

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**

**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

**ПРОФЕСІЙНІ КОМУНІКАЦІЇ  
У МІЖНАРОДНОМУ БІЗНЕСІ:  
методичні рекомендації до практичних занять  
для студентів усіх економічних спеціальностей  
денної форми навчання**

**Харків  
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*Самостійне електронне текстове мережеве видання*

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Подано автентичні тексти та вправи з навчальної дисципліни, спрямовані на формування комунікативної компетентності, необхідної для професійного та ситуативного спілкування в усній і письмовій формах, в обсязі тематики, що обумовлена професійними потребами.

Рекомендовано для студентів усіх економічних спеціальностей денної форми навчання.

## Вступ

Методичні рекомендації укладено у відповідності до вимог вищої школи і до робочої програми з іноземної мови ділового спілкування (ІМДС), яка рекомендована Міністерством освіти і науки України. Навчальну дисципліну "Професійні комунікації у міжнародному бізнесі" вивчають згідно з навчальним планом підготовки фахівців освітнього ступеня "магістр" усіх економічних спеціальностей денної форми навчання. Методичні рекомендації розроблено кафедрою іноземних мов та перекладу Харківського національного економічного університету ім. С. Кузнеця.

Всі запропоновані завдання націлені на створення і розвиток навичок професійних комунікацій в міжнародному бізнесі. Робота містить 6 розділів. Різноманітні автентичні тексти і вправи спрямовано на досягнення основної мети – формування комунікативної компетентності, необхідної для професійного та ситуативного спілкування в усній і письмовій формах, навичок практичного володіння іноземною мовою в різних видах мовленнєвої діяльності в обсязі тематики, що обумовлена професійними потребами; оволодіння новітньою фаховою інформацією через іноземні джерела.

Методичні рекомендації призначено для студентів-економістів, а також для широкого загалу, який цікавиться практикою професійних комунікацій в міжнародному бізнесі.

# Unit 1. Business Meetings

**Task 1. Read the definitions of a business meeting. Choose the one you like best and explain your choice.**

1. A meeting can be defined as any gathering consisting of two or more people in a business-oriented or professional setting.

2. A meeting is a gathering of two or more persons with the view of making decisions through discussion.

3. A meeting is an occasion when people come together to discuss or decide something.

4. A meeting is a gathering of two or more people where purposive discourse occurs.

5. A meeting is a group of people who take minutes but waste hours.

6. A meeting is a group of people who can decide nothing alone and who decide together that nothing can be done.

**Task 2. Read the article and choose the most suitable heading from the list (A – K) for each part (1 – 11) of the article.**

A. Announcing Changes

B. Celebrating Success

C. Conveying Organizational Vision, Mission and Operational Plans

D. Exchanging Information

E. Interaction with External Stakeholders

F. Making Decisions

G. Negotiation

H. Purposes of Business Meeting

I. Resolving Conflict

J. Reviewing and Informing Progress

K. Solving Problems

(1) \_\_\_\_\_

Meeting is one of the major media of oral communication. It is essentially important for every organization. Without it, business activities cannot be performed smoothly. The basic objective of meeting is to take decisions on some predetermined issues. It has also some other purposes. The objectives or purposes of importance of meeting are discussed below.

(2) \_\_\_\_\_

The foremost objective of any meeting is to take important decisions on some predetermined issue. Decisions are taken here on consensus and it is very crucial to take decisions on routine and non-routine business affairs.

(3) \_\_\_\_\_

Meeting is also arranged to provide information to the audience about various matters of the organization. Audience also exchange information in meetings.

(4) \_\_\_\_\_

Meetings are also called to convey organizational mission, vision and operational plans to the newly appointed employees. Managers or heads of various departments call these types of meetings for the freshers so that they can be better acquainted with organizational culture, mission, vision, plans etc.

(5) \_\_\_\_\_

Another purpose of arranging a meeting is to announce the upcoming changes brought in organizational policies, mission, vision, logo, etc. before the audience. The causes, benefits and ground of such changes are explained in the meeting so that people understand and accept the probable changes without much resistance.

(6) \_\_\_\_\_

Meeting is also called for making negotiations between the conflicting parties through fruitful discussion. Sometimes employers and employees or trade union leaders sit in meeting together to reach on some agreement so that organizational activities can be run smoothly.

(7) \_\_\_\_\_

In large organizations conflict among people is most common. Healthy conflict helps to increase productivity but unhealthy or undesirable conflict must be resolved immediately after it is found. Meeting helps the conflicting parties to reach mutual understanding and thus to resolve or minimize conflict.

(8) \_\_\_\_\_

An important purpose of meeting is to provide solution to organizational problems. Problems that are critical and require opinions of most of the members of a board or council must be solved by calling meeting. In meeting diverse thoughts are found that help to face problem suitably.

(9) \_\_\_\_\_

Meeting is also called for reviewing and informing the progress of any project, plan and activity and so on. From it the attendants of the meeting are able to know the present status of the projects and can provide their opinions to improve if there is any loophole.

(10) \_\_\_\_\_

Meetings are often called to celebrate the success of the organization, completion of any project, achievement of any award, etc. it increases the organizational harmony and motivates employees to work united to achieve more.

(11) \_\_\_\_\_

Every organization is to work with different parties of the society and it must build a long-term harmonious relationship with them. Meetings are called to exchange information and to share experience with different stakeholders of an organization so that their interaction with the firm is increased.

**Task 3. Form different parts of speech from the given words by adding prefixes or suffixes.**

Noun	Verb	Adjective	Adverb
<i>communication</i>			
			<i>smoothly</i>
	<i>provide</i>		
<i>resistance</i>			
		<i>fruitful</i>	
	<i>increase</i>		
		<i>diverse</i>	
			<i>suitably</i>
		<i>different</i>	
<i>progress</i>			

**Task 4. We asked some business people for their opinions about business meetings. Here's what they said. Read and discuss whether you agree with all of the opinions.**

1. The purpose of most meetings is to decide when the next one will take place.

2. It's better to send everyone a memo about a new procedure than to have a meeting about it.

3. Meetings help everyone to feel personally involved in decision-making.
4. It's better for the boss to make a decision than to have a meeting.
5. The most important person at a meeting is the chairperson.
6. The most important piece of paper at a meeting is the agenda.
7. Most meetings are unnecessary, they are just a way of making people feel important.
8. It's better to talk to each person individually than to call them all together for a meeting.
9. A meeting may be the only chance the members of the group actually have to see each other face-to-face.
10. Meetings lead to better decisions, because of the exchange of information and ideas.
11. You can never rely on the person who takes the minutes to tell the truth about what actually happened at a meeting.
12. More time is wasted during meetings than during any other business activity.

**Task 5. Fill in the gaps with prepositions in the following text and do the activities that follow.**

The person organising the meeting sends (1) \_\_\_\_\_ the agenda which gives the location (or venue), date and time (2) \_\_\_\_\_ the meeting and a list (3) \_\_\_\_\_ items (4) \_\_\_\_\_ discussion. Sometimes a meeting is moved (5) \_\_\_\_\_ a later time (postponed) and sometimes it is not held (6) \_\_\_\_\_ all (cancelled).

