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**Кафедра международно-политических коммуникаций, связей с общественностью и
рекламы**

ДЕЛОВОЙ АНГЛИЙСКИЙ ЯЗЫК

Методические указания для студентов по самостоятельной работе

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Владение английским языком в современном мире является одним из важнейших условий построения успешной профессиональной карьеры. Иностранный язык необходим для научной деятельности, в общении с зарубежными партнерами, для самообразования, подготовки к сдаче экзаменов на международные сертификаты. Для решения подобного рода задач базовый уровень владения английским языком недостаточен. Поэтому в рамках курса «Деловой английский язык» предполагается дальнейшее совершенствование коммуникативных навыков и умений во всех видах речевой деятельности на основе УМК для изучения профессионально-ориентированного английского языка.

В предлагаемом издании содержится современный и значительно широкий выбор аутентичного материала, отражающего последние течения (тренды) в мире бизнеса. Учебные материалы для самостоятельной работы студентов при изучении делового английского языка помогут развить коммуникативные способности, необходимые для успешной работы в дальнейшем. Данный курс обеспечит знаниями делового мира (мира бизнеса) в сфере туризма, рекламы и связей с общественностью. Каждый, кто изучает данный курс, имеет возможность более свободно говорить по-английски, стать уверенным в использовании делового английского языка, что значительно расширит его карьерные горизонты. В пособии представлены разнообразные и интересные темы, которые готовят студента к обсуждению и обмену мнениями.

Методические указания предназначены для студентов всех курсов очной и заочной форм обучения по специальностям 030602 Связи с общественностью, 032401 Реклама, по направлениям подготовки 031600.62 Реклама и связи с общественностью (бакалавры), 100400.62 Туризм (бакалавры).

ВВЕДЕНИЕ

В соответствии с Федеральными государственными образовательными стандартами высшего профессионального образования по направлениям подготовки бакалавров 031600.62 «Реклама и связи с общественностью», 100400.62 «Туризм» основной целью процесса обучения выдвигается формирование компетенций, способствующих становлению специалиста качественно подготовленного и конкурентоспособного.

Коммуникативная подготовка бакалавров связана, прежде всего, образование таких профессиональных компетенций, как владение культурой мышления, способность к обобщению, анализу, восприятию информации, постановке цели и выбору путей её достижения, умение логически верно, аргументированно и ясно строить устную и письменную речь (ОК-4); способность к письменной и устной коммуникации на государственном и иностранном языках, готовность к работе в иноязычной среде (ОК-10); готовность к восприятию культуры и обычаев других стран и народов, терпимое отношение к национальным, расовым, конфессиональным различиям, способностью к межкультурным коммуникациям в туристской индустрии (ОК-7).

Основными темами программы являются «Организация», «Международные рынки», «Человеческие ресурсы», «Кросс-культурные коммуникации», «Путешествия. Деловые поездки» и т.д. на самостоятельное изучение выносятся дидактические материалы, способствующие более глубокому пониманию темы, которые сопровождаются лексико-грамматическими справочными ориентирами:

Вокабуляр. Изучение важных новых слов и фраз, которые можно использовать, выполняя задания каждого раздела.

Чтение. Студентам представляется возможность развить свои навыки чтения, овладеть существенным вокабуляром делового английского и обсудить идеи и проблемы, затронутые в текстах.

Аудирование. Способствует развитию навыков слушания, в том числе, с целью отбора информации для построения монологов и диалогов.

Коммуникативные навыки. Практические навыки. Развитие коммуникативных навыков делового языка (устной и письменной форм), таких как организация презентаций, участие в переговорах, телефонные звонки, использование английского языка в бытовых (социальных) ситуациях.

РАЗДЕЛ 1 КРОСС-КУЛЬТУРНЫЕ КОММУНИКАЦИИ

1 BUSINESS CORRESPONDENCE

Business letter patterns

Salutation

Dear Sirs

If you are writing to a company or organization

Dear Sir /Madam

If you know the position, but not the name

Dear (name) – put a comma (,) after the name

If you know the person's name

Common titles

Mr for men

Mrs for married women

Miss for unmarried women

Ms for women if you don't know, or prefer not to specify, marital status

Common abbreviations

Re. regarding

pp (on behalf of) when you sign the letter for someone else

encs. documents are enclosed with the letter

Endings

Yours sincerely

If you know the person's name

Yours faithfully

If you don't know the person's name

Sign the letter, then print your name and position under your signature

PATTERN 1

Bristol, BS8 2JH

15 March 2012

Customer services
Film Express
214, Nightingale Lane
London, WC1 2AA

Dear Sir/Madam

I am writing to complain about two DVDs I bought recently from your company on the Internet and about how I was treated by a member of staff when I phoned to complain.

Firstly, I ordered them on 6th February and I was promised they would arrive in three days but they weren't sent to me for over two weeks. Then, when they arrived and I opened the box, I was shocked to see that one of them was broken, as they clearly hadn't been packaged properly.

Secondly, when I phoned to complain, I was very disappointed by the way in which I was treated. The member of staff who I spoke to was extremely rude and didn't offer me any form of refund or replacement.

I would be grateful if you could send me a replacement DVD (Titanic) as soon as possible, or if this is not possible, I would like a full refund of my money. Thank you for your help with this matter.

Yours faithfully

(your signature)

Diana Jones – customer number: FE3428890/3

email: jones@hotmail.co.uk

PATTERN 2

**FAR EASTERN AIRWAYS
COMPANY LIMITED**
Regent House, 5th Floor
12/16

Haymarket London W1V 5BX

Administration: 020 7285 9981

Reservations: 020 7564 0930

Fax: 020 7285 9984

15 March 2012

Mr Roberto Garcia
Universal Imports
28 Whitechapel Court
London
E10 7NB

Dear Mr Garcia

Re: Roxanna Garbey

Roxanna Garbey has been accepted for a position as Passenger Service Agent with Far Eastern Airways at Gatwick Airport .

In order for Roxanna to work at Gatwick, she must have a special pass which would permit her to visit high-security areas. She has given your name as a reference.

I would appreciate it if you could complete the enclosed form and return it to us as quickly as possible . She is due to start work with us on 15 April, but can only do so after we receive your reference.

Thank you for your cooperation. I enclose a stamped addressed envelope.

Yours sincerely

(signature)

J.P.Dent

Personnel Manager

LETTER 1 + Letter of Reply

The Iceberg of Culture

You are the head of a Recruitment Agency. You are writing a letter to your foreign partner and discuss some questions.

1. What are the positive aspects of working across cultures?
2. What are its challenges or difficulties?
3. You should explain to your foreign partner how the following words are associated with culture (assumptions, attitudes, behaviour, beliefs, dress, food, language, norms, traditions, values).
4. A common image of culture is that of an iceberg. Explain it.
5. What are some of the core values in your culture?

LETTER 2 + Letter of Reply

“The Big Five personality traits”

1. “The Big Five” personality traits are not primarily intended to compare styles of communication in different countries.
2. Give some pieces of advice to your foreign partner about working effectively with people from your culture.
3. Make a list of some personal qualities or characteristics which you think would help someone to be successful when working across cultures.

LETTER 3+ Letter of Reply- free topic. Use samples of business correspondence letters and phrasal verbs.

Phrases and Phrasal Verbs Used in Commercial and Business Correspondence

1. To be absorbed in – быть погруженным во что-либо
2. According to – согласно ч-л.
3. To be accustomed to – привыкнуть к ч-л.
4. To be afraid of – бояться ч-л.
5. To be anxious for – сильно желать ч-л.
6. To be anxious about – беспокоиться о ч-л
7. To be ashamed of – стыдиться ч-л.
8. To be aware of – осознавать ч-л.
9. To be bad at – плохо ч-л. делать
10. To be bad for – быть вредным для ч-л.
11. To be capable of – быть способным на
12. To be confident of – быть уверенным в
13. To be due to - благодаря
14. To be due for – быть обусловленным ч-л.
15. To be fit for – подходить для
16. To be fond of – любить ч-л.
17. To be frightened of/at – испугаться ч-л.
18. To be good at – делать ч-л. хорошо
19. To be good for – быть полезным для
20. To be interested in – быть заинтересованным в
21. To be involved in – быть вовлеченным в
22. To be keen on – сильно желать ч-л., очень любить ч-л.
23. To be liable for – быть ответственным за

24. To be liable to – быть подверженным ч-л.
25. To be nervous of – нервничать из-за
26. Owing to – по причине, благодаря
27. To be pleased with – радоваться ч-л.
28. To be prepared for – быть готовым к
29. To be responsible for/to – отвечать за что-либо перед кем-либо
30. To be scared of – испугаться ч-л.
31. To be sorry for – извиняться за
32. To be sorry about – жалеть о ч-л.
33. To be successful in – иметь успех в
34. To be suspicious of – подозревать в
35. To be terrified of – быть в ужасе от
36. To be tired of – устать от
37. To be used to – привыкнуть к

Phrasal Verbs

1. To accuse smb of smth – обвинять к-л в
2. To apologize to smb for – извиняться перед к-то за
3. To apply to smb for smth – обратиться к к-л за
4. To ask for/about – просить, спрашивать, осведомляться о
5. To attend to – ухаживать за
6. To beg for – просить ч-л.
7. To believe in – верить во ч-л
8. To beware of – остерегаться ч-л
9. To blame smb for – винить к-л в ч-л
10. To charge smb with – поручать к-л ч-л
11. To compare smth with – сравнивать ч-л
12. To comply with – соблюдать ч-л
13. To conform to – соответствовать ч-л
14. To consist of – состоять из ч-л
15. To deal with – иметь дело с
16. To depend on – зависеть от
17. To dream of – мечтать о
18. To drop in – зайти, заглянуть к
19. To expose to – выставлять, подвергать действию ч-л

20. To fight with smb for – бороться с к-л за
21. To fine smb for – оштрафовать к-л за
22. To hope for – надеяться на ч-л
23. To insist on – настаивать на ч-л
24. To interfere in – вмешиваться во ч-л
25. To interfere with – мешать к-л
26. To live on – жить на ч-л
27. To long for – сильно желать ч-л
28. To object to – возражать против
29. To occur to – приходить в голову к-л
30. To persist in – настаивать на ч-л
31. To prefer smb/smth to smb or smth – предпочитать к-л/ч-л кому-либо, чему-либо
32. To prepare for – готовиться к
33. To punish smb for – наказывать к-л за
34. To quarrel with smb about – ссориться с к-л из-за
35. To refer to – сослаться на ч-л
36. To rely on – полагаться на к-л
37. To remind smb of – напоминать к-л о
38. To resort to – прибегнуть к
39. To succeed in – достигнуть ч-л, добиться успеха в ч-л
40. To suspect smb of – подозревать к-л в
41. To think of/about – думать о
42. To wait for – ждать к-л, ч-л
43. To warn smb of/about – предупреждать к-л о чем-либо
44. To wish for – желать ч-л, стремиться к ч-л

2 CHINESE BUSINESS PROTOCOL AND ETIQUETTE

- You must greet the oldest person first.
- You don't have to be serious all the time. The Chinese have a great sense of humour.

You should be ready to laugh at yourself sometimes.

- You mustn't move to a first-name basis until advised to. You should address the person by an honorific title and their surname.

Business cards

- You should exchange cards after the initial introduction.

- You should hold the card in both hands when offering it.
- You mustn't write on someone's card unless asked to.

Gift-giving

You shouldn't give flowers, as many Chinese associate with funerals.

You mustn't give four of anything, as four is an unlucky number.

Entertaining at home

- It is a great honour to be invited to someone's home. If you cannot accept the invitation, you must offer a very good excuse.
- You should arrive on time, remove your shoes, bring a small gift and eat well to show you are enjoying the food.
- You don't have to eat loudly, but if you slurp or belch, it shows that you are enjoying your food.

Culture shock and how to avoid it

1. Try to understand and accept culture you are living in.
2. If you are a leader hire staff who are flexible and tolerant.
3. Provide staff with practical support.
4. If you are invited to a Brazilian's house for dinner, you should arrive at least 30 minutes after the time mentioned.
5. You mustn't give purple flowers as a gift in many countries.
6. All personnel must read the health and safety notices in the building.
7. Staff mustn't disclose information on the project unless authorised.
8. You should encourage the team to develop interpersonal skills.
9. When going to a new country to do business, you must do some research into their culture.
10. You should try to show more cultural understanding.

3 INTERNATIONAL MEETINGS

THE CULTURE WE COME FROM

The culture we come from or live in influences what we see, do, believe and say. It affects our expectations and behaviour, and we need to be very aware of it. The simple fact is that what's normal or appropriate for us may seem very strange or even rude to someone from a different culture. There exist three key areas of culture which may affect communication in international meetings, causing confusion and frustration.

Firstly, **time**: not all cultures and people are ruled by the clock. There are some cultures, it's true, where the feeling is indeed that 'time is money'. They will often have strict approaches to this aspect of meetings, such as starting and finishing times and the duration of discussion. Other cultures, however, have a completely different approach and see the starting time as a guide only and the finishing time as not fixed. Other stages may be surprisingly flexible, and you may find that there is little attempt to stick to the agenda.

Secondly, **the idea of hierarchy** in a culture, and therefore in meetings, can be very significant. By this, we mean the relative levels of importance and seniority which people have in a company. Someone from a very hierarchical culture is likely to feel very uncomfortable saying what they think or criticizing the ideas of others, especially if the person being criticised holds a higher position. They are also unlikely to openly disagree or report a problem in front of a boss or manager. Criticising the ideas of a superior could be seen as a loss of face for both people involved.

Another key area to think about is **the objective** of the meeting. In many cultures, there is an attitude that meetings should have very clear purposes and 'get down to business' pretty quickly and using a structured, pre-planned agenda is important. In such cases, there is very little in the way of small talk – maybe just a couple of comments about the weather, football, etc. However, other cultures see meetings as the place for relationship building and developing trust, so the meeting may be a lengthy discussion, and actual decisions may often be made outside the meeting. Again, the idea that the purpose of a meeting is to make a decision may be alien to some cultures. It is important to bear this in mind, as it can be quite a surprise if you are not used to it.

Finally, there is some advice on successful international meetings. **Clarifying** is key in any international meeting. Different cultural assumptions mean that sometimes spoken language, body language, including gestures, and written symbols can be misunderstood. Constant checking and feedback is crucial. At the end of the meeting, it is vital to summarise the main areas of agreement and disagreement and ensure that everyone is happy with them to avoid confusion and frustration later.

Overall, any international meeting requires planning, organisation and thinking about if it is to succeed. We must consider how cultural differences may affect mutual understanding and we should try to predict any areas open to misunderstanding before they happen.

4 COMMUNICATION STYLES

TASK

Prepare a short presentation to a group of businesspeople who wish to do business in your country, but who do not know much about your culture, customs and etiquette. Choose a few topics from the list below to talk about in your presentation.

