company had gone bankrupt. I'm really shocked. **No one could ever expect it. The more so the company was doing well last year. Is there anyone who'd like to take the floor?**

1. Mr. Chairman, let me express my opinion on the matter, I've **arrived at the conclusion** that Mr. Rainbow was **misled** and unpardonably **cheated**. I'm absolutely sure that it is the Financial Director who is responsible for financial affairs of the company. And it is he who **failed** Mr. Rainbow.

2. Perhaps I'm **poking my nose into other people's affair** but I find it **necessary to stress** that we could **render assistance** to Mr. Rainbow. I hate to say it, but in my opinion, Mr. Rainbow didn't pay enough attention to the financial position of the company. If I'm wrong, I'm **open to correction**.

3. Now concerning the question of **consequences** of the bankruptcy. **As far as I'm concerned**, I would suggest **applying to the mortgage** [ˈmɔrɪdʒ] bank for an exclusive credit. It might be an operation on a **mortgage basis**.

4. As for me, I guess what the previous speaker suggested won't be attainable (achievable). You must **keep in mind**, ladies and gentlemen, that Mr. Rainbow **owes to** his creditors a huge sum of money.

5. I'd like to say what I think of all this. **It goes without saying** that the financial director **bears full responsibility** of what has happened. But it **would be wrong to assume** that Mr. Rainbow is not **to blame**. In my view, he did not **check** the financial situation.

6. Let me have a word. As I **picture it**, we are dealing with a **case**. And I'm sure the creditors have already **brought an action against** Mr. Rainbow. I want to be understood correctly. I'm not against taking certain measures that could change the situation for the better.

7. **As far as I can see**, none of us, in the final analysis, is safe from **going bust** unless we **keep a close eye on** our financial affairs. In other words, I **have in mind** that we have to **work hand in hand** with our financially responsible people/officers, so that we might be **in the know** of what is going on at our financial front.

8. **As far as I'm concerned**, I firmly believe that the first person who is to blame is Mr. Rainbow. I deeply regret that he has lost the chance of correcting his **error**.

9. I **have a feeling** that the main reason for this terrible happening was not only criminal carelessness of those in charge of the company's finances, but their **complete inability** to perform their professional duties.

10. I fully agree with the **previous speaker** and **sincerely hope** that all those who are guilty will be **brought to account**.
Topic: BUSINESS SITUATIONS

Act out these situations with your partner.

1. You’ve come to the Ministry of Foreign Relations to see Mr. Belov and negotiate the purchase of an electric display system. You’d like to discuss the commercial side of the transaction and clarify the question of prices for some articles. Speak to Mr. Belov.

2. You’ve come to the Trade Delegation to discuss with Mr. Belov some business matters. Tell him you’d like to look through his catalogues. Also tell him that you are going to buy Lada-cars from him. Ask him whether they are producing this type of cars now. Give a high assessment to the cars, and say you’ve received a lot of orders from your customers.

3. You’ve come to the Lindon Tool Company to see Mr. Lindon and sign a contract-form on the tools his company is producing. Tell him you’d like to make a big purchase and want to have a 2% (per cent) discount. Tell him his tools are of high quality, they meet modern requirements and are in great demand on the world market. Say you are interested in buying them.

4. Phone Blake and Co. office. Tell the secretary you’d like to speak to Mr. Blake. Say you’ve got an enquiry for chemical equipment and you’d like to have his latest catalogues. Speak about the date and the time of your next meeting to discuss some particulars of the deal.

5. You’ve come to the Bridges and Company Bank Office. Address the secretary. Tell her you’d like to see Mr. Bridges. Say you have an appointment with Mr. Bridges today at 10.30. Tell her you gave a call yesterday and made the necessary arrangements.

6. You’ve come to see Mr. Bridges and talk to him on some urgent matter. Ask the secretary whether you can see Mr. Bridges. Ask for permission to wait for him there. Some time later when Mr. Bridges appears, introduce yourself. Tell him you’ve come to establish business contacts with his company. Say you are going to build a new plant but you are short of money, and want to have a credit (to make a loan), long term and low interest.

7. You’ve come to see Mr. Candel, President of plc (public limited company). Ask the secretary whether Mr. Candel is in and can receive you. Enter his office and greet him, saying that you are glad to see him. Tell him you’d like to discuss some particulars concerning your joint venture. You want to clarify some technical and financial matters.

8. You’ve come to Mr. Johnson’s office to take an interview from him. Ask him about his business schedule, the amount of time he usually spends in his office and at home; ask him about his working hours; what he usually does at home; whether he is engaged in any social activities; if so, at the expense of what time he carries out his social activities.
9. You are Professor of Management. You are examining me, a student of the Royal Institute of Public Administration. Ask me questions about management, its aims, principles, stages, and stages of a decision-making process.

10. According to the official announcement on TV Parkers & Co. has run bankrupt. Tell the news to Mr. Pickering, your superior. Express your regret. Say it is really surprising because not long ago the company seemed to be prospering. Tell Mr. Pickering you are expecting a call with all details and you’ll keep him in the know.

11. You see Mr. Dixon talking to his colleagues during a coffee break. Express your apologies and ask him whether he can spare you a few minutes. You want to have a word with him about the new project. Apologize and express your disagreement with the technical characteristics of the project presented to you. Besides, say you have strong doubts as to the overall value of the project estimated at 5 million pounds.

12. You’ve come to Mr. Robertson’s office for a business meeting. Greet his secretary and report your arrival. Then enter Mr. Robertson’s office upon the secretary’s invitation. Introduce yourself (you are Senior Manager of the Russian-British joint venture Intercom). Say you’ve got a number of questions relating to the financial status of the enterprise.

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**Topic: PRESENT PERFECT CONTINUOUS**

**Forms:**

- I have been working here for 5 years.
- I have been working here since the morning.
- He (she) has been working "-
- How long have you been working here?
- Have you been living here long?

**Dialogue**

- What are you doing?
- I’m writing a business letter to the Brown’s Company.
- Still writing? I’m afraid it’s taking you too much time to compose the letter. How long have you been writing it?
- I’ve been writing it for about two hours.
- And what about the document I asked you to prepare yesterday? Have you finished it?
– Yes, I have.
– Will you show me what you have prepared?
– Here it is.
– Thank you.

Suggest the English for:

1. Я сижу в этой комнате с утра. 2. Как долго вы работаете в этой /для этой/ компании? 3. Я работаю здесь в течение десяти лет. 4. Вы давно живете в этом городе? – Я живу здесь с прошлого года. 5. Сколько лет вы изучаете французский? – Я изучаю его три года. 6. Как долго он работает управляющим?

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**Topic: THE PASSIVE VOICE**

**Present Passive (Simple)**

*Forms:*

<table>
<thead>
<tr>
<th>I am</th>
<th>Am I asked?</th>
</tr>
</thead>
<tbody>
<tr>
<td>You (we, they) are</td>
<td>asked. Are you</td>
</tr>
<tr>
<td>He (she, it) is</td>
<td>Is he</td>
</tr>
</tbody>
</table>

What questions are discussed at the meeting?
Where are they sent to every week?

<table>
<thead>
<tr>
<th>I am not</th>
<th>asked.</th>
</tr>
</thead>
<tbody>
<tr>
<td>You (we, they) are not</td>
<td></td>
</tr>
<tr>
<td>He (she, it) is not</td>
<td></td>
</tr>
</tbody>
</table>

В форме Passive употребляются только переходные глаголы, в том числе те, которые в действительном залоге имеют предложное дополнение, например:

(д.з.) They speak much about this film. (с.з.) This film is much *spoken* about.
(д.з.) They listen to Prof. Brown’s lectures with great interest. (с.з.) Prof. Brown’s lectures are *listened* to with great interest.

Глагол в пассивной форме переводится на русский язык неопределенно-личным предложением, глаголом на -ся или кратким причастием в сочетании с глаголом “быть”.

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Tasks

1. Make the following sentences interrogative and negative.

1. Such books are published every year. 2. Spanish is studied at the Academy. 3. Our students are often sent abroad. 4. These events are described in the book. 5. Clients are received from 2 till 4. 6. The trainees are given much homework. 7. He is often asked at seminars. 8. They are often met in this club. 9. Bob is sent on business trips.

2. Suggest the English for:


Past Passive (Simple)

Forms:

I (he, she, it) was asked.
You (we, they) were asked.
Were you asked? – Yes, I was. No, I wasn’t.
Was he asked? – Yes, he was. No, he wasn’t.
Were they asked? – Yes, they were. No, they weren’t.

I was not asked.
They were not asked.

Dialogue

– Did you attend yesterday’s meeting?
– Yes, but I didn’t see you there. Were you absent?
– Yes, I was at the doctor’s. I was not feeling well. Were many questions discussed at the meeting?
– No, very few.
- What questions were discussed?
- Mostly organisational and managerial. Besides, a new plan of work was adopted (approved) for next year.
- Were any recommendations given about the fulfilment of the plan?
- No, they weren’t.

Tasks

1. Read and dramatise the dialogue.
2. Do the translation (suggest the English for).

Future Passive (Simple)

Forms:

I will (I’ll) be asked
You will (You’ll) be asked
He will (He’ll) be asked
Will you be asked? – Yes, I will.
Yes, I will.
Yes, I will.
No, I won’t.
No, I won’t.
No, I won’t.

Suggest the English for:

Topic: PRESENT (PAST) CONTINUOUS PASSIVE

Forms

+ Don’t enter the room. It is being cleaned. – … убирают

Pr. The students are being examined now. – … экзаменуют

Pst. The question was being discussed at this time yesterday. – … обсуждался

The students tests were being looked through when I came. – просматривались

? Is the letter still being typed? – … все еще печатается?

Was the house being built when you came here? – … строился?

Were the houses being repaired – “– “– … ремонтировались?

What question was being discussed – “– “– … обсуждался?

The article was not being translated when I called you up. – … не переводилась…

Translate the following sentences:

1. This question is being solved now. Wait a little.
2. Are the students of Group 5 still being examined? – Yes, they are.
3. What question is being discussed at the meeting?
4. What problem was being considered when you left the session?
5. Your proposal is being studied now. So far there’s no result.
6. The football match is being watched by millions of people.
7. A large housing program is being carried out in the city.
8. The conference was being addressed to by the Rector when we came in.
9. Look here! Something important is being announced over the radio.
10. Was the project still being discussed when you returned?
11. What film is being demonstrated in lecture-room 9?
12. The article is not being translated. It has already been translated.

Now it is being typed.

13. Much work is being done by the instructors to deepen the trainees’ knowledge in the field of management and marketing.
14. Are the students’ tests still being looked through? – Yes, they are.
15. The job schedule was being drawn up at this time yesterday.

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Dialogue

At the Meeting

(Mr. Bell who came late to the meeting is asking his neighbour questions)

– Sorry, who’s speaking now? I don’t know the speaker’s name.
– Mr. Ray, from Browns Ltd.
– Thank you. What question is being discussed?
– The first question of the agenda – the Progress of the Construction Project.
– You mean to say the construction which is still being carried out?
– To be more exact, the construction which was being carried out at this time last year, but wasn’t finished.
– I see.

Suggest the English for:

1. Не входите в аудиторию. Там сейчас экзаменуют (to examine) студентов.
2. Письмо готово? – Нет, его еще печатают.
3. Какой вопрос обсуждается сейчас?
4. Какой фильм демонстрировали, когда вы вошли?
5. Доклады студентов просматриваются сейчас. Подождите немного.
6. Вас ждут внизу.
7. Кого спрашивали, когда вы вошли в аудиторию?
8. Сейчас в Москве осуществляется широкая жилищная программа.
9. Эту работу заканчивают. Она будет готова к пятнице.

Topic: PRESENT PERFECT PASSIVE

Forms:
I have just been asked about it. – Меня только что спросили об этом.
She hasn’t yet been sent to London. – Ее еще не послали в Лондон.
The work has already been finished. – Работа уже закончена.
Many English books have been published this year. – Много английских книг издано в этом году.
This article has never been translated into Russian. – Эта статья никогда не переводилась на русский язык.
Has the article ever been translated into Russian? – Эта статья когда-нибудь переводилась на русский язык?
What has been done to help them? – Что сделано, чтобы помочь им?

Translate into Russian.

I. 1. Much has been written about our perestroika. 2. Little has been done to help our poor people. 3. The document has just been prepared. 4. The conference has been attended by 500 delegates. 5. The agenda of our meeting has been changed. 6. The morning mail hasn’t yet been brought. 7. Not all the telexes and cables have been looked through. 8. All the tickets for this football match have been sold out. 9. A new hospital has been built in our town. 10. Nobody has been sent abroad. 11. Nothing has been done to improve the living conditions of our workers.

II. 1. Has the letter to Mr. Brown been sent? – No, it hasn’t. 2. Has the contract been signed? – Yes, it has. 3. Have you been examined in marketing? – No, I haven’t. I’ll be examined tomorrow. 4. Have you been asked to take part in this project? – Yes, I have. 5. Have many goods been bought? – Yes, they have. 6. Has the old equipment been sold? – No, it hasn’t. It is being sold now. 7. Have any critical remarks been made in his address? – No, they haven’t. 8. Have any industrial enterprises been built in your city? – No, they haven’t. They are being built now. 9. Has the work been finished? – Yes, it has. 10. Has my article been translated? – Not yet. It is being translated. 11. Has Mr. Popov’s article been published? – Yes, it has.

III. 1. What film has been shown to you? 2. What has been done to change the situation? 3. How much time has been spent on that work? 4. Where has this document been found? 5. How many times have such problems been discussed? 6. Why has the time-table been changed? 7. How many articles have been translated this month? 8. Why hasn’t the work been finished? 9. What homework for tomorrow have you been given? 10. Whose children have been sent home? 11. Whom have these invitations been sent to? 12. Who has been sent to London on a mission? – Nobody has.

IV. There has been a conference on management this week. There has been no briefing today. Has there been a discussion around the problem of marketing?

The Past Perfect Passive

The work had been done by this time yesterday. – Работа была сделана к этому времени вчера.
Had the work been finished when the boss came? – Эта работа была закончена, когда пришел босс?
No decision had been made by last Friday. — Не было принято никакого решения к прошлой пятнице.

What had been done by the time you arrived? — Что было сделано к тому времени, когда вы прибыли?

**Dialogue**

— What about your report? Was it a success?
— It’s difficult to judge (судить). It hasn’t yet been discussed.
— Is it going to be published in our journal?
— No, it isn’t. I’ve just been told about it. I was told the decision about it had been made long ago.

Suggest the English for:

1. Английскую делегацию только что встретили.
2. Мне еще ничего/anything/ не говорили об этом.
3. План работы уже составлен./to make, to draw up/
4. Перевод статьи уже закончен? — Нет еще.
5. Письмо еще не отправлено. Его все еще печатают./to type, to print/
6. Меня только-что спросили об этом.
7. Много книг об управлении опубликовано за последнее время.
8. Студентов дважды экзаменовали в этом году./twice/
10. Вам уже дали это задание/task/? — Да. Нам дали его вчера.
11. Телеграмма была послана до того, как вы пришли.
12. Вчера к этому времени работа была закончена.
13. Мы поняли, что наше письмо еще не получено./to receive/
14. К тому времени, когда они прибыли, вопрос был уже решен./to solve/
15. К 1996 г. строительство этого стадиона/stadium/ было закончено.

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**Topic: THE MANAGER**

**The Manager: Role and Responsibilities**

Managers are coordinators of economic activities in business organisations. Coordination of group efforts is an essential function in a company, and whoever acts as a coordinator is a manager.
Managers do not perform physical tasks which are necessary to produce and sell the goods and services that are the output of the company. All this is done by workers and employees. On the other hand, the latter would be unable to achieve the goal of the organisation without the guiding hand of management.

There are literally thousands of decisions in a company about what is to be done, who is to do it and how it is to be done. It is managers who make these decisions and see that they are implemented.

The duties of a manager include: the determination of the best form of organisation, development of a control system, budgeting and forecasting, marketing and sales policies, effective performance of the sales staff, development of improved methods for the planning and control of ordering, handling and sorting out of the materials and supplies, determination of wages and salaries, the establishment of incentives for good performance.

The work of managers is, by no means, confined to manufacturing industries. It is indispensable in offices, banks, mercantile establishments, assurance agencies and other similar activities.

Speaking about personal qualities of a manager it should be noted that he/she needs energy, good judgement, a sense of reality and a sense of social responsibility. He/she must be persistent in getting at the root of a matter, quick in grasping things and in reaction, and operationally efficient.

A manager must be professionally well educated and be knowledgeable in the field of psychology, sociology, management, economics and modern type of business running policy.

Questions

1. Why are managers considered to be coordinators? 2. Do managers perform physical tasks which are necessary to produce and sell goods and services? 3. Can the organisation achieve its goal without the guiding hand of management? 4. What are the decisions which are made in any company about? 5. Who makes these decisions? 6. What do the duties of a manager include? 7. In what organisations is the work of managers indispensable? 8. What personal qualities should a manager possess (have)? 9. Must a manager be professionally well educated? 10. In what fields must a manager be knowledgeable?

Words

*to coordinate – координировать; coordinator, coordination
*effort – усилие; to make efforts – предпринять усилия
*essential – существенный
*whoever – кто бы ни; whatever; whenever; wherever; however

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to perform one's duties (a task, a job) — выполнять обязанности
output — выпуск. What's the output of coal this year?/уголь/
on the other hand — с другой стороны; on the one hand — с одной стороны
the latter — последний/из двух упомянутых/
the former — первый/из двух упомянутых/
to achieve a goal (results, one's aim, success) — достигнуть цели
to be unable — быть не в состоянии
to make a decision — принимать решение; decision-making — принятие решения
to implement (carry out, fulfil) — выполнять
determination — определение; to determine [dr'teɪmən] — определять
budget (ing) — бюджет/ишение/
sales — продажа; sales and purchase ['peɪʃəs] — купля и продажа
staff (personnel) — штатный состав работников, персонал
control of ordering — контроль над заказами
handling — обращение с; to handle — обращаться, обходиться, управлять
supply, supplies — поставки; to supply smb. (with) — снабжать чем-то
wages and salaries — зарплата/рабочих/н/служащих/
incentive [in'sentɪv] — стимул
to be confined to — сводиться к
indispensable — то, без чего нельзя обойтись
mercantile establishments — торговые предприятия
insurance — страхование; insurance agencies — страховые конторы
to judge — судить; judgement — суждение; judging by — судя по
a sense of reality (humour, duty, social responsibility) — чувство
to get at the root of a matter — добраться до сути дела
to grasp — схватывать; quick in grasping things — быстро схватывающий суть дела
efficient — эффективный, действенный; knowledgeable — знающий
psychology [saɪ'kɒlədʒi] — психология
responsibilities = duties; responsibility — ответственность

Tasks

1. Read the text and answer the questions.
2. Retell the text.
3. Learn unfamiliar terms.

Text

In light of the rapidly changing business world a businessman if he wants to conduct his business successfully, must meet certain requirements. First of all, he must be flexible of mind and adaptable to change. He needs not so much a specialised knowledge of today's business practice as the qualities of mind and the basic knowledge that will make it possible for him to under-
stand the new business situation and adapt himself to the new business world in which he will live and work in future.

The educational requirements of businessmen are not radically different from those of administrators of other types. Organisational skill, problem-solving ability, imagination, a rational approach to the use of resources, wideness of perspective, and a sense of social responsibility – these are the qualities which are needed for all types of leaders including managers.

It's very important for a manager to have a skill in human relations which has become an important part of effective management. This is to be understood in a broad sense. In other words, the knowledge and skills in the field of human relations should be included in the range of a manager’s activities. Only through such knowledge and skills can a manager ensure the regulation of relations between the members of the organisation. In addition, the manager who actually deals with people every day must be quite knowledgeable in the field of psychology. He must be also competent in the area of human behaviour.

Words

*to conduct* — вести; *meet requirements* — отвечать требованиям
*to be flexible of mind* — иметь гибкий ум; *skill* — навык, квалификация
*to solve a problem/question* — решить проблему/вопрос
*ability* — способность; *imagination* — воображение
*rational approach* — рациональный подход
*wideness of perspective* — широта взглядов
*a sense* — чувство; *responsibility* — ответственность
*human relations* — человеческие отношения
*to include* — включать; *through* — посредством; *to ensure* — обеспечить
*in addition* — кроме того; *to deal with* — иметь дело с; *knowledgeable* — знающий
*psychology* — психология; *area* — вопрос, область
*human behaviour* — поведение человека

Questions

1. Must a manager be flexible of mind and adaptable to changes? 2. Does he need a specialised knowledge of today’s business practice? 3. What qualities of mind does he need? 4. What are educational requirements of a manager? 5. What are the personal qualities of a manager? 6. What skills is it important for a manager to have? 7. Why must a manager be knowledgeable in the field of psychology? 8. Must a manager be competent in the area of human behaviour?
Tasks

1. Read the text.
2. Learn unknown words.
3. Ask and answer the questions (work in pairs).
4. Single out the basic problem contained in the text and discuss it.

Text

Choosing a manager is a decisive step in determining the successful functioning of a business organisation. Among the requirements which a manager is supposed to meet is a good knowledge of modern information and computing systems, new types of equipment and advanced technologies. The second major requirement lies in the field of human relations. It’s a well-known fact that management is of social nature. Indeed it is carried out through people. Therefore, it’s absolutely necessary that a manager should get along well with people, both his superiors and subordinates. He must try to create a working atmosphere and applying effective methods of management make his subordinates realize his plans and intentions, and work to the best of their abilities in order to achieve, in the final analysis, the organisational goals. In addition, as regards young employees working under him the manager should not only direct them, but also educate them, exercising a continuous supervision over their professional activities within the framework of the organisation. The application by the manager of the appropriate principles of management is sure to have a considerable impact on the relationships between the manager and his subordinates.

Words

to determine [dɪtˈɛmɪn] — определять

to meet requirements [rɪkˈwɛrəmənts] — отвечать требованиям

to be of social nature [ˈneɪʃənəl] — носить общественный характер

to get along well with — ладить, иметь хорошие отношения с

to carry out activities — осуществлять деятельность

superiors [ˈsjuːpəriərz] and subordinates [ˈsəʊbɔːrdinəts] — начальники и подчиненные

to have a good knowledge of — хорошо знать что-то

to have a great impact on — оказывать большое влияние/воздействие/на

to create [kriˈeɪt] an atmosphere [ˈætmosfɪə] of — создавать обстановку

to apply [əˈplaɪ] advanced [ædˈvɑːnsd] methods — применять передовые метод

to the best of one’s ability — в наилучшей степени, наилучшим способом

to achieve [əˈtʃiːv] a goal [gəʊl] — достичь цель

to exercise supervision [ˈsjuːprəˈvɪʒn] over — осуществлять контроль над

to lie in the field of — лежать в области
in addition — кроме того; as regards — что касается
to try — пытаться; to choose (chose, chosen) — выбирать
appropriate [əˈprəʊpərət] — надлежащий

Questions


Tasks

1. Read the text and answer the questions.
2. Single out the main problems and discuss them.
3. Learn unfamiliar terms.

Practical Hints for a Young Manager

The work of the engineer in management is not limited by the manufacturing industries. Communicating with various offices, banks, trade organisations, insurance agencies and others become more and more typical for a manager’s activities. Moreover, a manager, if he wants his company to survive in present day competition in the business world, should give special attention to organisational problems. Technical matters are only part of the manager’s problems. Although there are no rules that can be used in every situation, the following suggestions may serve as practical advice:

— have a good knowledge of the company’s costs,
— give higher pay for better work,
— don’t have many executives, otherwise it’ll take more time to translate your ideas or orders into practice,
— remember: high prices do not mean high profits,
— if the company is not making money, its policy has to be changed.

It may be said that administrative practicies are almost the same in character in various spheres: industrial, governmental or military. When industry changes at a great rate, the manager cannot spend as much time as in the
past on supervising the details of operations. A great deal of attention must be paid to such matters as public relations and finance.

Words

to communicate (with) – общаться с
insurance agency – страховое агентство
to survive in competition – выживать; устоять в условиях конкуренции
to give/pay attention (to) – уделять внимание чему/кому-то
costs – затраты; executive – исполнитель
Executive manager/director – исполнительный директор
to translate smth. into practice = to put into practice/being – осуществлять
profit – прибыль; to make a profit – получать прибыль
profitable – прибыльный
the same – тот же самый
at a great rate – при высоких темпах
to supervise – наблюдать, контролировать, осуществлять надзор
a great deal – very much

Questions

1. Is the work of a manager limited by manufacturing industries? 2. What organisations does a manager communicate with? 3. What does a manager have to do if he wants his company to survive in present day competition? 4. Is the manager very much concerned with technical matters? 5. You are a very experienced manager. What recommendations would you give to a young manager? 6. Are administrative practicies different in various spheres? 7. What matters must be paid special attention to? 8. What questions do you pay a great deal of attention in your managerial performance?

Tasks

1. Read the text.
2. Ask and answer the questions. Work in pairs.
3. Learn unknown words.

More about Managers

Managers are problem solvers. They achieve results through persistence, tolerance, and good will – these are useful traits in large conservative organisations. They achieve their goals through a cautious process of trial and error.

Managers strive to protect the existing order of affairs. They identify with status quo. Strengthening existing institutions heightens their self-worth.
Managers fear uncertainty. They prefer to manipulate co-workers and to use established policies to reach organisational goals. Managers are more concerned with processes that achieve results than with the results themselves.

Managers focus on the organisation’s goals. They are driven by a need to conform rather than a desire to change existing systems. They are passive individuals whose goals are shaped by their organisation’s history and culture. Managers relate to people according to their job titles and social status. They are more concerned with people’s roles in a process than with their needs.

Managers’ authority stems from their positions. Managers are supervisors, department heads, and administrators.