(7) \_\_\_\_\_ the meeting, it is usual to have someone "(8) \_\_\_\_\_ the chair" (the "chair" or "chairperson") to control (to chair) the meeting. Someone, usually a secretary, writes (9) \_\_\_\_\_ any decisions and any major disagreements (10) \_\_\_\_\_ the meeting. When these are written (11) \_\_\_\_\_ as a record (12) \_\_\_\_\_ the meeting they are called the minutes. Normally, the last item (13) \_\_\_\_\_ the agenda is "any other business". This is when people can raise matters that are not (14) \_\_\_\_\_ the agenda.

(15) \_\_\_\_\_ a formal meeting, people who cannot attend send their apologies. A proposer puts (16) \_\_\_\_\_ (suggests) an official motion (proposal) (17) \_\_\_\_\_ the agenda, and a seconder supports the proposal. (18) \_\_\_\_\_ discussion, the chair organises a vote. People either vote publicly (e.g. (19) \_\_\_\_\_ a show (20) \_\_\_\_\_ hands) or secretly (e.g. (21) \_\_\_\_\_ secret ballot) (22) \_\_\_\_\_ favour (23) \_\_\_\_\_ or (24) \_\_\_\_\_ the motion.

Anyone who does not vote abstains, and when the votes are counted, they are classified as "(25) \_\_\_\_\_" or "(26) \_\_\_\_\_" and "abstentions". A successful motion is "carried" and an unsuccessful motion is "defeated". If everyone agrees, we say the decision is unanimous. A majority decision is one where more than 50 % (27) \_\_\_\_\_ the people vote (28) \_\_\_\_\_ favour.

**Task 6. Find the right equivalent for each definition (the number of letters in the words or word combinations is given in brackets).**

**Part 1**

1. A decision with everyone in agreement. (9)
2. A difference of opinion. (12)
3. A way of voting publicly. (4 + 2 + 5)
4. AOB stands for... (3 + 5 + 8)
5. A choice or a judgment. (8)
6. A failed proposal after a vote. (8)
7. A formal suggestion at a meeting. (6)
8. A list of items to discuss at a meeting. (6)
9. More than 50 %. (8)
10. Not in favour of a proposal. (7)
11. The official record of a meeting. (7)
12. One subject on the agenda for discussion at a meeting. (4)
13. People coming together, especially for a discussion. (7)

**Part 2**

14. A person who first suggests an official motion. (8)
15. A place for a meeting. (8)
16. Private, not known by many people. (6)
17. Pro, in agreement with, for. (2 + 6 + 2)
18. Statements saying sorry for not attending a meeting. (9)
19. A successful proposal after a vote. (7)
20. The act of not voting. (10)
21. The person in control of a meeting is... (2 + 3 + 5)
22. To express your opinion formally. (4)
23. To keep from doing something. (7)
24. To not have a meeting which was arranged. (6)
25. To put off a meeting until a later date. (9)
26. To support the suggestion made by the proposer. (6)



**Task 7. Fill in the gaps in the sentences below (1 – 17) with the words (a – q).**

- |                        |                   |
|------------------------|-------------------|
| a) adjourn;            | j) minutes;       |
| b) agenda;             | k) miscellaneous; |
| c) any other business; | l) motion;        |
| d) attend;             | m) outcome;       |
| e) behalf;             | n) preliminary;   |
| f) chairperson;        | o) proposal;      |
| g) concludes;          | p) proposed;      |
| h) majority;           | q) unanimous.     |
| i) minority;           |                   |

1. Every meeting needs an \_\_\_\_\_.
2. The secretary keeps the \_\_\_\_\_.
3. A \_\_\_\_\_ voted in favour of increasing holiday allowances.
4. A \_\_\_\_\_ was passed at the meeting to approve the plans.
5. How many people are going to \_\_\_\_\_ the meeting?
6. A meeting needs a \_\_\_\_\_ to lead the discussion.
7. Before the main meeting we had a short \_\_\_\_\_ meeting.
8. At 11.30 we decided to \_\_\_\_\_ for lunch.
9. Mrs White will address the meeting on my \_\_\_\_\_.
10. Let me know what the \_\_\_\_\_ of the meeting is.
11. I have a \_\_\_\_\_ to make.
12. A \_\_\_\_\_ voted against increasing holiday allowances.
13. No one voted against – the decision was \_\_\_\_\_.
14. Mr Grey has \_\_\_\_\_ that we take a break for coffee.
15. There are a few more \_\_\_\_\_ items to discuss.
16. Thank you very much everyone. I think that \_\_\_\_\_ our meeting.
17. Is there \_\_\_\_\_?

**Task 8. Read the text about different kinds of meetings and do the activities that follow.**

### **Different Kinds of Meetings**

Business people spend quite a lot of time in meetings, and meetings come in all shapes and sizes, ranging from formal committee meetings to informal one-to-one meetings.

There are several reasons why meetings are held:

- reaching decisions in a meeting means that all the participants can feel more committed to the decision;
- more information is available;
- different and unexpected ideas can be contributed;
- meetings can lead to more imaginative and informed decisions – often more courageous decisions than one person might feel brave enough to make.

Some of the drawbacks of meetings are:

- more time is required than if one person made the decisions;
- there's more talk (and this is sometimes irrelevant and repetitive);
- there's more group pressure.

The larger the meeting, the longer it may take to reach a decision. There seem to be ideal sizes for meetings, depending on the purpose. A meeting where information is being given to people can be quite large, because there is not likely to be much discussion, and questions may be asked by a few individuals on everyone else's behalf.

The way a committee operates often depends on the chairperson: he or she may control the proceedings very strictly, or let everyone speak whenever they want. An effective chairperson should be flexible. In some committee meetings the members have to take a vote before a decision can be made: formal proposals or "motions" may have to be tabled, seconded and discussed before a vote can be taken. Other meetings may require a consensus of the members: everyone agrees with the decision – or at least no one disagrees.

Most meetings have an agenda. For a formal meeting, this document is usually circulated in advance to all participants. For an informal meeting, the agenda may be simply a list of the points that have to be dealt with. The purpose of an agenda is to speed up the meeting and keep everyone to the point. The agenda for a formal meeting must be organized in logical order. Often the agenda shows not only the topics but the meeting's function regarding each topic ("*to receive a report on ...*", "*to confirm ...*", "*to approve ...*", etc.). All items on which a decision is to be taken should appear on the agenda, which would usually have this format:

1. Minutes of the previous meeting.
2. Matters arising.
3. AOB (any other business).

Taking minutes, and writing them up later, are special skills, involving decisions like *"Do we need to know which person made every point?"* and *"Is this point worth mentioning?"* Minutes usually report details of the time, date and duration of the meeting and the names of those present, but the content of the report itself may be detailed or brief, depending on the anticipated readership.

Even one-to-one or small informal meetings are structured (usually with an agenda) and planned. They are different from chance conversations in a corridor or over coffee. Small informal meetings may also take place or continue during a meal.