- Proximity
- Interruptions
- Eye contact
- Greetings
- Saying goodbye
- Gift giving
- Dining etiquette
- Punctuality
- Dress etiquette
- Business cards

Use the following structure for your talk:

- gain the audience's attention at the beginning
- state the topic of the short talk
- describe your expertise
- state what the audience will gain from the talk
- outline the structure of the talk
- give the main body of the talk
- ask a question at some point to keep the audience involved.

Use the text *Communication Styles* for help with the language of how to organise your presentation.

5 INTERNATIONAL MARKETS

An expanding business will eventually want to sell its products or services abroad, outside its home market. International trade takes place within the framework of agreements worked out by countries in the World Trade Organisation (WTO), formerly known as the General Agreement on Tariffs and Trade (GATT). Over the last 50 years, trade barriers have been coming down and free trade, open borders and deregulation now form the ideal for almost all nations, even if the situation is far from one of complete laissez-faire, with no government intervention.

Protectionism is no longer the order of the day in most places; even if some developing countries argue that protectionist measures are the way to develop their economies, they avoid using the term.

Trade negotiations are well known for their epic eleven-hour negotiating sessions, where individual nations argue for what they see as their specific interests. Countries argue for protections of their strategic industries, ones they consider vital to future prosperity, such as the electronic industry in the developed world. A less-developed country beginning car assembly might want to protect it as an infant industry with quotas, for example restrictions on the number of imported cars. European farmers argue for their subsidies, when governments guarantee farmers a higher price than they would normally get, making it hard for developing nations to compete in agricultural products.

Countries sometimes accuse each other of dumping, when exported goods are sold at a lower price than in the home market or for less than they cost to produce, usually in order to gain market share in the export market. The offending country may reply that it has a comparative advantage in producing these goods, the ability to produce them cheaper than anyone else, and that they are not selling at below cost.

Of course, there are trading blocs with no trade barriers at all, such as the single market of the European Union. The North American Free Trade Agreement, or NAFTA (the US, Canada and Mexico) is also eliminating its tariff walls and customs duties. Their equivalents in Asia and Latin America are ASEAN and Mercosur. All this is part of the wider picture of globalization, the tendency of the world economy to function as one unit.

One major concern in international trade and markets is payment between smaller companies. The exporter wants to be sure about getting paid, and the importer wants to be sure of getting the goods. A common solution is the letter of credit: a bank guarantees payment to the exporter's bank once it receives the related shipping documents, including the clean bills of lading, showing the goods have been shipped without damage or other problems. Shipping terms like CIF (carriage insurance freight), when the exporter pays for insurance of the goods while they are being transported, are part of the standard Incoterms defined by the International Chamber of Commerce for international markets. These terms are used in standard contracts that form the basis, with adaptations, for most international trade contracts.

6 RECRUITMENT AGENCY PIRANHA

Will Becks, the Company Director

Piranha is more than just a normal recruitment agency. The difference is that we actually train and then place graduates in sales jobs. That means we have a lot of young people working for us, so it's a bit like a continuation of university, but with a salary. We are only a small company, with as few as sixty employees, but there is a good atmosphere in the office. There is a great deal of energy. 98 percent of staff working at Piranha recruitment say they laugh a lot with their team. As many as 95

percent say that they are excited about where the company is going. Last month this small London-based company won a prestigious award for being one of the best small companies in the UK to work for.

Our staff are young and highly qualified. We have fun atmosphere with outgoing, like-minded people. We have regular parties, an annual skiing holiday, a present for the most-appreciated employee of the month, and plenty of other benefits too. We also put an emphasis on staff incentives. The incentives need to be good to keep people. Our employees are good at what they do, and they believe in it. We have trained sales people going into companies to try and place graduates. Quite a few of them get offered the job themselves. If we didn't look after our staff, they would quickly get poached by other companies.

Speaking about salaries we should mention that they are good and there are monthly, performance-related cash bonuses. Staff also set their own targets for the coming year, and for the most part they have their say in their incentives too.

We also influence the atmosphere in the office. We have a company bar, where we offer free breakfasts, and cappuccino all day long. People spend an awful lot of time in the bar discussing ideas over coffee, but it's very productive.

The vast majority of our staff say that they admire their managers, and feel that they can actively contribute to the future success of the company. We achieved this because we help them finding somewhere nice to live. Rent is very expensive in London, and as lots of our employees are fresh out of university, with a lot of debts, they don't have a huge budget for accommodation. So, we've bought some properties, and quite a few staff rent them from us at reasonable rates. It makes a real difference. It means that working for the company becomes a lifestyle choice. They are involved personally. Also, we like to give people a say in the company.

We have monthly meetings to discuss big issues, when we all sit around and talk about things. Initially, only a handful of people would come to the meetings. So we decided to offer free food, sandwiches and pizza, so now everyone comes, and everyone has something to say.

7 SEMCO COMPANY

At 21, Ricardo Semler became boss of his father's business in Brazil, Semco, which sold parts for ships. Knowing his son was still young, Semler senior told him, 'Better make your mistakes while I am still alive.' Semler junior worked like a madman, from 7.30a.m. until midnight every day. One afternoon, while touring a factory in New York, he collapsed. The doctor who treated him said, 'There's nothing wrong with you. But if you continue like this, you'll find a new home in our

hospital.’ Semler got the message. He changed the way he worked. In fact, he changed the way his employees worked too.

He let his workers take more responsibility so that they would be the ones worrying when things went wrong. He allowed them to set their own salaries, and he cut all the jobs he thought were unnecessary, like receptionists and secretaries. This saved money and brought more equality to the company. ‘Everyone at Semco, even top managers, meets guests in reception, does the photocopying, sends faxes, types letters and dials the phone.’

He completely reorganised the office: instead of walls, they have plants at Semco, so bosses can’t shut themselves away from everyone else. And the workers are free to decorate their workspace as they want. As for uniforms, some people wear suits and others wear T-shirts.

Semler says, ‘We have a sales manager named Rubin Agater who sits there reading the newspaper hour after hour. He doesn’t even pretend to be busy. But when a Semco pump on the other side of the world fails and millions of gallons of oil are about to spill into the sea, Rubin springs into action. He knows everything there is to know about our pumps and how to fix them. That’s when he earns his salary. No one cares if he doesn’t look busy the rest of the time.’

Semco has flexible working hours; the employees decide when they need to arrive at work. The employees also evaluate their bosses twice a year. Also, Semco lets its workers use the company’s machines for their own projects, and makes them take holidays for at least thirty days a year. It sounds perfect, but does it work? The answer is in the numbers: in the last six years, Semco’s revenues have gone from \$35 million to \$212 million. The company has grown from eight hundred employees to 3,000. Why?

Semler says it’s because of ‘peer pressure’. Peer pressure makes everyone work hard for everyone else. If someone isn’t doing his job well, the other workers will not allow the situation to continue. In other words, R. Semler treats his workers like adults and expects them to act like adults. And they do.

8 LEADERSHIP

There exist five important qualities of a good business leader. The first is a sense of direction. A business leader needs to know where they are planning to go to and how they are planning to get there. The second point is courage. You need to have the courage to understand, when to make the right decision and how to push yourself forward – otherwise undecisiveness floods in.

Thirdly, communication, because without that you have no ability to take people with you, and there is no point at all in plotting a course, arriving there and finding that you have left the troops behind. The next point is respect. The communication with the people that you are working with and

the respect that you have, whether those are people within the top level of individuals or indeed other people lower down within the organisation, is very important in order to take people with you and to carry everything through.

The last point is emotional intelligence, and that is the sensitivity that you have with the people around you. You are able to understand where they are in the organisation, how they behave in the way that they do within the organisation. You should have the coldness of head to be able to bring the shutters down if you need to.

Speaking about whether great business leaders are born or made, it is necessary to mention that it is a very disputable question. There is plenty of evidence to suggest that there are natural born leaders in life. And yet equally, there is a lot of evidence to suggest that one can learn a great number of those skills. But when you are competing against a natural born leader, the person who has acquired the skills will fail every time. The things that a natural born leader possesses are things like charisma (the natural ability to attract and influence other people), intelligence, tremendous tenacity, the ability to strike a chord with people, a level of natural leadership and power, an innate ability for inspired thinking, the ability to work ahead of the pack, the ability to fight like a cornered rat when he needs to, strategic thinking and ability to work outside the box – those are very difficult skills to learn. People can improve their skill set, but they are unlikely to compete and win against natural born leaders.

9 CHARISMA

TASK

1. Give the definition of charisma in Russian and English. Is there any difference between these definitions?
2. Review the text 'Leadership'.
3. Answer the following questions:
 - Can you think of any famous charismatic people?
 - Who is the most charismatic person you know?
 - In what ways are they charismatic?
 - Are there any dangers connected with being charismatic?
 - Is charisma something you can learn or do you have to be born with it?
 - Is there any simple way to become charismatic?
 - Are charismatic people associated with particular professions?
 - Do you agree with the experts who estimate that charisma is 50 per cent innate and 50 per cent trained?

- Is there any magnetism in charismatic people which is easier to identify with than to explain?

10 TIPS FOR BEING SUCCESSFUL AT A JOB INTERVIEW

1. You shouldn't be late for a job interview.
2. Don't wear fairly casual clothes.
3. Don't panic in order to be able to think clearly.
4. You should show that you are enjoying talking about yourself.
5. It is necessary to be very well prepared for the interviewer's questions.
6. You should maintain eye contact with the interviewer.
7. Don't talk quite negatively about your previous experience.
8. You should have some questions to ask the interviewer.
9. Let yourself visibly relax.
10. Remember to switch off your mobile phone.

YOU SHOULD PREPARE FOR THE INTERVIEW BY MAKING NOTES

ABOUT:

- any relevant experience and qualifications you've got
- qualities that make you a suitable person for the job
- your plans for the future
- any further questions you'd like to ask.

11 QUESTIONS TO DISCUSS

1. Thinking about your future career how can you find out about the different companies and organizations you could work for?
2. What sort of process do you have to go through in order to get a job?
3. Describe ways in which companies find new but experienced employees in your country.
4. Can you think of any other ways they could do this? Explain your ideas.
5. What are the main features that you would look for in a future employer?
6. What are the most important factors that you would look for in a job or career?
7. Some companies develop and run their own training programmes, whilst others engage external partners to help them? What are the advantages and disadvantages of each approach?
8. How can organizations evaluate the success of training and development programmes?

9. Which do you think is easier to evaluate: 'hard skills' training (e.g. IT skills and sales training) or 'soft skills' training (e.g. negotiation and presentation skill training)? Why?
10. How might young people benefit from taking part in apprenticeship schemes? How does this experience compare with going to university?
11. What impact do apprenticeship schemes have on business performance?
12. In your country, how much more than the lowest-paid employee does the highest-paid one earn, do you think? Does this vary between public- and private sector companies?
13. Do directors of listed companies have to declare how much and on what basis they have been paid? Has the amount paid to executives ever caused public outrage or a public enquiry?
14. What kinds of employee benefits do you know of? Which are most popular these days?
15. If you could choose any selection of benefits to suit your lifestyle, what would you choose?
16. What advantages can an employer gain from using a flexible benefit scheme?
17. What is the difference between a bonus and an incentive?
18. Why do employers offer bonus and incentive schemes? What are the advantages and disadvantages for employees?
19. Does your country or city have many different ethnic groups, or is it relatively monocultural? Has this changed much over the last few years?

2 'Modern communications technology is designed to keep us too busy to actually see anyone.'

Paul Mendez, psychologist

E-mails

1. Informal e-mail

Hi, Tom

I don't know what you're up to this Sunday, but if you are at a loose end, come over to my place. We are going to have a barbecue.

Maz

2. Formal e-mail

- Be careful to type in all e-mail addresses accurately
- Bcc means 'blind copy' (a copy will be sent to this person, but other people will not know this).

To: tom.hunt@promoworld.com

From: Harry King
Cc: mary.fowler@audiovision.com
Bcc: claudia.stahnke@audiovision.com
Subject: Friday's meeting

Tom

Just to confirm that we will be able to attend the meeting next Friday. I'll be with our director, Mary Fowler.

Harry

3. This style of e-mail is similar to a standard business letter. The ending can be the less formal *Best wishes* or *Best regards* or the more formal *Yours sincerely*, depending on how well the writer knows the recipient.

To: John Waters (John.Waters@sitko.com)
From: Peter Lewis
Subject: Extension of business agreement

Dear Mr Waters

It was very good to see you again at our meeting in Paris on 17 July. I hope you had a safe journey home afterwards.

We agreed that your company will continue to represent us and to promote the full range of our services throughout Europe, the Middle East and North Africa for three years, with effect from 1 August. During this period, we expect to see an increase of at least 15% in the value of business we do in this region.

We look forward to continuing to develop our business in the region in association with yourselves.

Best wishes
Peter Lewis
Managing Director
Tour Professional Services
397 City Lane
London EC2 3RW

12 WORKING ACROSS CULTURES. COMMUNICATION STYLES

Verbal communication. The first example is silence and how comfortable people are with silence. East Asian and Arab cultures are generally quite comfortable with silence. However, Anglo-Saxon cultures don't feel happy with long pauses in the conversation.

The second example is the acceptance of interruption between speakers. This is seen differently among different cultures. Generally, we can say that East Asians, Americans and Northern Europeans are not comfortable with interruptions. They prefer to have as few interruptions as possible during conversations. It doesn't mean that people in these cultures don't interrupt. However, in these cultures, people who interrupt frequently are regarded as rude. But if we look at Southern Europeans and Latin American cultures they are quite comfortable with interruptions. They even see it as positive engagement. They can see cultures which remain quiet as being rather formal or cold.

Non-verbal communication. Body language and gestures can provide challenges for staff not used to working abroad. The first example is proximity, or how close you stand when talking to people. Now, this really does vary between cultures. There has been some research into this, and apparently East Asian cultures prefer the space between people in conversation to be approximately one metre. However, the Latin cultures of Europe and Latin America prefer less than half a metre. This can cause some strange situations where people from different cultures try to get comfortable during the conversation by moving forwards or backwards. In fact, Venezuelans like to talk to each other standing about 12 centimetres apart. And they like to touch each other to show trust, or to show that the other person is what they call *simpatico*.

The second example of non-verbal communication is the level of eye contact – how much eye contact is normal and when to break it. Some cultures may feel that the other side is not engaging with them and not showing enough eye contact. Other cultures may feel that they are being stared at. Arab and Latin cultures usually have the most eye contact, while East Asians have the least. North Americans and Northern Europeans are somewhere in the middle.

Complete the table with the appropriate cultures.