Words

persistence – упорство, настойчивость; to fear – бояться
tolerance – терпимость; uncertainty – неопределенность
to be concerned with – быть озабоченным, обеспокоенным чем-то
cautious ['keɪʃəs] – осторожный
to be driven (guided) by – руководствоваться чем-л.
trial and error – пробы и ошибки
to strive – стремиться; to conform to – соответствовать
to identify – отождествлять/ся
to relate to – относиться к
to stem from – происходить из
to supervise ['sjuːpəvaɪz] – контролировать, осуществлять надзор/наблюдение

Questions

1. What do managers fear? 2. What do they prefer to do to reach organisational goals? 3. Do managers strive to protect the existing order or do they try to change it? 4. In what way do managers achieve their goals? 5. What do managers focus on? 6. Are managers driven by the desire to conform to existing systems or are they guided by the wish to change them? 7. How do managers relate to people? 8. What does managers’ authority stem from? 9. What functions do managers perform?

Tasks

1. Translate the text (the first two paragraphs – in writing).
2. Characterise managers according to the text.
3. Learn unfamiliar terms.
Text

It's a well-known fact that managers have to make decisions practically every day. It's also true that decisions are made at various levels of an organisation all the time. In other words, decision-making is an important and integral part of managerial work.

Decision-making is considered to be a rational process in which a choice is made on the basis of the known facts. But it is not limited to this. Decision-making is a social process, and it requires that managers should not only solve problems, but also find and formulate them. To make effective decisions, managers must be able to understand the various components of the problem which faces them. This is not easy because a great amount of work often prevents managers from planning a course of actions.

However, they can control their activities through planning their time.

Time is a very important factor in managerial performance. How the manager spends his time while in office, has a great impact on the performance of his duties. Moreover, the time-plan can show which decisions the manager will make by himself and which decisions will be made by other people and presented to him for approval. The time-plan can help the manager to determine the time-limit for each item of his day’s business activities.

Increasing managerial effectiveness requires not only time-planning by the manager, but also his ability to make operative corrections in the time-plan in a constantly changing situation. Moreover, the manager should not deviate from his day’s business plan and should ensure its fulfilment.

Increasing Managerial Effectiveness. N. Hill, N.Y.

Tasks

1. Read the text.
2. Single out the principal points.
3. Discuss them.

How Managers Use their Time

How managers use their time can tell much about them and their work. It also can throw light on managerial behaviour as a whole. One fact seems to characterise almost all managers: they work long hours. According to the information suggested by the survey of the Bureau of Labour Statistics, managers spend more time at the office than any other occupational groups.

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Research indicates that the manager spends about 43 hours per week at the office. On top of that, however, must be added seven hours per week at home doing paper work and business reading. Another five hours on business entertaining: receptions, banquets and so on, the total amount of time coming to 60 hours a week.

Some organisations believe that managers must not only perform their company duties, but also participate in community, (social) activities. Indeed, such participation sometimes is the best way for an ambitious young man to demonstrate his abilities and bring himself to the attention of higher management. It should be noted that these external activities of a manager are expanding too rapidly. It is becoming clear, that they cannot be something that a manager performs exclusively on his own time. In the future, such activities will have to be incorporated into the manager’s organisational position and his office schedule.

(Time and Management)

Words

to throw light on – проливать свет на
as a whole – в целом
survey – обзор
Bureau of Labour Statistics – Статистическое бюро по труду
research; to do research – научные исследования; заниматься научными исследованиями
to indicate – указывать
on top of that – в довершение к этому
to do reading (gardening) – читать/работать в саду/
total amount – общий объем/количество
to perform one’s duties – выполнять свои обязанности
community activities – общественная деятельность
to bring oneself to the attention of – обратить на себя внимание
external/internal – внешний/внутренний
to expand (extend, broaden, enlarge) – расширять/ся
office schedule – график работы

Questions

1. What’s characteristic of all managers? 2. What information about managers does the Bureau of Labour Statistics offer? 3. What does research indicate? 4. Must managers perform only their company duties? 5. Is participation in social activities the best way for a young manager to demonstrate his abilities and bring himself to the attention of higher management? 6. Can a manager perform social activities on his own time or should they be included in his office schedule?
Tasks

1. Read the text and answer the questions.
2. Single out the main points of the text and discuss them.
3. Learn unfamiliar terms.

Topic: MANAGEMENT

At the examination

Professor: What is management?
Student: It is a process based on the interaction of people at work — subordinates and managers.

P.: What are managers supposed to do?
S.: They are to guide, direct and control the actions of others in achieving the necessary aims.

P.: What else would you like to add?
S.: Management, in my view, is the name for the process of decision-making and carrying out activities characteristic of a company, a firm or an association.

P.: Every question is known to be aimed at a decision. What are the principal stages of a decision-making process?

S.: I’ve been taught the following sequence. First of all, I should analyse the situation, single out the problem, define it; then to clarify the objective, collect the relevant information, work out

Что такое управление?
Это — процесс, основанный на взаимодействии людей на производстве, подчиненных с управляющими (руководителями, начальниками).
Как вы полагаете, что должны делать руководители?
Они должны руководить, направлять и контролировать действия других в достижении необходимых целей.
Что еще вам бы хотелось добавить?
По-моему, управление — это название процесса принятия решения и осуществления деятельности, характерной для компании, фирмы или объединения.
Известно, что целью любого вопроса является (любой вопрос нацелен на) решение.
Каковы этапы процесса принятия решения?
Меня учили такой последовательности. Прежде всего мне необходимо проанализировать ситуацию, выделить проблему, определить ее; затем уточнить цель, собрать предметную ин-
several scenario options and decision scenarios, set up the simulation model, assess the results, and finally to carry out (implement) the decision.

P.: What does the process of management begin with?
S.: It begins with the perception, recognition or definition of a problem, which is followed by the elaboration of a plan for action.
P.: Would you like to say anything else?
S.: Management may also be considered as a process of formulating and solving problems.
P.: What is the main aim of management in this respect?
S.: One central aim is to prevent certain problems from emerging. Another aim is to solve critical problems which appear from time to time.

P.: Why do we say that management bears a social nature?
S.: Because all management takes place through people. Indeed, managerial process includes joint efforts of individuals and groups of people.

P.: Is the effect of management connected with the manager, his personality, I mean?
S.: Yes, management is closely linked with individual qualities and professional education of the manager as well as his experience in performing the duties.
Speaking of a manager and a modern businessman I must say that he must be flexible of mind and adaptable to change. Educational needs of a manager/businessman/include: organisational skills, problem-solving ability, imagination and foresight, a rational approach to the use of resources, breadth of perspective and a sense of social responsibility.

P.: I'm quite satisfied with your answer.

Ask and answer the following questions. Work in pairs.

1. What’s management? Is it the name for the process of decision-making and carrying out activities of a company? 2. What are the principal stages of a decision-making process? 3. What does the process of management begin with? 4. Management is a process of formulating and solving problems, isn’t it? 5. What are the central aims of management? 6. Why do we say that management is of social nature? 7. What is management closely connected with? 8. What are the individual, educational and professional requirements which a modern manager must meet?

Suggest the English for:

Руководить, направлять и контролировать, действия других, достигать цели, добавить/прибавить/, принять решение, процесс принятия решения, осуществлять деятельность, характерную для компании, основные этапы/стадии/, анализировать ситуацию, выделить проблему, определить проблему, уточнить цель, собрать релевантную информацию, разработать варианты решения, создать модель реальной ситуации, выполнить решение, восприятие, узнавание и определение проблемы, разработка плана действия, в этом отношении, решать важные проблемы, время от времени, носить социальный характер, с помощью/посредством/людей, индивидуальные качества, профессиональная подготовка, опыт, иметь малый опыт, не иметь опыта в управлении, быть опытным, выполнять обязанности, иметь гибкий ум, организационные
Tasks

1. Read the dialogue and act it out with your partner.
2. Ask and answer the questions.
3. Do the translation (suggest the English for).

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**Topic: THE INFINITIVE. INFINITIVE CONSTRUCTIONS**

Инфинитив — неличная форма глагола, обладающая признаками существительного и глагола и употребляющаяся в функциях подлежащего, дополнения, обстоятельства.

e.g. To see is to believe. I hope to master this language.
I’ve come here to study. (In order) to know this subject well you should work at it very hard.

**Complex object** (сложное дополнение)

После глаголов want/wish, выражения would like употребляется сложное дополнение, состоящее из личного местоимения в объектном падеже/или существительного в общем падеже/ и инфинитива смыслового глагола.

e.g. I want/wish/ you to come. Я хочу, чтобы вы пришли.
I would like him /her/them/ to come. Мне хотелось, чтобы он/она/ они/ пришел.

Сюда же относится конструкция с глаголом expect — ожидать/надеяться/.

e.g. I expect them to come. Я ожидая, что они придут.

Сложное дополнение также употребляется с глаголами see, hear, notice, watch, feel, в указанном составе с инфинитивом без частицы to.

e.g. I saw you come into the house. Я видел как ты вошли в дом.
I heard him speak French. Я слышал, как он говорит по-французски.
I noticed them leave the room. Я заметил, как они ушли.
I watched our students play tennis. Я наблюдал, как наши студенты играли в теннис.
I felt somebody follow me.  Я почувствовал, что кто-то следует за мной.
I’ve never seen her dance (dancing).  Я никогда не видел, как она танцует.

Exercises

1. Translate into Russian

1. I want you to solve this question in no time. 2. I don’t want him to participate in this project. 3. Do you want us to do business with Fox’s Company? 4. Do you wish us to report the case to the manager? 5. I’d like her to work at our office. 6. I wouldn’t like them to send such a cable. 7. Would you like me to take up this matter?

2. Suggest the English for:

1. Я хочу, чтобы вы приняли участие в этой работе. 2. Я не хочу, чтобы он решил такие вопросы. 3. Вы хотите, чтобы они купили новое оборудование? 4. Мне бы не хотелось, чтобы мы возвращались к этой дискуссии. 5. Вам бы хотелось, чтобы мы подписали контракт /to sign a contract/ с этой фирмой? 6. Нам бы не хотелось, чтобы компания потеряла убытки /to suffer losses/. Я не ожидаю, что эта проблема будет решена /to be solved/ очень скоро. 8. Вы когда-нибудь видели, как Том плавает? 9. Я никогда не слышал, как Анна поет. 10. Кто-нибудь заметил, как Джейн исчезла /disappear/? 11. Все наблюдали, как вы играли в гандбол.

Complex subject (сложное подлежащее)

После глаголов say, know, report, consider, believe, suppose, announce, think часто употребляется (в официальном языке) конструкция "сложное подлежащее", состоящая из личного местоимения в именительном падеже /или существительного в общем падеже/ и инфинитива.

e.g. He (Mr Fox) is said

<table>
<thead>
<tr>
<th>known</th>
<th>reported</th>
<th>considered</th>
<th>believed</th>
<th>announced</th>
<th>thought</th>
</tr>
</thead>
<tbody>
<tr>
<td>to be in London now.</td>
<td>to live in London now.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Говорят, что он /г-н Фокс/ в Лондоне сейчас. Известно, что он живет в Лондоне. Сообщают, что он в Лондоне. Считают, что он в Лондоне. Полагают, что он в Лондоне. Объявили, что он в Лондоне. Думают, что он в Лондоне.
Сложное подлежащее также употребляется после глаголов seem, prove, appear, turn out, а также с глагольными сочетаниями be unlikely - маловероятно, be likely - вероятно, be certain (sure) - наверняка, обязательно.

E.g. She seems to work hard. Она, кажется, работает упорно.
He proved (appeared, turned out) to be ill. Он оказался больным.
They are certain (sure) to come. Они наверняка /обязательно/ придут.

Exercises

1. Translate into Russian.

1. They are said to work at our plant. 2. She is said to have a good command of French. 3. Lomonosov is known to be the father of Russian science. 4. John is considered to be a good doctor. 5. Mr. Turner is believed to be a great specialist in this field. 6. The delegation is reported to arrive one of these days. 7. The delegation is reported to have arrived. 8. A new money reform is announced to be introduced next year. 9. A new money reform is announced to have been introduced yesterday. 10. You seem to be right. 11. He proved to be a true friend. 12. The weather is likely to change. 13. Mr. Adams is unlikely to meet us. 14. The contract is unlikely to be signed. 15. She is sure to phone you tonight. 16. Mr. Ray is certain to take part in this project.

2. Suggest the English for:

1. Говорят, что он работает в качестве генерального директора.
2. Известно, что Московский университет был основан Ломоносовым. (to found)
3. Ожидают, что делегация прибудет завтра.
4. Сообщают, что конференция уже закончилась. (to be over)
5. Объявлено, что этот договор подписан. (to sign the treaty)
6. Полагают, что этот контракт прибыльный. (to be profitable)
7. Думают, что эта сделка будет успешной. (to be successful)
8. Считают, что он знающий в вопросах менеджмента. (to be knowledgeable)
9. Говорят, что слушатели уже сдали экзамен по бухучету. (to pass) (accounting)
10. Известно, что этот писатель работает над новой книгой. (to be working)
11. Бэсс обязательно вам позвонит.
12. Босс, вероятно, поедет в командировку на днях. (to go on a business trip)
13. Маловероятно, что они решат эту проблему. (to solve)
14. Боб оказался настоящим другом.
15. Финансовое положение компании казалось катастрофическим. (catastrophic)

Topic: INFINITIVE. MODAL VERB + PASSIVE INFINITIVE

This plan is to be discussed. (предстоит обсудить/должен быть обсужден)
has to be discussed. (придается обсудить/должен быть обсужден)
must be discussed. (должен быть обсужден)
had to be discussed. (пришлось обсудить/должен был быть обсужден)
will have to be discussed. (придется обсудить)
can be discussed. (может быть обсужден)
could be discussed. (мог быть обсужден)
may be discussed. (возможно, будет обсужден)
might have been discussed. (мог бы быть обсужден)
should be discussed. (следует обсудить)

Translate into Russian:
1. The labour force of our enterprise is to be increased by 30% (per cent).
2. Many manufactured goods are to be produced this year.
3. Oil and gas production has to be expanded.
4. The contract must be signed by the representatives of the companies.
5. This question can be discussed tomorrow at the meeting.
6. The problem may be solved in a week.
7. The export of goods and services should be increased.
8. The meeting is to be organised next month.
9. The economy of the country must be based on private enterprise.
10. The GDP (gross domestic product) is to be increased by 5% next year.
11. Thousands of cars and tractors are to be bought (purchased) by farmers.
12. Special measures have to be introduced to improve the economic situation
13. Prices may be reduced by the end of the year.
14. Industrial training for young people can be expanded.
Translate into Russian according to the model

Model

The plan to be discussed is very important.

План, который будет обсуждаться, очень важный.
План, который должен быть обсужден, очень важный.

The question to be discussed is difficult. The problem to be solved is very important. The measures to be taken aim to help the workers and their families. Here is the article to be translated by tomorrow. Here are the goods to be sold at the auction. The contract to be signed consists of 10 points. The project to be drawn up will be discussed at the session. The text to be read is easy. The work to be done is hard. The houses to be built will be of modern construction.

Business and Financial News

Exercises

Announce the following news upon reading and translating it*.

1. Ford and Volkswagen are expected to announce shortly the go-ahead for an ambitious Esc400bn ($2.6bn) joint vehicle development project in Europe which would include the building of an assembly plant in Portugal.

2. MONTEDISON, Italian chemicals, energy and agro-industrial concern, reports consolidated after-tax profits, net of minority interests, of L556bn ($433m) for 2002.

3. The two companies are co-operating in the development of a so-called multi-purpose vehicle or people carrier, a high roof 7–8 seat estate car, to compete with vehicles such as the Renault Espace, expected to be one of the fastest growing segments of the European car market.

4. LTV, US steel company, announced plans to sell its large defence and aerospace business to help it out of bankruptcy proceedings but the plan has run into immediate opposition from creditors of the division.

5. OECD: officials from industrial countries, meeting at the Organisation for Economic Co-operation and Development in Paris, again failed to reach agreement on reforms to export credit rules.

6. EC and the Australian-led Cairns Group of agricultural exporting nations within the negotiations of the General Agreement on Tariffs and Trade

* Use a dictionary.
appeared firmly at odds after talks in Canberra failed to break down differences over trade liberalisation.

7. BETHLEHEM Steel of the US and British Steel radically altered plans for a joint venture in the fiercely competitive American market for structural steels.

8. JVC, Japanese consumer electronics company, reported a 27.1 per cent drop in consolidated pre-tax profits for the year to March to Y26.3bn ($190m).

9. MATSUSHITA Electric Industrial, Japanese consumer electronics company, reported a 4 per cent increase in pre-tax-profit to Y276.5bn ($2bn) in the year to end March, but expects slower Japanese economic growth and a higher interest rates will mean a fall in profits this year.

10. Three leading Japanese real estate companies, Mitsui Real Estate, Mitsubishi Estate and Sumitomo Realty saw strong sales growth for the year, but pre-tax profits did not keep pace under tighter financial regulations.

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**Topic: PRINCIPLES OF MANAGEMENT**

**Text**

The principles of management are considered to be a group of concepts generated by experience and research and expressed in terms or administrative rules and operating techniques. They lay down guidelines for the basic activities of planning, organising, coordinating, controlling and appraising.

**Principles of management include:**
- obligatory training in the field of management;
- good working climate and a high degree of motivation in managerial work;
- a good knowledge of managerial psychology and philosophy on the part of the manager, his good human relations with his subordinates;
- meeting such obligatory requirements as: having a profound (deep) knowledge of modern information and computing systems and advanced know-how, and being quite competent in the area of human relations;
- delegation of authority to subordinates;
- good staffing (putting the right man in the right job);
- flexibility of management and adaptability to changes;
- exercising constant control over managerial performance;
- consulting (obtaining information from others);
- coordination of efforts of the company’s staff.
Words

to consider — рассматривать, считать; to be considered — считаться
generated — зд. рожденная, сформированная
experienced/inexperienced/ — опытный/неопытный/
to share one's experience — делиться опытом
from my own experience — из моего собственного опыта
in terms of — с точки зрения
to lay down — заложить
guidelines — основные направления; директивы
appraising — оценка (syn. assessment)
training — подготовка
dergree — степень
managerial psychology [saɪˈkɒləfɪʃəl] — управленческая психология
on the part of — со стороны
human relations — человеческие отношения
subordinates [ˈsəʊbrəʊndɪts] — подчиненные
meeting obligatory requirements — удовлетворение обязательных требований
advanced know-how — передовая технология
in the area of — в области
delegation of authority — передача полномочий
flexibility — гибкость
efforts — усилия
good staffing — правильная работа с кадрами
adaptibility to — приспособляемость к
exercising constant control over — осуществляя постоянный контроль над

Questions

1. What do you understand by principles of management? 2. What do those principles lay down? 3. What do management principles include?

Tasks

1. Read the text.
2. Answer the questions.
3. Learn unfamiliar terms.

Text

The principles of management are considered to be a group of concepts generated by experience and research and expressed in terms of administrative rules and operating techniques. They lay down guidelines for the basic activities of planning, organising, coordinating, controlling and appraising.
Competence in these areas constitutes additional skills so necessary for effective managerial performance.

Many companies interested in a rapid growth of their management manpower (a factor which is essential for the achievement of future organisational goals) have made training in the field of management principles obligatory.

However, experience shows that training cannot stand alone. To get these principles translated into practice requires a favourable working climate and a high degree of motivation in managerial work.

Despite the universal recognition of the existing management principles many young people coming on the business scene find them hard to follow probably because of their poor knowledge of managerial psychology and philosophy.

The data obtained from the recent research throws some light on the reasons why some individuals make ineffective managers. The answer is simple: they violate the basic principles of management saying nothing of some general requirements which a manager should meet. He must have a profound knowledge of modern information and computing systems and advanced technologies, and be quite knowledgeable in the field of human behaviour so that he could establish good relations both with his superiors and subordinates.

If, in the daily conduct of his business, the manager wants to be effective, he should put the management principles into practice.

While management is a process of getting things done through other people, its principles can be regarded as a kind of philosophy.

**Tasks**

1. Read and translate (the first two paragraphs in writing).
2. Give an extended answer to the question: What’s necessary for effective managerial performance?
Speaking about managerial objectives one should take the following into consideration. The main objective has always been maximizing profits and minimizing losses. Managers should keep in mind that they run the business at a profit. Management objectives depend on the legal forms under which the company usually operates. They may be individual proprietorship, partnership – general and limited – or corporations.

Good managers draw up objectives that are clear and understandable to all concerned.

Objectives must be consistent. They must promote cooperation among various departments of the company, and must be socially reasonable.

In determining the objectives the manager must consider the personal objectives of his subordinates.

Ordinary objectives of business have to be in keeping with the manpower and resources at hand.

It’s necessary to have proper policies to guide people in reaching their objectives. The policies which are generally established by the Board of Directors must not violate the trust and confidence that the stockholders have placed in the company. They should offer a kind of balance between the objectives of the cooperation and its actual operations. They should consider the operating staff’s interests and not be far from what the company’s personnel is prepared to accomplish.

The objectives of the business depend, to a great extent, on the organisational structure of the business. Before setting any objective to the organisation the manager should ask himself these questions: What are the functions that must be performed? What are the people like who are to perform them? How are these tasks to be carried out?

In order to reach the goal we need procedures. (A procedure is a series of steps that are taken in order to accomplish an objective.) In carrying out management we also require rules. (No smoking rule, for example.) It goes without saying that rules should be drawn up as required for each organisation. While policies may have to be interpreted, a rule must be exact and clear as regards its meaning.
Words

profit – прибыль; manpower – рабочая сила
loss – потеря

to violate – нарушать; to run a business – руководить предприятием
trust – доверие; доверять
legal forms – юридические формы
confidence – уверенность
proprietorship – предпринимательство
to accomplish – достичь, добиться
to draw up – зд. формулировать
to a great extent – в значительной степени
consistant – постоянный; to set an objective – поставить цель
to promote – способствовать
to perform functions – выполнять функции
socially reasonable – социально оправдан

to carry out – выполнять; to consider – зд. учитывать
to reach the goal – достичь цели; subordinates – подчиненные
it goes without saying – само собой разумеется
to be in keeping with – быть в соответствии с
as regards – касательно

Task

Read, translate and discuss the text. Characterise business management objectives.

More about Management

Let me express my opinion concerning management. Management, in my understanding, is a process based on the interaction of managers and subordinates. It is known far and wide, that managers guide, direct and control the actions of their subordinates in order to achieve the necessary aims (objectives, goals). It’s interesting to note that management includes the decision-making process which falls out into many stages. Management, to my mind, is considered to be a process of formulating and solving problems which appear from time to time.

The main aim of management is, among other things, to solve crucial problems. It should be pointed out that management is of social nature because it is carried out through people. Finally, speaking about management it’s necessary to emphasize (stress) that the effect of management is closely connected with the manager – his individual qualities, professional background and experience.
Why some People Make Ineffective Managers
(a short report)

In my today’s talk I’d like to analyse the reasons why some individuals make ineffective managers in spite of the special training which they undergo. First of all, I think, they violate the basic principles of management as a whole. They:

– don’t meet some general requirements,
– don’t have a good knowledge of modern information systems,
– are not competent in the field of computing systems,
– are not knowledgeable in the area of advanced technologies,
– have a poor knowledge of human relations principles,
– cannot follow the existing managerial principles,
– have got insufficient knowledge of managerial psychology,
– have no knowledge of philosophy,
– lack any knowledge of strategic management. In short they can hardly foresee the events to come and forecast the lines of business development in future.

Tasks

1. Read the text.
2. Discuss the question why some people make ineffective managers.
3. Learn unknown words.
Topic: MANAGING PEOPLE

Text

Managing people requires a high level of knowledge of human behaviour and psychology. Of particular importance for a manager in managing people is the relationship between the manager and his/her subordinates. If a manager wants to be effective, he must try and develop the skills for managing people. Here are a few recommendations to this end.

To manage well you need to work in a climate of mutual trust and respect. The manager has to create an atmosphere of trust and mutual respect.

Keep calm when confronted with employees who oppose any new plan or suggestion.

To motivate performance use the Productivity Formula: “Talent times Relationship, plus Expectations, equals Productivity”.

Make sure people’s expectations of what they are to contribute to the business are clearly understood by all.

Project your positive personal attributes; be spontaneous, open and honest; show patience and a desire to attentively listen to and understand a person.

Be consistent and show people that they can entirely rely upon you.

Increase your positive feedback, guidance and constructive criticism.

Maintain a high level of input; actively teach what people need to know.

Use the One Minute Reprimand to get rid of the subordinate’s behaviour you dislike. Be very specific about what the person did wrong; take 30 seconds (and no more) to say how you feel: disappointed? angry? frustrated? Keep the person’s attention focused on what he/she did wrong and not on how you are going to treat him personally.

Clear goals are the basis for all good performance. Set goals in the beginning. Remember: goals must be attainable (achievable), and everyone has to know them.

Respect your subordinates and authorise them to think. Take pride in their talents and accomplishments. Recognise and celebrate their victories. Encourage people for their contribution (input) to the victory.

Think of innovation as a better way to get the work done. Banish unnecessary paper, rules and bureaucracy.