**Task 9. Find the verbs which go with the following nouns (the number of letters is given in brackets).**

- 1) to (3) questions;
- 2) to (7) the proceedings;
- 3) to (4) a vote;
- 4) to (5) a motion;
- 5) to (6) a motion;
- 6) to (7) a motion;
- 7) to (5) time;
- 8) to (7) time;
- 9) to (4) minutes;
- 10) to (5 + 2) minutes;
- 11) to (9) agenda;
- 12) to (8) agenda;
- 13) to (4) a decision;
- 14) to (4) a decision;
- 15) to (5) a decision;
- 16) to (7) a report;
- 17) to (7 + 2) a report;
- 18) to (7) a report;
- 19) to (4) a meeting;
- 20) to (4) a meeting;
- 21) to (8) a meeting;
- 22) to (9) a meeting;
- 23) to (5 + 2) a meeting.

**Task 10. Match the adjectives (1 – 15) with the nouns (a – k). Some of the nouns can be used more than once. Remember how these word combinations were used in the text.**

1) anticipated;	a) chairperson;
2) available;	b) conversations;
3) brief;	c) decisions;
4) chance;	d) ideas;
5) courageous;	e) information;
6) detailed;	f) meetings;
7) flexible;	g) order;
8) formal;	h) proposals;
9) imaginative;	i) readership;
10) informal;	j) report;
11) informed;	k) talk
12) irrelevant;	
13) logical;	
14) repetitive;	
15) unexpected	

**Task 11. Look at the list of words and expressions used during a meeting. Decide at what stage of the meeting they should be used (A – M) and who they can be used by (by the chairperson or the participants).**

The chairperson:

- A. Opening the meeting and presenting the agenda.
- B. Keeping things moving.
- C. Ensuring everyone stays focused and contributes.
- D. Keeping an eye on time.
- E. Summarising.
- F. Seeking clarification.
- G. Making sure everyone agrees on action points.
- H. Putting people in charge of action points and establishing deadlines.
- I. Closing the meeting.

The participants:

- J. Expressing opinions.
- K. Agreeing and disagreeing.
- L. Making recommendations.
- M. Agreeing to get involved in action points.

1. Are we all agreed?
2. Could you tell us a bit more about ...?
3. Do you all have a copy of the agenda?
4. Do you mean ...?
5. Does everyone follow?
6. How soon can you get back to us on ...?
7. I agree. / Agreed.
8. I could have it done by early next week.
9. I definitely think that ...
10. I don't mind doing ...
11. I have no doubt that ...
12. I suggest we ...
13. I think we've covered/that covers everything.
14. I think/consider/feel that ...
15. I would recommend ...
16. If I understand correctly, you think ...
17. I'll have to ask you to be as brief as possible as we are running out of time.
18. I'm afraid I can't accept that.
19. I'm afraid our time is almost up.
20. I'm in favour of that.
21. Let's move onto the next point.
22. May I suggest ...?
23. Mr ..., could you look after ...?
24. Mr/Ms ..., would you like to speak now?
25. Mrs ..., I don't think we've heard from you yet.
26. No problem, I'll do that right away.
27. OK, I think you've made your point so let's now consider ...
28. Perhaps we could start with the first point, which is ...
29. So, it seems we all agree that ...
30. Thank you for participating.
31. That's not relevant, could you stick to the point please.
32. The next meeting will be ...
33. The next step is to ...
34. The purpose of this meeting is to ...
35. To sum up ...

36. To summarise what has been said so far ...
37. We should maybe ...
38. We'd like to hear your idea, Mr/Ms ...
39. Welcome everyone ...
40. What do you think are the marketing/financial implications?
41. What exactly do you mean when you say ...?
42. Will next Friday be OK?
43. You may be right, but ...

**Task 12. Read the text about games people play at meetings and do the activities that follow.**

### **Games People Play At Meetings**

Do you ever feel as though you spend all your time in meetings? Henry Mintzberg, in his book *The Nature of Managerial Work*, found that in large organisations managers spent 22 per cent of their time at their desk, 6 per cent on the telephone, 3 per cent on other activities, but a whopping 69 per cent in meetings.

There is a widely-held but mistaken belief that meetings are for "solving problems" and "making decisions". For a start, the number of people attending a meeting tends to be inversely proportional to their collective ability to reach conclusions and make decisions. And these are the least important elements.

Instead hours are devoted to side issues, playing elaborate games with one another. It seems, therefore, that meetings serve some purpose other than just making decisions.

All meetings have one thing in common: role-playing. The most formal role is that of chairman.

He (and it is usually a he) sets the agenda, and a good chairman will keep the meeting running on time and to the point. Sadly, the other, informal, role-players are often able to gain the upper hand. Chief is the "constant talker", who just loves to hear his or her own voice.

Then there are the "can't do" types who want to maintain the status quo. Since they have often been in the organisation for a long time, they frequently quote historical experience as a ploy to block change: "It won't work, we tried that in 1984 and it was a disaster." A more subtle version of the "can't do" type, the "yes, but...", has emerged recently. They have learnt about the need to sound positive, but they still can't bear to have things change.

Another whole sub-set of characters are people who love meetings and want them to continue until 5.30 pm or beyond. Irrelevant issues are their speciality. They need to call or attend meetings either to avoid work or to justify their lack of performance, or simply because they do not have enough to do.

Then there are the "counter-dependents", those who usually disagree with everything that is said, particularly if it comes from the chairman or through consensus from the group. These people need to fight authority in whatever form.

Meetings can also provide attenders with a sense of identification of their status and power. In this case, managers arrange meetings as a means of communicating to others the boundaries of their exclusive club who is "in", and who is not.

A popular game is pinching someone else's suggestions. This is where someone, usually junior or female, makes an interesting suggestion early in the meeting which is not picked up. Much later, the game is played, usually by some more senior figure, who propounds the idea as his own. The suggestion is of course identified with the player rather than the initiator.

Because so many meetings end in confusion and without a decision, another more communal game is played at the end of meetings, called reaching a false consensus. Since it is important for the chairman to appear successful in problem-solving and making a decision, the group reaches a false consensus. Everyone is happy, having spent their time productively. The reality is that the decision is so ambiguous that it is never acted upon, or, if it is, there is continuing conflict, for which another meeting is necessary.

In the end, meetings provide the opportunity for social intercourse, to engage in battle in front of our bosses, to avoid unpleasant or unsatisfying work, to highlight our social status and identity. They are, in fact, a necessary though not necessarily productive psychological sideshow. Perhaps it is our civilised way of moderating, if not preventing change.

**Task 13. Decide whether these statements are true (✓) or false(X), according to the article.**

1. According to Henry Mintzberg, managers spend half of their working time having meetings.

2. According to him, the purpose of meetings has nothing to do with solving problems and making decisions.

3. At a meeting every person is playing a formal role.

4. The writer mentions some typical roles that people play at meetings.
5. A "can't do" type is in favour of tradition and against new ideas.
6. People who aren't invited to meetings are regarded as less important by those who attend.
7. It's normally women who steal other people's ideas at meetings.
8. Even when no definite decisions are made at a meeting, the people often leave the meeting thinking that it has been useful.
9. People who love meetings are inefficient workers.
10. The author believes that meetings are a waste of time.

**Task 14. Choose the best explanation for the words from the text.**

1) *elaborate* games;

- a) complicated;
- b) comprehensive;
- c) competitive.

2) *to gain the upper hand*;

- a) to get some help;
- b) to move to a better position;
- c) to come out on top.