Communication styles

		Culture
Silence	comfortable -----	East Asian, Arab
	uncomfortable -----	Anglo-Saxon
VERBAL		
Interruptions	seen as rude -----	
	seen as acceptable -----	
	one metre -----	

get down to business. Now very often Western, and particularly American, businesspeople find that very frustrating. For Americans, time is money, and so they will be very keen to get out their sales literature and start exalting the virtues of the product they are trying to sell you. That's why they will try to get on with the agenda as quickly as possible, whereas, particularly in Latin cultures and also in people like Chinese cultures, relationship building is very important. They will entertain you for sure and very often invite you back to their home, and all this before they actually want to sit down and do business with you because, in the Latin culture, they are making judgements about you as an individual, as to whether you are the kind of person that they want to do business with.

It is necessary to mention that some people are better suited for international business than others. The aim of companies is to select people for international business and business assignments, purely based on their skill set. If you are the best civil engineer or the greatest IT consultant in the business, it is often thought that this fully equips you to be the best person to conduct that business internationally. Clearly those skills are very important, but they have to be underpinned by a number of personal traits that make you a more effective international businessperson. Some of those traits are adaptability and flexibility. You have got to be prepared to adapt the way that you do business or adapt your expectations or your needs, to meet the needs of the culture of the people that you are doing business with. Flexibility is obviously very important. You've got to be prepared to actually change the parameters with which you were intending to do business.

Moreover, one of the most important things for communication is being a good listener. It is extremely necessary to pay more attention when speaking to somebody in your own culture to make sure that you have understood quite clearly what is being said. One of the things that we always say to people is that, to be very sure that you have actually heard what you think you've heard. There are some steps you can take. It's always a very good idea to get the individual to repeat what has been said. It may seem very tedious to you, but actually it is very important to make sure that you haven't made mistakes.

One of the key features of the successful international businessperson is to be non-judgemental. For instance, if you are coming from an Asian culture to try and do business with a Western culture, for certain the way that people do things will be fundamentally different – the hierarchy, the structure, the decision-making process, the seniority and the influence of the people you are doing business with – will be fundamentally different.

You may not agree, you may not approve of the way that business is done in another culture; but the way that people do business in that culture is a result of many years of development and so you have to be accepting, that it may be not to your liking and it may be different, but it's not wrong.

15 COMMUNICATING ACROSS CULTURES

Communicating across the cultural divide

Until quite recently, company leaders who worked closely with foreign colleagues either travelled regularly or were transferred overseas. But the world of work has changed dramatically. Now, many managers regularly interact with foreign clients, vendors or fellow employees without ever leaving their offices.

For instance, an HR manager in London may, on the same day, talk with a colleague in Asia and a customer in the US. Or a software developer in Dublin can pass on an around-the-clock software project each afternoon to a colleague in California, and get it back the next morning from a colleague in Bangalore.

This increased interaction with colleagues in other countries can result in a dramatic contrast in styles, cultures and expectations. That, in turn, makes it more important to ensure your organisation has access to the interpersonal and management skills needed to be effective in the countries in which it operates.

Research from global HR consulting firm Personnel Decisions International (PDI) suggests that there are significant differences in core personality traits between business leaders from different countries.

PDI examined responses on its global questionnaire from nearly 7,500 managers and executives in more than 500 organisations across 12 countries. The survey looked at 39 specific traits that make up what industrial psychologists call ‘The Big Five’ – emotional balance, extroversion, conscientiousness, agreeableness and openness to new experiences.

Chief among the research findings is the fact that agreeableness and emotional balance account for the biggest differences between managers and executives working across different countries.

Business leaders in the UK had among the lowest scores on agreeableness – the tendency to seek group harmony – and received average scores in emotional balance. Executives in the UK, as well as other EU countries including Germany and the Netherlands, scored high on extroversion, meaning they like to work in groups.

In contrast, managers and executives in countries such as Saudi Arabia and Japan are more concerned about maintaining group harmony, and seem more in touch with their emotions and feelings, but they are less inclined to speak openly.

Given increased international interaction and big differences in styles and cultures, it is important for you to be able to match your personal and communication styles with those of colleagues in other countries.

‘Without realising it, you may not put as much emphasis on group harmony, so you are at risk of coming across as more abrupt or non-caring to managers in countries such as Japan or Saudi Arabia,’ says Simon Callow, Vice-President and Managing Director of PDI UK.

And there are other differences. A brainstorming session is a common exercise in the UK, where open group discussion is accepted. However in China, executives scored low on extroversion, preferring to work on problems alone rather than with others. If you propose a brainstorming session with Chinese colleagues, you could be met with great resistance, meaning your effort is likely to be a waste of time.

To be successful when working across cultures, you need to recognise the differences in cultural behaviours and personality traits so you can learn how to adapt your behaviour and your communication style.

Be ready to discuss the following questions.

- 1 In what way do you think working internationally has changed in recent years?
- 2 What personal skills and qualities are important if you want to work successfully with people from other cultures?
- 3 What examples can you think of where differences in communication styles might cause problems when working across cultures?

Choose the statement that expresses the ideas in the text most accurately.

- 1 Europeans find it hard to work with people from the Middle East and Asia.
- 2 You need to adapt your behaviour and communication style when working across cultures.
- 3 Maintaining group harmony is the most important quality needed by international managers.

Read the text again and answer these questions.

- 1 In what ways has the world of work changed in recent years?
- 2 How are some international software development projects run nowadays?
- 3 What is the result of increased interaction between colleagues from different countries?
- 4 What do organisations need in order to be effective in different countries?
- 5 What research did PDI carry out?
- 6 How big was PDI’s survey?
- 7 What are the ‘Big Five’?
- 8 What was one of the most important findings from the research?
- 9 How did managers from the UK score on the research?
- 10 How did managers from Saudi Arabia and Japan score?
- 11 What can happen when British managers come into contact with managers from Saudi Arabia or Japan?

12 What is one potential problem when British people work with the Chinese?

16 TIM COLLINS GOES TO SAUDI ARABIA

Tim Collins, Sales Manager, travelled to Riyadh to present his company's TV sets to Karim Al-Jabri, President of a retail group.

The meeting, arranged for Monday, was postponed two days later, when Collins finally met Al-Jabri, he was surprised that several other Saudi visitors attended the meeting.

He turned down Al-Jabri's offer of coffee, and when asked about his impression of Riyadh, said that he had been too busy dealing with paperwork to see the sights.

During the meeting, Al-Jabri often interrupted the conversation to take telephone calls. Collins wanted to get down to business, but Al-Jabri seemed to prefer to talk about English football teams. When Collins admired a painting on the office wall, Al-Jabri insisted on giving it to him as a gift. Collins was very embarrassed.

Two days later, Collins presented his company's new products. A large number of staff attended and asked technical questions which Collins couldn't answer. The following day, Collins asked Al-Jabri if he wanted to place an order for the TV sets. 'If God pleases,' was the answer. Collins thought that meant 'Yes'.

Collins didn't secure the contract. When he e-mailed Al-Jabri a month later, he was informed that Mr Al-Jabri was away on business.

TASKS

1. Tim Collins made several mistakes because he lacked knowledge of the local business culture. Note down his mistakes.
2. Draw up a list of advice you would give a visitor like Tim Collins.

17 MARTIN VISITS JAPAN

Carson Martin, managing director of a Canadian golf equipment company, travelled to Osaka to meet Yasuo Matsumoto, General Manager of a sports goods business.

Martin arrived punctually for his meeting with Matsumoto. He hoped it would be with Matsumoto alone, but some of Matsumoto's colleagues were also present.

After introductions, they exchanged business cards. When Martin received Matsumoto's card, he put it away in his wallet. However, Matsumoto examined

Martin's card closely for some time.

After a short discussion, Martin said, ‘Well, are you willing to be an exclusive agent for us or not?’ Matsumoto looked embarrassed, then he said, ‘It will be under consideration.’ Martin wasn’t clear what Matsumoto meant. Matsumoto went on to say that he had to consult many colleagues in other departments before they could make a decision.

After the meeting, Matsumoto invited Martin to join him for dinner. Matsumoto complimented Martin on his ability to use chopsticks. Later, Martin gave Matsumoto two gifts: a guide book for Ontario, Canada, wrapped in red paper, and a bunch of beautiful white water lilies for his wife. ‘I hope they appreciate my gifts,’ he thought.

He didn’t hear from Matsumoto for some while. However, six months later he received an e-mail from Matsumoto: ‘Please return to Osaka as soon as possible.

We would like to meet you to discuss the agency agreement.’

Read the case and be ready to discuss it.

1 Why was Martin disappointed when:

- a) he first entered Matsumoto’s office?
- b) Matsumoto said, ‘It will be under consideration’?
- c) Discuss Martin’s mistakes using the following expressions. Translate the following expressions:

1. To break the ice
2. To be thrown in at the deep end
3. To see eye to eye with smb. about smth.
4. To get into hot water with smb.
5. To put one’s foot in it
6. To get on like a house on fire with smb.
7. To be like a fish out of water
8. To be a real eye-opener

18 SVEN SELIG TRAVELS TO BRAZIL

Sven Selig, Chief Executive of a retail store group in Denmark, went to Sao Paulo to discuss a joint-venture project with Pedro Oliveira, owner of a shoe manufacturing firm. On his return, he talked about his visit with a colleague.

‘I felt a bit out of my depth while I was there. I am not sure I can work with Pedro Oliveira, we are very different. I set up the appointment with Pedro two weeks before and when I got to Sao Paulo, I confirmed by phone. There was a heavy thunderstorm that day. I arrived on time, but Pedro wasn’t

there. He turned up over an hour later, said something about traffic delays because of the storm, then shook my hand warmly, grabbed my arm and led me into his office.

Next thing, he offered me a cup of very strong coffee. I thanked him, but said no, I'd already had two cups of coffee at my hotel. Then he said, 'We are very proud of our coffee here in Brazil.' I wondered if I'd made a mistake to refuse his offer.

Anyway, instead of getting down to business, he called three colleagues into the office. During the next hour, we talked about everything except business – football, the thunderstorm – and they asked me lots of questions about my family, life in Denmark and so on. I got a bit frustrated, because I was impatient to start.

Anyway, it was lunchtime, so we went to a local restaurant. Great food, but no talk of business. So I asked them about the crime rate in Brazil, the Amazon rainforest and what sort of government they had at the moment, but I'm afraid the topics didn't generate much discussion. They just didn't seem to want to talk about those things. But we did have a more lively discussion when we started comparing food in our two countries. Food is always a good topic of conversation when you are abroad. We left the restaurant over two hours later, and then we all went to a business club. We played snooker until about six o'clock. It was very enjoyable, I must admit. As I was leaving to go back to my hotel, Pedro put a hand on my shoulder and said he hoped I'd enjoyed the day, which was wasted, I think.

The second day things didn't go better. I was meant to give my presentation at ten in the morning. But his secretary phoned and told me the meeting was put off until two in the afternoon.

Pedro invited quite a few of his colleagues to attend the presentation. That was OK, but they kept on interrupting me during my talk, asking lots of questions – I became very impatient. I suggested they ask their questions when I'd finished. I don't think that went down well because they didn't ask many questions at the end.

In the meeting afterwards, Pedro didn't stick to the agenda. The government had just announced a new tax policy, and they spent most of time discussing this and getting quite emotional.

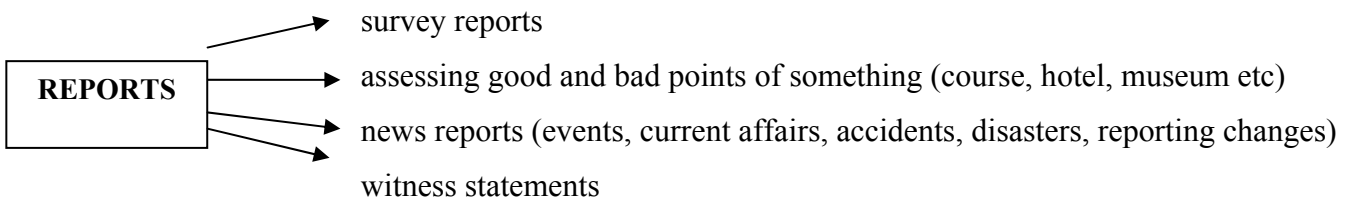
At times they raised their voices to each other, I was really shocked. It was late in the afternoon when Pedro was ready to talk about the first item on the agenda. But I had to leave, as I'd arranged an appointment with someone at the embassy. I apologised that I had to rush off. Pedro just said to me, 'You know, Sven, meetings in our country can last a long time.' Then he put his arm around my shoulder and said, 'You must come to dinner tomorrow night at my home. My wife is a wonderful cook.'

I really enjoyed the meal, it was very lovely, and they made me very welcome, but I'm not sure I can work with Pedro. He's a nice guy, but our ways of doing business are so different. I felt constantly frustrated during the visit, and after going all that way, I don't feel I accomplished anything.

Read the text and answer the questions.

1. What topics of conversation did Selig and Oliveira talk about..
 - a) during the meeting?
 - b) at the restaurant?
2. What mistakes do you think Selig made?

19 SURVEY REPORTS



<ul style="list-style-type: none"> • Reports are pieces of factual writing. They are normally based on some kind of research. There are quite a few types of reports such as: survey reports, reports assessing good and bad points, news reports, witness statements etc. • When writing a survey report or a report assessing good and bad points, sub-headings should be used to mark the beginning of each new section. • News reports do not include sub-headings but have a clear layout as well as an appropriate heading. • The style is usually formal and impersonal in all types of reports except witness statements, which can be less formal. 	<p>Remember that formal style includes:</p> <ul style="list-style-type: none"> ◆ impersonal not colloquial or chatty language ◆ only facts not irrelevant details ◆ use of reporting verbs and passive voice ◆ no use of short forms <ul style="list-style-type: none"> • Witness statements do not require headings or sub headings, just a clear layout. The style can be informal. • Before we start writing a report it is important to think about the type of report it will be, in order to use the appropriate layout and style.
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Survey Reports	Assessing Good and Bad Points	Witness statements	News Reports
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<p>INTRODUCTION state purpose and content of your report or summarise the most important results of the survey</p>	<p>INTRODUCTION state purpose and content of your report</p>	<p>INTRODUCTION set the scene – (time, place, people involved in the incident)</p>	<p>INTRODUCTION summary of the event time, place, people involved</p>
<p>DEVELOPMENT summarise your information under suitable sub-headings</p>	<p>DEVELOPMENT summarise each point giving both positive and negative aspects</p>	<p>DEVELOPMENT description of the main events and people involved, hypothesis and evidence</p>	<p>DEVELOPMENT description of the main events and people involved, give detailed facts</p>
<p>CONCLUSION make recommendations/suggestions or end with a general conclusion</p>	<p>CONCLUSION general assessment and recommendation</p>	<p>CONCLUSION final result of the incident</p>	<p>CONCLUSION comments, reference to future developments</p>
<p>formal style with sub-headings</p>	<p>formal style with sub-headings</p>	<p>informal style without sub-headings</p>	<p>formal style with a heading but without sub-headings</p>

Writing Survey Reports

<ul style="list-style-type: none"> When reporting the results of a survey the figures gathered should be included either in the form of percentages or proportions. <ul style="list-style-type: none"> Proportions can be expressed by using expressions such as "<i>one in three</i>" or "<i>eight out of ten</i>", or more accurately in the form of percentages (15%, 62% etc). Less precise expressions, such as "<i>the majority, a minority, a large proportion, a significant number, a small number, by far the largest proportion etc</i>" can 	<ul style="list-style-type: none"> Generalisations can be made, about the facts and figures contained in a report, this can be done by: <ol style="list-style-type: none"> stating the facts and then making a generalisation e.g. 64% of the population now holiday abroad. This suggests/implies/indicates that people are generally better off than they were ten years ago. making a generalisation and then stating the facts e.g. People are generally better
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also be used and are less likely to bore the reader than percentages and figures.

off than they were ten years ago. This is illustrated/demonstrated indicated/shown by the fact that 64% of the population now holiday abroad.