Words

level — уровень; on a level — на уровне
human behaviour — поведение человека; to behave — вести себя
relationships — отношения; to relate to — относиться к
to this end — в этом отношении
mutual trust (respect) — взаимное доверие (уважение)
to trust — доверять; to respect — уважать
to create — создавать; creation — создание
to keep calm — сохранять спокойствие, выдержку
to be confronted with — столкнуться с/в противоборстве/
to oppose — выступать против
suggestion — предложение; to suggest — предлагать (дать идею). I suggest that you should go there. I suggest going there.
products — продукция; productive — продуктивный
productivity — производительность, labour p. — производительность труда
to make sure — убедиться, удостовериться
positive (negative) features — позитивные (негативные) черты
to contribute to — сделать/внести/ вклад
spontaneous — непосредственный; honest — честный
to show patience and a desire — проявлять терпение и желание
attentively — внимательно
consistent — последовательный
to rely on — полагаться на
entirely — вцелом
to increase your positive feedback — увеличить обратную положительную связь
guidance — руководство
to maintain a high level of input — сохранять высокий уровень вклада
reprimand — выговор
to get rid of — отделаться от
to do wrong — поступить неправильно
disappointed — разочарованный
angry — сердитый, злой
frustrated — расстроенный
to focus attention — сосредоточить внимание
to treat — зд. рассматривать
clear goals — ясные цели; to set goals — поставить цели
attainable/achievable — выполнимые
to respect one’s subordinates — уважать своих подчиненных
to authorise — зд. поручать, давать задания
to take pride in their talents — гордиться их талантами
accomplishments — достижения
to recognise — признавать; to celebrate — отмечать, праздновать
victory — победа
to encourage — воодушевлять, поощрять, поддерживать
contribution (input) to — способствовать, делать вклад в innovativeness — новации
to get the work done — заставить выполнить работу
to banish unnecessary paper, rules and bureaucracy — вести борьбу с бумажной волокитой, ненужными правилами и бюрократией
Questions


Memorandum

In managing people be guided by the following rules:
- create a climate of trust and mutual respect,
- keep calm when confronted with subordinates who oppose your plans or suggestions,
- project your positive personal features: be spontaneous, open and honest,
- show patience and a desire to attentively listen to and understand a person,
- be consistent and show people that they can rely upon you,
- set clear and achievable goals,
- respect your subordinates,
- encourage people for their good work,
- pay a great deal of attention to innovations,
- banish bureaucracy.

Tasks

1. Read the text and answer the questions.
2. Learn unfamiliar terms.
3. Try to memorise the text “Memorandum” and retell it.
Exercising time management be guided by the following rules: save and value your time, time your day’s work by drawing up a work-schedule, abide by the principle: time is money. Here are a few recommendations in the field of time management.

Define your day’s work in terms of the results you must achieve. Then list the activities needed to achieve those results.

Determine which activities on the list take priority over others. Distinguish between things that are important and things that are urgent. Many urgent items may appear unimportant. Do the important tasks first. Organise your priorities into levels of importance. Estimate the time you will need for each listed task.

Schedule the things you want to achieve; work from a written schedule; review your list continually and keep your mind focused on what you need to achieve.

Leave at least 25 per cent of your time open so as to be able to handle the inevitable interruptions and crises.

Be realistic: allow enough time, but not too much.
Don’t let unscheduled activities knock important things off your list, learn to say NO.

Give a lot of thinking to what is to be done; remember: thinking is the greatest time saver.

Keep your objectives in clear view. Think over things in advance. In planning things set yourself a deadline; improve your planning and use of time.

Break long tasks into smaller, more manageable segments.
Be on time and expect others to do the same; establish control over your time.

Get up a little earlier.
Create a series of checkpoints and prepare a daily checklist.
Put information on tape, using a dictating or recording machine.
Make full use of your PC.

Words

d to exercise management (to carry out) – осуществлять руководство, управление
d be guided by – руководствоваться чем-л.
d save – экономить; savings – сбережения; saving bank – сбербанк
d value – ценить; valuable – ценный
to abide by – придерживаться
to define – определять, definition – определение, дефиниция
in terms of – с точки зрения, языком чего-то
to list – составлять список
to determine – определять; determination – определение
to take priority (over) – определять приоритеты
to distinguish – отличаться
urgent – срочный, неотложный, настоящий, крайне необходимый
may appear – может оказаться
to schedule (to plan, to draw up a schedule) – составлять план, график
to review – давать обзор
Keep your mind focused on... – Сосредоточивайте ваше внимание на...
so as to be able – с тем чтобы быть в состоянии
inevitable – неизбежный
interruption – перерыв; interrupt. Excuse me for interrupting you.
to allow (to let, to permit) – позволять, разрешать
to knock off – зд. выйти из плана мероприятий
to give a lot of thinking (to) – глубоко обдумать
Keep your objectives in clear view. – Ясно представляйте свои цели.
to set a deadline – установить конечный срок
to break into – разбить на
to be on time – быть вовремя, быть пунктуальным
a series of checkpoints – серия мероприятий, подлежащих контролю
a checklist – список проверок
to put on tape – записывать на магнитофонную ленту
to make (full) use of – полностью/использовать

Questions

1. What attitude should you take towards time factor? 2. If you’ve got various
tasks on the list, which task would you fulfil first – urgent or important? 3. What
must you do before you start doing things? 4. What time limit should you set
yourself in planning things? 5. What lists do you have to have in order to exercise
daily control? 6. Is it necessary to estimate the time to do the job? 7. What office
equipment and technical devices should a manager make use of?

Tasks

1. Read the text and answer the questions.
2. Learn new terms.
3. Speak on the rules a manager should be guided by in managing time.
4. Write a composition: Time Management and its role in my professional
activity.
Memorandum

In carrying out time management be guided by the following rules:
- save and value your time and that of your colleagues;
- do the important things first, determine which activities on the list take priority over others;
- allow enough time, but not too much; remember: time is money;
- give a lot of thinking to what is to be done;
- be always on time (punctual), estimate the time to do the job, and establish control over your time; learn to say NO;
- in planning your work set yourself a deadline;
- get up a little earlier;
- have a list of checkpoints and a daily checklist;
- put information on tape, using a dictating or recording machines;
- make full use of your PC.

Topic: MAKING A CAREER

Text

In 1960 Brian Baker, Managing Director of Lindon & Son, borrowed a large sum of money from Bridges and Company Bank to finance the business. It's in place here to mention that Mr. Baker's business has been in full swing since that time, and seems to be prospering in future. Suffice it to say that within a short period of time the parent company "gave birth" to many subsidiaries, and now has got 50,000 employees, as well as many manufacturing assembly plants and factories. We have our branches in 25 cities and towns all over the world.

It's no exaggeration to say that we produce high quality products. We use the most advanced technologies, and are in close contact with the market. We produce a great variety of products ranging from spare parts of domestic appliances to small tractors and grass-cutters.

To keep abreast with the time and to have our production on a high technological level we try and invest a lot of money in research and development. Our company has sales reps all over the world, and our prices are said to be very competitive.

As regards our future we plan to increase our production, profits and turnover, to export to more countries, and expand our international links. In the latter case, we have made considerable progress by concluding economic, scientific, and high-tech agreements as well as through exchanging specialists.
Now back to Mr. Baker and a short history of his business. Mr. Baker has had an enormous input in his business, and proved to be a talented and gifted manager. 18 years ago Mr. Baker earned a good salary at Frankfurt, but he wanted to have his own company. He could not afford to start a company immediately, because he needed money. During his years in Frankfurt he saved as much money as he could, and some years later he invested his money of $500,000 in total in his new company. His profits rose by 25% per year and reached $45,6 mln in 1990. Now he owns 80% of the company, and his shares in the company are now worth $899 mln.

Public relations. To complete the picture of portraying our company it should be noted that our managers not only perform their office duties, but also participate in the communal work. At our Headquarters public relations officers are engaged in their day-to-day activities aimed at working with clients, mass-media, and members of the staff. We are in close touch with the press. Therefore, from time to time we have the pleasure of seeing our “image” in some leading papers.

Words

it’s in place here to mention – здесь уместно упомянуть

to be in full swing – быть в полном разгаре

suffice it to say that – достаточно сказать, что

to give birth to – родить/кого-то/

subsidiaries – филиалы, дочерние компании

branch – отрасль, филиал

it’s no exaggeration to say... – не будет преувеличением сказать...

a great variety – большое разнообразие

ranging from... to... – начиная с... и кончая...

spare parts – запасные части; appliances – приборы

glass-cutters – газонокосилки

to keep abreast with – для того, чтобы идти в ногу (со временем)

as regards – что касается (as to (smth.), as for (smb.))

turnover – оборот

links – связи (ties, bonds, connections)

in the latter case – в последнем случае

to make progress – делать успехи (to be doing well, to be successful)

enormous – огромный

input – вклад (contribution)

to prove – оказаться (to turn out, to appear)

to afford – позволить себе

public relations – связи с общественностью

to complete – закончить, завершить

communal work – общественная работа
Questions

1. For what purpose did Mr. Baker borrow a large sum of money from the bank?
2. In what state was Mr. Baker’s business?
3. What is the structure of the company?
4. How many employees work for the company?
5. What is the strength of the company?
6. You don’t try and invest a lot of money in R&D, do you? (Answer: Why? But we do. We...)
7. They say your prices are very competitive. Is that so? (Answer: Very much so, etc.)
8. What do you plan to do in future?
9. In what fields do you think you have made considerable progress?
10. Tell a short story about Mr. Baker’s business.
11. How much is his capital worth?
12. What do you know about public relations activities carried out by some members of the staff?

Tasks

1. Read the text and answer the questions.
2. Describe your company.
3. Describe your career (your friend’s career development) stating the places where you worked, posts you occupied, length of service.

---

Topic: TYPES OF BUSINESS ORGANISATIONS. COMPANY

Text

There are many types of business organisation: a company (U.K.), corporation (U.S.):
- limited company (firm where shareholders liability is limited);
- multinational co. (organisation operating in several countries);
- parent co. (company which owns another);
- subsidiary (affiliate) co. (firm owned by a parent company);
- holding co. (firm, usually without commercial activity created to be parent to other companies);
- public co. (company whose shares are publicly available);
- private co. (company whose shares are not publicly available);
- nationalized co. (company owned by the state);
- offshore co. (firm based in a tax haven to avoid higher taxation);
- minority interest co. (company in which another firm has less than 50% interest), and cooperative (democratic firm owned by workers).

There are also other organisations with their specific aims and activities: a society (friendly association of people); a government agency (part of the state administration), a charity organisation (organisation to relieve poverty and help the needy people).

**Company Structure & Responsibilities of Departments**

<table>
<thead>
<tr>
<th>Human Resources</th>
<th>Production</th>
<th>Marketing</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training</td>
<td>Production</td>
<td>Marketing</td>
<td>Purchasing</td>
</tr>
<tr>
<td>Personnel</td>
<td>Packaging</td>
<td>Sales</td>
<td>Customer</td>
</tr>
<tr>
<td>Wages &amp; Salaries</td>
<td>Quality</td>
<td>After-sales</td>
<td>Accounts</td>
</tr>
<tr>
<td></td>
<td>Maintenance</td>
<td>Distribution</td>
<td>Financial</td>
</tr>
</tbody>
</table>

Which department or division:
- buys supplies
- sells the products
- plans how to sell new products
- organises training courses
- recruits new employees
- sends the products to the customers
- packs the product
- manufactures the products
- checks the quality
- sends invoices to the customers
- takes care of the machines
- pays the staff
- is responsible for after-sales care
- deals with taxation payments
- runs advertising campaigns?

**Description of the Company**

Forms of Ownership:
- state company
- private company
- joint stock company
- company with limited liabilities
- holding
- joint venture
Typical Structure of an American Company

President

Senior Vice President & Chief Executive

Vice President Shipping*

Vice President Production*

Vice President Marketing*

Vice President Finance & Administration*

Production Director Europe

Export Sales Director

Financial Controller

Production Director North America

Sales Director North America

Personnel Manager

Director Research and Development

---

**Topic: INDEFINITE PRONOUNS AND ADVERBS**

+ 
- 
something **что-то** anything nothing (not anything) **ничего**
somebody **кто-то** anybody nobody (not anybody) **никто**
somewhere **где-то** anywhere nowhere (not anywhere) **ничуда**

e.g. I see **something** on the table.
Do you see **anything** on the table?
I see **nothing** (I don’t see anything) on the table.
Did you go **anywhere** yesterday? – No, I went **nowhere**.
**Nothing** will help him. – **Ничто не поможет ему**.
**Nobody** saw this film. – **Никто не видел этот фильм**.
**everything** – всё **e.g.** Everything is ready.

* Is included in the Executive Board (Board of Directors).
everybody – все Everybody is present. = All are present. – Все присутствуют.
everywhere – везде, всюду e.g. This newspaper is read everywhere.

Переведите на английский.

1. Дайте мне что-нибудь поесть. 2. В соседней комнате кто-то есть. 3. Никто не ответил на мой звонок. 4. Вы кого-нибудь знаете в этой компании? – Нет. Никого. 5. Я поеду куда-нибудь этим летом. 6. В этом ящике ничего нет. 7. В этом письме нет ничего важного. 8. Все пришли и все готово. 9. Вы отдыхали где-нибудь в прошлом году? – Нет, нигде. 10. Никто ничего не понял.

Words

vice-president – вице-президент; chairman – председатель
Board of Directors – совет директоров
Director General – генеральный директор
deputy – заместитель; department (dpt.) – отдел; управление; ведомство
production – производственный; commercial – коммерческий
personnel – отдел кадров; marketing – отдел маркетинга
promotion – отдел рекламы; technological – технический отдел
subordinate – подчиненный; to be subordinate to – подчиняться кому-то
at the head of – во главе
research and development (R&D) – отдел исследований и развития
financial – финансовый отдел; human resources dpt. – отдел кадров
export and sales dpt. – отдел экспорта и продажи/сбыта/
chief – главный; assistant – помощник

Company Organisation (in Britain)

The organisational structure of a British company is as follows: the Managing Director is responsible for running the whole company, and is accountable to the Board. He is assisted by four executive departments. These are: Human Resources (Personnel) department, Management Services department, Finance department, Research & Development department (R&D).

Human Resources Dpt. is responsible for personnel, training and management development.

Finance Dpt. takes care of corporate finance and accounting.

Management Services Dpt. is in charge of rationalisation throughout the company.

R&D Dpt. is responsible for new product development. Under the Managing Director there are five Regional Managers; each of them is responsible
for the day-to-day management of a territory (North, South-East, West and Central Regions). The five regions are supported by two sections – Marketing and Technical Services. In addition to the parent there are several subsidiaries. The subsidiaries report to the Export Sales department, which in turn is accountable to the Board.

**Export and Sales Dpt.** is responsible for selling the company’s product.  
**Technological Dpt.** is responsible for the mode of production and elaborating new technologies.  
**Marketing Dpt.** is in charge of marketing activities of the company.  
**Production Dpt.** is responsible for all the aspects of production.  
**Promotion Dpt.** is in charge of advertising activities.  
**Commercial Dpt.** is responsible for trading activities of the company.

**Board of Directors**

Board of Directors performs three main functions: appoints the administration, considers general policy questions, makes corporate decision and exercises control over the activities of the administration. It also sees to it that the enterprise (business) can yield profits, that shareholders can get high income on their stocks, and it must also analyse its own activities.

**Assembly of Shareholders**

The highest managerial organ of a Stock Company is the Assembly of shareholders which elects the Board of Directors, and the latter elect their supreme governor.

**Text**

This is a typical organisation of a company. At the top there’s the Board of Directors. Their job is to administrate the company, make general policies, and so on. There are two kinds of directors: so to say non-executive directors (not full time employees). They are the sort of people who have some standing in various parts of the business world and are in a position to help the company to succeed. They only appear when there are meetings of the Board. But the second lot of directors – the executive directors – are full time employees of the company. Most of them are managers of the departments.

The absolute head of the company is the Chairman of the Board, and his job is to take the chair at meetings of the shareholders, and the Board of Directors, and to represent the company’s interests at outside functions. He does not take much part in the running of the business.

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Then comes the Managing Director whose job is to coordinate the policies decided by the directors, and see that they are implemented. It is carried out through various departmental managers.

The first one is the Production Manager, who is responsible for seeing that our products are made properly and on time.

The Marketing Manager’s main job is to sell the product.

Then there’s the Purchasing Manager, who makes sure we have the raw materials for the Production Manager to make the product.

Then comes the Chief Accountant, who is in charge of the financial picture of the company and keeps books. Then there’s the Company Secretary, whose job is to organise the work of the Board of Directors. And the Personnel Manager brings up the rear. He recruits people to work in the company, and looks after their welfare.

**Task**

Read the text and describe the structure of a company.

**Company Results**

Here is a short review of the company’s main activities last year. I’m going to divide my review into three areas: firstly – financial, secondly – personnel, and thirdly – technology.

On the financial front the results have been very encouraging (pleasing): turnover has increased by 14 per cent, costs have dropped by 3 per cent, and profits are up by 16 per cent. So the company as a whole has performed well. Export sales have done very well especially in America, our largest export market. The domestic consumer market has been very competitive, and will continue to be so. To my regret, our results in this market have been rather disappointing – just 1 per cent as compared with the last year.

Now, the personnel. Our policy of personnel development through training and promotion opportunities has been a great success. We have actually recruited 72 new staff members, while 20 have retired; so there’s a net balance of 52. The training department has expanded considerably, and moved into new areas such as quality assurance and sales training.

Finally, technology. I suppose it’s no exaggeration to say that our technological thought is on the upgrade (upsurge), and our Research Department is trying to do its best to make a scientific contribution to the production process of the company. Over the last year, our Research Department has tested a new prototype engine. Results so far look very promising. We have also invested heavily in a European technology programme which links industry with universities.
Words

review — обзор; делать обзор; повторять
promotion — продвижение по службе
to divide (into) — разделить на/части/
opportunity — возможность; encouraging [ə] — воодушевляющий
to recruit [rɪˈtaɪə] — набирать/на работу/; turnover — оборот
staff members — штатные сотрудники; costs — затраты
to retire [rɪˈtaɪə] — уходить на пенсию
to drop — упасть, снизиться
considerably — значительно
disappointing — разочаровывающий
to move into... areas — распространять на/новые/области
to compare — сравнивать; as compared with — по сравнению с
quality assurance — гарантия качества
sales training — подготовка торгового персонала
it’s no exaggeration to say — не будет преувеличением сказать
thought [θɔːt] — мысль; on the upgrade (upsurge) — на подъеме
to make a contribution — делать вклад
engine — двигатель; to invest heavily — инвестировать значительный капитал

Tasks

1. Put 5–7 key questions on the text trying to embrace all the main areas of the review. Learn unfamiliar terms.
2. Using the words and phrases of the text draw up a review of your company’s activities and report it at the Board’s session.

Sales forecasts.
Sales Manager’s Report

According to our medium-term plans sales should reach 450,000 pounds. The Research and Development Department is working hard on a new product and we are going to push the product very soon. As to Model 5, our most recent product, we are sure it’ll continue to do well. Generally speaking, overall sales may go as high as 600,000 pounds. May I remind you of the fact that we have been set the sales target estimated at 550,000 pounds. We are going to launch a new product, and value that year sales at 200,000 pounds. I suppose this product sales will reach the target. There is also every reason to believe that the sales will exceed the target figure, which will have a positive effect on the company’s financial position.
**Words**

*medium-term* – среднесрочный

*to push* – проталкивать, толкать; *to do well* – преуспевать, делать успехи

*target* – производственное задание, плановая/контрольная/цифра

*to launch a new product* – выпустить новую продукцию

*there is every reason to believe* – есть все основания полагать

*to exceed* – превышать

*to have a positive effect on* – положительно сказать на

**Performance account (report) of Research and Development Department**

Speaking about the performance of current work by the members of the Department and the results achieved, I’d like to give a satisfactory assessment. According to my observations the Department staff is interested in performing their professional duties to the best of their abilities, and as Department Manager I’m more than satisfied with the work done. I don’t mean to say we have no shortcomings and no problems. I’m far from thinking that we have achieved our goals. There’s a lot of work in store for us in this respect.

As far as I can see, there’s urgent need for us, at present, to take steps aimed at improving our work in all respects. Specifically, I find it necessary to... (for verbs see p. 197). Thank you.

**Exercises**

1. Ask and answer. Work in pairs.

How many employees has Mitsubishi got?
It’s got 170,000 employees.

How many manufacturing companies has it got?
It’s got 66 companies.

How many sales and finance companies has it got?
It’s got 34 sales and finance companies.

How many customers has IBM Corporation got?
It’s got 5,000,000 customers.

How many manufacturing, assembly plants, factories has it got?
It’s got great many of them.

How many subsidiaries does Philips have?
It’s got 120 subsidiaries.

Does it have a subsidiary in the UK?
Yes, it does.
2. Read the text and characterise your company.

We produce high quality products. We use the most advanced technology. We are in close contact with the market. We produce a wide range of products. We invest a lot of money in research and development. We have sales reps all over the world. Our prices are very competitive. We are market leaders.

3. Discuss your company’s problems.

You are having a colleagues meeting to discuss some of your company’s problems. Take it in turns to start discussions on these subjects.

<table>
<thead>
<tr>
<th>Problem</th>
<th>Alternatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>company English classes</td>
<td>employ a teacher or send a staff to a language school</td>
</tr>
<tr>
<td>the paperwork</td>
<td>buy another computer recruit a secretary</td>
</tr>
<tr>
<td>company cars</td>
<td>rent them buy them</td>
</tr>
<tr>
<td>the pay deal</td>
<td>offer a 10% salary increase offer a 5% and a productivity bonus</td>
</tr>
<tr>
<td>office cleaning</td>
<td>employ cleaners contract the work out</td>
</tr>
<tr>
<td>new sales job</td>
<td>promote someone contact a recruitment agency</td>
</tr>
</tbody>
</table>

Your company must reduce its running costs by £1,000,000. Look at the proposals below and decide what to do.

**Estimated Saving**

1. Cut the research and development budget – by 5% or £400,000
2. Cut the staff training budget – by 10% or £200,000
3. Cut the advertising budget – by 10% or £350,000
4. Stop all donations to charity – £100,000
5. Make the company security staff redundant and subcontract the work – £150,000
6. Close the company health centre – £100,000
7. Cancel the plans to buy:
   - new production machinery – £200,000
   - new electronic equipment – £150,000

**Tasks**

1. Make a sales forecasts report.
3. Characterise your company’s activities last year.
4. Make recommendations aimed at improving the activities of various departments, using the following terms.

**Marketing** – to expand the homemarket of our goods, to study supply and demand;

**Commercial Dpt.** – to expand trade ties with other companies and firms; to increase the volume of sale and purchase; to reconsider the price list of basic commodities (goods) the company produces;

**Human Resources** – to reduce the old-age personnel, to recruit new graduates, to extend the system of training, to organise quality-training seminars;

**Finance** – to improve the accounting system, to reconsider the financial system in accordance with the new financial position of the company;

**Promotion** – to elaborate new forms of advertising, to intensify advertising;

**Production & Technology** – to increase production and labour productivity, to reduce manufacturing costs, to invest more in technological innovations, to install a new automated assembly line;

**Sales** – to widen trade points network, to rationalise distribution network; to increase the number of goods for export;

**Research & Development** – to develop and test new products, to increase the quality of goods, to upgrade products, to carry out (do) research in various fields of production.

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**Corporate Structure**

- Board Chairman
  - Managing Director
    - Finance and Administration
    - Commercial and Legal, including Secretariat
      - Investment Division
      - Development Division
      - Operations Division
      - Resource Finance Joint Venture
      - Marketing Division
      - North America Division

* Make the following budget proposals for next year:
  25,000 pounds should be allocated to Research and Development,
  45,000 pounds – to Marketing, 145,000 – to Production, 55,000 – to Sales.*
Company Strategy

A business company is an institution established for the purpose of making profit. It’s a big organisation which is operated by individuals. Their share of ownership is represented by shares.

In order to operate successfully a b/co has to have its strategy. The company strategy must be flexible enough and take into account the changing market conditions.

The main objective here is to gain a market share, and in order to achieve it, it’s necessary to reduce prices. But if you reduce prices, your margins will be lower, and that will cut profits.

If you can slowly increase production, you will be able to cut unit costs though it seems to be a long-term prospect. Unit costs can come down if you invest in new plants and machines. Let’s try to define the company strategy from the point of view of the market and manufacturing.

If you think that increased market share is the main objective in the company strategy, you are highly mistaken. First of all you should go in for a higher profitability. If you can upgrade the product, you are sure to get better prices and therefore higher profits.

You should bear in mind that the market is very competitive now. If you increase prices, whatever the quality, sales may drop rapidly. Let’s look at the problems from the manufacturing view-point. If you can reduce costs in manufacturing, it’ll put you in a strong position and enable you to adapt to the market. The only way you can become flexible enough is to subcontract more of the production.

It means job losses if you do that, but the jobs which remain will be more secure.

Tasks

1. Read and translate the text.
2. Answer the questions.
3. Learn unfamiliar terms.

Questions

1. What kind of insitution is a business company? 2. What kind of strategy must a company have? 3. What does a company have to do in order to achieve the main objective? 4. Will you cut profits if you reduce prices? 5. In what way will you be able to cut unit costs? 6. What will become with unit costs if you invest in new plants and machines? 7. Is the increased market share the main objective in company strategy? 8. What’s the main objective of the company strategy? 9. What can I expect if I upgrade the product? 10. What may happen if I increase prices what-
ever the quality? 11. What may happen if you reduce costs in manufacturing? 12. What would you recommend me to do if I want to become flexible enough in my company strategy? 13. Is it true that subcontracting more of the production means job losses? 14. Do I take it correctly by understanding that the jobs which remain after general job losses will be more secure?