3) *to maintain the status quo*;

- a) to leave everything unchanged;
- b) to make minor changes;
- c) to make major changes.

4) *a ploy* to block change;

- a) an attempt;
- b) a failure;
- c) a trick.

5) *irrelevant* issues;

- a) unsuitable;
- b) unacceptable;
- c) uncommon.

6) *pinching* someone else's suggestions;

- a) supporting;
- b) criticizing;
- c) objecting to.

7) *to propound* the ideas as;

- a) to suggest discussing;



- b) to refuse discussing;
- c) to abstain from discussing.

8) the *ambiguous* decision;

- a) the important decision;
- b) the clear decision;
- c) the vague decision.

9) to *highlight* one's social status;

- a) to boast of one's social status
- b) to lay emphasis on one's social status;
- c) to be proud of one's social status.

10) way of *moderating* change;

- a) way of supporting change;
- b) way of providing change;
- c) way of constraining change.

**Task 15. Form different parts of speech from the given words by adding prefixes or suffixes.**

Noun	Verb	Adjective	Adverb
<i>activity</i>			
<i>mistake</i>			
		<i>proportional</i>	
<i>speciality</i>			
<i>initiator</i>			
	<i>appear</i>		
		<i>successful</i>	
<i>decision</i>			
<i>identity</i>			
		<i>productive</i>	

## Unit 2. Business Etiquette

**Task 1. Read the article about good manners and try to fill in the gaps in it according to what you think.**

**A World Guide to Good Manners or How not to Behave Badly Abroad**

### Part 1

- A. American;
- B. British;
- C. German;
- D. Italians.

Travelling to all corners of the world gets easier and easier. We live in a global village, but how well do we know and understand each other? Here is a simple test. Imagine you have arranged a meeting at four o'clock. What time should you expect your foreign business colleagues to arrive? If they're (1) \_\_\_\_\_, they'll bang on time. If they're (2) \_\_\_\_\_ they'll be 15 minutes early. If they're (3) \_\_\_\_\_ they'll be 15 minutes late, and you should allow up to an hour for the (4) \_\_\_\_\_.

When the European community began to increase in size, several guidebooks appeared giving advice on international etiquette. At first many people thought it was a joke, especially the (5) \_\_\_\_\_, who seemed to assume that the widespread understanding of their language meant a corresponding understanding of English customs. Very soon they had to change their ideas, as they realized that they had a lot to learn about how to behave with their foreign business friends.

### Part 2

- A. The British;
- B. The French;
- C. The Germans;
- D. The Japanese.

For example:

(6) \_\_\_\_\_ are happy to have a business lunch and discuss business matters with a drink during the meal.

(7) \_\_\_\_\_ prefer not to work while eating. Lunch is a time to relax and get to know one another, and they rarely drink at lunchtime.

(8) \_\_\_\_\_ like to talk business before dinner.

(9) \_\_\_\_\_ like to eat first and talk afterwards. They have to be well fed up and watered before they discuss anything.

### Part 3

- A. Britain;
- B. Germany;
- C. Holland.

Taking off your jacket and rolling up your sleeves is a sign of getting down to work in (10) \_\_\_\_\_ and (11) \_\_\_\_\_, but in (12) \_\_\_\_\_ people regard it as taking it easy.

### Part 4

- A. America;
- B. Japan.

In (13) \_\_\_\_\_, executives sometimes signal their feelings of ease and importance in their offices by putting their feet on the desk whilst on the telephone. In (14) \_\_\_\_\_, people would be shocked. Showing the soles of your feet is the height of bad manners. It is a social insult only exceeded by blowing your nose in public.

### Part 5

- a) carefully;
- b) essential;
- c) immediately;
- d) important (x2);
- e) lower;
- f) older;
- g) strictest;
- h) superior;
- i) younger.

The Japanese have perhaps the (1) \_\_\_\_\_ rules of social and business behaviour. Seniority is very (2) \_\_\_\_\_, and a (3) \_\_\_\_\_ man should never be sent to complete a business deal with an (4) \_\_\_\_\_ Japanese man. The Japanese business card almost needs a rulebook of its own.

You must exchange business cards (5) \_\_\_\_\_ on meeting because it is (6) \_\_\_\_\_ to establish everyone's status and position. When it is handed to a person in a (7) \_\_\_\_\_ position, it must be given and received with both hands, and you must take time to read it (8) \_\_\_\_\_, and not just put it in your pocket! Also the bow is a very (9) \_\_\_\_\_ part of greeting someone. You should not expect the Japanese to shake hands. Bowing the head is a mark of respect and the first bow of the day should be (10) \_\_\_\_\_ than when you meet thereafter.

### Part 6

- a) casual;
- b) cool;
- c) difficult;
- d) formal;
- e) geographic;
- f) impersonal;
- g) informal;
- h) main;
- i) reserved;
- j) unemotional.

The Americans sometimes find it (11) \_\_\_\_\_ to accept the more (12) \_\_\_\_\_ Japanese manners. They prefer to be (13) \_\_\_\_\_ and more (14) \_\_\_\_\_, as illustrated by the universal "Have a nice day!" American waiters have a one-word imperative "Enjoy!" The British, of course, are (15) \_\_\_\_\_ and (16) \_\_\_\_\_. The great topic of conversation between strangers in Britain is weather – (17) \_\_\_\_\_ and (18) \_\_\_\_\_. In America, the (19) \_\_\_\_\_ topic between strangers is the search to find a (20) \_\_\_\_\_ link. 'Oh, really? You live in Ohio? I had an uncle who once worked there.'

### Part 7

- A. Afghanistan;
- B. America;
- C. France;
- D. Pakistan;
- E. Thailand;
- F. the Middle East;
- G. Ukraine.

"When in Rome, do as the Romans do". Here are some final tips for travelers:

In (21) \_\_\_\_\_ you shouldn't sit down in a café until you've shaken hands with everyone you know.

In (22) \_\_\_\_\_ you should spend at least five minutes saying hello.

In (23) \_\_\_\_\_ you mustn't wink. It is offensive.

In (24) \_\_\_\_\_ you must never use the left hand for greeting, eating, drinking, or smoking. Also, you should take care not to admire anything in your hosts' home. They will feel that they have to give it to you.

In (25) \_\_\_\_\_ you must match your hosts drink for drink or they will think you are unfriendly.

In (26) \_\_\_\_\_ you should clasp your hands together and lower your head and your eyes when you greet someone.

In (27) \_\_\_\_\_ you should eat your hamburger with both hands and as quickly as possible. You shouldn't try to have a conversation until it's eaten.

### Comprehension check

1. Which nationalities are the most and least punctual?
2. Why did the British think that everyone understood their customs?
3. Which nationalities do not like to eat and do business at the same time?
4. "They have to be well fed and watered". What or who do you normally have to feed or water?

5. Which nationalities have rules of behaviour about hands? What are the rules?

6. Why is it not a good idea to:

- say that you absolutely love your Egyptian friends' vase?
- go to Ukraine if you don't drink alcohol?
- say "Hi! See you later!" when you're introduced to someone in Afghanistan?
- discuss politics with your American friend in a McDonald's?

7. Imagine you are at a party in (a) England (b) America. How could you begin a conversation with a stranger? Continue the conversations with your partner.