РАЗДЕЛ 2 ДЕЛОВЫЕ КОММУНИКАЦИИ В СФЕРЕ ТУРИЗМА**1 BOOKING. RESERVATION**

I'd like to make a reservation

For what date?

Would you be kind enough to reserve a room (a ticket)?

Your early confirmation would be appreciated

What would you like to reserve?

How many stars would you like?

I'd prefer hotel of three-plus

We need two rooms for one week

What's the room rate?

The cheaper the better

What meals would you like?

I'd like to include breakfast and supper

Your hotel is situated near the subway

Your room looks on the sea

How will you be paying?

Your room will cost... per night (a night)

Is it possible to book a transport?

Can we plan our movement around the city?

We would like to reserve a car from the airport

What hotel are you staying at?

What can you recommend?

Should we deliver them?

Where can I get clothes cleaned and ironed?

Where is the hotel situated?

Give me the room key, please

There is a room reserved for us

Are there all facilities- a bath, air conditioner, TV, phone and fridge in the room?

Is there any cheaper room?

Is it possible to book a room in the Hilton hotel?

May I leave this in safe?

What floor is the room on?

Wake me at seven, please

How much does the single room with full pension cost?

Where will you be flying?

Is it a transfer flight?

Is it a direct flight?

How much is the ticket?

Do they serve food?

How long is the flight?

Is there any discount?

Please, reserve the next flight to London

One business class ticket to London

Where do we land before the final destination?

When is the next flight to Washington?

What flights are to London Heathrow?

Please, check other airlines

How frequent are the flights?

Which aircraft flies to LA?

How early must I be at the airport?

Flight Number AB3502 will take off from Munich airport at 8.30 PM

What is the flight number from Moscow and when will it land?

I'd like to cancel my ticket to London

Cancel this reservation, please

May I have your passport and ticket, please?

Here is my passport

Do you have an e-mail ticket?

No, I have a regular paper ticket, there you go

How many pieces of luggage do you have?

Here is my luggage, four pieces in all

All items of luggage will be X-rayed before being brought on board

Do you use full body scanners?

Are these items liable to duty?

Would you like a window or aisle seat?

I'd like a window seat so I can see the takeoff and landing

Here is your ticket, sir. Have a nice flight

What is the purpose of your visit?

It's a pleasure trip

It's a business trip

I'm travelling around the world

2 DIALOGUE PHRASES

Part 1

Greeting people

Good morning

Good afternoon

Good evening

Hello/Hi

How are you? – I'm fine, thank you, and you? – I'm fine, thanks.

Introducing people

My name is...

I am...

Nice to meet you.

Pleased to meet you.

How do you do?

John, this is Peter. Peter, meet John.

John, I'd like you to meet Peter.

I'd like to introduce Peter Black.

May I introduce Peter Black?

Let me introduce Peter Black to you.

Starting a conversation

Excuse me, is anyone sitting here?

Is this seat free?

Is this seat taken?

Excuse me, am I not interrupting?

Excuse me, could you tell me the time?

Have you been here before? I'm new here.

Excuse me, haven't we met before?

Peter, is that you? We haven't seen each other for ages.

Lovely day, isn't it? – Yes, it is.

Dreadful weather, isn't it? – Isn't it awful?

Saying goodbye

Well, it's been nice talking to you.

OK, see you on Sunday.

I'm sorry, I must be going.

Bye, bye, take care.

Goodbye. /Bye.

See you. /See you soon. /See you on Monday.

Have a nice time. /Have a good weekend.

Don't forget to drop me a line!

I'll call you.

Give me a ring some time!

Taking part in a conversation

Could you repeat that, please?

Sorry, I didn't catch what you said. Could you say it again, please?

I'm not sure if I understand. Could you explain that, please?

I don't quite see what you mean.

What do you mean by 'funny'?

What does 'file' mean exactly?

Could you spell your name, please?

Could you give an example?

By the way, ...

That reminds me...

Excuse me, I'd just like to say that...

May I come in here?

May I say something?

That's right, but don't you think that...

If you are not sure...

Well, ... (I'm not quite sure...)

You see, ...

Actually, ... /In fact, ...

What I mean is...

The point is...

Let me think, ...

How shall I put it?

Frankly speaking, ...

Information*Getting*

Could you tell me where I can find a phone box?

Excuse me, do you know what this machine is for?

I wonder, if you could help me. When does the evening performance end?

Excuse me, what size is this jacket?

Does this bus go to Victoria station?

Do you know where I can cash some traveler's cheques?

Where could I try this jacket on?

Informing

Yes, of course. It's just round the corner.

I'm afraid, I don't know. Try the Information Centre.

Ask the man over there – he'll help you.

I think there is a bank down this road.

Well, let me think...

Refusing

I have no idea, I'm afraid. I've never used it myself.

I'm sorry, I really don't know. I don't live in this area.

I can't tell you, I'm afraid. I'm a tourist myself.

I'm afraid I can't help you. I don't work here.

How to give directions and instructions

What should I do to borrow a book from this library?

Could you tell me how to operate this cash machine?

Excuse me, how does this payphone work?

Excuse me, how do you prepare this dessert?

How do you make this thing work?

Do you know how to fill in this form?

You press this button and then a red light appears.

Don't forget to put a coin in the slot.

First lift the receiver, then dial the number.

You fill in this form, then you go to the counter.

Be careful – don't touch the handle.

When you see your number displayed, approach the counter.

3 ARCHITECTURE STYLES

Tell about a city architecture style using the following phrases

Part 1

1. Architectural styles
2. Styles of architecture
3. Modern architecture
4. Famous architecture
5. Contemporary architecture
6. Art nouveau architecture
7. Japanese architecture
8. Chinese architecture
9. Modernist architecture/modernism/modernistic style/modern type of architecture
10. Post-modernism
11. Gothic style
12. Gothic Revival (influenced by English romanticism)
13. Georgian style (in honour of the first 3 monarchs of England named George)
14. Colonial style
15. Artwork Deco/Deco style/Artwork
16. Italianate style
17. Mansardic style
18. Stick style
19. Shingle style
20. Colonial Revival
21. Craftsman style
22. Tudor and Victorian architecture
23. Shingle Victorian style (American)
24. Baroque
25. Masterpiece of the Baroque
26. Architecture of the Exterior and the Interior
27. A spectacular example of Baroque architecture
28. The new style of art
29. The Baroque style of art and architecture
30. The epoch of the Renaissance
31. An integral part of European architecture
32. The most important example of the Petrine Baroque

33. Architectural landmark
34. Unique architectural legacy of the three centuries
35. The grand ensemble of

Part II

1. A change in the style of construction became especially noticeable
2. The architectural conception of the interior (exterior)
3. The spectator is impressed by proportional spaces
4. The effect of grandeur and movement is created by the profusion of highly artistic mouldings made of white stucco - a fine plaster composed of lime, gypsum and other materials of the sculptor's own choice
5. The fortress (palace, cathedral) was founded in...
6. The reconstruction of the fortress in stone
7. Under the supervision of a famous architect
8. A new up-to-date trend
9. Spectacular sculptures and reliefs
10. The interior is remarkable for its whole beauty
11. The interior decoration
12. The frescoes represent episodes in...
13. The walls above the altars are richly decorated by reliefs representing religious motifs
14. A spectacular example of ... style (architecture)
15. Architecture of the Exterior (the Interior)
16. The sculptors (architects) were influenced by...
17. Rich sculptural decoration consisting of marvelous reliefs and expressive figures
18. The principal facade
19. The Baroque architects used to design majestic and decorative domes that would concentrate all the parts of a building around a single centre
20. The architectural fashion was changing

4 ENGLISH SPEAKING COUNTRIES

1 Fill in the table:

The USA Great Britain Canada Australia Ireland

Capital

Largest cities

Rivers

Mountain ranges

Highest mountain

Seas

Lakes

Landmarks

Important holidays

Animals

Plants

Leisure activities

Food

Drinks

2. Which countries does it belong to?

Stonehenge*the Niagara Falls* the Grand Canyon*Ayers Rock*the Statue of Liberty*Westminster Abbey*Loch Ness*Twelve Apostles*the Great Barrier Reef*

The Empire State Building*Mount Rushmore*Millennium Bridge*Snowdonia*Cork*the Frazer National Park*the Drumcliffe Cross

3. Write an essay on the following topic:

1. What way of travelling do you prefer? Why?
2. Travelling broadens the mind and it is the greatest form of education. Prove it.
3. If you had a visitor from abroad, which places in Russia and in your home area would you like to show? What can you tell about those places?
4. Do you think that going on a package tour is the best way of visiting foreign countries? Why?
5. If you had enough money to travel wherever you wanted, where would you go? Why?
6. What are the advantages and disadvantages of hitchhiking? Have you ever hitchhiked?
7. What are the problems you may encounter during your holidays?
8. "It's better to travel than to arrive." Do you agree with this proverb?

4. Choose one country of the EU (except Belgium and the Netherlands).

Write down about the country according to the plan (look the material about Belgium).

Full name:

Population: etc.

5 EUROPEAN UNION COUNTRIES

Which country is the most attractive tourist destination?

Belgium	the Czech Republic
Germany	Estonia
Italy	Bulgaria
Luxembourg	Romania
The Netherlands	Croatia
France	
United Kingdom (limited membership)	
Ireland (limited membership)	
Denmark	
Greece	
Spain	
Portugal	
Austria	
Finland	
Sweden	
Hungary	
Cyprus	
Latvia	
Lithuania	
Malta	
Poland	
Slovakia	
Slovenia	

CANDIDATES OF THE EUROPEAN UNION

1. Iceland
2. Former Yugoslav Republic of Macedonia
3. Serbia
4. Turkey
5. Montenegro

OTHER EUROPEAN COUNTRIES

1. Albania

2. Andorra
3. Armenia
4. Azerbaijan
5. Belarus
6. Bosnia and Herzegovina
7. Georgia
8. Liechtenstein
9. Moldova
10. Monaco
11. Norway
12. Russia
13. San Marino
14. Switzerland
15. Ukraine
16. Vatican City State

6 TOP CITIES

Have you ever walked around a city and thought, ‘this is Paradise’? Or maybe, ‘this is the ugliest, most polluted, dangerous, frightening place I’ve ever been to and I can’t wait to get out’?

Most of us have. And that’s why most of us like to know about the place before we go there. One thing we can do is to read a good guide book. Another is to look at a new survey conducted by William Mercer, one of the world’s largest Human Resources consultancies.

Mercer decided to judge some of the world’s great cities. They produced their results by giving marks for various criteria. These included political, economic and social environment, healthcare, educational provision, recreation and transport infrastructure.

So, which are the best cities to live in, and which should we avoid? In joint first place were Vancouver, Berne, Vienna and Zurich while Sydney, Geneva, Auckland and Copenhagen came second. Swiss cities occupied three of the top ten places, making it the single most successful country of all those surveyed.

New York was used as the base city with a score of 100, which put it in the 50th place. Overall, US cities suffered because of high crime rates. The highest ranked US city was Honolulu with 104 points.

For Londoners, the news wasn't too bad. London was slightly ahead of New York with 101.5. The report named London's good international relations as a positive point. Its poorest scores – six out of ten – were awarded for its climate and traffic.

Bottom of the list was Brazzaville, in the Congo, where there has been a civil war for many years.

Mayor of London said it was unfair to compare large international cities with small cities since the smaller ones were far easier to run. 'You have to look at cities of five million people plus. On that basis we are much better than Tokyo and New York,' he said.

7 EATING OUT IN PARIS

A tremendous range of food is available in Paris, from the rich meat dishes to the light, flaky pastries for which France is famous.

French cuisine is a still evolving art. Traditional French cooking is butter-based and centres on meat, poultry and fish. Today, however, the chefs of many Parisian restaurants are becoming more interested in regional food and in simple, home-style fare which relies on fresh, seasonal ingredients. French cooking tends not to be highly spiced, although fresh herbs like chives and parsley are essential ingredients in the sauces that accompany most savoury dishes.

One of the most enjoyable aspects of Paris is the diversity of places to eat. Bistros are small, often moderately-priced restaurants with a limited selection of dishes. Brasseries are larger, bustling eateries with immense menus, and most serve food throughout the day and are open late. Cafés (and some wine bars) open early and the majority close by 9 p.m. They serve drinks and food all day long from a short menu of salads, sandwiches and eggs. At lunch most offer a small choice of hot daily specials.

The waiter usually takes your choice of entrée (starters or first course) then the plat (main course). Dessert is ordered after you have finished your main course unless there are some hot desserts which have to be ordered at the start of the meal. In most restaurants you will be asked if you would like a drink before ordering food. A typical aperitif is kir (white wine with a blackcurrant liqueur). Spirits are not generally drunk before a meal in France.

The first course generally includes a choice of salads or vegetables or pate. Small fish dishes like smoked salmon, grilled sardines, herring, shellfish or oysters are also on offer. Main dishes usually include a selection of meat, poultry or fish served with French fries and vegetables. Highly recommended are moules marinières (mussels steamed in wine), and 'chevre tie de sur un lit de salade' (grilled goat's cheese with a mixed-leaf salad).

Prices vary from extremely economical to astronomical. Many places offer a formule or fixed-price menu, especially at lunch, and this will almost always offer the best value. If you want a greater choice of dishes, go for the a la carte menu.

Remember that a bottle of wine will increase the size of your bill significantly and that coffee usually carries an extra charge.

Prices usually include service. Although you do not have to leave a tip, it is common to do so and is based on 5-10% of the total.

Task

Read and translate the text. Be ready to answer the questions and discuss the issue.

8 COFFEE THERAPY

What your coffee says about you

What kind of coffee do you drink? Cappuccino? Irish coffee? Black coffee? A recent psychological study claims that there is a connection between the type of coffee you drink and your personality. Learn what different coffees mean, and use this information to analyse your friends, business associates, family and neighbours. This will give you a competitive advantage.