**Words**

*for the purpose of* — с целью
*share of ownership* — доля собственности
*to represent* — представлять
*to operate successfully* — действовать успешно
*to take into account (consideration)* — принимать во внимание, учесть
*to gain* — добывать, получать, приобретать, извлекать пользу
*gain* — прибыль, выгода
*to reduce (cut) prices* — понизить цены
*unit costs* — стоимость изделия
*to increase production* — увеличить производство
*from the point of view of manufacturing (the market)* — с точки зрения производства/рынка
*the main objective* — основная цель
*to be highly mistaken* — глубоко ошибаться
*to go in for higher profitability* — стремиться к увеличению прибыльности
*to bear in mind* — помнить, иметь в виду
*to upgrade* — повысить/качество/, совершенствовать
*to enable smb. to do smth.* — дать возможность/кому-то/что-то делать
*to be secure* — быть надежным, гарантированным
*job losses* — потеря рабочих мест
*institution* — эд. организация
*margins will be lower* — прибыли сократятся
*to define* — определить
*to subcontract more of the production* — заключать больше субдоговоров по линии производства
*drop* — падать
*secure* — гарантированный, стабильный

Check whether you know these companies.

**Major Companies. Countries. Languages**

Honda — Japan — Japanese  General Motors — United States
IBM — U.S. — American English  Toyota Motor — Japan
Olivetti – Italy – Italian
Ericsson – Sweden – Swedish
Norsk Hydro – Norway – Norwegian
L’Oreal – France – French
Rolls Royce – England – English
Nestle – Switzerland – Swiss
Siemens – Germany – German
Philips – the Netherlands – Dutch

British Petroleum – Britain
Daimler-Benz – West Germany
Renault – France
Volvo – Sweden
Canadian Pacific – Canada
Samsung – South Korea – Korean
Elders IXL – Australia
Nestle – Switzerland

Tasks

1. Retell the story.

Yesterday I visited Brown’s Company. I wanted to see the President. I had an appointment with him. But I was unlucky. When I came, they told me that he was away on a mission, and would be back in a week’s time. Then I decided to speak with the Vice-president, but they told me he was unwell. I wanted to talk to the Commercial Director, but they told me he was out for business lunch. Mr. Brown’s secretary was kind enough to offer me his phone number, and last night I gave him a call. We arranged the meeting, and this morning he received me. I must tell you the Commercial Director gave me much valuable advice, and I’m very thankful to him. I appreciate his assistance.

2. Suggest the English for:


3. Do the exercises.

I. Match the words on the left (a–d) with the definitions on the right.

a. increase 1. say something important
b. announce 2. begin/establish/build
c. set up  
3. two companies working together

d. a joint venture  
4. get bigger

II. Complete the sentences by using one of the following words: increase, set up, produce, start, sell.

1. US Motors want to... their sales in the US.
2. They are going to... a joint venture with Toyama Motors.
3. They are going to... a new sedan.
4. They plan to... production in two years.
5. They plan to... 300,000 cars in the first year.

III. Practise reading the dialogue. Act out the dialogue with a partner.

- Preston Inc. (incorporated) want to increase their sales in Europe.
- How are they going to do it?
- They are going to open a lot of new offices. They plan to have an office in every major European city by the year 2003.
- To tell the truth, I have strong doubts whether they will succeed (им удается) in doing this.
- What makes you think so? (заставляет)
- The point is that in view of their shaky financial position they won’t be able to increase production and consequently their sales.
- You seem to be right. In this respect the opening of many new offices in Europe looks to me both risky and artificial [əˈtʃɪfɪəl] (искусственный).

IV. With a partner, talk about the objectives of these companies.

<table>
<thead>
<tr>
<th>Company</th>
<th>Objective</th>
<th>Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lindon</td>
<td>Increase their profits</td>
<td>Reduce their costs</td>
</tr>
<tr>
<td>Box Brothers</td>
<td>Increase their turnover</td>
<td>Cut their staff by 5%</td>
</tr>
<tr>
<td>(оборот)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graver Inc.</td>
<td>Increase their market share</td>
<td>Introduce two new products next year</td>
</tr>
<tr>
<td>(доля)</td>
<td></td>
<td>Reduce their prices</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hire more sales staff</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Increase advertising</td>
</tr>
</tbody>
</table>

V. Making plans, look at the list of objectives (a–f). Match them with the plan.

Objectives               Plans
a. Recruit a new Chief Accountant 1. Increase salaries by only 2% this year.
b. Increase the number of staff who speak English 2. Collect money for a gift.
c. Export to more countries

d. Reduce costs

e. Thank the sales manager (he is retiring)
f. Welcome the visitors from the US.

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**Topic: FINANCE AND BUDGET**

**Financial Control**

- There's no doubt we've got to tighten up on financial control. Peter, you are in charge of credit control. What do you suggest?
- Well, I've been looking at our payment terms – in other words how long we have to wait for payment – we must reduce the average delay in payment. It's nearly 45 days now from the date we send out the invoice. We've got to get it down to near 30 days. It's not easy. The sales people always argue it is better to wait for payment rather than lose a customer, but I think we can tighten up on reminders, statement and so on.
- What about our payments to suppliers?
- Well, that's more difficult. We are a small firm dealing with big suppliers. They don't have to help us. Still, maybe one or two of our older suppliers could give us better payment terms.
- Right. Let's look at some more general cost-cutting measures we can take. I'm interested in support services training and personnel development.
- Look. I think we simply mustn't cut these services. They are our long-term investment in people.
- Maybe, but we've got to reduce costs somehow. We can't cut in the production area.
- But our training budget is already very limited. Most of the training programmes are long-term.
- I'm not saying we have to stop any existing programmes but perhaps we should look carefully at future training courses.
- Well, I can let you have details of what we plan. I think you'll see that they are all worthwhile investments.
- I'm sure. Anyway, let me have the programme and we'll discuss it later. We'll have to stop now. I've got another meeting.
- I must be off too. Good-bye.
Tasks

1. Read and translate the dialogues “Financial Control” and “The Budget Meeting”.
2. Pick out and learn financial terms.
3. Study the Balance Sheet.

The Budget Meeting

– Let’s get started. Now, you’ve seen the budget proposals for next year. Have you got anything to say?
– I think the research figure is too low. We should increase it by at least 5%.
– Well, we could do that, but it means less money for the other departments. I think it should stay the same.
– I agree. We can reduce the figure for marketing, that would allow us to increase the budget for research.
– I felt marketing needed a good figure this year. They’ve got a big launch mid-year. I think they couldn’t manage with less.
– I’m sure they could and...
– Just a moment. Let’s look at the other two department budgets. That’s production and sales.
– Well, we can’t cut the production budget, that’s for sure. I don’t know about sales.
– Why do you say we can’t cut the production budget? They had a big investment last year. I’m absolutely certain, they could manage on less this year.
– Maybe you are right. Production ought to manage with less money this year, having spent so much last year.
– I’ll tell you what: a small cut in the production budget might mean we could increase the research figure.
– Right you are. I’ll put that to the Production Manager. Finally, what about sales?
– I think it’s a bit high. They might save a bit by spending less on the after-sales side.
– If you ask me, my answer will be: we should spend more on sales.
– That’s out of the question. The figure shouldn’t be changed.
Balance Sheet

Fixed assets  £ 130 m – основные средства (основной капитал)
Current assets  – оборотные средства
  stocks  72  – акции/акционерный капитал/
  debtors  98  – дебиторы
  cash in bank  170  – наличность в банке

Current liabilities  – краткосрочные финансовые обязательства
  loans and  21  – займы и овердрафт/вид
  overdraft  48  краткосрочного кредита/
  creditors  21  – кредиторы
  taxation  6  – налогообложение
  dividends  96  – дивиденды

Net current assets  74  – чистый оборотный капитал
Total assets  204  – общая сумма активов
Share capital and reserves  204  – акционерный капитал и резервы

Topic: THE GERUND

Герундий – неличная форма, называющая действие и обладающая признаками глагола и существительного.

Read the following and try to translate.

Reading is useful.
I finished reading the book.
I’m fond of reading.
Upon reading the book we discussed it.
Before reading the book I spoke to him about it.
After reading the book I took it to the library.
By reading you improve your English.
Instead of reading she went for a walk.
I can’t do without reading every day.
Gerund with prepositions

Read the following combinations with prepositional gerunds

By – путем, посредством: by listening to English speech, by establishing business contacts, by increasing the production, by developing industry;
instead of – вместо того, чтобы: instead of staying at home, instead of going to the doctor’s, instead of discussing urgent questions;
without – без: without improving the management system, without reducing prices, without discussing the problem, without investing in industry;
besides – помимо: besides knowing English, besides producing cars, besides increasing prices, besides paying taxes, besides studying German;
through – посредством: through speaking English every day, through doing morning exercises, through working at your grammar, through running;
in – во время, в процессе: in looking through the mail, in translating the article, in reading the journal, in doing business, in singing;
on – по завершении: on coming home, on arriving in London, on finishing the work, on receiving the telegramme, on building the house;
before – до того/перед тем, как: before leaving Moscow, before seeing the film, before writing the letter, before going to the office;
after – после/после того, как: after graduating from the Academy, after receiving the clients, after visiting this company, after buying this equipment;
against – против: I’m against going there today (taking part in this project, selling our old machinery, meeting them next week).

Suggest the English for:

Gerund with Certain Verbs and Phrases

Read and try to memorise the following gerundial constructions

1. It’s no use going there. Бесполезно идти туда.
2. I can’t help doing it. Я не могу не делать это.
3. I enjoyed reading the book. Я получил удовольствие от этой книги.
4. Do you mind going there? Вы не возражаете поехать туда?
5. I don’t mind staying here. Я не возражаю оставаться там.
6. I remember meeting him one day. Помню, что когда-то его встречал.
7. The book is worth reading. Эту книгу стоит почитать.
8. I’m fond of dancing. Я люблю танцевать.
9. I’m afraid of meeting her there. Боюсь встретить ее там.
10. I’m interested in making a profit. Я заинтересован в получении прибыли.
11. I’m responsible for doing the work. Я отвечаю за выполнение работы.
12. I insist on doing it in a jiffy. Я настаиваю на выполнении этого мигом.
13. I object to going there. Я против поездки туда.
15. I prefer staying here. Я предпочитаю оставаться здесь.
16. I went on/kept on reading. Я продолжал читать.

Suggest the English for:

Problem of Employment

Every manager, if he wants to be effective, must be interested in having highly qualified staff which he/she is supposed to select. That’s why great importance is usually attached to choosing the right candidates for the job, when hiring recruits or taking on new specialists. There are many factors that may appear to be decisive for the candidate’s employment such as outward appearance, age, sex, professional experience, qualification, length of service, marital status, family background, references, etc.

The first thing that should be kept in mind at the recruitment stage is that people practically do not change over their working life. What is meant here, for example is the intelligent level of a person or his/her ability of learning foreign languages or handling numbers. Anyhow, in selecting the candidate for the job the chooser should focus at least on three qualities: intelligence, ability, emotional stability and conscientiousness. [ˈkɒnʃənsɪznəs]

In order to get a full picture of the candidate’s merits and demerits the job interview that a candidate is supposed to go through should include such points as qualifications, personal qualities, skills and professional experience, weaknesses and strengths, interests, achievements, etc.

The more carefully the interview is conducted, the more candidates will be rejected or would-be workers dismissed. If you want to get ahead, put the right people beside you.

Words

staff — штат; to be on staff — в штате
marital status — семейное положение
to select — выбирать, reference — характеристика /документ
to choose (chose, chosen) — выбирать
recruitment — набор на работу
to attach importance to — придавать значение чему-л.
recruit [rɪkruːt] — набирать новичков; to hire — нанимать /на работу/
to handle numbers — оперировать числами
to employ — предоставлять работу; employer — работодатель; to be employed — быть занятым /работать/ в какой-л. области; employee [empləʊɪ] — служащий
employment — труд, занятость; ability — способность, возможность
to dismiss (sack, lay off, discharge) — уволить
conscientiousness — добросовестность, сознательность, честность
outward appearance — внешний вид
to take on – взять на работу
intelligence – ум; intelligent (clever) – умный
weakness – слабая сторона; слабость
strength – сильная сторона; сила
qualification – квалификация; skill – навык; квалификация
high(ly) qualified – высококвалифицированный; skilled – квалифицированный
unemployment – безработица; unemployed – безработный
merits and demerits – достоинства и недостатки

Exercises

1. If you were to take on a new employee for your department, what human qualities would you like to see in him/her?

**Answer:** I’d like him/her to be kind
and generous – добрый, щедрый
polite – вежливый
open-hearted – добролюбный
honest – честный ['ɔnist]
outgoing – общительный
educated and cultured – образованный и культурный
intelligent – умный; flexible of mind – гибкий ум
– to have a sense of humour – иметь чувство юмора
– to have imagination and forecast – иметь воображение и чувство предвидения

2. If you were to choose your deputy (assistant) among several candidates, what business-like (деловые) qualities would you like to see in him/her?

**Answer:** I’d like him/her to be:
adaptable to change – способным приспосабливаться к изменениям
experienced in doing business – опытным в бизнесе
competent in the field of – компетентным в области...
knowledgeable in the area of – знающим в области...
fit for the job – подходящим для этой работы
well-organised – организованным /дисциплинированным/
creative – творческим [krˈeitiv]
good at economics (management, marketing, logistics, accounting) – хорошо разбираешься в экономике (управлении, логистике, бухучете)
hard-working (industrious) [ɪnˈdʌstrɪəs] – трудолюбивым
I’d like him/her to have:
a problem-solving ability – способность решать проблемы
a sense of responsibility – чувство ответственности
breadth of perspective – ширина взглядов
3. Among the terms of a contract for employment I always find it necessary to mention the following points:

- punctuality — пунктуальность
- proper clothes fit for the job — надлежащая рабочая одежда
- keeping the office clean and tidy — сохранение помещения в чистоте и порядке
- observing professional etiquette — соблюдение служебного этикета
- preserving confidential information — сохранение секретной информации
- maintaining official and polite relations with clients — поддержание официальных отношений и проявление вежливости с клиентами
- willingness to work in order to achieve organisational goals — желание работать, чтобы достичь цели организации.

4. Write a story under the headline "My Ideal of a Manager", using as many terms as possible relating to human and business-like qualities of a person.

Tasks

1. Read the text and learn unfamiliar terms.
2. Do the exercises. Work in pairs.

Topic: A PERSON’S CHARACTER

Dialogue

– Oh, Mary! Happy to see you! It’s nice of you to come. How are you?
– Just in the pink, thank you. And how are you doing?
– More or less all right, thanks. By the way, my husband and I saw you the other day in the Regent Park walking with a good-looking young man.
– Most probably. It was my new friend James. Now he is away for a couple of days. I’ll introduce him to you by all means as soon as he comes.
– Thank you, Mary, I know that you are scrupulous about choosing your boy-friends. What kind of man is he? What traits [treɪz] of character has he?
– James is a good-natured, kind-hearted, clever, bright, generous and honest man. Sometimes he seems self-confident, but he is far from being vain, greedy, ambitious and self-conceited.
– It’s difficult for me to judge, but he seemed to us a little shy. Is he?
– No, nothing of the kind. He is quick-tempered and very energetic. I’d call him a man of energy.
– I see. What traits of a person’s character do you dislike?
– I don’t like narrow-minded, stupid, wicked, cunning, dishonest and greedy people. I also dislike liars and double-faced people.
– So do I.
– To complete the picture of James’ character I must say he is merry and always in the mood, probably because he’s a great optimist by nature.
– Now I see that you make a well-matched couple.

**Words**

*scrupulous* [ˈskruːpjʊləs] – щепетильный

*self-conceited* [ˈsɛf kənsˈsiːtɪd] – заносчив, большого самомнения

*traits of character* – черты характера

*shy* [aɪ] – застенчив; *good-natured* – добродушный

*quick-tempered* [ˈtempəd] – вспыльчив; *kind-hearted* – добросердечный

*energetic* – энергичный; *clever (intelligent)* – умный

*narrow-minded* [ˈnærəʊ] – ограниченный; *bright* – способный

*stupid* [stjuːˈpɪd] – тупой, глупый

*generous* [ˈdʒenərəs] – щедрый, благородный

*wicked* [ˈwɪkɪd] – злой, нехороший, испорченный

*honest* [ˈɒnɪst] – честный; *cunning* [ˈkʌnɪŋ] – хитрый

*self-confident* – самоуверенный

*dishonest* [dɪsˈɒnɪst] – нечестный

*vain* – тщеславный

*greedy* – жадный

*ambitious* [əmˈbɪʃəs] – честолюбивый

*liar* [laɪə] – лживец

*mean* – низкий, подлый

*by nature* – по натуэре

*timid* [ˈtɪmɪd] – робкий, тихий

*make a well-matched couple* – подходить друг к другу

**Tasks**

1. Read the dialogue and learn unfamiliar terms.
2. Role play the dialogue with your partner.
3. Describe your best friend’s character.
Сослагательное наклонение
в условных придаточных предложениях

Глагол в форме сослагательного наклонения употребляется в условных придаточных предложениях, выражаящих:
— маловероятное действие, относящееся к настоящему или будущему времени, например:

If I had time,
If I got tickets,
If I could,
If I were free,

I would (could) go to the theatre today.

Если бы у меня было время,
Если бы я достал билеты,
Если бы я мог,
Если бы я был свободен, я бы пошёл в театр. /мог пойти/

If I were in your place... Если бы я был на вашем месте...
— нереальное, невозможное действие, относящееся к прошлому времени, например:

If I had had time then,
If I had got tickets,
If I had been able,
If I had been free,

I would have gone to the theatre.

Если бы тогда у меня было время,
Если бы (тогда) я достал билеты,
Если бы (тогда) я мог,
Если бы (тогда) я был свободен, я бы пошёл в театр.

But for your help, I wouldn’t have finished this work. = Если бы не ваша помощь, я бы не закончил эту работу.

В условных предложениях указанного типа при наличии глаголов: should, have, be союз if может опускаться, при этом имеет место инверсия:

Should I see him...
Had I money...
Were I free now, I would go to the theatre.

Dialogue

Father: If I were you, I wouldn’t see Tom too often, and wouldn’t be so lose to him.
Daughter: Why shouldn’t I, Dad? What’s wrong with him?
F: Well, Kate, if you were older, you’d understand.
D.: And if you were younger, perhaps, you might like him.
F.: If I were in your place, I’d be very careful in choosing friends.
D.: Moralising? I’m sorry, Dad, it’s very boring (скучно), really.
F.: If you had introduced Tom to me earlier, I’d have dissuaded you from running after him. (отговорить)

Suggest the English for:

1. Если бы вы мне помогли, я бы закончил эту работу завтра. 2. Если бы Димон был сейчас свободен, он бы пошел на стадион. 3. Если бы взяли такси, вы бы вчера не опоздали на поезд. 4. Будь я на вашем месте, я бы этого не сделал. 5. Если бы сейчас не шел дождь, мы бы поехали кататься на лодке. 6. Если бы Анна была здорова, она бы позвонила нам на прошлой неделе. 7. Если бы я знал французский, я бы работал сейчас переводчиком на выставке. 8. Если бы я знал, что вы были больны, я бы навестил вас.

Task

Role play the dialogue and do the translation.

Topic: AN INTERVIEW

Task

Study Popov’s CV, and answer the questions.

1. Curriculum Vitae (Biographical data) (CV).
   Victor Popov, an MBA Programme participant at the Academy of National Economy, 25 years of age, married (single), a college graduate. Upon graduation from the (Aviation Institute) in 19… I acquired the qualification of an engineer (I was qualified as (an)engineer), and began working at… Last year (in September) I entered the Academy of National Economy.
   2. What is your professional background and educational qualifications?
   3. What is your practical work experience? (3, 5 or 10 years)
   4. What is your current job title?
   5. What is your experience in a supervisory role?
   6. What is the history of your job career? (places where you worked, posts you occupied, length of service)
7. What aim do you pursue in joining the project? (sphere, kind/aspect of the activities you would like to specialise)
8. In case of your being away from home for a long time, how are you going to solve the question about your family?
9. What is your enterprise (company, firm) like? (Give a full description.) What kind of organisation is it? What does it produce? What service does it offer? What is the economic position of your company? What problems are you faced with now? What relationships do you have with your staff?
10. What would you do if:
   – your company made small profits,
   – your products didn’t sell well,
   – your supplier violated the terms of the contract,
   – you began receiving various claims about your products,
   – your company had to reduce its running costs, and to make saving,
   – the reputation of your company started falling,
   – your competitors excelled you in designing and producing consumer goods,
   – you built up many debts and you are in no position to pay them off now?
11. A delicate situation. You are going on a very important business trip to negotiate a large contract with a new supplier. What will you do if:
   – you miss your flight,
   – you lose your luggage,
   – your supplier is ill,
   – your supplier can’t speak English, and you don’t know any other language,
   – your supplier’s price is too high,
   – your supplier offers you a bribe? (взятка)

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**Topic: PROJECT**

**Dialogue 1**

– Mr. Kemble, I’m phoning about the timing for the Vienna project.
– Right, we’ve got a starting date for that, haven’t we?
– Yes, we begin a pilot study on the 5th of November.
– I see. How long is that expected to last?
– We should finish the study in three weeks.
– Good. What’s the next stage?
– Well, we’ve got a meeting with the contractor scheduled for the 1st of December. If everything goes according to plan, we’ll sign the contract then. And work can be started at the beginning of January.
– So what’s the first stage?
– Well, excavation will begin in January and is due to finish by the middle of February. Now, after that we could have a problem.
– What’s that?
– You remember we’ve sub-contracted the German firm to do the foundations. They promised to start in the middle of February. They are now saying they can’t.
– All right. I’ll get on to them. When are they due to finish the foundations?
– In the contract, it says by the 28th of February.
– I see, and then?
– Construction work is to begin on the 5th of March. We are on a pretty tight schedule. All the work has to be done in March and April.
– OK. I see the problem. I’ll phone you back in the afternoon at about three. Bye.
– Good-bye.

***

– What does the project planner include?
– It includes: preliminary study, contract negotiation, feasibility study, training, installation, implementation date.
– What stages must you take into account while timing your project?
– Pilot study, meeting with contractors, excavations, foundations and construction.

Tasks

1. Read dialogues 1, 2 and translate them.
2. Make a report on the completion of the project (see the sample).
3. Learn unfamiliar terms.

Dialogue 2

– Let me tell you about our new project. We plan to build the Reef Hotel near Sydney. We are going to open it in two years.
– What about the building? How high is it going to be?
– We intend to build 8 floors and 248 rooms.
– I see. It’s not in the city, so how are people going to get there?
– We plan to provide bus and taxi services from Sydney.
Great!
We are also going to build a swimming-pool and 4 tennis courts. Besides there are going to be 4 bars and 3 restaurants.
How about conferences?
Oh, yes. The hotel is going to have all conferences facilities, including personal computers, telex and fax services.
It sounds great.
Thank you. The hotel is going to be the top hotel in Australia. It's going to cost 125,000,000 doll.

Sample

Report on the Completion of the Project

I guess it's everybody's knowledge that our company completed a big project last year, in Viena.
It was a construction project on the one hand and setting up a new joint venture, on the other.
To achieve our objectives we had to solve a number of problems relating to...
While realising the project, we were faced with some difficulties which, I'm pleased to say, we successfully overcame in the final analysis.
I wouldn't say it took us very long to put our project plan into practice. We began our work in November 1992 with a pilot study, followed by negotiations with contractors, excavations, foundations and construction.
All in all it took us 2 years and a half.
As our partner we had Rauma Repola Co. (Finland) known as forest products manufacturer.
Now we intend to launch a new project. This time it's going to be a product development project.

Topic: PRODUCT

1. General Characteristics of a Product

Of all controllable factors (four Ps: production, price, plan, promotion) product is predominant. All products have a "product life cycle". The stages of the cycle are: introduction, growth, maturity and decline. The length of a product life cycle depends on the intensity of the competition, extent to
which the new product is an innovation, a modification of an existing product, introducing timing of technologically superior products, and marketing techniques.

Visual acquaintance with the product can be effected through dealers’ show rooms, directly from the factory, catalogues, direct mail coupons, telemarketing with telephone sales people, computer shopping services.

Describing the product one should give the main qualitative characteristics of the merchandize, the advantages of its design, and even its packing peculiarities. In the product description section of a business plan one should also describe the organisation of services.

2. Presentation of the Product

Good morning, ladies and gentlemen; we haven’t all met before, so I’d better introduce myself. I’m from the R&D department of Citrus Inc. (incorporated). I hope you’ll excuse my English, I’m a little out of practice. Anyway, I’m going to be talking this morning about a new product we are planning to launch in two months’ time. It’s called COOL-OUT, a lemon-flavoured drink.

Well. I’ll start with the background and proceed to the product itself. Finally, I’m going to list some of the selling points. Now, firstly, as you know, we have been manufacturing mixed-fruit drinks for the last ten years, but we stopped producing lemonade last year. Secondly, the market research indicates that more and more customers are using soft drinks as mixers with alcohol. In other words, it means that the market has expanded. So we decided to develop a new kind of soft drink.

I must emphasize that the new product is aimed at the young-professional, high income market and designed for a certain kind of customers. It’s not surprising, therefore, that we must consider very carefully the importance of packaging and design, new label and slogan. We must bear in mind that more sophisticated packaging, for example, may cause a problem in the selling area.

So far, we have been using the new size glass bottle and small metal cans as containers. Now we are going to use cartons instead of bottles. Now back to the product. Let’s look at the major attractions of the product. In spite of the higher price it’ll compete well with existing brands because of its modern design and high quality (see the ingredients). That’s all. Thank you for listening. If there are any questions, I’ll be happy to answer them.
3. Technical data of the Product

Imagine, you are the Production and Technical Manager. Look at the sales leaflet and act out a conversation. Use the questions: What does your product look like? What features does your product possess? What features distinguish your product from similar products? Use the terms:


**Technical Data:** Output 6,000 cartons per hour. Length 8.0 cm. Width 3.5 cm. Height 12.5 cm.

**Size and Dimension:** Study these ways of describing dimension.

- **How long is it?** It’s 8 cm long. The length is 8.0 cm.
- **How wide is it?** It’s 3.5 cm wide. The width is 3.5 cm.
- **How high is it?** It’s 12.5 cm high. The height is 12.5 cm.
- **How heavy is it?** It weighs 200 gr. The weight is 200 gr.
- **How much does it weigh?** It can carry 200 gr.
- **What’s the maximum load?** It’s 200 gr.