8. Do you agree with the saying "When in Rome, ..."? Do you have a similar saying in your language?

9. What are the rules about greeting people in your country? When do you shake hands? When do you kiss? What about when you say goodbye?

10. Think of one or two examples of bad manners. For example, in Britain it is considered impolite to ask people how much they earn.

11. What advice would you give somebody coming to live and work in your country?

**Task 2. Read about the rules for making your business card effective and match each part (1 – 7) with a proper heading (A – G).**

### **Seven Rules of an Effective Business Card**

- A. Avoid Full Coverage.
- B. Consider a Call to Action.
- C. Design for Your Audience.
- D. Get Them Professionally Printed.
- E. Include Only the Most Important Information.
- F. Make Sure It Is Legible.
- G. Use Special Finishing Options Carefully.

Having an effective business card is not as simple as listing your name and contact information on a small 3.5" x 2" card. In fact, there are thousands of ways you can format your business card, many options when it comes to the information you include, and even more ways you can make your business card stand out.

Follow these seven business card rules to make sure your business card supports your brand and performs well for your business.

(1) \_\_\_\_\_

It's tempting to reduce the font size and include every last bit of information you have on your business card. I have seen cards that include name, title, business name, phone, email, website, plus every social network profile, a sales pitch, a comprehensive list of services and a bio. If you have this much information on your card, you are most certainly losing the recipient's attention due to information overload.

You want to include enough to pique the interest of the recipient and make it memorable, without making his or her head spin. Keep your business card simple by being selective about the information you include.

(2) \_\_\_\_\_

Funky fonts are fun, but there's a time and a place for them, and your business card usually isn't the right place. Make sure the fonts you use on your business card aren't too small, too fancy, or distorted in some way, making your card difficult to read.

Do you want to add some spice to your card? Let your logo be the design element that adds interest and keep the text simple and straightforward.

(3) \_\_\_\_\_

With affordable business card printing, it's very common to have full-color text and designs on both sides of your business card. But, avoid the temptation to completely cover every white space on your card, unless absolutely necessary.

It's impossible for your recipient to make notes or jot down a memory trigger when there is no room to write, when there is a dark color covering the entire surface, or when a high-gloss finish is applied to both sides. For those who regularly use business cards for note-taking, your black, glossy card may not make the cut for them.

(4) \_\_\_\_\_

While you could print your own business cards at home on your inkjet printer with perforated business card paper, please consider professional printing instead. Unless you have commercial printing capabilities, DIY business cards might not make the best first impression.

You may be able to save a moderate amount of money and update your information easily if you print them yourself, but the impact of handing over a homemade business card isn't the same as cards that are printed professionally.

(5) \_\_\_\_\_

If you have multiple businesses, you may consider using the front of your business card for one venture and the back for the other. In some cases, when the two businesses complement each other or are loosely connected, this may work.

However, if you have two opposing identities – let's say you're a graphic designer by day and a tow truck driver at night – you should create a business card for each business to avoid confusion and speak directly and appropriately to each distinct audience.

(6) \_\_\_\_\_

There are so many ways to make your business card stand out when it comes to the design. I have seen some very effective business cards that use attention-getting finishing features such rounded corners or other die cuts, holes punched through, unusual sizes, embossing, foil accents, and folds that can turn a simple card into a mini-brochure.

Any of these options may work for your business card, but make sure you are selecting a finish that is relevant to your brand, not just something cool to try.

(7) \_\_\_\_\_

While I recommend keeping your business card simple and streamlined, that doesn't mean you can't use some valuable real estate for a special offer or other call to action. Craft a short message that offers a discount, directs the recipient to your website, or provides a tip that will be relevant and useful to the reader.

If you hit the mark with a specific call to action or other helpful information, you can make your card instantly memorable and generate more leads in the process.

**Task 3. Match the words from the text with their synonyms.**

- |                     |                        |
|---------------------|------------------------|
| 1) to pique;        | a) appropriate;        |
| 2) to be selective; | b) clear, definite;    |
| 3) too fancy;       | c) direct;             |
| 4) straightforward; | d) influence;          |
| 5) common;          | e) not tightly;        |
| 6) to jot down;     | f) special, elaborate; |
| 7) impact;          | g) to achieve a goal;  |

- |                        |                            |
|------------------------|----------------------------|
| 8) loosely;            | h) to choose carefully;    |
| 9) distinct;           | i) to differ from others,  |
| 10) to stand out;      | j) to give advice;         |
| 11) relevant;          | k) to stimulate;           |
| 12) to provide a trip; | l) to take the initiative; |
| 13) to hit the mark;   | m) to write;               |
| 14) to generate leads. | n) usual, ordinary.        |

**Task 4. Decide if the following statements about the text are true or false.**

1. The more information you have on your business card, the better.
2. The design elements on your card can make it difficult to read.
3. Most business cards have text and designs on both sides.
4. The cards printed by professionals are always preferable.
5. There are only two advantages of homemade business cards.
6. If you have multiple businesses not connected with each other, print them on both sides of your card.
7. If your card design stands out, it is sure to help your business.
8. In your card, keep to a businesslike, rather than cool and extravagant, style.
9. The most important information on your business card includes your name, title, phone number and e-mail.

## **Unit 3. Health Service**

**Task 1. In pairs decide which of these points from the article could be the most and the least interesting.**

- A. United Nations;
- B. Gap between rich and poor;
- C. Medical care;
- D. Being well-off;
- E. Profits;
- F. Treatment;
- G. Diseases;
- H. Specialist care;
- I. Poverty line.



**Task 2. Complete the table below. Compare the services you get with other people in the world. Share what you wrote with your partner.**

<b>Service</b>	<b>Why I'm better-off than some</b>	<b>Why I'm worse-off than some</b>
Healthcare		
Housing		
Education		
Environment		
Parks		
Pension		

**Task 3. Look at the article's headline and guess whether these sentences are true (T) or false (F).**

- A. The UN has made a special healthcare system just for rich people.
- B. The gap between rich and poor is 30 times wider than it used to be.
- C. People who live in the same city generally receive the same healthcare.
- D. A UN report says it's sad that hospitals are out to make profits.
- E. The UN recommends a return to the healthcare system of the 1970s.
- F. Healthcare today is based on a system of visiting family doctors.
- G. The UN said today's healthcare systems follow the wrong model.
- H. Healthcare costs push 100 million a year below the poverty line.

**Task 4. Now read the text and write down five questions you would like to ask your group about the text.**

### **World Healthcare System for the Rich**

A new United Nations report has found that healthcare systems across the world are becoming more unequal. The annual World Health Report, launched on October 14th by the World Health Organization (WHO), found that the healthcare gap between rich and poor people is wider today than it was thirty years ago. Even people living in the same city experience enormous differences in the quality of medical care they have access to. The WHO said in its report: "In far too many cases, people who are well-off and generally healthier have the best access to the best care, while the poor are left to fend for themselves". Perhaps the saddest conclusion of the report is that health care today is frequently treated as something which hospitals can make profits on.