DECAF COFFEE (decaffeinated coffee)

Decaf coffee drinkers have a strong need to have some control in their lives, and they need to be in the driving seat at all times. They also hate feeling any form of dependence – especially on drugs, such as caffeine.

INSTANT COFFEE

Instant coffee drinkers are pathologically lazy. They cannot abide hard work and will do anything to avoid messing around with complicated instruments and machines such as coffee percolators. They love the fact that making a coffee consists of merely throwing in a spoon of coffee and chucking some hot water over it.

WHITE COFFEE

Coffee drinkers who succumb to the temptation of the ‘white liquid’ (milk) are often weak-willed people who suffer from self-destructive tendencies.

BLACK COFFEE

Black coffee drinkers care little for fads and are more concerned about integrity and honesty. They like a challenge, and they are fast thinkers, fast movers and fast talkers.

ESPRESSO

This is the classic, dark Italian coffee that has a rich flavour and smoky aroma. Drink it Italian-style by knocking it back in one or two gulps, giving yourself third-degree burns to the tongue.

Espresso coffee drinkers are traditionally stubborn, although the modern trend is to be more open to argument and disagreement.

CAFFE LATTE

This coffee is a classic Italian drink, made with a small cup of freshly-brewed espresso and topped up with hot milk. It is also known as ‘café con leche’ in Spain, ‘café-au-lait’ in posh cafes in England (and ordinary ‘cafes’ in France), and ‘milky coffee’ to your average English person.

Caffe Latte drinkers have a happy-go-lucky nature. They are jolly, full of good humour and often to be heard cracking jokes at other people’s expense.

CAPPUCCINO

This drink is made from one-third coffee, one-third milk and one-third froth. Make your own froth by heating milk in a pan and then whisking briskly with a fork. Pour the frothy milk onto your hot black coffee. Sprinkle chocolate powder or cinnamon on top for added colour.

Cappuccino drinkers are authentic people who enjoy all the ups and downs life tosses their way.

MOCHA

This novel form of coffee is created by mixing together a cup of coffee and a cup of hot chocolate. Inexperienced drinkers may like to soften the taste by adding cream on top.

Mocha coffee drinkers have little concept of time and money, and have an inability to administer their own finances.

IRISH COFFEE

This original method of disguising the taste of coffee involves the addition of coffee, whiskey, sugar and cream. Pour the cream over the back of a teaspoon to demonstrate your high level of cultural awareness. Irish coffee drinkers have an aggressive streak which tends to manifest itself after 52 glasses of the drink.

SIPPERS AND GLUGGERS

Psychologists have identified two distinct drinking styles: sipping and glugging.

‘Sippers’ tend to approach things cautiously and with trepidation, particularly new relationships, jobs and types of food. ‘Gluggers’ have few inhibitions in life and will happily jump in where others fear to tread.

CUPS AND SAUCERS

Coffee drinkers’ accessories can also give us many clues to a person’s personality.

Those who use saucers overwhelmingly have a history of insanity in the family. After all, who would be stupid or crazy enough to bother with those silly little plates? Plastic cup coffee drinkers are too busy thinking about their own lives to notice that they are drinking from plastic.

SWEET COFFEE

People who heap sugar into their coffee are either suffering from acute absent-mindedness, or have an inability to say “no”. Sweet-coffee drinkers traditionally have low self-esteem and can only boost their confidence through the use of sugar.

9. A CAFÉ OR RESTAURANT

Choose a café or restaurant using the following lexis:

Cosy atmosphere	Cold, dark and tacky
Reasonable price	Sticky tables
Tasty food	Self-service
Attractive and polite waiters	Unbearable atmosphere
Slow service	Low prices
Modern but too loud music	Boring music
Various cuisines	Mediocre food
Elegant décor	Lazy waiters
Quiet music	National cuisine
Warm atmosphere	Slow service
Condescending waiters	The prices are unpredictable
Well-cooked and well-served dishes	Crazy music
The prices are too high	Tense atmosphere

10 TOURIST DESTINATION

LONDON

London is the capital of Great Britain, its political, economic and commercial centre. It is one of the largest city in the world and the largest city in Europe. Its population is over 8 million. London is one of the oldest and most interesting cities in the world.

Traditionally it is divided into several parts: The City, Westminster, the West End and the East End. They are very different from each other and seem to belong to different towns and epochs.

The heart of London is the City, its financial and business centre. Numerous banks, offices and firms are situated there, including the Bank of England, the Stock Exchange and the Old Bailey. Few people live there, but over a million people come to the City to work. There are some ancient buildings within the City. Perhaps, the most striking of them is St. Paul’s Cathedral, the greatest of English churches. It was built in the 17th century by Sir Christopher Wren.

The Tower of London was founded by Julius Caesar and in 1078 rebuilt by William the Conqueror. It was used as a fortress, a royal palace and a prison. Now it is a museum. The White Tower was built between 1078 and 1098.

Westminster is the historic, the governmental part of London. Westminster Abbey has more historic associations than any other building in Britain. Nearly all English kings and queens have been crowned in Westminster Abbey. Many outstanding statesmen, scientists, writers, poets and painters are buried there: Newton, Darwin, Chaucer, Dickens, Tennyson, Kipling etc.

Across the road from Westminster Abbey is Westminster Palace, or the Houses of Parliament, the seat of the British Parliament. The Clock Tower of the Houses of Parliament is famous for its huge hour bell, known as 'Big Ben'. It strikes hours in the clock tower at the north end of the Houses of Parliament.

Buckingham Palace is the official residence of the Queen. It is the London home of Queen Elizabeth the Second, the queen of England. It was built in 1703.

The queen of England is protected by Guards in sentry boxes outside Buckingham Palace. The Guard is changed every morning.

Beefeaters, famous for their traditional costume, live in the Tower of London and protect the Crown Jewels. Thousands of tourists visit the Tower of London every year to see the Crown Jewels and the famous Beefeaters. The White Tower was built between 1078 and 1098.

Trafalgar Square is the geographical centre of London. It was named in memory of Admiral Nelson's victory in the battle of Trafalgar in 1805. It is a historical reminder of the great naval admiral Lord Nelson. The tall Nelson's Column stands in the middle of the square. Today the square is famous for its flocks of pigeons and is used as a meeting place for rallies.

On the north side of Trafalgar Square is the national Gallery and the National Portrait Gallery. Not far away is the British Museum – the biggest museum in London. It contains a priceless collection of ancient manuscripts, coins, sculptures and is famous for its library.

Piccadilly Circus is one of the busiest areas in London. It was once known as the centre of the British Empire. In the middle is the famous statue of Eros.

The Post Office Tower or the BT Tower as it is now known is one of London's tallest buildings standing 620 feet high.

Canary Wharf is a huge business complex on the north bank of the river Thames. It is served by its own railway.

Tower Bridge is the most spectacular of the bridges crossing the river Thames. The roadway is raised to allow ships to pass through.

The West End is the richest and most beautiful part of London. It is the symbol of wealth and luxury. The best hotels, shops, restaurants, clubs and theatres are situated there. There are splendid houses and lovely gardens belonging to wealthy people.

The East End is the poorest district of London. There are a lot of factories, workshops and docks in the East End. The streets are narrow and the buildings are unimpressive.

11 WHAT'S ON IN LONDON?

General

Tour around London on a Big Red Bus. Enjoy the views from the top of this famous London Bus, as you learn about the sights from one of our friendly guides. Half-day tour, 25 pounds per person.

London walks

Experience London on foot with one of our specialised walking tours. 5 pounds per two-hour walk.

Camden Market

Camden Market is the perfect place to walk around and visit shops, eat in a local café, buy some arts and crafts and just sit with a coffee and watch London go by. Colourful, fun and cheap – this is real London.

Buckingham Palace

Entrance ticket: 12 pounds per person. Watch the Changing of the Guard outside Buckingham Palace at 2p.m every afternoon.

The London Eye

The Giant Observation Wheel became operational in January 2000. The Wheel is the largest of its kind ever to be built and visitors to London from abroad are delighted by this new way of seeing the city. Tickets: 12.50 pounds, duration 30 minutes.

Theatre

Les Miserables – Palace Theatre 020 7994 5555. ‘This musical has been playing for 18 years, and it is still like going to a first night.’ Eves: 7.30, Mats: Thu and Sat 2.30. Tickets from 40 pounds.

Music

Philharmonic Orchestra

Hear Rachmaninoff's first piano concerto accompanied by the Philharmonic Orchestra Free. The Royal Festival Hall.

Museums and Galleries

Madame Tussaud's – Visit the museum to see their world-famous wax models of famous stars, past and present. A very popular attraction, you might have to wait over an hour to get in. 24.50 pounds.

The British Museum

The museum has outstanding collections that cover world cultures from prehistory to the present day. Free.

The National Gallery

The National Gallery, London, houses one of the greatest collections of European painting in the world, with over 2,300 paintings covering the period from about 1250 to 1900. Free.

Shopping

Shop at Harrods is the most famous department store in the world. Buy exclusive souvenirs for family and friends, and enjoy afternoon tea and wonderful views across London in our sky-view café.

12 DESTINATION PARADISE

CAPE TOWN

The first thing I can tell you about Thabo, my South African guide, is that he is the world's worst driver. From the airport to the heart of the city, he does 100 km per hour, swerving around lorries, motorbikes and taxi-vans crammed with people. The second thing is that he knows everybody and everything about Cape Town. This is good because I am trying to complete Mission Impossible: see Cape Town in just three days.

On the first day Thabo takes me to the posh areas: suburbs with unpronounceable names – Tamboerskloof and Oranjezicht – from where you can watch the sun go down on Africa. The views are stunning. 'This is all very pretty,' I tell him that evening, 'but show me a community. Show me something the tourists never see.' So the next day we go off the beaten track to Cape Flats, the run-down township where the buildings are made of cardboard and corrugated iron. It is the poorest part of the city and it is truly vast – nearly a million people live here, side by side.

Skinny dogs slide out of the way as Thabo zooms along roads of mud and rotting rubbish. Some people wave, others stare. Children run barefoot by the car.

Later that night we walk around the bustling Victoria and Alfred Waterfront, Cape Town's most fashionable area. The contrast from the township couldn't be greater. As we stroll, the smells of cooking drift up from the kitchens – Asian, French, Italian and of course the wild animals of South Africa that end up on your plate. The bars and restaurants are packed, and I soon find out why. Cape

Town is a paradise for gourmets, seafood-lovers and people like me, who just like eating. We go into a charming little bistro, and Thabo tells me I can't leave Cape Town without trying some Cape seafood, so I do. It's delicious.

On my final morning, we spend a tranquil hour sitting outside a café. I gaze at Table Mountain, which forms the backdrop to the city, while Thabo shouts greetings to everyone that passes by. Then we are driving again, experiencing the diverse landscape – sandy beaches, mountain slopes and green valleys unspoilt by tourism. It's a great way to say goodbye to a place I've known only too briefly. I promise myself, and Thabo, that I'll be back.

13 TOURIST DESTINATION

DUBLIN

A Quick Guide

Dublin is over 1,000 years old. It is the cultural and historical capital of Ireland and the birthplace of many of the world's most popular writers and musicians. James Joyce and Oscar Wilde were both born here. But what is it like?

It has always had a reputation as a lively and vibrant city, but since the economic boom of the 1990s, Dublin has got even better. Almost as famous for its lively nightlife as for its history, Dublin now looks more like other European cities, and has, in fact, become one of Europe's most popular destinations.

So, what can you do there?

The first place to go is Temple Bar. It has a great atmosphere, with shops, bars and cafes full of stylish young Europeans.

One of the best things to see is the Book of Kells. This is one of the oldest books in the world (over 1,200 years old!) and you can see it in the Trinity College Library, at the University of Dublin.

Also, you mustn't miss the statue of Molly Malone, the city's heroine. She was a beautiful, young fishmonger who died in 1636. Nobody knows how she died, but a famous song was written about her, and many say you can still hear the sound of her ghost walking the streets.

If you enjoy history, make sure you go to Dublin Castle. This castle, built between 1208 and 1220, lies in the heart of the city, and is surrounded by beautiful gardens.

Don't leave without throwing a coin into the River Liffey. Walk across Ha'penny Bridge, which joins the north and south sides of the city, and throw a coin into the river to bring you good luck.

And finally, you must listen to some live Irish music in Ireland's famous pubs. A lot of pubs have music several nights a week. What is it like? It's fast, exciting and beautiful. Whatever you do in Ireland, you'll certainly 'enjoy the craic' as they say in Ireland, (meaning have a good time).

14 TOURIST DESTINATION

BELGIUM

Full name: Kingdom of Belgium

Population: 10.7 mln people

Capital: Brussels

Area: 30.528 Sq. Km (11.787 Sq. Miles)

Major languages: Dutch (Flamand), French, German

Major religion: Christianity (Catholics-90%)

Life expectancy: 77 years (men), 83 years (women)

Monetary unit: 1euro= 100 cents

Main exports: machinery and electrical equipment, chemicals, vehicles, metals, diamonds

Internet domain: be

Internationally dialing code: +32

Belgium is a constitutional monarchy. The official head of the state is the King Albert the Second.

Prime – Minister – designate – Elio di Rupo (French-speaking socialist).

15 BELGIUM LARGEST CITIES AND TOWNS

Antwerp

Ghent

Charleroi

Liege

Brussels

Schaerbeek

Bruges

Anderlecht

Namur

Leuven

Sint-Jans-Molenbeek

Mons
Ixelles
Mechelen
Aalst
Uccle
La Louviere
Kortrijk
Hasselt

16 TOURIST DESTINATION

THE FORBIDDEN APPLE

New York used to be the city that never sleeps. These days it's the city that never smokes, drinks or does anything naughty (at least, not in public). The Big Apple is quickly turning into the Forbidden Apple.

If you wanted a glass of wine with your picnic in Central Park, could you have one? No chance. Drinking alcohol in public isn't allowed. If you decided to feed the birds with the last crumbs of your sandwich, you could be arrested. It's illegal.

If you went to a bar for a drink and a cigarette, that wouldn't be OK. You can't smoke in public in New York City.

What's going on? Why is the city that used to be so open-minded becoming like this? The mayor of New York is behind it all. He has brought in a whole lot of new laws to stop citizens from doing what they want, when they want. The press are *scandalised*. Even the New York police have joined the argument. They recently spent \$100,000 on a 'Don't blame the cop' campaign. One New York Police officer said, 'We raise money for the city by giving people fines for breaking some very stupid laws. It's all about money.'

The result is a lot of fines for minor offences. Yoav Kashida, an Israeli tourist, fell asleep on the subway. When he woke up, two police officers fined him because he had fallen asleep on two seats (you mustn't use two seats in the subway). Ellie and Serge Schroitman were fined for blocking a driveway with their car. It was their own driveway.