**Specifications:** length, width, height, weight.

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**Phases of Product’s Life**

Phase 1 – launch; it’s characterised by moderate sales and low profits.
Phase 2 – sales rise; it’s characterised by high profitability.
Phase 3 – sales rise peak; it’s characterised by the fact that profits start to fall.
Phase 4 – market saturated; it’s characterised by sales and profits fall.

**Tasks**

1. Translate text 1 in writing. Pick out unfamiliar terms and learn them.
2. Read text 2 and make a presentation of your product.
3. Read text 3 and initiate a conversation with your partner about his new product, including its technical characteristics.

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**How a New Product is Made**

Every year new products coming into the western market are growing in numbers. The greater part of them are hardly new. To be more exact, they represent existing items that have been slightly changed. Only few products have undergone a real modification, and can be regarded as innovations. For
example, TV set, the refrigerator – each was an innovation but not an adaptation. A great number of innovations and adaptations are designed, produced and marketed by small businesses. Very often a new product is formed on the basis of the new business. Sometimes there is a patent to make the business more successful. But it happens very often that market research has not been done very carefully.

Even if major producers pay more attention to doing research and testing, there is little hope for success. A promising new product can appear unsuccessful because of unreasonable prices, inadequate promotion, and poor selling methods. Thus, all technologies applied for the purpose of improving the product turn out to be vane, and its producer can hardly make a profit.

Words

to do research — проводить научные исследования

to appear (to turn out) — оказаться

to design — конструировать

promotion — реклама

hardly — едва

to make a profit — получать прибыль

promising product — перспективный продукт

unreasonable price — неразумная цена

inadequate [ɪ'nædɪkwɪt] — недостаточный; vane — напрасный, тщетный

Questions

1. Is the number of new products coming into the western market great? 2. What is the greater part of the products like? 3. Are they existing items which have been slightly modified? 4. Whom are innovations and adaptations designed, produced and marketed by? 5. On what basis is a new product often formed? 6. Is there much hope for success even if producers do more research and testing? 7. What can prevent a promising new product from being a success?

Tasks

1. Read the text and discuss the main points of product development.
2. Do the exercises.

Exercises

1. Sometimes products don’t sell well in a new market. Suggest what went wrong in these cases.
1. Western companies had problems selling refrigerators in Japan until they changed the design to make them quieter.
2. In Saudi Arabia, newspaper adverts for an airline showed an attractive hostess serving champagne to happy passengers. A lot of passengers cancelled their flight reservations.
3. A soap powder advertisement had a picture of dirty clothes on the left, a box of soap in the middle and clean clothes on the right. The soap didn’t sell well in the Middle East.
4. A company had problems when it tried to introduce instant coffee to the French market.
5. Several European and American firms couldn’t sell their products in Dubai when they ran their advertising campaign in Arabic.
6. An airline company called itself Emu, after the Australian bird. But Australians didn’t want to use the airline.
7. A TV commercial for a cleaning product showed a little girl cleaning up the mess her brother made. The commercial caused problems in Canada.
8. A toothpaste manufacturer couldn’t sell his product in parts in South East Asia.
9. An American golf ball manufacturer launched his products in Japan packed in boxes of four. It had to change the pack size.
10. A ladies’ electric shaver sold well throughout Europe, but not in Italy.

2. Here are the reasons for the problems, but they are in the wrong order. Number them from 1 to 10.
   - In Japanese the word for “four” sounds like the word for “death”.
   - Things don’t sell well packed in fours.
   - People thought the commercial was too sexist and reinforced old male/female stereotypes.
   - Unveiled women don’t mix with men in Saudi Arabia and alcohol is illegal.
   - 90% of the population came from Pakistan, India, Iran and elsewhere, so Arabic was the wrong language.
   - It seems Italian men prefer ladies’ legs unshaven.
   - The advertisers forgot that in that part of the world, people usually read from right to left.
   - The people in this area didn’t want white teeth. They thought darkly-stained teeth were beautiful and they tried to blacken them.
   - Japanese homes were small and their walls were made of paper. It was important for the refrigerators to be quiet.
   - Making “real” coffee was an important part of the French way of life.
   - The emu can’t fly.
Additional texts for reading and discussion

Miscellaneous Business Matters (MBM)

Tasks

1. Read and translate the texts (for unfamiliar terms see pp. 225–229).
2. Discuss the question of each paragraph.
3. Learn unfamiliar terms.

§ 1. Forms of business

Business is based on common sense. People concentrate on doing certain things that they are good at. Then they exchange their work for money which can in its turn be exchanged for the goods and services which they require. This is much more efficient than if each person worked purely to satisfy his or her own needs. There are many different types of business in the modern world. They range from very small ones to enormous multinational companies.

§ 2. Areas of business

Every business either provides a service, produces goods or buys and sells goods and services for a profit (this is called trading). Many are involved in all these activities. The following are the main areas of business going on around you every day. Which of the business activities each business entails? Financial services: banking and insurance. Retail trade business – shops which sell goods. The hotel and catering businesses. Communication business: telephone, mail and courier services. Transportation businesses which move materials, products and people from place to place by road, rail, sea and air. Public services: police, fire brigades, armed forces and local and central governments.

§ 3. Lines of business

About 90 per cent of all businesses are small, that is they employ less than 200 people if they are in manufacturing, or less than 10 people in any other business. About 3,000 small businesses are set up every week in the U.K. Anyone who thinks about setting up a business is to make sure that he or she is choosing one which will work. This involves a thorough investigation into the customers' needs. For example, however good you are at car mechanics, your car service will not succeed if very few people in your area actually own cars or if there is a good local garage which people already use. There are construction businesses which build houses and roads, food producing activities such as farming and fishing, various
services including those provided by lawyers, accountants, architects, estate agents, hairdressers and entertainers.

When choosing a business weigh all PROS and CONS!

§ 4. Making a plan of your business

While making a detailed plan of your future business ask yourself questions like those on the list below:

1. What kind of customers am I going to serve (householders, or business people, young or old, rich or not so rich)? 2. How many potential customers are there in the area I am going to cover? 3. How will I attract customers? 4. What products or services will I offer?

Questions


§ 5. You should know these terms

People who think of setting up businesses are supposed to know terms such as: profit and loss, cash flow and balance sheets, assets and liabilities, and others. Guided by the following definitions choose the right term from those given below.

1. The flow of money into and out of a business. 2. Anything of value owned by a company or individual. 3. A qualified person who specializes in book-keeping, auditing annual accounts and financial advice. 4. A statement of the assets and liabilities of a company at a particular time. 5. Doing business by exchanging. 6. Agents through whom people buy and sell shares. 7. A financial plan. 8. An amount owed. 9. A person or company that owes money. 10. The owner of a share. 11. Valuable possessions which you promise to sell in order to pay debts. 12. An annual tax on the value of the property. 13. The amount of money invested in a company by its shareholders. 14. A sum of money collected by governments from businesses and private individuals to pay for public services. 15. The total sales income of a business in a given period. 16. Activities connected with finding and maintaining market for a firm's goods or services. 17. A bill. 18. The money paid by a borrower for the use of the lender's money. 19. A person to whom money
is owed. 20. Place where shares can be bought and sold. 21. A form used for ordering goods. 22. A memorandum of debt given by a borrower. 23. Money which a business owes: internally (shareholders’ capital) and externally (creditors).

**Answers:** liability – обязательство; ответственность/фин.;/задолженность; IOY-slip – расписка; a purchase order – заказ на закупку; Stock Exchange (Market) – биржа; creditor – кредитор; interest – процент; property invoice – счет; marketing – маркетинг; turnover – оборот; tax – налог; share capital – акционерный капитал; rate – ставка, тариф, расценка; securities – поручительство, ценные бумаги; shareholder – держатель акций; debtor – должник; debt – долг; budget – бюджет; brokers – брокеры; bartering – бартерная торговля; balance sheet – балансовая ведомость; accountant – бухгалтер; asset – имущество, актив, авуар, assets & liabilities – актив и пассив; cashflow – движение наличности/наличных денег/.

### § 6. Types of business

Before starting your business there are a number of decisions you will have to make. For example, who should you buy your supplies from¹? What premises will you work from²? How much control do you want to keep in the business? This last question depends on whether you decide to work as a sole trader, a partnership or a limited company. Suppose you decided to work as a **sole trader.** It means that you alone have responsibility for the business; you also take all profits after paying income tax on them. What advantages do you have if you work as a sole trader? They are as follows: you do not have to disclose details of your financial affairs except to the tax authorities; you have the final say in any decisions that affect the company. The only disadvantage is that you alone are personally responsible for any business debts; if necessary, your personal possessions could be taken to pay them.

**Partnership.** It is a group of between two and twenty people trading as one firm. They share responsibility for debts, decision making and the profits. Partnership can be useful, and effective when partners have skills in different areas. What are the disadvantages of a partnership? All partners are personally liable for any business debts, even if they are caused by mismanagement by another partner. So it is essential to know your partners well and trust them.

¹ All businesses need supplies. Go to several suppliers and then compare their terms and the quality of their service before you place an order. You may need to pay cash to suppliers. Remember to check deliveries against your orders and invoices.

² You may create an office at home or rent or buy premises.
A limited company (Ltd.). A company formed by two or more shareholders who put money into the business in return for a share of the profits. They appoint directors who control the company. A limited company must be registered. (You can get help from a solicitor to do this.) The advantages of a limited company are: the financial liability of the shareholders is limited. If the business goes bust the personal belongings of the shareholders cannot be taken to pay the debts. You each lose only the value of the shares you own. The disadvantages are as follows: you may find it difficult to get credit from suppliers or loans from banks unless you give personal guarantees that you will pay your debts to them. In addition to sending details of your financial affairs to the taxman, you must send a copy of your annual accounts to the Registrar of Companies. These accounts must be checked by an outside accountant to prove that they present a true picture of the company’s finances.

§ 7. Costs and profit

Once you have decided on a business scheme which your market research suggests will be successful, you can find out whether you will make a profit. To do this, you need to estimate your costs (how much it’ll take you to run the business) and your pricing (how much you can sell your goods or services for). What are your costs? Your business costs can be broken down into four areas: material costs, labour costs, overheads and your own wages. Decide on a time period (say, three months) and work out each of your costs.

Material costs. If you are making a product, you will need to buy the materials. Estimate how much money you will spend to buy the necessary things for making your product.

Labour costs. If there is more demand for your work than you can do yourself, you will have to take on an assistant. When estimating, you must take into consideration how long it will take to have coffee breaks, giving or receiving instructions, travelling time and dealing with customers; all this may come to 15 or 25 per cent, on top of the time required to perform the main job.

Overheads. They are charges incurred in the general running of the business. They include: rent, rates, telephone bills, postage, fuel, advertising, insurance, travel, interests on borrowed money and money spent on the upkeep of equipment.

Own wages. This is the minimum amount of money you feel you can live on.

What price? Base your prices on what people have said they would pay for your service or product as compared with the price (service) in other shops.
§ 8. Money operations

When you set up a business, it may so happen that you are short of money. In this case you will need some help in financing your business. You should know how to calculate the amount of money you need to borrow. It is usually done by drawing up a plan – a cash flow chart. What is cash flow? Money does two things in a business: it comes in and it goes out, like water in a bath. This is called cash flow. If money comes in faster than it goes out, the business is said to be effective, and money is available for expansion or investment. But if money goes out faster than it comes in, the business can dry up.

**Borrowing from a bank.** This involves preparing a campaign to convince the bank manager that your business is a good investment. The bank manager may ask you to provide with security (a promise that you will sell a valuable possession to pay off your debts if your business goes bust), or a guarantor (a friend or relative who agrees to repay the loan if you cannot). Usually, you borrow money from a bank in the form of a loan.

§ 9. You may be interested to know that...

- paper money was first used in China in about 650 AD, but was not introduced in Europe until the XVIIth century. It was popular because it was easier to carry than large amounts of heavy coins;
- nowadays many commercial transactions are done through the banking system without money. Financial information is spreading all over the world via satellites;
- at one time the Romans used cattle as money;
- people started to exchange goods and services for tokens that could be stored and exchanged later. The first tokens were shells, shark’s teeth and large stones;
- in ancient times, business was done by exchanging, a farmer could exchange corn for goats, or sheep for cattle. This is called bartering.

§ 10. Ways of selling

One of the most exciting parts of building up a business is when you begin to receive orders for your goods or services. The selling process is hard work, but also extremely satisfying. There are several ways of selling.

**Direct selling.** This is when you sell a product direct to the public, for example, in your shop, market stall or by mail order. Its great advantage is that by listening to comments made by customers you can judge the market more accurately.
Mail order. You can advertise in newspapers or magazines, inviting customers to order goods from you by post. This is called mail order. Customers send in money with their orders.

Direct mail is another way of selling by post. You send sales leaflets with order forms to potential customers.

Working to order. If you provide a service or make personalized goods, you need to encourage orders from customers. Although many orders may come as a result of recommendations from satisfied customers, you must place yourself firmly in the public eye by promoting yourself. You can promote yourself by printing leaflets and giving information about yourself and your work in the advertising sections of newspapers and magazines. Design and draw up an advertisement for your business!

Selling through agents and sales reps. While expanding sales you may need to employ sales representatives or agents. Agents are people who have a number of contacts and a special knowledge in a particular field. They work freelance for several clients at once. They make their money by taking a percentage (say 10%) on everything they sell. It is possible to employ sales reps who work for you alone. They can provide you with weekly sales reports giving comments, assessments, and desires expressed by customers about each product.

§ 11. Taxation

Many governments collect taxes from both private individuals and businesses to pay for schools, prisons and so on. Businesses have to pay various types of tax, some related to sales, some related to wages, and some related to local governments (these are called “rates”).

Types of taxes

VAT (Value added tax). In many countries a tax is added to the price of goods and services. In Britain it is called VAT. All businesses which have a high turnover (e.g. 20,000 pounds) must register for VAT. This means that you must add the tax on to the price of your goods and services, and pay this to the GVT (government) about every three months.

Sales tax. In some countries (the U.S.) there is a sales tax instead of VAT. The sales tax is only put on at the final stage, when the shop sells goods to the general public. It is not usually added to services.

Income tax. In many countries people are charged income tax on the money they earn. They pay a percentage of their annual income. Often it is the responsibility of the employer to deduct this from their pay and pass it to the GVT. The employer must always keep a record of the amounts earned by each employee and the amount of tax that has been deducted.
**Business tax.** All businesses have to pay tax on their profits. How much tax you have to pay will be calculated according to your total income from sales minus your business expenses. That is why it so important to keep accurate records of your expenditure.

**National insurance.** This is a kind of tax which employees in many countries have to pay as well as income tax. It goes partly towards financing state pensions and social security and partly into general taxation funds.

§ 12. **Stock exchange market**

A business can raise enormous sums of money by selling shares of the company to members of the public. This is called “going public”. When people buy shares they become part owners in the company. Potential shareholders must be confident that the value of shares they buy will not go down. This means that most public companies are well established. After being issued the shares are bought and sold on a special place called the Stock Exchange Market. Although the price of each share sold on a Stock Exchange may change every day, this does not normally affect the company.

**The London Stock Exchange.** There are stock exchanges in many major cities of the world. One of the biggest and most famous is the London Stock Exchange. There are two types of people who are involved in the actual deals: brokers and jobbers. Brokers are agents through whom members of the public buy and sell shares. They have a good knowledge of the market and can advise their clients. They charge clients a commission based on the value of each transaction. Jobbers are like stallholders in a street market, but they deal in shares. A jobber alters (changes) the price of each share according to the demand for it. Jobbers exist only in the London Stock Exchange; elsewhere brokers have to find both buyers and sellers for shares.

§ 13. **Liquidation**

If a limited or public company builds up large debts which it cannot pay, it goes into liquidation. The latter may be voluntary or compulsory. If it is voluntary, the directors promise to pay all debts within a certain period of time (12 months in the U.K.). Compulsory liquidation occurs when an unpaid creditor applies to the courts. In both cases, the directors must prepare a full statement of the company’s affairs, listing its assets and liabilities, and why it is in debt. The company must also stop trading. Directors of large companies sometimes give press-conferences to explain the situation to the shareholders. They can also give a televised talk on the matter.
§ 14. How to avoid bankruptcy or liquidation

If you have a temporary cash flow problem, there are a number of ways you may follow without going bankrupt or into liquidation:
- raise some money from the bank. If the company that owes you money is secure (for example, a large prosperous company), a bank may be prepared to tide you over with a short term loan;
- sell some assets, for example, stock, or sell your premises and rent them back;
- you may be able to sell the business at a low price.

§ 15. Book-keeping

It is necessary to keep records of the financial affairs of even the smallest business. There are three main reasons for this. Firstly, they will remind you to pay your bills and collect your debts from customers on time. Secondly, you can see how much money you are making or losing. Finally, they will enable you to work out how much tax you should pay. Keep accurate, clear accounts using the documents shown below.

Accounting reminders:

PURCHASE ORDERS
DELIVERY NOTES
INVOICES

Cheque book stubs. When you open a bank account, you are given a paying-in book and a cheque book for taking money out. These often have stubs or forms attached on which you can make a note on the amount you are paying in or out.

MBM: Obligatory Words List

§ 1

to be based on - базироваться, основываться
common sense - здравый смысл
to make sense; it doesn't make s. - иметь смысл; это не имеет смысла
to be good at - разбираться, успевать
to exchange - обменивать/ся
goods and services - товары и услуги
efficient - действенный, эффективный
to range from... to - варьироваться; начиная с... и кончая
enormous - огромный, громадный
§ 2

to provide – обеспечивать
to be involved in business activities – быть вовлеченным в деловую деятельность
insurance – страхование
retail trade, wholesale t. – розничная торговля; оптовая торговля
catering – общественное питание
to move – перемещать/ся
public services – общественные службы
police, fire brigade, armed forces – полиция; пожарные команды; вооруженные силы

§ 3

to employ – принимать на работу, предоставлять рабочее место, давать работу
to set up a small business – организовать малое предприятие
to choose – выбирать
to investigate into the customer’s needs – исследовать потребности потребителей
to succeed = to manage – удаваться, иметь успех
farming and fishing – фермерство и рыболовство; farmer – фермер
a lawyer; an estate agent – юрист; агент по недвижимости
solicitor – юрисконсульт
to entertain – развлекать, забавлять
to weigh [wel] all PROS and CONS – взвесить все “за” и “против”
weight – вес

§ 4

to make a plan – составить план
to serve – служить, обслуживать
householders – домовладельцы
rich – богатый; poor [puː] – бедный
to attract, attractive – привлекать; привлекательный
to offer products (services) – предложить продукцию (услуги)

§ 6

to supply; supplies; suppliers – снабжать (обеспечивать); запасы; поставщики
it depends on whether... – это зависит от того, ... ли
a sole trader; partnership; a limited company – единоличный предприниматель; партнерство; компания с ограниченной ответственностью
premises – помещение
advantages – преимущества; disadvantages – недостатки
What are the advantages/disadvantages? – Каковы преимущества; недостатки...
the only – единственный
personal possessions [zo] – личные вещи
to share a profit (responsibility) — делить прибыль/ответственность
somebody’s opinion (view) — чье-либо мнение, точка зрения
it is essential (important) that... — важно/существенно, чтобы...
shareholders — акционеры
to put money into (to invest) — вкладывать деньги в/инвестировать
in return for — взамен
to appoint; to be appointed — назначать; быть назначенным
financial liability — финансовое обязательство
the value of — ценность/стоимость чего-л.
to get a credit — получить кредит
to give personal guarantees — дать личные гарантии
annual accounts — годовые отчеты
to check = to control — контролировать
outside accountant (auditor) — аудитор
to present a true picture of — представить истинную картину

§ 7

to find out — узнать, выяснить, навести справки
to estimate (costs, profit) — оценить/затраты, прибыль
to run the business — руководить предприятием, заведовать
material (labour) costs, overhead — материальные/трутовые/затраты; накладные расходы
to borrow (lend) money — брать/взаймы/давать в долг
to take on a new worker — принять на работу, взять в штат
to take into consideration (account) — принять во внимание, учесть
to deal with — иметь дело с
to perform a job (duties) — выполнять работу; обязанности
rent; rates; bills; postage; fuel — аренда; местные налоги; счёта; почтовые расходы; топливо
advertising; advertisement — реклама; объявление
insurance — страхование
as compared with — по сравнению с

§ 8

in that case; in such a case — в этом случае, в таком случае
to finance — финансировать
to calculate — рассчитывать, подсчитывать
cash, cash-flow — наличность, движение наличности
to be available — быть доступным
to expand; expansion [扩建] — расширять, расширение
to convince — убеждать
security; securities — обеспечение, сохранность; ценные бумаги
to go bust, to go/run bankrupt — обанкротиться
in the form of — в форме/виде чего-то
§ 9

coin — монета
nowadays — в наше время
via (satellites) — через, с помощью/спутников/
to store; storage — складировать, склады
ancient — древний
cattle, goats, sheep — крупный рогатый скот, козы, овцы; bartering — бартер

§ 10

selling — продажа
sales leaflets — рекламные листки
to judge — судить
accurately [ˈækjurətli] — точно
firmly — твердо
a number of — целый ряд

§ 11

taxation; taxes — налогообложение; налоги
to collect taxes — собирать налоги
to impose t. (levy) [ˈlevi] — облагать налогами
to charge t.; to pay t. — взимать налоги; платить налоги
VAT — НДС: налог на добавленную стоимость
turnover — оборот
sales tax — налог с оборота
income tax — подоходный налог
instead of — вместо
at the final stage — на конечной стадии
national income — национальный доход
to deduct — вычитать
to keep (accurate) records — вести/точный/учет
expense(s) — расход/ы
at the expense of — за счет кого-л./чего-л.
at my (your) expense — за мой/ваш/счет
expenditure [ɪksˈpendɪtʃər] — расход, траата
revenue — доход (годовой)

§ 12

to raise money — собрать/добыть/деньги
to issue shares (bonds) — выпустить акции (облигации)
Stock Exchange — фондовая биржа
broker, jobber (dealer) — брокер, маклер
to alter [ɔr] (to change) — изменить
to exist [ɪgˈzɪst]; existing — существовать; существующий
to be famous (for) — быть известным, славиться (чем-то)

230
§ 13

go into liquidation – подвергнуться ликвидации
voluntary – добровольный
compulsory – обязательный
promise [ˈprɒmis] – обещать
within a month – в течение месяца

§ 14–15

a prosperous company – процветающая компания
at a low price – по низкой цене
firstly, secondly, thirdly – во-первых, во-вторых, в-третьих
book-keeping – бухучет
to remind smb. of smth. – напомнить кому-то о чем-то
to enable – дать возможность что-то делать
to open an account in a bank – открыть счет в банке
paying-in book – книга учета платежей
cheque book – чековая книжка
purchase order – заказ на покупку
delivery note – извещение о поставке
invoice – счет-фактура, накладная

Useful phrases
to be used while giving a talk at a conference

Introductory phrases

In my today’s talk I’m going to speak about...
In my today’s talk I’m going to deal with the question relating to...
In my today’s talk I’m going to touch upon the question concerning...
In my today’s talk I’m going to consider the question pertaining to...
In my today’s talk I’d like to give you my interpretation of the problem connected with...
In my today’s talk I’d like to give you my understanding of the problem linked with...
In my today’s talk I’d like to give you my vision of the problem connected with...

Assessment phrases

1. I’m very pleased practically with all reports. They contain some valuable information on the subject in question and show a high level of competence of their authors. Specifically, I’d like to say a few words about Mr./Mrs./Ms. ...’s report. I’m pleased to say that it produced a good impression
on me, both from the point of view of the content and form of presentation Mr./Mrs./Ms. ... succeeded in disclosing the crux (just) of the matter, using good English. Undoubtedly, his/her report deserves a good (excellent) mark. Thank you for your time.

2. On the whole I’m quite satisfied with the reports presented here. But I especially liked Mr./Mrs./Ms. ...’s report.

3. I was particularly impressed by Mr./Mrs./Ms. ...’s talk. I’m 100% sure, it deserves a high assessment for its good English and interesting content.

4. Giving an assessment to my colleagues’ reports I must admit all of them are up to the mark. But I’d like to single out Mr./Mrs./Ms. ...’s report as being very successful.

5. In my opinion, it’ll be no exaggeration to say that Mr./Mrs./Ms. ...’s report was a great success from all points of view (in all respects).

**Words**

*the subject in question* — обсуждаемый вопрос

*specifically* — в частности, в особенности

**Special Tasks**

I. Summarising the work on the topic “Management and Manager” organise a conference under the title “Portrait of a Modern Manager”. Distribute the following subtopics for individual reports among the trainees. Ask the latter to learn introductory and assessment phrases to be used at the conference.

1. The role and duties of a manager.
2. Educational requirements and level of competence of a manager.
3. Professional background and skills which a manager should possess.
4. Individual (personal) qualities which a manager should have.
5. Relationships of a manager with his subordinates and superiors.
6. The manager as a decision maker. Stages of a decision making process.
7. How managers use their time? Their communal activities.
8. Why some people make ineffective managers?

II. Upon completing the work on the topic “Business” arrange a seminar headlined “What is business?”. Offer the participants of the programme the following subtopics for their talk at the seminar. Ask them to learn introductory and assessment phrases to be used while giving a talk.

1. Main areas of business activities. Setting up a small business.
3. Forms of costs.
4. Borrowing money from a bank. Circumstances under which money is usually borrowed.
5. The selling process. Various ways of selling.
6. Types of taxes and their characteristics.
7. Going into liquidation. The steps the director of the company has to take in case of its liquidation.
8. Measures to be taken if one’s business is going badly.