The WHO recommends a return to a more basic "primary health care" system that many countries developed in the 1970s. Back then, the sick could visit a family doctor and get the treatment they needed. The report says healthcare no longer focuses on poorer members of society: "Health care is often delivered according to a model that concentrates on diseases, high technology, and specialist care," it stated. WHO Director-General Dr. Margaret Chan said: "Viewed against current trends, primary health care looks more and more like a smart way to get health development back on track" She added: "We are, in effect, encouraging countries to go back to the basics". More than 100 million people are pushed below the poverty line each year because they cannot afford healthcare.

**Task 5. Match the following synonyms from the article.**

- |                         |                            |
|-------------------------|----------------------------|
| 1) unequal;             | a) huge;                   |
| 2) gap;                 | b) one-sided;              |
| 3) enormous;            | c) cope alone;             |
| 4) well-off;            | d) suggests;               |
| 5) fend for themselves; | e) in the right direction; |
| 6) recommends;          | f) care;                   |
| 7) treatment;           | g) difference;             |
| 8) current;             | h) pay for;                |
| 9) on track;            | i) present;                |
| 10) afford.             | j) rich.                   |

**Task 6. Match the following phrases from the article (sometimes more than one combination is possible).**

- |   |                                  |
|---|----------------------------------|
| 1) healthcare systems across the world are; | a) on track;                     |
| 2) the healthcare gap;                      | b) quality of medical care;      |
| 3) enormous differences in the;             | c) are well-off;                 |
| 4) people who;                              | d) could visit a family doctor;  |
| 5) the saddest conclusion;                  | e) below the poverty line;       |
| 6) Back then, the sick;                     | f) Basics;                       |
| 7) healthcare no longer focuses on;         | g) becoming more unequal;        |
| 8) get health development back;             | h) poorer members of society;    |
| 9) go back to the;                          | i) of the report;                |
| 10) 100 million people are pushed.          | j) between rich and poor people. |

**Task 7. Discuss the questions.**

1. What springs to your mind when you hear the word "healthcare"?
2. Do you think healthcare should be free for everyone?
3. What do the poor do for healthcare if they have to fend for themselves?
4. Have you ever had to fend for yourself?
5. Is it right for hospitals to make profits?
6. What do you think of the idea of having a family doctor?

**Task 8. Search the Internet and find out more about the UN World Health Report. Share what you discover with your group.**

**Task 9. Prepare a report about the types of healthcare in Ukraine.**

**Task 10. Read the text about the national health service and do the activities that follow.**

The NHS (the national health service is commonly referred to by this abbreviation) was **launched** in 1948. It was born out of a long-held ideal that good healthcare should be available to all, regardless of wealth – one of the NHS's **core principles**. With the exception of some **charges**, such as **prescriptions, optical services** and **dental services**, the NHS in England remains free at the point of use for all UK residents. This currently stands at more than 64.6 million people in the UK and 54.3 million people in England alone.

The NHS in England deals with over 1 million patients every 36 hours. It covers everything, including **antenatal screening**, routine screenings (such as the NHS Health Check), treatments for long-term conditions, transplants, **emergency treatment** and end-of-life care.

All that anybody has to do to be assured the full benefits of the system is to register with a local NHS doctor. Most doctors in the UK are **General Practitioners** (GPs) and they are at the heart of the system. A visit to the GP is the first step towards getting any kind of treatment. The GP then arranges for whatever tests, **surgery**, specialist consultation or medicine are considered necessary. Only if it is an emergency or if the patient is away from home can treatment be obtained in some other way.

There are a number of private **medical insurance** schemes in the UK.

They are becoming increasingly popular. This is not because people believe that private treatment is any better than NHS treatment from a purely medical point of view. But it is widely recognized as being more convenient. NHS patients who need a non-urgent operation often have to wait more than a year, and even those who need a relatively **urgent operation** sometimes have to wait more than a month. Under private schemes, people can choose to have their operation whenever, and as soon as, they want. It is this which is their main attraction. The length of "waiting lists" for operations within the NHS is one of the most hotly discussed public issues. Private patients sometimes use "pay beds" in NHS hospitals. There are also some hospitals and clinics which are completely private.

**Task 11. Look at the following words in bold in the text and try to explain them.**

Launched, core principles, charges, prescriptions, optical services, dental services, antenatal screening, emergency treatment, general practitioners, surgery, medical insurance, urgent operation.

**Task 12. Look at the verbs in the box. Are the noun forms of these words the same or different? Write down any nouns which are different and mark the stress.**

To affect, to ban, to burn, to cure, to discover, to grow, to influence, to operate, to prevent, to remove, to regret, to risk, to treat, to transplant.

Verb	Noun
to treat	treatment



6. I don't know why the doctor thinks that I've got flu. He didn't even \_\_\_\_\_.
- a) sound my back;                      b) feel my pulse;                      c) examine me.
7. "Oh doctor, I feel so sick and uneasy."  
"Well, \_\_\_\_\_ examine you."
- a) let me;                                      b) I'm going to;                      c) I'll.
8. When Dora broke her leg she was at home with her leg in \_\_\_\_\_  
for three weeks.
- a) dressing;                                      c) plaster;  
b) bandaged;                                      d) crunches.
9. I don't know why you must suffer. Why don't you \_\_\_\_\_ a good  
doctor?
- a) see;    b) consult;                                      c) call.
10. The doctor didn't say anything, he just \_\_\_\_\_ a prescription and  
let me go.
- a) filled;    c) wrote on;  
b) made out;                                      d) subscribed.
11. I wonder why you don't take the medicine that the doctor \_\_\_\_\_ you.
- a) made out for;                                      c) nursed;  
b) wrote;    d) prescribed.
12. Here's a \_\_\_\_\_. Could you go to the chemist's and have it made up?
- a) recipe;    b) medicine;                                      c) prescription.
13. I'm sure this is only a slight cold. But the doctor says I must \_\_\_\_\_  
hospital.
- a) see;    c) go to the;  
b) be taken to;                                      d) visit.
14. "Have you had your bad tooth taken out?"  
"No, it only needed to be \_\_\_\_\_."
- a) submitted;                                      c) fixed;  
b) filled;    d) fitted.
15. Mr Paddle choked because he didn't take out his \_\_\_\_\_ before  
sleeping.
- a) medicine;                                      b) false teeth;                                      c) denture.
16. I'm sorry, but you can't see Dr. Dodd now. He works only by  
\_\_\_\_\_.
- a) arrange;    b) appointment;

- c) application; e) appliance.  
d) himself;

17. The nurse didn't let me in as I hadn't \_\_\_\_\_ an appointment with the doctor.

- a) agreed; c) fixed;  
b) asked; d) made.

18. When the nurse \_\_\_\_\_ me into the surgery, I felt I wasn't ill at all.

- a) showed; b) let; c) took.

19. It's too late to examine you now. Will you come back tomorrow during \_\_\_\_\_?

- a) lunchtime; c) early morning;  
b) surging hours; d) surgery hours.

20. Dr Dodd always works alone, he's never \_\_\_\_\_ by a nurse in his surgery.

- a) appointed; c) assisted; e) accomplished.  
b) arranged; d) accelerated;

21. I was surprised when he pulled out my tooth without giving me a(n) \_\_\_\_\_.

- a) volunteer; c) indigestion;  
b) injection; d) temptation.