The angry editor of *Vanity Fair* magazine, Graydon Carter, says, 'Under New York City law it is acceptable to keep a gun in your place of work, but not an empty ashtray.' He should know. The police came to his work and took away his ashtray.

But not all of New York inhabitants are complaining. Marcia Duggary, 72, said, 'The city has changed for the better. If more cities had these laws, America would be a better place to live.' Nixon

Patotkis, 38, a barman, said, ‘I like the new laws. If people smoked in here, we’d go home smelling of cigarettes.’

Recent figures show that New York now has fewer crimes per 100,000 people than 193 other US cities. And it’s true – it’s safer, cleaner and healthier than before. But let’s be honest – who goes to New York for its clean streets?

scandalised = shocked/angry

17 TOURIST DESTINATION

SAN FRANCISCO

A Special View

One of the really strange things about San Francisco is the climate. Because of its location on a series of hills, between the Pacific Ocean and the Bay, it has very changeable weather. In fact, it’s the perfect place for someone with very little conversation as there is always something to comment on – especially the fog. One minute it’s a gloriously sunny day, the next there is a blanket of freezing fog. The really weird thing is to find somewhere high up in the city where you can look down on the layer of thick fog where the city should be. We recommend you do this from a bar called “The top of the Mark” at the Mark Hopkins Hotel on Nob Hill. It’s expensive, yes, it’s touristy, yes, but it’s also one of the most incredible views in the world – and their coffee is famous.

A Young City

San Francisco is only 150 years old – something that is impossible to believe when you see how much history there has been: a gold-rush, an earthquake or two, the Beat generation, the hippies, and now it’s the home of the I.T. revolution.

Smelly Animals

San Francisco was once one of the most important ports in the US. Nowadays, the harbour has been transformed into “Fisherman’s Wharf”, which is a tourist area full of fast food restaurants, games machines and street entertainers. You can try some San Francisco specialties of various types of seafood, including clam chowder, a shellfish soup served in a bread bun.

“Fisherman’s Wharf” is also home to one of San Francisco’s real tourist attractions: the sealions. When the port stopped being used, pier 39 was colonized by the animals. They provide a great free show full of loud noises and powerful smells.

Alcatraz

Alcatraz Prison, in San Francisco bay was probably the worst prison in the US.

Many of the prisoners, the really nasty ones, the ones they (the government) wanted to suffer, including Al Capone, were given cells with views of the city across the Bay. They could see

everything and the city was so close, but impossible to reach because of the freezing water, dangerous currents, prison guards and sharks. They had to sit there all day and night and watch one of the most lively and beautiful cities in the world – a place that was built purely for pleasure. It was supposed to be impossible to escape from Alcatraz. But when three prisoners escaped they closed the prison. They were never found. It's assumed they died in the Bay. These days, the prison is another one of San Francisco's tourist attractions, and well worth a visit. Reserve a ticket in advance as it gets very busy.

Silicon

San Francisco's wealth is built on silicon. In fact, it's at one end of Silicon Valley, the home of the world I.T. industry. Many San Franciscans, who are obsessed with their bodies, spend their wealth on silicone (the stuff used for body implants).

Rich

San Francisco is home to some of the richest people in the world, including John Paul Getty, Larry Ellison of Oracle, and Danielle Steele. They all have homes in the Pacific Heights area, with its views of the Golden Gate Bridge, the Bay and Alcatraz. But there is a micro-climate here, which means it's frequently attacked by the fog. Just over the hill is the largely Latino, Mission District. There is another micro-climate here and it's nearly always sunny.

Earthquakes

No one in their right mind would ever have built a city where San Francisco is. There have been two major earthquakes in the last 100 years and these days San Franciscans are waiting patiently for the "Big One" – a really big earthquake that everyone thinks is just about to happen. In 1906 there was an earthquake and fire that destroyed nearly all the city.

China Town

The Chinese came to help build up San Francisco in the 19th century, and were paid nothing. Today, there is China Town with temples, great restaurants and Chinese people everywhere throughout the city. Many of them are very rich now.

Taxi Drivers

San Francisco is home to a very strange social phenomenon: the friendly taxi driver. Unlike taxi drivers anywhere else in Britain or the States, the taxi drivers are actually nice here. And helpful. And happy. If you are not in a rush they take you the long way to your destination, just so you can see their favourite view, but they charge you the same as if you'd gone the quick way. As we say, it's an amazing world – and if the taxi drivers are happy it really must be one of the coolest cities in the world.

Walks

San Francisco is one of the few major US cities where it's easier to walk than drive. It's also got some of the steepest streets in the world – and you soon realise that when you start walking around.

Some of them are so steep that they have steps cut into the sidewalk and driving is a bit like being on a rollercoaster. Cars have to park at 90* angles, just in case their brakes fail. Franklin Street is one of the most famous streets. It has nine hairpin bends.

A Joke

San Francisco is so beautiful that there is a joke in the US about a San Franciscan who goes to Heaven, looks around and says, “it’s OK, but it’s not San Francisco”.

Favourite City

In opinion polls San Francisco is always voted America’s favourite city. New York is exactly how you imagine it to be, but nothing can prepare you for the reality of San Francisco. It’s just too weird, too beautiful and too much fun to describe.

18 DESTINATION PARADISE

COLOMBIA, SOUTH AFRICA, FRANCE

Cali in Colombia is situated some 1,000 metres above sea level and because it is close to the equator it doesn’t experience major climate changes. It is the third largest city in Colombia with over two million inhabitants, many of them recent immigrants from poor rural areas. It can be a dangerous city because of drug-related violence.

Cape Town is the third biggest city in South Africa and is a very popular destination with tourists who go there in part for its Mediterranean-style climate. It was home to many leaders of the anti-apartheid movement and Nelson Mandela made his first public speech there after being released from prison. It can be a dangerous city as it has one of the world’s highest homicide rates.

Corsica is the fourth largest island in the Mediterranean and is located to the southeast of France. It has a Mediterranean climate, with hot, dry summers and mild, rainy winters. Corsica is famous for being the birthplace of Napoleon Bonaparte.

19 DESTINATION PARADISE

CORSICA

Day in, day out, they are always watching: the shepherd on the hillside, the road workers resting under the shade of a tree, the old man on the bench in front of his house, his wife airing the sheets at the window, the boules player next to the war memorial. They hardly move their heads but they see everything. It’s a survival instinct moulded out of two thousand years of dangers coming from across the sea.

The stereotypical Corsican community is introverted, family-based, dignified and shy. The truth behind the stereotype is that Corsicans love Corsica so much that they don't want the outside world to ruin it. Tradition is important; Corsica is one of the last McDonald's-free zones in Europe. It is also simply stunning; the ancient Greeks called it 'Kalliste', meaning 'the most beautiful one'.

The island is famed for its diverse landscape. You can find magnificent mountains, long stretches of Mediterranean coastline, and sick forest almost side by side, as well as charming villages, perfect for long, slow days in the sun. The island belongs to France but it has an atmosphere all of its own.

A good place to start is Ajaccio. In this charming town, you can sit outside the cafés and watch fishermen mending their nets, or stroll in the bustling market which sells delicious seafood and Corsican specialities: *macchia* honey and *brocciu* cheese. Old run-down houses stand proud on the side of the hill, overlooking modern yachts and wooden boats. Stroll along the streets and you will notice something interesting as you gaze at the monuments, the street signs and restaurant names: the town stands in the vast shadow of its greatest son, Napoleon Bonaparte. His influence is everywhere, and in the *Musee Napoleonien* you can see his baptism certificate and his death mask.

Although Napoleon is at the heart of Corsican history, it is Corsica's natural beauty that you'll remember. Fishermen, surfers, sailors and hikers all find everything they need here. And for the less energetic, there is always the pleasure of a wander along some of Europe's most tranquil scenery. Despite the tourists, the island is unspoilt. You won't find any packed nightclubs here, but there are plenty of cosy bars off the beaten track, where you can taste the atmosphere of Europe's own natural paradise.

20 TOURIST DESTINATION

MYSTERIES OF EGYPT

THE PYRAMIDS

The three most famous Egyptian pyramids are in Giza. They were built for the bodies of the pharaohs after they died almost 5,000 years ago. The pharaohs' gold was put with them for the 'next life'. The Great Pyramid is the largest. It is 140 metres high and 228 metres wide at its widest point. King Khufu's body is there. People think that the pyramid shape helped the pharaohs climb to the sky after their death. So how were the pyramids built? That is still not known. Scientists think that over 100,000 men worked for more than twenty years to build the Great Pyramid. More than two million stones were used. The stones were very large and very heavy. How were they lifted to the top?

THE GREAT SPHINX

The Sphinx guards the pyramids. It is twenty metres high and more than seventy-three metres long. The face is four metres high and each eye is nearly two metres long. The Sphinx has the head of King Khufu's son, King Khafre. The body of an animal shows how strong the king was. Experts still can't explain how it was built.

KING TUTANKHAMEN

The Valley of the Kings is near the city of Luxor, in Egypt. The bodies of the most famous pharaohs were put in special rooms there. An Englishman, Howard Carter, searched for years for the place where King Tutankhamen's body was kept. In 1923, he found a large room filled with gold and other beautiful and luxurious things. He took a lot of them away. But Carter and his team paid a terrible price for their discovery. A sign at the entrance promised death to the people who opened it. Carter didn't believe this. But before the year ended, twelve of the twenty scientists from his team were dead.

21 TOURIST DESTINATION

ARCHITECTURE OF POWER

The Great Pyramid is arguably the most accomplished engineering feat of the ancient World. Built to house the body of the dead pharaoh, the base of the Great Pyramid in Egypt is 230 metres squared, large enough to cover ten football fields. According to the Greek historian Herodotus, it took 400,000 men twenty years to construct this great monument. They used 2.3 million blocks of stone, some of which weighed as much as 50 tonnes!

'La Tour Eiffel' in Paris was built in 1889 to commemorate the 100th anniversary of the French revolution. The Industrial Revolution in Europe had brought about a new trend – the use of metal in construction. The tower, built from a lattice made from very pure iron, is light and able to withstand high wind pressures. For 40 years from the time that it was built, it stood as the tallest tower in the world, and still today it is the tallest building in Paris.

The Sydney Harbour Bridge is one of Australia's best known and most photographed landmarks. It is the world's largest (but not the longest) steel arch bridge with the top of the bridge standing 134 metres above the harbour. Fondly known by the Australians as the 'coathanger', Sydney Harbour Bridge celebrated its 70th birthday in 2002, with its official opening in March 1932. Nowadays, a group of twelve people leave every ten minutes to climb to the top of the bridge and admire spectacular views of the city, and out to the Tasman Sea.

The Pentagon, covering 13.8 hectares, is thought to be the largest office building in the world. It takes a person fifteen to twenty minutes to walk around the building once. It was built in five

concentric rings, in record time during the Second World War, in order to relocate employees of the War Department from the seventeen buildings they occupied within Washington D.C.

Built between 1406 and 1420 during the Ming Dynasty, The Forbidden City, also called the Purple Forbidden City, or Gugong Museum in Chinese, is located in the centre of Beijing, PRC. Occupying a rectangular area of more than 720,000 square metres, the Forbidden City was the imperial home of twenty-four emperors of the Ming (1368-1644) and Qing (1644-1911) dynasties. It is one of the largest and best-preserved palace complexes in the world, with over a million rare and valuable objects in the Museum.

Opening on 31st December, 1999, the Millennium Dome was built to celebrate the new millennium. The massive dome is over one kilometer round and fifty metres high at its centre. It covers twenty acres of ground floor space. How big is that? Well, imagine the Eiffel Tower lying on its side. It could easily fit inside the Dome. With its 100 metre steel masts and translucent roof, the Dome was meant to paint a portrait of the nation. Unfortunately, the project became one of the most controversial in Britain, due to its enormous cost, and doubts about how to best utilise the space after 2000.

Hassan II Mosque, in Casablanca, Morocco, was built for the 60th birthday of former Moroccan King Hassan II. It is the largest religious monument in the world after Mecca. It has space for 25,000 worshippers inside and another 80,000 outside. The 210-metre minaret is the tallest in the world and is visible day and night for miles around. The mosque includes a number of modern touches: it was built to withstand earthquakes and has a heated floor, electric doors, a sliding roof, and lasers which shine at night from the top of the minaret toward Mecca.

22 DESTINATION PARADISE

A MAGICAL KINGDOM

Bhutan is a country of about 750,000 people in the eastern Himalayas. Visitors may be surprised how much culture, tradition and nature are all flourishing in this very private country. The Bhutanese people believe that all forms of life, human and non-human, are precious and sacred. Because of this attitude, they live in harmony with nature and their environment remains pristine, with an astonishing variety of animals, birds and plants. The people live in harmony with each other too, with no discrimination of any kind.

In order to safeguard this rich natural environment and peaceful culture, Bhutan has adopted a cautious and controlled approach to tourism. In 2003, there were fewer than 6000 tourists and this number is not expected to increase greatly. No independent travellers are permitted in Bhutan; all tourists must go on a pre-planned, pre-paid, guided, package tour. However, if you make the effort and

manage to get a visa and arrange a trip, you will certainly have a life-changing experience in this magical kingdom.

Bhutan is an amazing country. In the winter it can be up to about 15C in the daytime but you often get subzero temperatures at night. There is a lot of snow in winter, which can make travelling difficult. It's hot in the summer, sometimes really scorching, but it's often very wet too. The best seasons to visit are spring and autumn. Spring is beautiful with wonderful flowers and sunny days. Autumn is fantastic too with mild weather and clear views of the Himalayas.

One of the most popular activities for visitors to Bhutan is to go trekking in the Himalayas. The high mountains and deep valleys are truly spectacular and you can sometimes walk for several days before coming to the next village. You'll see a huge variety of plant life ranging from dense forest to tiny mountain flowers. Trekking is done in organised trips and they provide yaks to carry tourist luggage. They also carry the food and camping equipment, which is all provided. There is always a guide who speaks English and a cook and other assistants to help make the track run smoothly. They are all very friendly so you really don't need to worry about getting lost or anything else.

The changeable climate means that tourists will need an assortment of clothes, including rain gear and good walking boots. The sun can be very strong especially up in the mountains, so it is necessary to have a hat and sunglasses. It can get pretty chilly, even in summer, that's why it is recommended to take warm clothes for the evenings.

Speaking about the local cuisine it is necessary to mention that the Bhutanese eat a lot of meat, dairy products, vegetables and rice. The national dish is a fabulous chilli pepper and cheese stew called *Emadatse*. In fact, chillis are very common in Bhutan and you'll find that a lot of their dishes are flavoured with spicy chilli peppers.