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**Topic: ECONOMICS. ECONOMY**

**Economy in its progress**

There are different economic changes affecting our life. When demand increases and supply is not sufficient, we always have shortages of goods, and labour is in great demand. Otherwise the economy is seen as approaching an economic crisis. Economists have developed a system of indicators which help to measure and assess a country’s economy.

If we try to draw a picture of the total economy as it changes overtime, we shall have the following:

```
  recovery  recession  peak  trough [trôf]
```

These ups and downs representing “the life” of an economic system are called the business cycle. It consists of four elements. Each of them is a phase in the cycle characterized by its own peculiarities.

**Peak time.** During peak time economy is doing very well. People are working hard and are getting high wages. Goods are being delivered to the stores on time and in sufficient quantities. Consumers are spending their money buying all sorts of things. Firms are making profit, banks are giving loans to people who are setting up small businesses, and services are being provided everywhere and at low prices.

**Recession.** But, as history shows, after a peak period there usually comes a downward turn into a recession. Sales are decreasing. Business firms are cutting back on their activities. Fewer things are being produced and more workers are laid off. Not only the business firms are cutting down their work,
but also their suppliers: they produce less, and lay off their workers. Consumers are spending less, and business declines even more.

_Trough_ [trʊf]. Usually all recessions sooner or later reach a bottom (i.e. the trough of the cycle), and then start changing for the better. Firms stop laying off workers, and begin ordering more and more supplies. Customers start buying more, and the economic situation is beginning to improve.

_Recovery_. It is an increase in business activity which results in increasing employment, greater consumer spending, more intensive cash-flow, and the beginning of another round of a business cycle.

**Tasks**

1. Read the text and describe each phase of a business cycle.
2. Learn unfamiliar terms.

**Words**

_to affect_ — влиять/отрицательно/

demand and supply — спрос и предложение

_sufficient_ [suˈfɪʃənt] — достаточный; _shortage_ — недостаток, нехватка

to measure — измерять

to assess — оценивать; _assessment_ — оценка; to give an a. — давать оценку

_ups and downs_ — взлеты и падения

_peculiarity_ [ˈpɪk, ˈjuːlərɪti] — особенность

to be doing well — работать успешно, быстро развиваться, успевать

to deliver — доставлять

_store_ — магазин

_quantity_ — количество

_loan_ — заем

_recession_ — спад; _downward turn_ — движение вниз

to decrease — уменьшаться

to lay off — увольнять; to cut down — сокращать

_supplier_ — поставщик

to decline — уменьшаться, идти на убыль, приходить в упадок

_trough_ [trʊf] — впадина, седловина, нижняя точка

_bottom_ — дно

to improve — улучшаться; совершенствовать/ся

_recovery_ — подъем, восстановление

_growth rates_ — темпы роста; _consumption_ — потребление

_accumulation_ — накопление

_self-financing_ — самофинансирование; _cost accounting_ — хозрасчет

_increment_ — прирост

_in absolute terms_ — в абсолютном выражении
Main Economic Indicators

*GNP – gross national product*  – валовой национальный продукт  
*GDP – gross domestic product*  – валовой внутренний продукт  
*IPI – industrial production index*  – индекс промышленного производства  
*CPI – consumer price index*  – индекс цен потребительских товаров  
*UR – unemployment rate*  – уровень безработицы  
*Industrial Output*  – выпуск промышленной продукции  
*Agricultural Output*  – выпуск сельскохозяйственной продукции  
*Retail Trade Turnover*  – розничный товарооборот  
*Volume of Paid Services*  – объем платных услуг  
*National Income*  – национальный доход

The Economy of Britain

Britain has an open economy, in which international trade is an important part constituting one-third of the country's *gross domestic product* (GDP), arising from the export of goods and services. The economy is mostly based on *private enterprise* (three-quarters of GDP). For the last nine years the *annual rate of inflation* has fallen from 21 per cent to over 3 per cent.

As a pioneer of the industrial revolution, Britain has traditionally been strong in manufacturing which accounts for 25 per cent of GDP unlike services that amount to 60 per cent.

A development in the economy has been oil and natural gas production from the North Sea. Now Britain is the world’s fifth largest oil producer.

Since the early 1980s the economy has been growing by 3 per cent a year. The *total labour force* is over 27 million. As in other industrialised countries, unemployment in Britain is a major problem. At present more than 3 million people are without work. The number of jobs, however, has recently increased. The Government has introduced a number of special measures to alleviate unemployment, including a large expansion of industrial training for young people.

The exposure of more of the economy to market forces is a key element of the Government’s economic strategy. Direct controls on pay, prices, foreign exchange transactions and commercial credit no longer exist in Britain. There is a big programme for transferring activities from the public to the private sector. Particular efforts have been made to improve the flow of investment funds to small firms and to assist innovation in industry.

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1 65% are in services, 25% – in manufacturing, 5% – in construction, 5% – in the primary sector: agriculture, forestry, fishing, energy and water supply.
Words

to constitute – составлять, образовывать

to arise from – возникать, проистекать

to be based on – базироваться, основываться на

private enterprise – частное предпринимательство

rate of inflation – уровень инфляции

strength – сила, зд. сильная сторона

manufacturing – промышленность

manufactured goods – промышленные товары

manufacturer – промышленник, производитель

to account for – составлять; to amount to – равняться

since the early 1980s – с начала 80-х годов

to grow (grew, grown) – расти; growth – рост

labour force (manpower) – рабочая сила

recently – недавно; unlike – в отличие от

to increase – увеличивать

to introduce measures – вводить меры; to take m. – (пред)принимать меры

to alleviate unemployment – снизить уровень безработицы

industrial training – профессиональная подготовка рабочих

the exposure of more of the economy to... – все большее вовлечение экономики

no longer – больше не; to expand – расширять; to exist – существовать

innovation – новшество

to make efforts – сделать усилия

flow – поток; to assist – содействовать, помогать

investment fund – фонд капитальных вложений

forestry – лесное хозяйство

energy and water supply – снабжение энергией и водой

Answer the following questions.

1. What kind of economy has Britain? 2. What role does international trade play in Britain’s economy? 3. What part of GDP do manufacturing and services constitute in Britain? 4. How big is the labour force and how is it classified? 5. What measures has the British Government introduced to combat unemployment? 6. What does the Government exercise control on? 7. For what purpose have particular efforts been made on the part of the Government?

Tasks

1. Read the text and answer the questions.

2. Learn unfamiliar terms.

3. Give general characteristics of Britain’s economy.
An Outline of Britain’s Industry and Services

Manufacturing. Britain is a leading manufacturer of mechanical equipment, metal goods, motor vehicles and components, electrical and electronic goods, chemicals and office equipment. Productivity in a number of industries has been increased as a result of modernisation. The use of advanced technology, especially microelectronics, is steadily increasing in many industries.

Steel and Mineral Processing. Britain is the world’s tenth largest steel producer. It also has a large non-ferrous metal industry. Mineral products include: glass, bricks, cement and ceramics.

Engineering. Mechanical engineering is an important source of export earnings. Britain is the largest exporter of agricultural tractors, motor and railway vehicles. Microelectronics, telecommunications, electronic data-processing and consumer equipment – all these have been growth industries.

Chemicals. The chemical industry of Britain is the third largest in Europe and the fifth largest in the Western world.

Textile and Footwear. The clothing industry occupies a significant place in Britain’s economy. It is the largest in Europe. It meets about two-thirds of domestic demand. Britain is famous for its wool industry and is a leading woolen goods producer.

Construction. The construction industry accounts for 6% of GDP, 89% of work being done by private firms. Efficiency and productivity are characteristic features of this industry.

Services. Financial, and business services have been major growth sectors. Wholesale and retail trade, hotels and catering and the repair of consumer goods and vehicles account for 13% of national income. Tourism continues to be a major and growing source of employment.

Speaking about industry and Government in Britain it should be noted that the main aim of the Government’s industrial policy is to encourage enterprise, initiative and innovation in a competitive market economy. Support is provided for investment in major projects and new technologies, for research and development (R&D), for business and technical advisory services, and for exports.

Words

<table>
<thead>
<tr>
<th>English</th>
<th>Russian</th>
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</thead>
<tbody>
<tr>
<td>outline</td>
<td>описание</td>
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<tr>
<td>motor vehicles</td>
<td>автомобили</td>
</tr>
<tr>
<td>productivity</td>
<td>производительность</td>
</tr>
<tr>
<td>advanced</td>
<td>передовой</td>
</tr>
</tbody>
</table>
steadily – неуклонно
processing – обработка
non-ferrous metal – цветные металлы
bricks – кирпичи
mechanical engineering – машиностроение
sources – источники
chemicals – химикаты
footwear – обувь
catering – общественное питание
to encourage – поощрять
advisory service – консультативная служба
domestic demand – внутренний спрос
it should be noted – следует заметить
competitiveness – конкурентоспособность; to compete – конкурировать
to be famous – быть известным, славиться
wool – шерсть
construction – строительство
efficiency – эффективность
characteristic features – характерные черты. What are the characteristic features of...?
to characterise – характеризовать. How would you characterise...?
growth industry sector – растущий сектор промышленности
earnings – поступления
wholesale trade – оптовая торговля; retail trade – розничная торговля
clothing – одежда, производство одежды
research – научные исследования
to do research – проводить научные разработки/исследования/
to occupy a place – занимать место
competitor – конкурент; competitive – конкурентный
competition – конкуренция; competitiveness – конкурентоспособность
enterprise – предпринимательство; предприимчивость
to provide support for – обеспечить поддержку кому/чему-л.
to meet domestic demand – удовлетворять внутреннему спросу

Tasks

1. Read the text and discuss the main points of Britain’s industry.
2. Learn unfamiliar terms.

Agriculture of Britain

About three-quarters of Britain’s landscape is used for arable agriculture, for pasture and grazing. 3 per cent of the working population is employed in agriculture.
Agriculture produces nearly two-thirds of Britain's food requirements: wheat – 100, milk – 100, eggs – 97, meat – 90, potatoes – 89, cheese – 67, and butter – 64%. Many British livestock breeds are world famous. The main vegetables are: wheat, potatoes, sugar beet, oilseeds. There is a high degree of mechanisation and a long tradition of efficient farming based on technological progress and research. There is also advisory service for farmers.

The annual Royal International Agriculture Show provides an opportunity for thousands of overseas visitors to see what British agriculture has to offer.

Exports relating to agriculture are valued (estimated) at about 6,000 pounds a year.

The fishing industry provides about 66% of the country’s supplies. Speaking about forestry it should be noted that woodland in Britain covers over 2 million hectares. Its amount, however, fails to meet the demand for wood and wood products. That is why Britain has to import about 90% of its requirements.

Over 90,000 wheeled agricultural and forestry tractors are exported annually.

Words

agricultural – сельскохозяйственный
vegetables ['vedʒətəblz] – овощи
to be employed in – быть занятым в
sugar-beet ['ʃugə] – сахарная свекла
food-stuffs – продовольственные товары
oilseeds ['ɔɪlsi:dz] – семена конопли
wheat [wi:t] – пшеница
milk and milk products – молоко, молочные продукты
eggs – яйца
to provide an opportunity ['prə'prəvai]it] – предоставить возможность
meat – мясо
potatoes [pə'teɪtəuz] – картофель
to relate [ri'leit] to – относиться к
livestock ['laɪvstɔk] breeds – животноводческие фермы
to be valued ['væljud] – оценить
wood [wu:d] – лес/пиломатериалы
hectares ['hektaʊz] – гектар
to fail [fɛl] – потерпеть неудачу, не удаваться, не сбываться
to meet the demand for – удовлетворять спрос на
wheel [wi:l] – колесо

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Tasks

1. Read the text and discuss the main points of Britain's agriculture.
2. Learn unfamiliar terms.

Russia's Economy in early 90s

Tasks

1. Read the text.

The economic situation in the country in 1991 was characterized by a deep economic crisis. It was manifested by a production fall, big budget deficit, inflation which came close to hyper-inflation, unemployment, disbalanced market, price rise for goods and services, etc. The characteristic features of the crisis were also: disintegrated economic and production ties between enterprises, disorganised financial system, a record fall of the rouble value as against the dollar, etc. The living standards of the people greatly decreased.

Since we were going to survive, some urgent measures had to be taken in the field of economy. It was necessary to establish control over inflation, develop effective enterprises, reconsider the taxing policy, carry out large-scale privatisation, speed up the solution of the land reform question, stimulate competitiveness through increasing the quantity and quality of goods, encourage and develop proprietorship (entrepreneurship). It was also necessary to shift to open market economy, new forms of running the economy (leasing, stockholding, contractive forms), expansion of the investment sphere of the economy, a radical change of production structure, and others.

There were some other measures suggested by some leaders: to tighten monetary policy, cancel credits to ineffective industries, to incorporate China's experience of market reforms into Russia's economic policies, give a stronger state support for industry and agriculture, to combat the "black" market and mafia.

(From Russian periodicals)

2. Answer these questions.

1. How would you characterize the economic situation in the country in early 1990s? 2. What were the characteristic features of the crisis? 3. What measures had to be taken in the field of economy? 4. What can be said about the economic (production) ties between enterprises, financial system, and the rouble value in those days? 5. Did the living standards of the people increase or decrease at that time? 6. What measures was it necessary to take in order to survive? 7. What new forms of running the economy was it necessary to use? 8. What did some leaders suggest to find a way out of the crisis?
3. Learn unfamiliar terms.

Words

to be manifested — проявляться
a production fall — падение производства
as compared with — по сравнению с
inflation rate — уровень инфляции
unemployment — безработица
disbalanced market — разбалансированный рынок
price rise/increase — повышение цен
disintegrated ties — разорванные, разрушенные связи
disorganised — нарушенный
a record fall of the rouble value — рекордное падение стоимости рубля
as against — по сравнению с
the living standards — жизненный уровень
to survive — выживать
urgent measures — срочные меры; to take measures — принять меры
to establish control over — установить контроль над

to reconsider taxing policy — пересмотреть политику налогообложения
to carry out large scale privatisation — осуществлять широкомасштабную приватизацию
to speed up — ускорить
solution — решение/разрешение (вопросов, проблем)
to stimulate — способствовать
quantity — количество; quality — качество
goods (commodities, merchandise) — товары
proprietorship (entrepreneurship ['æntrəprɪnərʃɪp]) — предпринимательство
to encourage — поощрять
to ensure (to secure, to provide) — обеспечивать
to run the economy — вести хозяйство
leasing — лизинг
stockholding — акционирование
contract form — подряд
to expand (to extend, to enlarge) — расширять
to invest — инвестировать; investment — капиталовложение
to suggest (to propose, to offer) — предлагать
to tighten monetary policy — ужесточить валютно-денежную политику
to cancel — отменить
industries — отрасли промышленности
to incorporate — включать
experience — опыт; experienced — опытный
to give support to — оказать поддержку кому-то
to ban (to prohibit, to forbid) — запрещать
to combat (to struggle, to fight) — вести борьбу
Economy Paints Sad Picture

The Organisation for Economic Cooperation and Development (OECD) says Canadians can expect a slowdown in the economy in the next period parallel to that of the other developed countries. OECD also forecasts, in a report released recently, that unemployment will increase as will the risk of inflation and consequently, of high interest rates.

OECD's prediction of a slowing down of the Canadian economy is backed by a recent report from the Canadian Manufacturers Association (CMA). They say declines in consumer spending, housing construction, and, most surprisingly, in exports to the U.S., will result in a 3% growth in manufacturing this year.

CMA experts also predict an increase of only 10% in capital spending, compared with 28% last year. The average growth rate for capital investment has been 22%.

Meanwhile, the Conference Board of Canada, in a recent survey of 140 companies, notes that spending on research and development will increase next year by 4,1% – a decline many experts say is the result of Canada's increasing integration with the U.S.

And from Canada Statistics comes the unpleasant news that while wages in Canada rose by 140% during the last decade, all but 1,5% of that was wiped out by inflation.

Economic equality is still a long way away for women, who earn on an average about 60% of what men do.

To put the situation in its proper perspective, a report released Jan. 4 says that over 5 million Canadians live below the poverty line. The poverty line for a family of four is calculated at $24,000 income per year.

(Canadian Tribune)

Words

slowdown – спад
compared with – по сравнению с
prediction – предсказание
surway – обзор
to predict – предсказывать
was wiped out – зд. было уничтожено
consumer spending – затраты на потребительские товары
equality – равенство
a long way away – очень далеко
average – средний; on an average – в среднем
release – выпустить
below the poverty line – ниже черты бедности
Tasks

1. Read the text.
2. Speak on the following sub-topics:
   - the forecast of OECD,
   - CMA’s prediction of a slowdown in Canada’s economy,
   - the news which came from Canada Statistics,
   - economic “equality” of Canadian women,
   - “below-the-poverty-line” statistics of the Canadian people.

To Boost Russia’s Economic Reform

Read and translate the text, paragraphs 1, 4, 5 are to be translated in writing.

1. Six presidential decrees that have recently appeared in the country are known to be aimed at pushing Russia’s economic reform forward. Observers point out that the decrees are the first legal documents since January, 1992 which have been designed to correct basic principles of Russia’s economic reform.

2. One presidential decree provides for the abolition of export quotas and licensing. According to new rules, Russia’s only exports subject to export quotas and licensing will be those carried out in accordance with Russia’s international obligations. The same decree also abolishes various tax incentives now enjoyed by certain Russian exporters.

3. Dismantling of Russia’s export quotas is not only a sign of the Russian leadership’s firm adherence to the principles of free trade, but also a sign of its good understanding of the situation now existing in Russia’s domestic market. As domestic prices for Russia’s major export commodities, including timber, metals, oil and petroleum products, are quickly approaching international levels; export licensing becomes senseless in Russia. Abolition of export licensing will soon force Russian manufacturers of export goods to think more about their competitive capacity and will significantly reduce possibilities for corruption.

4. Another important decree is aimed at reforming Russia’s taxation system. The decree orders the Government to prepare a law on reduction of tax incentives as well as that of Russia’s VAT and profit tax by ten to twenty percent. It also envisages the reduction of the number of various taxes now paid by Russian businesses, and submit it to consideration of the Parliament. Today Russian businesses have to pay 40 various taxes to the federal and local authorities. The measure is hoped to increase government revenues and to
boost industrial production in the country. At the same time, the decree gives various tax incentives to manufacturing businesses with foreign participation.

5. Two other decrees deal with the country's growing inter-company debt (now amounting to hundreds of trillion rubles). It's a general belief that the new decrees will improve Russia's production process, to help fight frequent thefts of production assets which will contribute to the country's economic boost.

(M. Rostarchuk. Presidential Decrees. WOB, 1994)

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Topic: PARTICIPLES

Participle I

в рус. яз. суффиксы:

work – working ← работающий — /-ущ, -ющ, -ащ, -ящ/  
работая — /-ая, -а/

Translate into Russian:

I. The man standing there is my boss. The woman reading a book is our teacher. The boy playing tennis is my son. The man speaking at the meeting is our new manager. The young men looking through newspapers are my students. The girl playing with a ball is our daughter. The woman receiving the customers is Vice-president of our company. The plant producing this equipment is very big. The firm producing computers is very rich. The company producing oil and gas no longer exists. Here are some figures showing the growth of production in our enterprise. We signed a contract with a firm producing manufactured goods. Trade is a part constituting one-third of Britain's GNP. Direct control on pay, prices and foreign transactions existing in the USA is very effective. We live in a rapidly changing world.

Complete the following sentences and translate them:

II. (When/while) Going home I met my old friend. Leaving the Academy... Speaking about Britain's economy... Knowing English well... Taking part in this project... Preparing for the examination... Discussing this problem... Increasing the prices... Drawing up a plan... Changing the economic system... Expanding trade with these countries... Improving the working and living conditions... Listening to the lecture... Supplying these republics with energy and water... Waiting for the Commercial Director... Meeting the delegation at the airport...
Перфектная форма Participle I:

Having finished the work... Закончив работу...
Having done this work... Выполнив эту работу...
(в русском языке соответствует деепричастию прош. времени с суф. -в)

Participle II

translated – переведённый
studied – изучаемый
opened – открытый
(в русском языке соответствует причастиям с суффиксами -нн, -эм, -т)

Translate into Russian:

1. The article translated by him is very interesting. 2. The subjects studied by the students at the Academy are very important. 3. The book left by somebody on the table is written in English. 4. The story told by the teacher was very funny. 5. The letter sent to London today will come there in two weeks. 6. The film demonstrated to the students yesterday was a French comedy. 7. The questions discussed at the meetings usually concern our work. 8. The equipment produced by our company is of high quality. 9. Among the foreign languages taught at the Academy are: English, German and French. 10. The deal (transaction) with this firm settled by us three days ago is likely to be very profitable. 11. Where is the mail brought by the secretary? 12. The pictures sold at the auction were very expensive. 13. The car bought by my friend costs 200,000 roubles.

Participial construction denotes TIME or REASON. (когда…/так как…)

1. Asked if he would participate in the project, Mr. Brown said nothing. 2. Caught red-handed, Tom couldn’t retreat. 3. Given enough time, she could complete the work according to the schedule. 4. Asked, why she didn’t bring an action against her former husband, she said she had pity on him. 5. Started early in the morning, the expedition could reach the place of destination before dark. 6. Left alone, little Ann began to cry. 7. Never given an opportunity to perfect his English, Bob was in the seventh heaven when he was sent to London as an exchange student. 8. Treated in the most cruel way, little David wanted to pay his master with the same coin.
Suggest the English for:

I
1. Студенты, изучающие английский, поедут в Лондон на экскурсию (on an excursion).
2. Завод, выпускающий это оборудование, закрылся.
3. Компания, производящая эти товары, обанкротилась.
4. Вопросы, обсужденные вчера на собрании, очень важны.
5. Решение, принятое нашим боссом, кажется, правильное.
6. Книги, оставленные кем-то в этой аудитории, переданы в библиотеку (to hand over to).

II
1. Мужчина, покупающий газету, наш преподаватель.
2. Компания, производящая это оборудование, обанкротилась (to go bust).
3. Студенты, изучающие английский, должны принять участие в этой встрече.
4. Идя на работу, я потерял ключи от квартиры (key to my flat).
5. Готовясь к экзаменам, я просмотрел массу материалов.
6. Обсуждая этот вопрос, мы не могли прийти к соглашению (come to agreement).
7. Уходя из комнаты, не забудьте выключить свет и телевизор (switch off).
8. Заключая сделку с этой фирмой, нам придется предложить свои условия.
9. Лица, берущие книги из библиотеки, обязаны возвращать их вовремя.
10. Говоря по-английски, обращайте внимание на произношение (pronunciation).

III
1. Сделка, заключенная с компанией “Макдональд”, очень выгодная.
2. Решение, принятое нашим управляющим, правильное.
3. Где контракты, заключенные в этом году? Я не могу найти их нигде.
4. Необходимо развивать контакты, установленные с этими фирмами.
5. Оборудование, выпускаемое нашей фирмой, высокого (is of) качества и пользуется большим спросом на мировом рынке (is of great demand).
6. Дело (бизнес), начатое г-ном Бейкером, кажется перспективным (perspective).
7. Проект, разработанный нашим главным инженером, содержит много интересных положений (points).

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Topic: MARKETING

Text

The terms market and marketing can have several meanings depending on how they are used. The term stock market refers to the buying and selling of shares. Another type of market is grocery market, a place where people purchase food. When economists use the word market, they mean a set of forces or conditions that determine the price of a product, such as the supply available for sale and the demand for it by consumers. The term marketing in business includes all of these meanings. In the past, the concept of marketing emphasized sales. The modern marketing concept is based on the principle that production can be economically justified only by consumption. In other words, goods should be produced only if they can be sold.

Marketing now involves first deciding what the customer wants, and designing and producing a product that satisfies these wants at a profit to the company. Modern marketing is a coordinated system of many business activities, but basically it involves four things: selling the correct product at the proper place, selling it at a price determined by demand, satisfying a customer’s need and wants, and producing a profit for the company.

Marketing includes all the business activities connected with the movement of goods and services from the producer to the user. Marketing operations include product planning, buying, storage, pricing, promotion, selling, credit, traffic and marketing research.

The principal marketing techniques include: a profound market research, market requirements elaboration addressed to the producer, a good knowledge of demand, tastes and wishes of consumers, and production of goods that are in demand.

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Words

stock market – фондовая биржа; share – акция
grocery market – продуктовый рынок
to determine – определять
supply available for sale – количество имеющихся товаров для продажи
to consume – потреблять; consumer – потребитель
consumption – потребление
to justify – оправдывать
storage – хранение; pricing – калькуляция цен
promotion – “проталкивание” товара; реклама
traffic – торговля; tastes – вкусы

Questions

1. What do the economists mean when they use the word “market”? 2. On what principle is modern marketing concept based? 3. What does marketing involve? (include?) 4. What operations are characteristic of marketing? 5. What principal marketing techniques do you know?

Tasks

1. Read the text and answer the questions.
2. Learn unfamiliar terms.
3. Single out the main points of the topic and discuss them.

International Marketing

Companies undertake international marketing for a variety of reasons. Some are pushed by poor opportunities in the domestic market, and some are pulled by attractive opportunities abroad. Given the risk of international marketing, companies need a systematic way to make their international marketing decisions.

The first step is to understand the international marketing environment, particularly the international trade system. In considering a particular foreign market, its economic, political, legal and cultural characteristics must be assessed. Second, the company must consider what proportion of foreign to total sales it will seek, whether it will do business in a few or many countries, and what types of countries it wants to market in. The third step is to decide which particular markets to enter, and this calls for evaluating the probable rate of return on investment against the level of risk. Fourth, the company has to decide how to enter each attractive market, whether through exporting, joint venturing or direct investment.
Many companies start as exporters, move to joint venturing, and finally undertake direct investment. Companies must decide on the extent to which their products, promotion, price, and contribution should be adapted to each foreign market.