22. The patient \_\_\_\_\_ of a pain in his limbs and small red spots all over his body.

- a) denied; c) suffered;  
b) complained; d) recovered;

23. Let me have a look at your tongue. I'd like to see whether it's \_\_\_\_\_ or not.

- a) red; b) injured; c) infected.

24. My grandfather \_\_\_\_\_ a nervous condition and pneumonia.

- a) a) complains of; b) suffers from; c) recovered from.

25. I don't know what the matter is, but the doctors found \_\_\_\_\_ in my urine.

- a) a stone; c) sugar;  
b) a safety pin; d) measles.

26. The doctor ordered me a complete rest and \_\_\_\_\_ treatment.

- a) spa; c) electric;  
b) medical; d) insurance.

27. Do you suffer from shivering and a pain in the \_\_\_\_\_?  
 a) joints;                                      b) limbs;                                      c) chest.
28. Grandfather needs a change of air as he suffers from a \_\_\_\_\_  
 of breath.  
 a) shortness;                                      c) failure;  
 b) laxity;                                      d) short.
29. I'm afraid the baby's got a cold. He's been coughing and \_\_\_\_\_  
 all day.  
 a) sneezing;                                      b) vomiting;                                      c) breathing.
30. I must buy another dozen hankies. My wife's got flu and her nose  
 is \_\_\_\_\_.  
 a) pouring;                                      c) running;  
 b) soaked through;                                      d) soaking.
31. The patient says he's \_\_\_\_\_ with cold and he's got a temperature  
 of 39.  
 a) vomiting;                                      c) shivering;  
 b) dizzy;                                      d) scared.
32. How long have you been suffering from a \_\_\_\_\_ of sleep?  
 a) lack;                                      c) shortage;  
 b) shortness;                                      d) sweating.
33. Did you say you vomited several times? Well, this must be a sort  
 of \_\_\_\_\_.  
 a) indigestion;                                      b) food poisoning.
34. You must stay in bed for three days and take these \_\_\_\_\_ three  
 times a day.  
 a) pills;                                      b) tablets;                                      c) capsules.
35. The doctor told me to take these \_\_\_\_\_ three times a day after  
 meals.  
 a) medics;                                      c) drinks;  
 b) ointments;                                      d) pills.
36. The doctor told me to take this \_\_\_\_\_ three times a day after  
 meals.  
 a) medicine;                                      b) ointment;                                      c) capsules.
37. "Tony had a bad accident last week."  
 "Did he get \_\_\_\_\_?"  
 a) injured;                                      b) hurt;                                      c) to hospital.



38. They didn't take the driver to hospital, his \_\_\_\_\_ were dressed on the premises.

- a) wounds;
- b) plasters;
- c) injuries;
- d) cuts.

39. Tony came out of hospital with a \_\_\_\_\_ arm but very happy.

- a) broken;
- b) bandaged;
- c) plastered.

40. As he told us he was lucky that he didn't have to be \_\_\_\_\_.

- a) injured;
- b) operated on;
- c) infected;
- d) inflamed.

41. That stupid chemist refused to make up the \_\_\_\_\_ that the doctor prescribed.

- a) medicine;
- b) mixture;
- c) powder.

42. The surgeon told me he didn't want to see me hanging around the \_\_\_\_\_ again.

- a) syringes;
- b) operating-room;
- c) dietician.

43. You're a bit fat. You should avoid eating so much \_\_\_\_\_, I'm afraid.

- a) rich food;
- b) lean meat;
- c) light food;
- d) fruit.

44. Sheila says her \_\_\_\_\_ headache is due to the neighbour's singing out of tune.

- a) splitting;
- b) sweating;
- c) shivering;
- d) trembling.

## Unit 4. Hotels. Catering

**Task 1. Work in pairs. Discuss the following points. Compare answers with the rest of the group.**

1. What type of research do you do before you make a reservation at a hotel?

2. How do you decide where to stay? Do you check to see how many stars a hotel is before booking the room?

3. Have you ever stayed at a very bad hotel? Where were you? What was the experience like? What was the room like? What amenities did the hotel offer? What amenities didn't they offer?

4. Have you ever attended a business conference at a hotel? What specific amenities did they have for business?

**Task 2. Read the article about hotels and try to explain the words in bold.**

There are many **options** for **accommodation** when you are on vacation. Most people stay in hotels, these can be cheap or expensive, they usually have several floors, and they may have a restaurant or swimming pool. A **motel** is like a cheap hotel, usually with only one or two floors, and you can park your car in front of your room. Or you can stay in a **bed and breakfast**. These are small, **quaint** and **cozy** places that **offer** a place to sleep and breakfast in the morning. Often these are run by families or **individuals**, and they may only have a few rooms.

**Budget** travelers may choose to stay in **hostels**; these are cheaper than other types of accommodation because they offer few **amenities**. In European cities especially, budget hostels are **a dime a dozen**; you will often see several hostels on the same street. Hostels are ideal for young **backpackers**, who can stay in **dorm** beds in a room with several other travelers, for a **fraction** of the cost of a hotel room.

Tickets can be booked online, **via** telephone, or you can show up in person and try your luck. However, it's always a good idea to **call ahead** and check to see if there are any **vacancies**. That way, you waste less time and can spend more time **sightseeing!**

**Task 3. Fill in the blanks with a vocabulary word from the list below.**

- |                   |                 |
|-------------------|-----------------|
| a) option;        | g) fraction;    |
| b) offer;         | h) sightseeing; |
| c) dorm;          | i) cozy;        |
| d) vacancy;       | j) budget;      |
| e) accommodation; | k) via;         |
| f) individual;    | l) quaint.      |

1. We bought a small, old-fashioned house in a \_\_\_\_\_ little village.
2. Hmm... I don't want a single bed, but a double bed might be too big. Are there any other \_\_\_\_\_?
3. You can buy a used car for a \_\_\_\_\_ of the cost of a new one.
4. My brother is a college student. He lives in a \_\_\_\_\_.
5. If you want to go to the Olympics, you should book your \_\_\_\_\_ early.
6. I don't want to buy six cans of soda. Can I just buy an \_\_\_\_\_ can?

7. \_\_\_\_\_ airlines are often cheaper, but they don't have as many amenities as other airlines.

8. The waiter \_\_\_\_\_ me a free cup of coffee.

9. My parents like to go \_\_\_\_\_ when we go on vacation, but I would rather just look at the pictures.

10. You can travel to the island \_\_\_\_\_ boat or plane.

11. That sofa looks really soft and \_\_\_\_\_.

12. Look! The sign says " \_\_\_\_\_!" We can stay in that hotel!

**Task 4. Read the telephone conversation and role-play it. Then check your understanding.**

*Receptionist:* Thanks for calling Quality Inn. Morine speaking.

*Caller:* Hello. I'm interested in booking a room for the September long weekend.

*Receptionist:* I'm afraid we're totally booked for that weekend. There's a convention in town and we're the closest hotel to the convention centre.

*Caller:* Oh, I didn't realize. Well what about the weekend after that?

*Receptionist:* So... Friday the seventeenth?

*Caller:* Yes. Friday and Saturday.

*Receptionist:* It looks like we have a few vacancies left. We recommend that you make a reservation, though. It's still considered peak season then.