The dates of festivals vary according to the moon. The most popular one for tourists is held in Thimphu, the capital. People dress in their colourful, traditional clothes and there is a lot of music and dancing, including the masked sword dances. All the festivals are important religious events for the people to offer thanks to their gods.

Strings of flags in the mountains are prayer flags. The Bhutanese people are very religious and they use the flags as a way of communicating with the Heavens.

23 TOURIST DESTINATION

CHINA

China is an incredible country with a fascinating culture and a long history going back over 3000 years. China is hugely rich in art and culture, and its food and traditions are well-known around the world. But two aspects of China are less known. Firstly, this vast country has a long history of

inventing things and secondly, in recent years China has started to flourish as an important global economy with ultramodern cities and many booming industries.

It was in 105 AD that papermaking was perfected in China. The first paper was made of silk. It was really the waste from silk making, which they pulped up to make paper. Paper had an enormous impact on China, with paper and then printing people could get information much more easily. Moreover, the Chinese invented quite a few simple but important things. One of the simplest inventions was the wheelbarrow, invented around 220 AD, which meant that enormous loads could be carried by just one person. The Chinese also invented things that we take for granted today, such as silk, porcelain, the kite and even the umbrella.

In the 8th century the Chinese discovered gunpowder and by the 10th century, it was being used to make fireworks, the gun, the rocket and the bomb. It eventually had a huge influence on the whole world. Another major invention was a machine for making a cast iron, which they first developed in the 6th century BC. It has changed people's lives too. A lot of iron was used for agricultural tools. There is a lot of agriculture in China now, about 15 % of the economy is based on it. China is famous for rice, tea, cotton and fish. But it is not just countryside and agriculture. There are some huge, modern cities like Shanghai and industry is huge in China now expanding all the time. Production of iron is growing at a rate of about 22% a year in China at the moment. Other industries are also important in China. Industrial production accounts for over half of China's economic wealth including such consumer items as toys, clothes, shoes, cars and electronic goods as well as the heavier industrial products like iron.

24 THE TEA CEREMONY

Tea was first imported from China in the 8th century and over the course of time developed into the art of *Chado* or the Way of Tea. It was Sen no Rikyu (1522-91), the greatest 16th century tea master who identified the spirit of the Way of Tea with its four basic principles of harmony, respect, purity and tranquility. Through tea, recognition is given that every human encounter is a unique occasion that can, and will, never recur again exactly. Thus every aspect of tea must be savoured for what it gives the participants.

THE WAY OF TEA

The tea ceremony is a well-orchestrated series of events. It takes place in a *chashitsu*, which is a building or a room in which the ceremony is performed.

The ritual involves meeting with guests, a purification with fresh water in a stone basin, walking through the grounds of the teahouse, watching the tea being prepared, consuming food and drinking the tea.

Together, the *chashitsu, roji* (tea garden), and *mizuya* (preparation room) should provide the best physical and spiritual setting for expressing this hospitality. There is also a religious dimension associated with Zen Buddhism ideals. The whole universe is experienced in the drinking of a bowl of tea by giving oneself over totally to the here and now and fully participating with a heart free from selfish desires.

The ceremony is like a play consisting of two acts and an intermission. In the *shoza*, or the first act, the guests enter the *chashitsu* and are served a light meal. After this, the guests retire to the garden for a short break, ‘the intermission’, and wait for the host to call them back. The second act is called the *goza*. First the host prepares *matcha* (thick tea) for the guests. He then prepares the charcoal a second time and makes *usucha* (thin tea). When all of this is finished, the host and guests silently and respectfully bow to each other one last time, and the guests take their leave.

25 DESTINATION PARADISE

CALI

In Cali, they say, even the ghosts dance salsa. Its rhythms, born in Cuba, nurtured in New York and carried on the winds all the way to hot Cali, can be heard in bars, on buses, along the avenues of Juanchito and Plaza Caicedo, and here too, in a taxi moving at the speed of light, taking me to the heart of the bustling city. The driver slows down at a traffic light, turns to me and says, ‘Las calenas’ (the women from Cali) ‘are the most beautiful women in the world!’ And we’re off again, driving past gangs of mulato men laughing in the street.

My hotel is a run-down old building whose blue skin is peeling in the heat. It has a stunning view from the balcony, and I gaze down on the square. The guidebooks tell you to visit the Gold Museum and the Museum of Colonial Art, the churches of San Antonio and La Merced, but there is only one thing on my mind as I leave the key at reception: salsa.

The *salsotecas* don’t get busy until midnight so instead I stop at a restaurant serving typical Colombian food: *sancocho* – a stew made with chunks of beef, vegetables, cassava (a tropical plant with edible roots) and plantain (a type of banana but not so sweet) served with rice. Then I must choose from the amazingly diverse selection of Colombian fruit. I settle for *guanabana* and *maracuya*, and I’m not disappointed. I stroll for a while, tempted by dark smoky cafés, the fans spinning weakly on the ceilings. This is the old, unspoiled Cali, which lives side by side with a newer version, the Cali of junk food, Internet cafés and vast touristy discos. I walk past the trees and sculptures that line the river, and into San Antonio park, a tranquil spot off the beaten track.

Later, on Avenida Sexta – Six Avenue – I find what I am really looking for: a *salcoteca*. Some charming young Colombians teach me a few dance steps and we chat about Cali. They say that when

times are tough, they dance away their worries. And I must never forget ‘las calenas are the most beautiful women in the world!’ By 2.00a.m. the salsa is swinging, the drinks are flowing, the place is packed, and I know one thing for sure: I’ve found the Cali that I was looking for – the salsa dancer’s paradise.

РАЗДЕЛ 3 ОБЗОР ОСНОВНОГО ЯЗЫКОВОГО МАТЕРИАЛА: ТРУДНОСТИ ГРАММАТИКИ

1 LINKING DEVICES

To make contrasting points	although, yet, however, nevertheless, in spite of, but, while, despite, even if, even though, at the same time	<i>Killing endangered species is illegal. However, people will not stop hunting them.</i>
To list points	firstly, in the first place, first of all, to start with, secondly, thirdly, finally	<i>First of all, the government must revise the out-of-date environmental laws, which were written twenty years ago.</i>
To add more points to a topic	what is more, furthermore, also, apart from this/that, in addition to, moreover, besides, not to mention the fact that	<i>Furthermore, the city should conduct inspections of zoos.</i>
To list advantages and disadvantages	one/another/one other/a further/the main/the first/the greatest advantage/disadvantage of...	<i>The greatest advantage of regular exercise is that it leads to a healthier lifestyle.</i>
To express personal opinion	in my opinion/view, to my mind/way of thinking, personally I believe, it strikes me that, I feel very strongly that, I am inclined to believe that, it seems to me that, as far as I am concerned	<i>In my opinion/view department stores offer greater selection of clothes than small boutiques.</i>
To refer to other sources	according to, with reference to	<i>According to this report, that brand of sun cream causes irritation to sensitive skin.</i>
To conclude	finally, lastly, above all, all in	<i>On the whole, the university</i>

	all, taking everything into account, on the whole, all things considered, in conclusion, as I have said, as was previously stated, to sum up	<i>offers a wide ever range of courses and provides modern facilities.</i>
To express cause	because of, owing to, due to, for this reason	<i>Due to</i> the harsh winter, many crops were destroyed.
To express effect	therefore, thus, as a result, consequently, so, as a consequence	<i>As a result</i> many people have lost their jobs.
To emphasise what to say	clearly, obviously, of course, needless to say, in particular	<i>Needless to say</i> , research has proved that eating healthy foods and exercising regularly reduce the risk of heart disease.
To express reality	in fact, actually, as a matter of fact, in practice, the fact of the matter is that	<i>In fact</i> , the report states that most college graduates are interested in pursuing a Master's degree in the future.
To express difference between appearance and reality	on the face of it, at first sight, apparently	<i>At first sight</i> , the building looked safe but after a detailed inspection it was reported to be in need of major structural repairs.
To state an argument against your opinion	it is popularly believed that, people often claim that, contrary to popular belief, it is a fact that, it is often alleged that, people argue that	<i>Contrary to popular belief</i> , the teaching profession is in need of qualified educators.
To state other people's opinions	many people are in favour of/against, some people argue that, a lot of people think/believe	<i>Many people are in favour of/against the mayor's proposal</i> to raise local taxes.
To introduce the other side of the argument	opponents of this view say, however there are people/those	<i>Opponents of this view say that</i> increasing the school year will

	who oppose... claim that	<i>only overwork students.</i>
To express balance	while, on the one hand, on the other hand, whereas	While working for a large company is prestigious, it can be very stressful.
To give examples	for example, for instance	For instance , in the past six months, retail have reported a 25% drop in sales of electroequipment.
To refer to what actually happens	in practice, in effect	In practice , consumers spend more money on luxury items.
To make general statements	as a rule, generally, in general, as a general rule, on the whole	As a rule , girls get better exam results than boys.
To make partly correct statements	up to a point, to a certain extent, to some extent, in a way, in a sense	Some companies have tried to create more positions to some extent , considering the high rate of unemployment.
To express limit of knowledge	to the best of my knowledge, for all I know, as far as I know	As far as I know , residents were opposed the city's plan to build a nuclear power plant in their area.
To rephrase	that is to say, in other words	In other words , they disagree with the manager's decision.
To bring up other points or aspects	as far as ... is concerned, regarding, with regard to, as for	As far as the community is concerned , the area is in need of a new elementary school.
To imply that nothing else needs to be said	anyway, at any rate, in any case	At any rate , a new community centre will greatly benefit the people of the town.
Accepting the situation	as it is, under the circumstances, things being as they are	Under the circumstances , the situation cannot be improved.

2 ПРЕФИКСЫ И СУФФИКСЫ

Наиболее употребительные суффиксы и префиксы существительных

- er/or** — teacher, writer, actor, doctor
- ist** — scientist, artist
- ment** — movement, development, government
- ess** — fortress, hostess, actress
- ian** — musician, technician, politician
- ance** — distance, importance, appearance
- (t) ion** — revolution, translation, operation
- ity/-ty** — popularity; honesty, morality, ability
- hood** — childhood, neighbourhood
- y** — energy, assembly
- ship** — friendship, leadership
- age** — passage, marriage
- ism** — heroism, socialism, capitalism
- ant** — assistant, consultant
- ence** — conference, silence, difference
- ure** — culture, picture, agriculture
- ing** — building, reading, meeting
- dom** — freedom, kingdom, wisdom
- sion/ssion** — revision, session, discussion,
- ness** — happiness, illness, darkness
- (-s) ure** — pleasure, treasure, measure

Префиксы существительных

- re** — reconstruction,
- co** — cooperation, coexistence
- dis** — disadvantage, discomfort, distaste
- in** — inaccuracy, independence
- mis** — misunderstanding, misprinting, misinformation
- im** — impossibility, impatience
- un** — unemployment, unconcern, unreality
- il** — illegality, illiteracy.

Наиболее употребительные суффиксы и префиксы прилагательных

-ful — careful, beautiful, useful, powerful
-ant — distant, important, resistant
-ous — famous, dangerous, various
-ed — talented, developed, interested
-ing — interesting, disappointing
-al — natural, cultural, territorial
-ent — dependent, transparent, different
-ish — Spanish, British, boyish, Irish
-ible — possible, terrible, visible, convertible
-able — comfortable, miserable, eatable
-ic — atomic, historic, poetic, heroic
-y — rainy, busy, sunny, windy, dirty
-less — hopeless, lifeless, useless, homeless
-ary — ordinary, revolutionary, necessary
-ive — inventive, effective, impressive, detective
-ian — Russian, Canadian, Rumanian
un — unhappy, unable, uncomfortable
in — independent, indirect, invisible
dis — disappointing, discouraging, disconnecting
im — impossible, imperfect, immoral, immaterial
non — non-ferrous, non-governmental
ir — irregular, irresponsible, irrational
post — post-war, post-operational
inter — interdependent, interchangeable, international
il — illegal, illiberal, illimitable.

Наиболее употребительные суффиксы и префиксы глаголов

-en — deepen, lighten, strengthen,
-fy — classify, electrify, specify
-ize — organize, characterize, mechanize
-ate — indicate, activate, translate
co — cooperate, coexist, collaborate
de — decode, decompose, demobilize
dis — disbelieve, disapprove, disappear
in — input, inlay,

im — immigrate, impart, implant;

inter — interact, interchange, interdepend

ir — irradiate, irrigate, irritate

over — overcome, overheat, overhear, overlook

re — readjust, rebuild, reconstruct, rewrite

mis — misprint, misunderstand, miscount.

3 ПРИЛАГАТЕЛЬНЫЕ

	ПРИЛАГАТЕЛЬНЫЕ		
1. Простые	good, bad, long, large, easy		
2. Производные	с суффиксами: -ful beautiful -less useless -able comfortable -ous famous -y lucky -ly lovely -ish reddish -en golden	с префиксами: un- untrue in- insincere im- impossible ir- irrelevant	
3. Составные	snow - white, dark -blue		
	Степени сравнения		
	положительная	сравнительная	превосходная
Односложные	long large easy	longer larger easier	the longest the largest the easiest
Многосложные	beautiful impossible	more beautiful more impossible	the most beautiful the most impossible

Исключения	good bad little many } much } far	better worse less more farther (further)	the best the worst the least the most the farthest (furthest)
	Сравнительные конструкции		
than	The result of the experiment is <i>much better</i> than that of the previous one.		
as ... as	This result is as good as that one		
not so ... as	This result is not so good as that one		
the (more) ... the (less)	The more we study the less we know.		
	Употребление		
1. Определение	They live in the new house.		
2. Часть сказуемого	My house is new.		
	Перевод: прилагательными		

4 НАРЕЧИЯ

	НАРЕЧИЯ	
1. Простые	well, much, very, often	
2. Производные	partly, quickly, hardly	
3. Составные	sometimes, somewhere, anywhere, nowhere,	since then, so far
4. Совпадающие по форме: с прилагательными	fast, hard, late He is working fast . It is a fast train.	
предлогами	after, before, since I haven't seen him since. I haven't seen him since that day.	