Finally, the company must develop an effective organisation for pursuing international marketing. Most firms start with an export department and graduate to an international division. A few pass to a multinational organisation, which means that worldwide marketing is planned and managed by the top officers of the company.

(Jay Pancost. International Marketing, 1993)

Words

_to undertake_ — предпринимать
_for a variety of reasons_ — по ряду причин
_some are pushed_ — одних подталкивают
_some are pulled_ — других привлекают
_environment_ — окружающая среда
_to assess_ — оценить
_to seek (sought)_ — искать, стремиться
_to call for_ — требовать
_joint venture_ — совместное предприятие
_extent_ — степень
_to a great extent_ — в большой степени
_to pursue_ — преследовать/цель, интересы/

Tasks

1. Read the text and discuss the main points of the International Marketing.
2. Learn unfamiliar terms.

Topic: ACCOUNTING

Text

If one wants to know the financial picture of a company, one has to deal with accounting, the latter being the best way of analysing the business activities of the company. It is the accounting department that keeps the necessary records and gives an assessment to the business activities of the compa-
ny. The department systematically reports on the financial results of the deals struck and their impact on the company’s financial condition.

Accounting records offer very significant information which is used by banks and governmental offices, stockholders and creditors, managers, and independent analysts.

In most cases business organisations prepare two kinds of records: the income statement and balance sheet. These documents show how money was obtained and used by the company.

The analysis of accounting records is carried out with the help of a ratio analysis. A ratio analysis is the relationship of two figures. In finance we operate with three main categories of ratios. One of them deals with profitability. It is used as a measure of a company’s operating efficiency.

The other group of ratios treats of assets and liabilities. It helps a company to assess its current financial situation. The third group of ratios has to do with the overall financial structure of the company. It gives a profound analysis of the property value of the company.

**Words**

*accounting* — бухгалтерский учет, калькуляция, учет  
*record* [ˈrekɔd] — запись, протокол  
*to record* [rɪˈkɔd] — записывать, регистрировать  
*to measure* [ˈmeʒə] — измерять  
*financial condition* — финансовое положение  
*income statement* — отчет о доходах  
*balance sheet* — балансовая ведомость  
*to obtain* [əˈbeɪn] — получить  
*ratio analysis* [ˈreɪʃən əˈnælɪsɪs] — анализ коэффициентов  
*profitability* [ˈprɒfɪtəˈbɪləti] — прибыльность  
*efficiency* — эффективность  
*to treat of* [iː] — иметь дело с  
*has to do with* — должна заниматься вопросами  
*to assess* = *to evaluate* — оценивать  
*value* — ценность, стоимость  
*valuable* — ценный  
*invaluable* — бесценный  
*property* — имущество, собственность  
*profound* — глубокий  
*current* — текущий
Questions

1. What should you do if you want to know the financial picture of a company?
2. What role does the accounting department play?
3. What does the accounting department usually report on?
4. Who uses the data provided by accounting units?
5. What types of documents do business organisations prepare?
6. What do these documents show?
7. What is a ratio analysis?
8. What is the aim of a ratio analysis?
9. With how many categories of ratios do we operate in finance?
10. What does the first group of ratios deal with?
11. What does the second group of ratios treat of?
12. What does the third group of ratios have to do with?
13. Have you ever taken part in accounting? If you have, what impression did it produce on you? What kind of job is it? Does it require a good background in math and a solid skill in counting? Which skill do you consider the most important in dealing with accounting?

Tasks

1. Read and translate the text. Learn unfamiliar terms.
2. Discuss the text through questions and answers.
3. Write a composition: You are working in an accounting department. Describe what you do at the office (or your department does).

Topic: FINANCE

Text 1

It's everybody's knowledge that for buying property and paying expenses corporations have to be regularly financed. There might be several sources of getting capital and financing.

Corporations are in a position to issue shares in exchange for money or property, and have equity funding. The shareholders make the ownership of the company. Each share is represented by a stock certificate which is usually negotiable, and can therefore be bought or sold. It's the net assets that determine the value of the share. The value of the share also depends on the success of the company.

There are some other ways of getting capital, for example, by borrowing (dead funding). If a corporation borrows money, they give bonds or notes. They are negotiable too. But the interest has to be paid whether business makes profit or not.
In the process of running the corporation the managers must keep an eye on the outflow and inflow of money, and give certain consideration to this process. As is known, the outflow of the capital is created by the purchase of inventory and supplies, payment of salary, etc. The inflow is formed by the sale of goods and services.

In the final analysis, the inflow might appear much bigger than the outflow. It results in a profit. Besides, a firm is to deduct its costs, expenses, losses on bad debts, interest on borrowed capital, etc. It allows to state whether the financial management has been profitable. The degree of the risk, connected with it, must also be taken into account as a significant factor.

Words

expenses – расходы; to be in a position – быть в состоянии, мочь
to issue shares – выпускать акции; in exchange for – в обмен на
equity funding – акционерный способ образования денежного фонда предприятия
stock certificate – сертификат акций
negotiable – оборотный; могущий быть купленным, проданным
net assets – стоимость имущества за вычетом обязательств
to borrow – брать в долг; bonds – облигации; note – зд. долговая расписка
supplies – поставки; to make a profit – получать прибыль
to keep an eye on – следить за; in the final analysis – в конечном счете
inventory – инвентарь; to deduct – вычитать; interest on – % ставка на
to take into account – принимать во внимание

Questions

1. Do corporations require financing? 2. Can corporations issue shares in exchange for money and property. 3. Can they have equity funding? 4. What does the value of the share depend on? 5. What other way of getting capital do you know? 6. How is the outflow of capital made? 7. How is the inflow of capital formed? 8. What must the firm deduct in order to state that the financial management has been profitable? 9. Must the amount of risk also be taken into account?

Tasks

1. Read the text and answer the questions.
2. Discuss the main points of the text. Speak about:

   – the main activities producing an inflow and outflow of the capital,
   – the consequences if a business organisation has a greater outflow of capital than an inflow,
— the reason why the risk involved is an important factor in determining fund-raising.

Text 2

The performance of senior executives in industry is measured principally by the financial performance of the organisation. Senior managers at director level have ultimate responsibility for setting financial policy, approving financial decisions and monitoring the financial performance of the business over time. The financial environment and internal financial systems are becoming increasingly complex and offer big challenges to senior management. Among those which are usually considered are the questions: What does “profitability” mean? How do you measure and control it? What is risk? How should it affect business decisions? How can you use financial strategies to minimise product-market risk? What determines the value of a business? How to carry out appropriate financial policies? Trends in the financial environment – acquisitions, globalisation, securitisation – and their implications for corporate financial management. How to manage relations with financial institutions? These themes have to be developed in no time to give a coherent view of modern financial management to young managers and all financiers concerned.

Task

Translate the text and exchange opinions on all the questions contained in the text with your partner.

Topic: BANKING

Text

With every passing day gigantic money operations are going on in all banks of the world. World famous banks are known to be found in the U.S.A., Japan, France, Switzerland and some other countries. It is known far and wide that commercial banks are carrying out close cooperation with each other. What is implied here is a process of financing imports and exports between these countries.

In the U.S. commercial banks are divided into two main groups: national banks and State banks. The first are established and controlled by the Fede-
ral Government, and the second are set up and superintended by the State under whose government they function.

Let's look how currency exchange is effected. An importer purchases goods from another country applying the currency of that country. With this purpose in mind he buys this currency from the foreign exchange department of his bank. Simultaneously, if an exporter gets foreign money from sales to other countries, he sales this currency to the bank. This is the usual way of exchanging the currency of any country.

**Words**

*it's known far and wide* – широко известно
*to carry out* – осуществлять, проводить
*implied* – то, что подразумевается
*State bank* – банк штата
*to establish (set up, charter)* – учредить
*to superintend (supervise, control)* – контролировать
*to effect (to put into practice, to realise)* – реализовать
*simultaneously* [sunˈmlətəmənti] – одновременно

**Questions**

1. What's going on in all banks of the world every day? 2. Where are world famous banks to be found? 3. What is implied in the sentence “commercial banks are carrying out close cooperation with each other”? 4. How many groups of banks are there in the U.S.? 5. Whom are they established and controlled by? 6. What's the usual way of exchanging currency between countries?

**Tasks**

1. Read the text.
2. Answer the questions.
3. Learn unfamiliar terms.

**Commercial Banking**

1. **The business of banking.**
   Traditional perspective – the business of banking is lending.
   Modern perspective – the business of banking is to provide financial services to our markets at reasonable prices and with reasonable profits.
2. **Financial statements of banks.**
   Statement of financial condition: assets (what we own), liabilities (what we owe), equity (what we are worth).
   Statement of income: interest income, gross income, interest expense, non-interest expense, income taxes, net profit.

3. **Risk analysis.**
   Structural risks: industry risk, competitive risk, location risk, regulatory risk, technological risk.
   Financial risks: credit risk, capital risk, liquidity risk, interest-rate risk, overhead risk.

4. **Return analysis.**
   Profit: net income, return on assets, return on equity.
   Value: book value per share, market price per share, market comparables.

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**List of Banking Services**

*Currency operations* – валютные операции
*Personal loans* – личный кредит, ссуда, заем
*Self-deposit services* – депозитное самообслуживание
*Takeover* – передача от другого лица; принятие во владение от другого лица
*Deposit accounts* – депозитные счета
*Bullion* – слиток золота/серебра/
*Payment of standing orders* – оплата заказа/постоянных накладных расходов/
*Check paying services* – услуги по уплате по чекам
*Leasing packages* – соглашения о сдаче в аренду

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**Task**

Read the text “Commercial Banking” and learn banking services terms.

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**Topic: LENDING AND BORROWING**

**Dialogue 1**

Jack: Can you lend me $1 for a sandwich?
Frank: Yes, I can borrow you a dollar if you pay me back $1.05 tomorrow, and $1.15 if you wait until Saturday.
Jack: So, you are going to increase my debt by using your progressive interest. You want to make a profit on my dollar, ah?
Frank: Supposing you are right. But what do you want? You get a credit from me (make a loan) with no interest. How come? It is not on my principle.
Jack: Listen. I want to get a credit at short term and low interest. And I don’t want the interest rate to be changed every day, and to be increased. I want it to be fixed for the time being.
Jack: OK. Here is a dollar for your sandwich.

Dialogue 2

– So, Mr. Adams, you’d like to buy an apartment.
– Yes, that’s right.
– How much would you like to borrow from the bank?
– Well, I need a loan of 35,000 pounds.
– And what’s the price of the apartment?
– It’s 45,000 including all the costs.
– And what about the rest of the money?
– That comes from personal savings.
– So, you have 10,000 pounds in personal savings to invest?
– Yes, that’s right.
– And when do you want to pay back the loan?
– Over 15 or 20 years. It depends on the character of payment.
– Well, we may say, over 15 years the monthly sum of repayment would be much higher.
– I think I prefer 15 years. What interest rate can you offer?
– At the moment 6.6 per cent.
– OK.
– Just one more question. What’s your monthly income?
– 625 pounds after tax.
– Only 625 pounds? Does your wife work?
– No, she doesn’t. We have two little children.
– I see. I think we may have a little problem here.

Tasks

1. Read the dialogues and act them out with your partner.
2. Pick out unfamiliar terms and learn them.
Topic: PLANNING

Text

Planning is the means of coordinating an idea into reality, that is, determining the goals and objectives of the organisation and the means of attaining them. Planning involves making decisions about a course of action and establishing priorities relating to the action.

Everyone is engaged in planning. He plans his day, his personal life, his business affairs. Every business organisation makes plans. And the question is not whether to plan, but how to plan better, especially over the extended period of time.

Planning period

What is needed in every planning programme is a planning cycle of the closely related elements:

a) Strategic Decisions – establishment of goals, guidelines, strategies, and policies;

b) Long-Range Plan – consideration of markets, sales, cost levels, and return on assets;

c) Intermediate or Business Plan – consideration of all key items tied to objective return on investment;

d) Annual Objective Planning – consideration of all items;

e) Report of Performance – continuous consideration of all items.

Below is the chart of the Planning period which the reader is invited to study carefully and give extended answers to the questions. In case of misunderstanding some terms, it’s worthwhile opening a discussion and having an exchange of opinions.
Questions

1) What are the elements of a planning cycle? 2) How do you characterize the Strategic Decision element?

Planning Key

Commonly the business plan is prepared for a period of two or three years ahead. Being more realistic for planning purpose, this plan helps the organisation to understand its present and future needs. Furthermore, it gives management a planning tool that can be used for evaluation and control. The business plan tends to be the key to a successful planning programme. It also serves as a goal toward which next year’s plan can be the first step.

Questions

1) For how long is the business plan commonly prepared? 2) What does it help the management of an organisation to do? 3) What does the business plan tend to be?

Annual Planning

Annual objectives are developed to set the immediate operational goals necessary to reach intermediate long-range objectives. Most organisations use a one-year accounting cycle, which coincides with the annual planning period. The annual plan commits company [A] funds and other resources to the attainment of short-term goals. Finally, the annual plan documents the first year’s effort towards the accomplishment of the approved business plan.

Questions

1) What for are annual objectives developed? 2) What features of the annual plan do you know?

Performance Report

The final item in the planning cycle is the development of a system for reporting performance against plan. In this connection it seems very important to have an established system for comparing actual performance with the plan or budget.

Questions

1) What is the final item in the planning cycle? 2) What system is it important for any company to have?

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Tasks

1. Read the text.
2. Answer the questions.
3. Speak about the role and structure of planning.

Topic: ADVERTISING

Text

No one can seriously pretend to remain unaffected by advertisement. It is impossible to turn a blind eye to the pressing offers to buy this or that article that fill our streets, newspapers and magazines. Even at your place advertisers are waiting to pounce on you when you tune in to your favourite radio or television programmes. No matter how hard you try to resist, those clever tunes and catch-phrases are sure to stay in your minds. Do you know why? Because all of them make strong appeal to your emotions. And no amount of logical argument can convince so much as this attack on your emotions.

The resolution recently adopted by the Advertising Association meeting in Brighton pledged the delegates to stick to standards of advertising practice born of the belief that truthful advertising builds up both character and good business. That is the ideal advertising. In reality, however, there are countless means of deception of customers, and one has to admit that in most cases advertising is far from telling the truth.

Advertising works on three levels: the first is content – what the advertisements actually say; the second is the semi-conscious level in which all kinds of images are used (success, sexual power, beauty, nostalgia, return to nature). What the customer has to do in order to resolve his basic dilemma is to buy the product that is being advertised. Advertising is attached enormous attention to in commerce. It is usually a product of joint efforts of talented painters, masters of words and artistic designers. More than that, there are special institutions which are engaged in studying a customer’s psychology, the latter being particularly important for monopolies’ knowledge.

According to Vance Packard, an American researcher, over nine billion dollars are usually spent annually on advertising in the U.S.

(from “Sixty steps to precis” by Alexander)
Tasks

1. Read the text with the help of a dictionary.
2. Say what you have learned from the text about: standards of advertising practice, levels on which advertising works, advertising as a result of many people’s job, expenditures on advertising in the U.S.
3. Think and answer:

a. Can you remain indifferent towards emotionally coloured ads (advertisements)?
b. Where do we see pressing offers to buy this or that article?
c. What did the resolution, adopted by the Advertising Association meeting, pledge the delegates to do as regards advertising?
d. Does advertising always tell the truth?
e. Why is advertising attached so much importance to?
f. How much do they spend on advertising in the U.S.?

4. Give your viewpoint.

Advertising is a vehicle [viːɪkl] of trade. The techniques advertisers use in planting “needs” into customer’s minds. Truthfulness of advertising.

5. Read the following advertisements and notices. Comment on them.

1. YOU RING, WE BRING.
2. YOUR COMFORT IS OUR CONCERN (забота).
3. BIG DRINKS – LOW PRICES.
4. GOOD TO THE LAST DROP.
5. BUY THE CAR NOW.
6. COKE IS THE REAL THING. (ко́ка)
7. DRINKING COCA – SIGN OF GOOD TASTE.
8. GOOD EATING AT PRICES THAT WON’T SPOIL YOUR APPETITE.
9. OUR PIZZA AND CHERRY MAKE YOU HEALTHY AND MERRY.
10. CANON OF COURTESY [ˈkæ:tɪs]. (in the N.Y. subway)
   Newspapers – are for reading (not leaving)
   Feet – are for floor (and not for seats)
   Doors – are for closing and for keeping hands off
   Sneeze (чихать) – please, Smoking – don’t
   Bundles are not for seats (узлы, свертки, пакеты)
   Litter cans – are for putting things into (мусорные урны)
6. Read and translate the following advertisements.

1. **Production Manager.** Fast growing business “Gift house” invites applicants for the position of Production Manager. Ability to organise and motivate 30 members of staff in the silk-screen printing dpt. Age 28 = must be prepared to work overtime when necessary. Salary negotiable according to experience. Contact: address, tel.

2. **General Managers.** A fast expanding international company serving in the Leisure, Hotel and Tourism Industry seeks manager for its offices in London and Istanbul, Turkey. The persons appointed will be expected to lead the office teams in preparing, presenting and negotiating project proposals, professional service contracts, etc. Candidates should have experience in the planning and commissioning of hotel and leisure projects. Some experience in working overseas is desirable. We offer opportunities for those seeking long term career appointments. Please send your application with C.V. to us.

3. **International Sales Manager.** We now require an experienced sales and marketing professional who must have fluency in German with strong skills in dealing with overseas customers, in preparing sale plans, forecasting and analysing market trends. The successful candidate is likely to be 28 years of age. Experience in the audio industry would be an added advantage. Our address: Miss Isabelle Fox.

4. **Sales Executives.** We have developed an entirely new concept in the sale of Capital Equipment and now urgently require additional Sales Staff to cope with our phenomenal success. The candidate must have a proven sales track record, be capable of negotiating at the highest level, must be articulate, intelligent, well-disciplined and self-motivated. He must have a strong desire to succeed. The Rewards: salary, commission + Co car, in-house training programmes, job satisfaction now and management opportunities in the future. An opportunity to develop and succeed.

5. **Account Development Managers.** We are looking for Three Account Development Managers in London and the South East who want a professional career with good backing from a sound company. If you are a professional business person of 25 plus, have the ability to communicate with senior management and want an exciting future with an excellent salary and company car, then contact us (address, tel. No). If you want a quiet life, don’t call us!

6. **Sales Consultant and Surveyor.** Required for Pest Control Company in Greater London. You will probably be aged 25–35 with a good educational background. Sales experience advantageous, but candidates who show the ability and determination to learn will be considered. Basic salary will be 10,000 pounds p.a. plus a further 2,500 pounds p.a. A company car is provided. Please telephone: 01 994 9468 Mrs. Fox.
Address
Ladies and gentlemen!
Gentlemen!
Dear guests!
Esteemed colleagues!
Mr. Brown!
Mrs. Grey!
Miss Mary!
Madam!
Are you Doctor Smith?
Are you Mr. Lawrence?
Is your name Lawrence?
Mr. Higgins, if I’m not mistaken?

I beg your pardon, are you Mr. Fox?
Excuse me, are you Mrs. Johnson?

Meeting and greeting people
Good morning!
Good afternoon! Good day!
Good evening!
How are you?
Fine, thank you.
Quite well, thank you.
Very well (pretty well), thanks.
More or less all right, thanks.
So so, thank you.
Hello!
Hi (Hey)!
How are you getting on?
Middling. Thank you.
Fair. Thanks.
Getting on nicely.
How are you doing?
Very well, thank you.
Not so well, unfortunately.

Обращение
Дамы и господа!
Господа!
Дорогие гости!
Уважаемые коллеги!
Господин Браун!
Госпожа Грей!
Мисс Мэри!
Мадам!
Вы доктор Смит?
Ваше имя Лоуренс?
Г-н Хиггинс, если я не ошибаюсь?
Извините, вы г-н Фокс?
Извините, вы г-жа Джонсон?

Встреча. Приветствие
Доброе утро! Здравствуйте.
Добрый день!
Добрый вечер!
Как вы себя чувствуете?
Прекрасно, благодарю вас.
Вполне здоров, спасибо.
Очень хорошо, спасибо.
Более или менее хорошо, спасибо.
Так себе, благодарю вас.
Привет!
Привет! Здорово!
Как поживаете?
Помаленьку. Благодарю вас.
Сносно, спасибо.
Неплохо. Поживаю хорошо.
Как поживаете?
Очень хорошо, спасибо.
К сожалению, не очень хорошо.
How are things?  
Not bad, thank you.  
How is life?  
Pretty good, thank you.  
(I’m) very glad (happy, pleased) to see you!  
(It’s) nice to see you too.  
Nice seeing you.  
It’s a pleasure seeing you.

Dialogues

1
– Good morning, Mr. Smith. Glad to see you.  
How are you?  
– Quite well, thank you. And how are you? I haven’t seen you for ages!  
– Fine, thanks.

– Good afternoon, Mrs. Brown.  
– It’s nice to see you!  
– How are you getting on?  
– Pretty well, thank you. And how are you?  
– Not bad, thank you.

– Hello, Peter! How are you?

– Hi, James! Very well indeed. And what about you?  
– More or less all right, thanks.  
– How are things? How is life?  
– So so. Middling, but quite fair. Thank you.

– Morning, Frank.  
– Hello, Jim! How are you?

How are you doing?

– Доброе утро, г-н Смит! Рад видеть вас.  
Как вы себя чувствуете?  
Вполне здоров, спасибо. А как вы? Не видел вас сто лет/целую вечность!/  
Прекрасно, спасибо.

2
– Добрый день, г-жа Браун.  
Приятно вас видеть.  
Как поживаете?  
Очень хорошо, спасибо.  
А как вы?  
Неплохо, благодарю вас.

3
– Здоро, Петр! Как себя чувствуешь?  
Привет, Джеимс! Очень хорошо.  
А как ты?  
Более или менее хорошо, спасибо.  
Как дела? Как жизнь?  
Так себе, помаленьку, но вполне сносно, спасибо.

4
– Доброе утро, Фрэнк!  
Привет, Джим! Как себя чувствуешь?  
Как поживаешь?
– Quite all right, thanks.  
– And you?  
– Very well, thank you. I’ll be seeing you soon. Bye!  
– So long!  

Good evening, Mr. Jones! Nice to see you again.  
Thank you Mr. Davis, and how are you feeling?  
(I’m) not so well, unfortunately.  

I’m sorry to hear it.

**Tasks**

1. What do you say if you want to greet me in the morning (afternoon, evening)?  
2. What do you say if you want to inquire after my health?  
3. What do you say if you want to know how I’m doing (how I’m getting on, how my life is, how things are)?  
4. What phrases do you use if you want to express your joy of seeing me (if you want to say that you haven’t seen me for a long time)?  
5. Read, learn by heart and dramatize dialogues 1–5.

**Farewell**
Good-bye!  
Bye-bye!  
Bye! Cheerio!  
– So long!  
– See you later (soon)!  
– Good night!  
– See you tomorrow!  
– Remember me to Mr. Bell.  
– All the best!  
– I wish you every success!  
– Good luck!  
– A happy journey!  
– Have a good time!  

– Have a nice (pleasant) evening!

**Прощание**
До свидания! Прощайте!  
–“–  
До свидания! Прощайте!  
Пока! До скорого свидания!  
До скорой встречи!  
Спокойной ночи!  
До завтра!  
Передайте привет г-ну Беллу.  
Всего наилучшего!  
Желаю вам всевозможных успехов!  
Желаю удачи!  
Счастливого пути!  
Желаю вам хорошо провести время!  
Желаю вам приятного вечера!
- A happy week-end!
- Don’t forget us!
- Good bye, Mr. Ross. See you tomorrow.
- Bye, bye! Have a good time!
- Good night, Mr. Ray. See you soon.
- Good night. Remember me to your colleagues!
- Sure. (By all means.) Good luck!
- Good bye, Mrs. Black. I’m sorry but I must go (I must be off). I’m in a hurry.
- Good bye, Miss Higgins. Very pleased to have met you.
- It’s very kind of you. Thank you.
- Don’t forget us. Bye, bye!
- Good evening, Mr. Jones! I’ve come to say “good bye” to you. 
  - Why? Are you leaving?
  - Yes, and very soon, the day after tomorrow.
  - It’s a great pity! Anyhow, I wish you every success and a happy journey!
  - Thanks a lot.
- Mrs. Williams, I’m sorry to say we are leaving tomorrow.
Really? So soon? What's the matter?
You see, I'm not feeling well, and I want to be home as soon as possible.
I'm very sorry to hear it.
Keep well. All the best!

Thank you very much. Good bye!

Hello, Tom! How are you?
Alive and kicking. And how are you?
Just in the pink, thank you.
What's there in the wind? What's the news?
Oh, there's a lot of news. Unfortunately, I can't tell it to you now. I'm in a terrible hurry. Let's meet some other day, say next Monday.
OK. See you later. Remember me to your wife.
Thank you. A happy week-end. Bye!

Tasks

1. What do you say if you want to bid farewell to someone?
2. What phrases do you use if you want to express good wishes?
3. Read, learn by heart and dramatize the dialogues.

Introducing people
Let me introduce myself. My name is Victor Beloff.
May I introduce Mr. Price to you?
Let me introduce Mr. Fox to you.
Meet my friend (Doctor Popova).

Знакомство. Представление
Разрешите представиться. Меня зовут Виктор Белов.
Разрешите представить вам г-на Прайса.
Позвольте представить вам г-на Фокса.
Познакомьтесь: мой друг (д-р Попова).
– This is Professor Bell.
– Please introduce me to your friend.