союзами	since, when, where, but		
	I haven't seen him since. I haven't seen him since he went there.		
	Степени сравнения		
	положительная	сравнительная	превосходная
	fast	faster	fastest
Односложные	late early	later earlier	latest earliest
Многосложные	slowly beautifully	more slowly more beautifully	most slowly most beautifully
	well	better	best
	badly	worse	worst
Исключения	little much	less more	least most
	far	farther (further)	farthest (furthest)
	Употребление		
Обстоятельства			
определяют: глагол,	He is <i>working fast</i> .		
прилагательное,	He is a <i>very good</i> speaker.		
наречие	He speaks English <i>very well</i> .		
Служат			
вопросительными словами	Where do you work?		
Вводят придаточные:	Here is the house <u>where</u> he lives.		
1) определительные,	<u>How</u> I should do it is not known.		
2) подлежащие,			
3) сказуемые,	The question is <u>how</u> I should do it.		
	I don't know <u>how</u> I should do it.		
	Перевод: наречиями		

5 MODAL VERBS

can	to	may	to	must	to
could		might		—	
—		—		—	

can	мочь, быть в состоянии, уметь. Предполагает наличие физической, интеллектуальной и прочих внутренних возможностей, позволяющих исполнить что-либо
may	1) позволение, разрешение делать что-либо; 2) небольшая степень уверенности; <i>e.g.</i> : It may rain tomorrow
must	должен, обязан

Can	May
модальный эквивалент <i>be able to</i>	модальный эквивалент <i>be allowed to</i>

Must

have to	долженствование, вызванное обстоятельствами; вынужден
ought to	моральный долг, обязанность; обязан
should	совет, рекомендация; следует
be to	долженствование, связанное с расписанием или заранее сделанной договорённостью

Формы “be to”am, is, are *to*was / were *to*

6 КАТЕГОРИЯ ВРЕМЕНИ ГЛАГОЛА**PRESENT SIMPLE**

every day - каждый день
 every evening - каждый вечер
 every morning - каждое утро
 every week - *каждую* неделю
 every month - каждый месяц
 every year - каждый год
 in the evening, morning, afternoon - вечером, утром, днем
 always - всегда
 usually - обычно
 often - часто
 frequently - часто
 never - никогда
 seldom - редко
 rarely - редко
 rarely - редко
 sometimes - иногда

V₁ 3 л. ед. ч. - V₁ + s (es)

PAST SIMPLE

yesterday - вчера
 the day before yesterday - позавчера
 yesterday morning (evening, afternoon) - вчера утром, вечером, днем
 last week, (month, year) - на прошлой неделе, в прошлом месяце, в прошлом году
 two days, weeks ago - два дня, две недели назад, in 1987
 the year before last - в предпоследний год

V₂ (V_{ed})

FUTURE SIMPLE

tomorrow - завтра
 the day after tomorrow - послезавтра
 next Monday (week, month, year) - в следующий понедельник

will + V₁

in a day, in three days - через день, через три дня

some day, some time - когда-нибудь

some other day, some other time - когда-нибудь в другой раз

CONTINUOUS TENSE FORMS

be + V_{ing}

PRESENT CONTINUOUS

now

at present moment

am
is } + V_{ing}
are }

Глаголы, выражающие чувства, восприятия и умственную деятельность, обычно не употребляются в формах Continuous:

hear, see, want, wish, seem, understand, (dis)like, know

С глаголами движения **go, start, come, leave** the Present Continuous Tense Forms употребляются для выражения будущего действия:

e.g. She is coming in a day or two.

PAST CONTINUOUS

at six yesterday

from five to six

all the time

was } + V_{ing}
were }

FUTURE CONTINUOUS

at ten o'clock tomorrow

e.g. I will be waiting for him at ten o'clock tomorrow

will be + V_{ing}

PERFECT TENSE FORMS

have + V₃

PRESENT PERFECT

have + V ₃ has

- today
- this morning (week, month, season, year)
- just
- ever
- never
- already
- yet
- recently
- lately
- up to now
- so far
- by + момент в настоящем

Present Perfect	+	since	+	Past Simple
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N.B. Наречия *yet* и *lately* употребляются в конце предложения

PAST PERFECT

had + V₃

- 1) by + момент в прошлом
- by last year;
- by last month etc.

Past Perfect	+	before	+	Past Simple
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Past Simple	+	after	+	Past Perfect
-------------	---	-------	---	--------------

- 2) 2 действия в прошлом

FUTURE PERFECT

will have + V₃

- by + момент в будущем

Future Perfect	+	before	+	Present Simple
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e.g.:

e.g.:

- by next year
- by next winter etc.

The birds will have flown away before the winter comes.

PERFECT CONTINUOUS TENSE FORMS

have been + V_{ing}

PRESENT PERFECT CONTINUOUS

have	}	been + V_{ing}
has		

for some hours, (days, weeks, months, years) - в течение нескольких часов, дней и т.д.

since early morning (last month, yesterday) - с раннего утра, с прошлого месяца

all this time - всё это время

since then (1947, last year) - с тех пор и т.д.

for ages - целую вечность

How long? - как долго

PAST PERFECT CONTINUOUS

had been + V_{ing}

e.g. She had been writing the article **for three hours** when I phoned her.

FUTURE PERFECT CONTINUOUS

will have been + V_{ing}

e.g. **In fifteen minutes** they will have been writing their test **for two hours**.

7 СТРАДАТЕЛЬНЫЙ ЗАЛОГ

Passive Voice Forms

Simple**be + V₃**

Present S. P. V.

am / is / are + V₃

Past S. P. V.

was / were + V₃

Future S. P. V.

will be + V₃**Perfect****have been + V₃**

Present P. P. V.

have / has been + V₃

Past P. P. V.

had been + V₃

Future P. P. V.

will have been + V₃**Progressive****be being + V₃**

Present Pr. P. V.

am / is / are being + V₃

Past Pr. P. V.

was / were being + V₃

РАЗДЕЛ 4 ОБЗОР ОСНОВНОГО ЯЗЫКОВОГО МАТЕРИАЛА: ЛЕКСИКА И ФРАЗЕОЛОГИЯ

1 LEXIS ON THE TOPIC: INTERNATIONAL MEETINGS

1. Small talk is one way *to break the ice* when meeting someone for the first time.
2. I *was thrown in at the deep end* when my company sent me to run the German office. I was only given two days' notice to get everything ready.
3. We don't *see eye to eye with* our US parent company about punctuality. We have very different ideas about what being 'on time' means. It's a question of culture.
4. I *got into hot water with* my boss for wearing casual clothes to the meeting with the potential Japanese customers.
5. I really *put my foot in it* when I met our Spanish partner. Because I was nervous, I said 'Who are you?' rather than 'How are you?'
6. I *get on like a house on fire* with our Polish agent; we like the same things and have the same sense of humour.
7. When I visited China for the first time, I *was like a fish out of water*. Everything was so different, and I couldn't read any of the signs.
8. My first meeting with our overseas clients *was a real eye-opener*. I hadn't seen that style of negotiation before.

Task

Translate the sentences paying attention to the phrases *in italics*.

2 JOBS

Civil engineer

Journalist

Social worker

Surgeon

A change of career

A labour of love

To take a year out

Job satisfaction

PERSONALITY TRAITS FOR JOBS

Be good with figures

Be a people person

Be a good listener

Have a 'can do' attitude

Work well in a team

Have an eye for detail

Get the best out of other people

Be good at using your own initiative

Be able to meet tight deadlines

Keep calm under pressure

VERB PHRASES ABOUT WORK

To do voluntary work

To work part-time

To take early retirement

To be made redundant

To be sacked

To resign from your job

To be on strike

To be on sick leave

To work flexitime

To do shift work

'After work' activities

Do an evening class

Visit chat rooms

Study for a (law, business,...) qualification online

Work late at the office

Spend quality time with (your children, family,...)

Keep up to date with (your email, your diary,...)

Redecorate the (bedroom, kitchen,...)

COLLOCATIONS WITH PREPOSITIONS

Interested in

Prepare for

Modest about

Believe in
 Keen on
 Complain about
 Passionate about
 Pay for
 Good at
 Depend on
 Proud of
 Succeed in
 Afraid of
 Consist of
 Worried about
 Similar to
 Different from
 Apply for
 Resign from
 Insist on

3 CONJUNCTS

altogether (in all) - в общем, в целом
besides - кроме того
consequently - следовательно, поэтому, в результате
however - однако
moreover - более того
nevertheless - тем не менее
therefore - следовательно, поэтому
yet - ещё; всё ещё, пока, до сих пор
as a result of - в результате
in any case - в любом случае
on the other hand - с другой стороны
considering all that - принимая во внимание всё это
to conclude - итак (в конце речи)
all things considered - приняв всё во внимание
that is to say - то есть, вот и всё

what is more - что еще

what is more important - что важнее

4 PROVERBS, SAYINGS, IDIOMS

Task

Find a Russian equivalent

<p>Part 1</p> <p>To know by sight</p> <p>To make a sight of oneself</p> <p>To translate at sight</p> <p>Sight unseen</p> <p>At first sight</p> <p>Don't trouble trouble until trouble troubles you</p> <p>It is too much (of a good thing)</p> <p>The topic of the day</p> <p>To call one's own</p> <p>You can't bring him here for love or money</p> <p>You can't make an omelet(te) without breaking eggs</p> <p>Barking dogs seldom bite</p> <p>Dog eat dog</p> <p>Like a dog with two tails</p> <p>A word spoken is past recalling</p> <p>Sure bind, sure find</p> <p>Now hot, now cold!</p> <p>To live it up</p> <p>He was fleeced of his money</p> <p>To get off with a whole skin</p> <p>Dog-poor</p> <p>Dog- in the-manger</p> <p>Every man to his own taste</p>	<p>Part 2</p> <p>Out of sight out of mind!</p> <p>At first sight</p> <p>Blaze of publicity</p> <p>Fall out</p> <p>Horizon/mental outlook</p> <p>Political views</p> <p>World outlook</p> <p>Broad-minded person</p> <p>Narrow-minded person</p> <p>Flight of fancy</p> <p>Flight of thought</p> <p>At a bird's eye view</p> <p>That cat won't jump</p> <p>They are a brace</p> <p>A bargain is a bargain</p> <p>A storm in a tea cup</p> <p>A cog in the machine</p> <p>Dog doesn't eat dog</p> <p>Every dog has his day</p> <p>A good dog deserves a good bone</p> <p>A living dog is better than a dead lion</p> <p>As tired as a dog</p> <p>The scalded dog fears cold water</p>
<p>Part 3</p> <p>To pay somebody a flying visit</p>	<p>Part 4</p> <p>Birds of a feather flock together</p>

<p>An iron fist in a velvet glove Two dogs over one bone seldom agree Yellow dog Top dog As sure as egg is egg It's written all over his face Easy come, easy go Easy does it Dutch comfort Dutch concert Dutch courage Gold dust To throw dust in somebody's eyes He isn't even dry behind the ears A drop in the ocean Still waters run deep Every day is not Sunday Cut the coat according to the cloth Marriage of convenience Money marriage To comb somebody's hair the wrong way A bird in the hand is worth two in the bush</p>	<p>An old bird An old bird is not caught with chaff The early bird catches the worm To kill two birds with one stone A little bird told me Cheek brings success Chair days Let bygones be bygones She has money to burn To burn one's fingers A bull in a china shop Every cloud has a silver lining Actions speak louder than words To catch at a straw Fed to the teeth One good turn deserves another Not to do a hand's turn Not worth a button Not worth the trouble Not worth powder and shot White crow The longest way round is the shortest way home</p>
<p>Part 5 To take the bull by the horns While there is life there is hope (Dum spiro – spero) Not on your life! Better late than never! To come up smiling To come up in the world My number will never come up Born with a silver spoon in his mouth As old as the hills As good as gold</p>	<p>Part 6 To toast oneself at a fire One today is worth two tomorrows A still tongue makes a wise head The tongue is not steel, yet it cuts The tongue is sharper than any sword The tongue of idle person is never idle He knows much who knows how to hold his tongue As mean as cat's meat That cat won't jump Two is a company, three is a crowd</p>

<p>As white as a sheet As pretty as a picture As warm as a toast As dry as a toast To have somebody on toast To be a bit of a cold fish To be a pain in the neck His heart is in the right place To be an awkward customer To be a real know-all To be a high-flyer To be a bit of a loner To toast on the beach</p>	<p>Neither hay nor grass To be all ears To turn a deaf ear Head over ears (up to the ears) To play by (the) ears To prick up one's ears To kick against the pricks (Don't kick against the pricks) An early bird To make hay of smth. Between hay and grass To look for a needle in a bundle of hay Make hay while the sun shines Neither fish nor flesh (neither fish nor scales)</p>
<p>Part 7 To rob Peter to pay Paul To ram smth. down smb's throat Ace Not worth an ace The ace of aces Ace-high Achilles heel (the heel of Achilles) Act your age! Honesty is the best policy To tell smb. his own Never tell me! (Don't tell me!) Tell me (us) another! Time will tell Success is never blamed After a storm comes a calm The big stick To give smb. the stick To cut one's sticks East or West, home is best (There is no place like</p>	<p>Part 8 Fat-brained Many a good father hath but a bad son (<i>hath</i> уст.<i>has</i>) – в семье не без урода To talk <i>around</i> (<i>round</i>) To talk <i>big</i> (<i>large, tall</i>) Talk of the devil and he will come! Look, who is talking! To tread on the heels of somebody To tread on air To tread on smb's corn To measure another's corn by one's own bushel Corn in Egypt Just about enough Accidents will happen in the best regulated families Accident-prone Of its own accord To give a good account of oneself Fortune favours the brave!</p>

<p>home)</p> <p>Rabbit-hearted</p> <p>Rackabones</p> <p>To sleep in the star hotel</p> <p>To tread in smb's steps (foot)</p>	<p>By nature, by education</p> <p>It's a small world, isn't it!</p> <p>If it isn't <i>Peter!</i></p> <p>If you can't have the best make the best of what you have</p> <p>An ill-starred man</p> <p>An heir of fortune</p>
<p>Part 9</p> <p>Fat cat</p> <p>Fat city</p> <p>No flying from fate</p> <p>The irony of fate</p> <p>To leave smb. to his fate</p> <p>To tempt fate</p> <p>To meet one's fate</p> <p>To accept one's fate</p> <p>To do smth. as a favour</p> <p>To owe smb. a favour</p> <p>Like father, like son</p> <p>To be fathoms deep in love</p> <p>To live in clover</p> <p>Things went swimmingly</p> <p>To pour oil on the flame</p> <p>We will go by the air</p> <p>Like a bull at a gate</p> <p>To eat one's leek</p> <p>Marginal man</p> <p>Golden mean</p> <p>Golden wedding</p> <p>Golden ball</p> <p>The guilded youth</p>	<p>Part 11</p> <p>Willy-nilly</p> <p>Bric-a-brac</p> <p>Double-Dutch</p> <p>Brouhaha</p> <p>Rag-tag and bobtail</p> <p>Crinkle-crinkle</p> <p>Bouquets and brickbats</p> <p>Walking encyclopedia</p> <p>Pedlar</p> <p>Pedlar's French</p> <p>At hazard</p> <p>At all hazards</p> <p>To take hazards</p> <p>Haze</p> <p>Peek – a –boo</p> <p>Philistine</p> <p>To fall among Philistines</p> <p>Pettish person</p> <p>Coup (Fr.)</p> <p>Sleight-of- mouth</p> <p>The golden fleece (The land of the golden fleece)</p> <p>Golden Gates</p> <p>Golden goose</p>

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