Response
– How do you do, Mr. Beloff?
– Nice to meet you.
– Nice meeting you.
– It’s a pleasure to meet you.

– Glad to meet you.
– Pleased to meet you.
– Happy to meet you.

Вот профессор Белл. Познакомьтесь.
Пожалуйста, представьте меня своему другу (познакомьтесь меня со своим другом).

Ответная фраза
Здравствуйте, г-н Белов!
Приятно с вами познакомиться.
– “–
Мне доставляет удовольствие познакомиться с вами.
Рад с вами познакомиться.
– “–
Очень рад с вами познакомиться.

Dialogues

1
– Mr. Adams, may I introduce Mr. Parker to you?
– How do you do, Mr. Adams?
Happy to meet you.
– How do you do, Mr. Parker?
– Pleased to meet you too.

– Your face seems familiar to me.
Haven’t we met before?

– I don’t think so.

– Could you introduce me to Mr. Grey, Head of the British trade delegation?
– Certainly. Mr. Grey, I’d like you to meet Mr. Belov from the Russian delegation.

– How do you do, Mr. Belov?
– How do you do, Mr. Grey?

– Mary, meet my friend Jack.

Г-н Адамс, позвольте представить вам г-на Паркера.
Здравствуйте, г-н Адамс. Очень рад с вами познакомиться.
Здравствуйте, г-н Паркер.
Я тоже рад познакомиться с вами.
Мне, кажется, знакомо ваше лицо. Мы раньше с вами не встречались?
Не думаю.

2
Не могли бы вы представить меня г-ну Грею, главе Британской торговой делегации?
Разумеется. Г-н Грей, мне хотелось бы, чтобы вы познакомились с г-ном Беловым из российской делегации.
Здравствуйте, г-н Белов.
Здравствуйте, г-н Грей.

3
Мэри, познакомьтесь: мой друг Джек.

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– Hello! Glad to meet you, Jack.
– It’s nice to meet you too.
– Shall we take a walk?
– I don’t mind. It’s a lovely day, isn’t it?
– Oh, yes, just wonderful.
– Good evening, Miss Black.
  How nice of you to come.
  Have you met my husband?
– Very glad to meet you.
– It’s a pleasure to meet you too.
– Won’t you sit down?
– Thank you.
– What about a cup of tea?
– With pleasure.
– Let me introduce myself:
  Alexander Green, from Russia,
  Moscow.
– How do you do, Mr. Green?
  Pleased to meet you.
– Nice meeting you too.
– Meet my colleague. This is
  Mr. Hopkins.
– How do you do, Mr. Green?
– How do you do, Mr. Hopkins?

**Tasks**

1. What do you say if you want to introduce yourself (your colleague, your friend)?
2. What would you say if you want me to introduce you to Mr. Green?
What do you say in response?
3. Read, learn by heart and dramatize dialogues 1–5.
Request
- Please help me.
- Will you help me?
- Will you, please, help me?
- Would you kindly help me?
- Could you help me?
- Would you mind helping me?
- May I ask you to help me?
- May (Could) I trouble you for that book?
- Would you mind if I leave you?

Response
- Certainly.
- Of course.
- Sure.
- Naturally.
- Gladly.
- Willingly.
- Most willingly.
- With pleasure.
- All right.

Dialogues
1
- Will you help me with this document?
- Certainly (sure).

2
- Will you, please, do me a favour?
- Of course.
- Give this material to Professor Ray.
- All right. OK (Okey).
– Would you kindly translate this fax?
– Gladly.

– Could you supply us with the latest information about it?
– Most willingly.

– Will you have another cup of tea?
– Yes, with pleasure.
– No, thank you. That’s enough.

– May I ask you to prepare this report by tomorrow?
– Naturally.

– Would you mind calling the manager again?
– All right.

– May I trouble you for that book?
– Sure. Here you are.

– Will you give me a morning call?
– Yes, sir. What time?
– 7 o’clock.
– Certainly, sir.

3. Переведите, пожалуйста, этот факс.
   С радостью.

4. Не могли бы вы представить нам самую свежую информацию по этому вопросу?
   Весьма охотно.

5. Еще чашечку чая?
   Да, с удовольствием.
   Нет, спасибо. Достаточно.

6. Могу я вас попросить подгото- вить этот доклад к завтрашнему дню?
   Естественно.

7. Не будете ли вы любезны еще раз позвонить управляющему?
   Хорошо.

8. Могу я вас побеспокоить и по- просить передать мне ту книгу?
   Конечно. Вот, пожалуйста.

9. Не могли бы вы позвонить мне/в номер/утром и разбудить меня?
   Да, сэр. В какое время?
   В 7 часов.
   Разумеется, сэр.

**Tasks**

1. What do you say if you want to make a request? Give all formulas that you know.

2. Read, learn by heart and dramatize dialogues 1–9.

3. You want me to meet you (call you up, see you tonight, visit your company, lend you some money, help you with your English, take part in the project, give you this book to read). Express your wish in the form of a polite request.
Gratitude. Thanks
Thank you.
Thanks.
Thank you very much.
Many thanks.
Thanks a lot.
I’m very much obliged to you.
I’m very thankful to you.
I’m very grateful to you.
I appreciate your help (it).

I can never thank you enough.

Words fail me to express my
gratitude.
It was very nice (kind) of you.
Thanks, anyway.

Response
You are welcome.
Don’t mention it.
Not at all.
I’m glad I could help.
Anytime.
My pleasure.
It’s (it was) nothing.
That’s all right.

Благодарность
Благодарю вас.
Спасибо.

– "–
– "–
Я вам очень признателен.
Я вам очень благодарен.

Я высоко ценно вашу помощь.
Большое спасибо.
Я никогда не смогу вас отблагодарить.
У меня нет слов, чтобы выразить мою благодарность.
Это было мило с вашей стороны.
Спасибо, так или иначе (в любом случае).

Ответная фраза
Пожалуйста.
Не стоит благодарности.
Не стоит.
Рад, что мог помочь.
В любое время.
Мне было приятно/сделать это/.
Пустяки.
Ничего. Пожалуйста.

Dialogues

1
– Thank you for your help. It was very kind of you.
– My pleasure. Any time. I’m glad I could help.
– Thank you very much for the book. It was most interesting.
– Don’t mention it.

Спасибо вам за вашу помощь. Это было очень мило с вашей стороны.
Мне было приятно помочь вам. В любое время. Рад, что мог помочь.

2
Благодарю вас за книгу. Она оказалась очень интересной.
Не стоит благодарности.
– Thank you for a very pleasant evening.
– The pleasure was all mine.

– I’m very much obliged to you for your advice.
– You are welcome.

– I’m very grateful (thankful)
– to you for your assistance (your care and attention).
– That’s all right.

– How nice of you to have invited me to the party. Thanks a lot.
– Not at all.
It’s nothing.

Tasks

1. What do you say if you want to express gratitude? Give all formulas you know.
2. What do you usually say in response to the expression of gratitude? Give all variants.
3. Read, learn by heart and dramatize dialogues 1–6.

Agreement. Consent
I agree (with you).
I quite agree.
I have no objection.
I don’t mind.
Of course.
Sure(ly).
Certainly.
With pleasure.
I think (I believe/suppose) so.

Согласие
Я согласен/с вами/.
Я вполне/совершенно/согласен.
Не возражаю.

– “–

Конечно.

– “–

Разумеется.
С удовольствием.
Думаю/полагаю, предполагаю/, что это так.
You are right.
That’s right.
I’m all for it.

Вы правы.
Правильно.
Я всецело за это.

Dialogues

1
– The weather is nasty today, isn’t it?
– You are quite right. I advise you to stay in.
– To my mind, yesterday’s TV programme was very dull (boring).
– That’s right.

2
– This exhibition produces a great impression.
– I quite (fully) agree with you.

3
– What if I keep your book for another week?
– No objection (I don’t mind).

4
– There’s going to be an economic conference at our Academy.
– Will you take part in the conference?
– Sure/Of course/Certainly/.

5
– Do you think our football team will win the final match?
– I hope so. (I believe so. I’m 100% per cent sure).

6
– Will you have some more ice-cream and coffee?
– With pleasure.
– No more. Thank you. That’s enough.

7
– Сегодня мерзкая погода, не правда ли?
– Вы абсолютно правы. Советую вам оставаться дома.

2
– По-моему, вчерашняя телепередача была очень скучной.
– Это правильно. Да, это так.

3
– Эта выставка производит большое впечатление.
– Я совершенно/полностью/ согласен с вами.

4
– Что если я подержу вашу книгу еще одну неделю?
– Не возражаю.

5
– В нашей Академии состоится экономическая конференция.
– Вы примете участие в конференции?
– Конечно/Разумеется/.

6
– Вы думаете, что наша футбольная команда победит в финальном матче?
– Я надеюсь, что да/Полагаю, что да. Уверен на 100%/.

7
– Вы не хотите еще мороженого и кофе?
– С удовольствием.
– Больше не нужно. Спасибо.
– Достаточно.
**Tasks**

1. What do you say if you want to express agreement?  
2. Read, learn by heart and dramatize dialogues 1–7.

**Disagreement**  
I disagree (with you).  
I object (to it).  
I’m afraid you are wrong.  
I’m sorry you are mistaken.  
That is not so.  
That is not true to fact.

Nothing of the kind.  
That’s impossible.  
It can’t be so.  
On the contrary.  
I’m sorry I can’t.  
I have to refuse.  
By no means.

Not in the least.

It’s out of the question.  
No good.  
That won’t do.

**Несогласие**  
Я не согласен(с вами)/.  
Я возражаю/против этого/.  
Боюсь, что вы не правы.  
Простите, вы ошибаетесь.  
Это не так.  
Это не соответствует действительности.

Ничего подобного.  
Это невозможно.  
Этого не может быть.  
Наоборот.  
Простите, я не могу.  
Я вынужден отказаться.  
Ни в коем случае. Ни при каких обстоятельствах.  
Ни капелки. Николько. Ни-чуть.

Об этом не может быть и речи.  
Не годится.  
Так не пойдет.

**Dialogues**

1. – It seems to me yesterday's lecture on management did not contain new information.  
   I’m afraid you are wrong.

   – Learning English takes little time.

   – It is not so. I’m afraid you are (you’re) mistaken. On the contrary. It takes a lot of time.

2. Мне кажется, во вчерашней лекции по управлению не содержалось новой информации.  
   Как? Я здесь с вами не согласен.  
   Боюсь, что вы ошибаетесь.

   Изучение английского языка не требует большого количества времени.  
   Это не так. Боюсь, вы ошибаетесь. Наоборот, оно требует массу времени.
– Our science hasn’t made any progress of late.
– I object. It is not true to fact.

– I want you to take part in this programme.
– I’m sorry, I have to refuse. I’m not feeling well now.

– It’s a great pity.

– Doctor, may I take a walk in the open (air)?
– By no means. It’s out of the question. In such weather? You are still running high temperature.

Tasks

1. What do you say if you want to express disagreement or refusal?
2. Read, learn by heart and dramatize dialogues 1–5.

Apology. Regret
I am sorry.
I am very sorry.
Awfully sorry.
I beg your pardon.
Pardon me.
Excuse me. Forgive me.
Excuse me for troubling you.
Excuse me for being late.
Excuse me for interrupting you.
Sorry to have kept you waiting.

I must apologize.
Please accept my apologies.

To my regret...

Извинение. Сожаление
Простите. Виноват.
Очень виноват. Весьма сожалею.
Ужасно виноват.
Простите. Прощу прощения.
Простите меня. Извините меня.
Простите меня.
Простите, что беспокою вас.
Извините, что опоздал.
Простите, что перебиваю вас.
Простите, что заставил вас ждать.

Я должен извиниться.
Пожалуйста, примите мои извинения.

К моему сожалению...
Response
It's quite all right.
Oh, that's all right.
Never mind.
No trouble at all.
Better late than never.

Dialogues

1
Prostite, mogu y pogovorit' s g-nom Jonsonom?
Izvinite, on vyshel.

2
Prostite, chto opozdali.
Nichego. Vhodite.
Luchshe pozdnno, chem nikogo.

3
Prostite, eto 434-91-05?
Sogaleo, no vy oshibilis' nomerom.
Ujasno vinovat.

4
Prostite, chto persebivayu vas.
Nichego. Nevazhno.

5
Izvinite, vashhe imee Lourens?
Da, a kak vas zovut?
John Benson.

6
Izvinite za bespokoystvo.
Ne mogli by vy peredat' men' sol'?
Nikakogo bespokoystva. Vot, pogahulysta.

7
Izvinite menia. Vy sluchaiy ne znaete chasy raboty etogo magazina?
Prostite, понятия не имею.
– I must apologize. I couldn’t phone you on Monday as arranged. My telephone was out of order.

– Never mind.

– Beg your pardon. Will you show me the way to the underground station?
– Oh, it’s over there, on the other side of the street.
– Thank you.

– To my regret, I couldn’t meet you yesterday. Accept my apologies.
– It’s quite all right.

8 Должен извиниться. Я не мог позвонить вам в понедельник, как мы договорились. У меня не работал телефон/Мой телефон был не в порядке/.
Неважно. Не имеет значения.

9 Извините. Не покажете ли вы мне, как пройти на станцию метро?
О, она вон там на другой стороне улицы.
Благодарю вас.

10 К моему сожалению, я не мог встретить вас вчера. Примите мои извинения.
Ничего. Все в порядке.

Tasks

1. What do you say if you want to express apology?
2. How would you respond to the expression of apology?
3. Read, learn by heart and dramatize dialogues 1–10.

Invitation. Offers
May I invite you to...?
How about going to the club?

What about visiting the Browns?

What do you say to playing chess?

What are you doing tonight? May I take you out?

May I offer you some cherry-brandy?
Let’s meet tomorrow.

Приглашение. Предложения
Разрешите пригласить вас...
Как насчет того, чтобы пойти в клуб?
Как насчет того, чтобы навестить Браунов?
Как вы смотрите на то, чтобы сыграть в шахматы?
Что вы делаете вечером?
Можно пригласить вас пойти куда-нибудь?
Можно предложить вам немного шерри?
Встретимся завтра.
Response
That’s a good idea.
Not a bad idea.
I’d (would) love to.
I don’t mind. No objection.
Thank you for the invitation.
With pleasure.
That’s settled.
Agreed upon.
I’m afraid I can’t.
Sorry, I’m engaged.
To my regret, that doesn’t suit me.

Ответная фраза
Это хорошая мысль.
Неплохая мысль.
Мне бы очень хотелось.
Я не возражаю.
Благодарю вас за приглашение.
С удовольствием.
Решено.
Договорились.
Боюсь, что не смогу.
Сожалею, но я занят.
К сожалению, это мне не подходит.

Dialogues

1
– Let’s meet tomorrow morning, say 10 o’clock. Does it suit you?
– Yes, it suits me very well.
– Agreed upon.

2
– What about going to the museum on Sunday?
– That’s a good idea. What time?
– Right after breakfast.
– That’s settled.
– How about discussing this question at the meeting?
– Not a bad idea.

3
– What do you say to having a walk in the park?
– I’d love to. When?
– Right now.
– OK. Let’s go.

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- What are you doing tonight?
- Nothing special. Why?
- May I take you out?

- I don’t mind. Let’s spend this evening together.

- May I invite you to visit our firm?
- Thank you for the invitation. I’ll visit you at the earliest opportunity.

- May I offer you another cup of tea?
- No, thank you.

- We invite you to visit our firm (company, association, foundation, society, Academy).

- Thank you very much. I accept your invitation with pleasure.

**Invitation Card 1** (formal printed)

I have the pleasure of inviting you to the cocktail party which is due at 18.00 (eighteen hours), on 20th of July 1993.

V. Brown
Chief Manager

**Invitation Card 2** (formal printed)

The President of the American Association of Managers requests the pleasure of the company of Mr. and Mrs. Belov for a reception on Wednesday 18, March at 18.00—

**Что вы делаете сегодня вечером?**
**Ничего особенного. А что?**
**Можно вас “вытащить” куда-нибудь?**
**Не возражаю. Давайте проведем этот вечер вместе.**

**Разрешите пригласить вас посетить нашу фирму?**
**Благодарю вас за приглашение. Я нанесу вам визит при первой возможности.**

**Позвольте предложить вам еще чашечку чая.**
**Нет, спасибо.**

**Приглашаем вас посетить нашу фирму/компанию, ассоциацию, наш фонд, наше общество, нашу Академию/.**
**Большое спасибо. Принимаю Ваше приглашение с удовольствием.**

**Приглашение** (официальное, напечатанное)
**Имею удовольствие пригласить Вас на коктейль, который состоится в 18 часов, 20 июля 1993 г.**

В. Браун
Главный управляющий

**Приглашение** (официальное, напечатанное)
**Президент Американской Ассоциации менеджеров с удовольствием приглашает г-на Белова и г-жу Белову на прием, который состоится в среду 18 марта**
20.00, 19 Chaikovski Str. Moscow.
R.S.V.P.*

The U.S. Embassy

Invitation (informal handwritten)
Dear Mrs. Johnson,
Will you and your husband lunch with us this coming Saturday, at one o’clock?
Hoping so much to see you then.

Very sincerely yours,
Mary Williams

Replies
(Acceptance)
Mr. and Mrs. Belov accept with pleasure the kind invitation of the President of the American Association of Managers for a reception on Wednesday 18, March at 18.00–20.00.

Signature

(Regret)
Mr. and Mrs. Belov regret that they are unable to accept the kind invitation of the President of the American Association of Managers for Wednesday, the 18th of March.

Signature

(a reply to informal invitation)
Dear Mrs. Williams,
We would be delighted to have

* Repondez s’il vous plait [repon’d e sil vu ple] /фп./ = Ответьте, пожалуйста.
dinner with you this coming Saturday, at one o’clock. Truly yours, M. Johnson.

Dear Mrs. Williams,
We are so sorry that we cannot make it on Saturday because of another engagement. Hoping to see you soon.
Faithfully yours,
M. Johnson

– Let’s go to the movies (cinema) tonight.
– I’m afraid I can’t. I’m engaged this evening.
– It’s a pity.

– George, will you come and see us this week-end?
– Fine. I’d be delighted.

10 Пойдемте в кино сегодня вечером.
Боюсь, я не смогу. Я занята вечером.
Жаль.

11 Джордж, посетите нас в этот уик-энд. Придете?
Прекрасно! Я просто в восторге от приглашения.

Tasks

1. What do you say if you want to invite somebody to some place (the theatre, cinema, restaurant, concert, museum)?
2. How would you respond to the invitation?
3. Read, learn by heart and dramatize dialogues 1–11.
4. The President of Lindon Tools Co. is arranging a grand reception on Tuesday 20, October at 19.00–21.00. Prepare an invitation card for Mr. and Mrs. Parker (see sample 2).
5. You have received an invitation in which you are requested to participate in the cocktail party due to take place on Thursday 15, November at 18.00–20.00 at the Astoria Restaurant. Write a letter of acceptance (regret).

Surprise
Indeed?
Really?
Is that so?
You don’t say so!
It’s surprising.

Удивление
Нужели?
Разве?
Так ли это?
Не может быть! Что вы говорите!
Удивительно!
It’s amazing.
It’s incredible.
I’m surprised.
I’m astonished.
I’m shocked.
Dear me!
My God!
My Lord!

Regret
What a pity!
It’s a pity that...
It’s a great pity that...
I’m so sorry for you.

Delight
It’s wonderful!
It’s marvellous!
It’s remarkable!
It’s splendid!
It’s fantastic!
It’s great!
I am delighted with this film.

Tasks
1. What do you say if you want to express a) surprise, b) regret, c) delight?
2. Make a conversation with your class-mate using formulas of surprise (regret, delight). Use the pattern-dialogue.

Pattern
– Any news?
– Yes, MacDonald’s Company has gone bankrupt/обанкротилась. /
– Really? You don’t say so! It’s most surprising.
– Yes, I’m really shocked. No one could ever expect it/ожидать. /
– Right you are. It’s incredible! Dear me, the company was still doing well last year.
– Yes, you can never tell what may happen.

Advice
I want to give you a piece of good advice.

Совет
Хочу вам дать один хороший совет.
I would advise you to go to the doctor’s.
You’d better go there immediately.
You must do it now.
We have to do it.
I’ve got to do it now.
Why not go to the park?
What (How) about going home?
It’s time to get up.
Take it easy.

Я бы вам посоветовал пойти к врачу.
Вам бы лучше пойти туда немедленно.
Вы должны/обязаны/сделать это сейчас.
Мы должны/нам приходится/делать это.
Я должен/мне нужно/надо/сделать это сейчас.
Почему бы не пойти в парк?
Как насчет того, чтобы пойти домой?
Пора вставать.
Не принимайте это близко к сердцу. Смотрите на вещи проще.

Tasks

1. What do you say if you want to give advice?
2. Compose sentences of your own according to the pattern, using the words given below.

Pattern

I would advise you to...
You’d better...
I must; I have to...; I’ve got to...
Why not...?
What (How) about... ing...?

see the doctor
stay at home
go for a walk
speak to the manager
see this film
take a rest
spend this evening
together

Prohibition

Don’t take my book.
You shouldn’t do it.

You mustn’t smoke.

You may not drink strong drinks.
You can’t...

Запрещение

Не берите мою книгу.
Вам не следует/вы не должны/делать это.
Вам нельзя/вы не должны/курить.
Вам не разрешается употреблять крепкие напитки. Вам нельзя...
No necessity
You needn’t come here tomorrow.
You won’t have to take this course.
There is no need (for you) to
discuss this question.

Supposition
Perhaps he is in London.
Maybe she is ill.
It is possible that he should know
this language.
It is probable that she should have
left long ago.
It is very likely that they should sell
their old car.
They are very likely to sell their old
car.

Congratulations. Wishes
/My/congratulation!
My best congratulation to you on...
Happy birthday!
Many happy returns (of the day).
Happy New Year!
Merry Christmas!
My best wishes to you.
May all your dreams come true.
I wish you good luck!
All the best!
The best of everything!

Tasks
1. What do you say if you want to prohibit (ban) the performance of an
action?
2. What do you say if the action your interlocutor/собеседник/intends to
perform is not necessary?
3. With the help of what words and structures can you express supposition?
4. What do you say when congratulating someone
   on his/her birthday,
on New Year’s Day,
on Christmas (Easter/Пасха/) Day
on Victory Day,
on Teacher’s Day?

5. What words and phrases do you use while expressing best wishes?

Asking for repetition
Excuse me.
Pardon (me)?
What did you say?
What was that?

Sorry. I didn’t hear you.
I didn’t quite catch you.
I didn’t get you (that).
I missed that.
I’m not following you.

Could (would) you repeat it?
Could (would) you say it again?
Would you mind saying that again?

Would you mind repeating that?
What was that?

Expressing an opinion
1. To my mind
2. In my opinion (view)

3. To tell the truth
4. What do you mean? I mean to say...
5. Evidently
6. Obviously
7. Generally speaking
8. Frankly speaking
9. Briefly speaking
10. As far as I know
11. As far as I can see

Просьба повторить
Извините. Простите
Извините?
Что вы сказали?
Что это было? О чем это мы говорили?
Простите, я не расслышал.
Я не совсем понял вас.
Я не понял вас.
Я это упустил.
Я не слежу за тем, что вы говорите.
Не могли бы вы повторить?
– «–
Не будете ли вы любезны повторить это?
– «–
О чем это мы говорили? Что это было?

Как выразить мнение
По-моему
По моему мнению/с моей точки зрения/
По правде говоря
Что вы имеете в виду? Я имею в виду...
Очевидно. По-видимому
Очевидно
Вообще говоря
Откровенно говоря
Короче говоря
Насколько мне известно
Насколько я понимаю
12. In my understanding
13. As for me
14. As far as I’m concerned
15. As a matter of fact
16. In fact
17. Actually
18. Practically
19. The fact/matter/point is that...
20. In that case
21. In any case
22. At any rate
23. Anyhow/anyway
24. By all means
25. By no means
26. Whatever happens
27. At all costs

28. That’s why
29. Therefore
30. For this reason/purpose
31. On the one hand/on the other hand
32. First of all
33. And so on
34. To sum it up/To summarise...
35. On the whole
36. All in all
37. In short/To cut a long story short
38. In the long run

39. In the final analysis
40. Finally/Eventually
41. I have a feeling that...
42. I would suggest that...
43. There is no saying
44. There is no denying the fact that...
45. It is known far and wide that...
46. Speaking about... I’d like to emphasize/stress that...
47. In conclusion I’d like to say that...

Что касается меня
По сути дела
В действительности
Фактически
Практически
Дело в том, что...
В этом случае
В любом случае
Так или иначе
При всех обстоятельствах
Ни при каких обстоятельствах
Что бы ни случилось
Любой ценой. Во что бы то ни стало
Вот почему
Поэтому
По этой причине (с этой целью)
С одной стороны (с другой стороны)
Прежде всего
И так далее и тому подобное
Подводя итог. Подытоживая...
В целом
В общем. Всего
Короче говоря
В конечном итоге/в конце концов
В конце концов
У меня такое ощущение, что
Я бы сказал, что
Нельзя сказать
Нельзя отрицать того факта, что
Широко известно, что...
Говоря о... мне хотелось бы подчеркнуть...
В заключение мне хотелось бы сказать, что...
48. It’s common knowledge
49. As is known
50. To my surprise/To my regret
51. Unfortunately
52. Fortunately/Luckily
53. As a matter of fact
54. I must confess/I must admit
55. In conclusion I’d like to express my view/opinion on

Общеизвестно
Как известно
К моему удивлению/К моему сожалению
К несчастью
К счастью
По сути дела
Я должен признаться
В заключение мне хотелось бы высказать свою точку зрения
Учебное пособие

Евгений Александрович БОНДИ

Английский язык
dля повседневного и делового общения

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