*Caller:* Okay. Do you have any rooms with two double beds? We're a family of four.

*Receptionist:* Yes, all of our rooms have two double beds. The rate for that weekend is \$129 dollars a night.

*Caller:* That's reasonable. And do you have cots? One of my daughters might be bringing a friend.

*Receptionist:* We do, but we also charge an extra ten dollars per person for any family with over four people. The cot is free.

*Caller:* Okay, but I'm not positive if she is coming. Can we pay when we arrive?

*Receptionist:* Yes, but we do require a fifty dollar credit card deposit to hold the room. You can cancel up to five days in advance and we will refund your deposit.

*Caller:* Great, I'll call you right back. I have to find my husband's credit card.

*Receptionist:* Okay. Oh, and just to let you know...our outdoor pool will be closed, but our indoor pool is open.

**Check your understanding:**

1. Why did the caller phone this hotel?
2. Why can't the caller stay at the hotel on the September long weekend?
3. Why does the caller have to hang up and call back?

**Task 5. Read and role-play the situation of checking in and out at a hotel. Then answer the questions.**

*Receptionist:* Hi there. Are you checking out now?

*Guest:* Yes, sorry. I know we're a few minutes late.

*Receptionist:* That's no problem. It's always really busy at check out time anyway.

*Guest:* Oh, really. The last hotel we stayed in charged us for a late check out.

*Receptionist:* The hotel isn't booked this week, so it's not a problem. How was everything?

*Guest:* The room was great. The beds were really comfortable, and we weren't expecting our own fridge.

*Receptionist:* I'm glad you liked it.

*Guest:* The kids were disappointed that the pool wasn't open this morning, though.

*Receptionist:* I apologize for that. We can't get a cleaner in any earlier than 10 am.

*Guest:* Well we had a nice swim last night anyhow.

*Receptionist:* Will you be putting this on your credit card?

*Guest:* No. I'll pay cash.

*Receptionist:* OK. So the total comes to \$123.67, including tax.

*Guest:* I thought it was \$115 even. That's what they said yesterday when we checked in.

*Receptionist:* Yes, but there is an extra room charge on your bill.

*Guest:* Oh, I forgot. My husband ordered a plate of nachos. Sorry.

*Receptionist:* No problem. So...from \$140, here's your change. Now, I'll just need to ask you for your room keys.

**Answer the questions:**

1. Why does the guest apologize when she arrives at the front desk?
2. What didn't the woman's family like about the hotel?
3. What was the woman charged for besides the room rate?

**Task 6. Prepare a report about the types of hotels in Ukraine.**

**Task 7. Read the article about eating out while travelling and try to explain the words in bold.**

**Tips for travelers or ways to eat out on vacation**

Along with hotels and entertainment, food costs while traveling can add up quickly. However, tasting **local cuisine** is one of the best ways to experience your **destination**, and that should not be sacrificed! There are plenty of ways to **please your palate** on vacation without breaking the bank.

If you know you want to **indulge in** a specific dish, check out numerous restaurants' websites first, or call directly to **inquire about daily specials**. Also, sign up for email alerts to receive **restaurant coupons** and information about **promotions**.

Restaurants and bars offer more deals during the week when less people are out. Not only is lunch often cheaper than dinner, but eating during "off" times can save you money. Many restaurants offer late afternoon or **happy hour menus**, and half price **appetizers** are common at bars. Visiting a bakery at the end of the day is also a good way to **score a deal** on food.

When a hotel offers free breakfast, eat smart. Skip the sugary cereal for a filling combination of protein, fruits, and vegetables to avoid becoming hungry an hour later. Before leaving for the day or checking out, look for fresh fruit, water, and granola in the fitness center, **healthy snacks** at the spa, and coffee in the lobby or business center.

Tourist traps often equate to jacked up prices. Simply ask locals where the best place is to **grab an affordable bite**. The local hole in the wall will likely give you more bang for your buck compared to the resorts. Remember, appreciating the flavors and unique culinary styles of a destination doesn't have to equal overspending!

**Task 8. In pairs discuss the following points:**

1. Why is tasting local cuisine important when travelling?
2. What can be done before starting out?
3. How can you profit from restaurant promotions?
4. How can overspending be avoided?
5. A penny saved is a penny earned. Explain the meaning of the proverb. Is such approach really effective when travelling?
6. Share some personal experience of eating out when being abroad.

**Task 9. Write similar guidelines for a foreign visitor for eating out in Ukraine.**

# Unit 5. Business Communication

## Part 1. Introduction to Business Writing

### Intensive reading

#### Words Are Governed by Rules

Perhaps you like to think of yourself as a free spirit, but did you know that all your communication is governed by rules?

You weren't born knowing how to talk, but learned to form words and sentences as you developed from infancy. As you learned language, you learned rules. You learned not only what a word means in a given context, and how to pronounce it; you also learned the social protocol of when to use it and when not to.

When you write, your words represent you in your absence. The context may change from reader to reader, and **your goal as an effective business communicator is to get your message across (and some feedback) regardless of the situation.** The better you know your audience and context, the better you can anticipate and incorporate the rules of how, what, and when to use specific words and terms.

And here lies a paradox: you may think that, ideally, the best writing is writing that is universally appealing and understood. Yet the more you design a specific message to a specific audience or context, the less universal the message becomes. Actually, this is neither a good or bad thing in itself. In fact, if you didn't target your messages, they wouldn't be nearly as effective.

By understanding this relationship of a universal or specific appeal to an audience or context, you can look beyond vocabulary and syntax and focus on the reader. When considering a communication assignment like a sales letter, knowing the intended audience gives you insight to the explicit and implicit rules.

All words are governed by rules, and the rules are vastly different from one language and culture to another. A famous example is the decision by Chevrolet to give the name "Nova" to one of its cars. In English, nova is recognized as coming from Latin meaning "new"; for those who have studied astronomy it also refers to a type of star. When the Chevy Nova was introduced in Latin America, however, it was immediately ridiculed as the "car that doesn't go". Why? Because "no va" literally means "doesn't go" in Spanish.

By investigating sample names in a range of markets, you can quickly learn the rules surrounding words and their multiple meaning, such as you learned about subjects and objects, verbs and nouns, adjectives and adverbs when you were learning language.

Long before you know formal grammar terms, you observed how others communicate and learned by trial and error. In business, error equals inefficiency, loss of resources, and is to be avoided. For Chevrolet, a little market research in Latin America would have gone a long way.

### **Words Shape Our Reality**

Aristotle is famous for many things including his questioning of whether the table you can see, feel, or use is real.

This may strike you as strange, but imagine that we are looking at a collection of antique hand tools. What are they? They are made of metal and wood, but what are they used for? The words we use help us to make sense of our reality, and we often use what we know to figure out what we don't know. Perhaps we have a hard time describing the colour of the tool, or the table, as we walk around it. The light itself may influence our perception of its colour.

We may lack the vocabulary to accurately describe the colour, and instead say it is "like a" colour, but not directly describe the colour itself. The colour, or use of the tool, or style of the table are all independent of the person perceiving them, but also a reflection of the person perceiving the object.

Clear and concise communication involves anticipation of this inability to label a colour or describe the function of an antique tool by constructing meaning.

Anticipating the language that the reader may reasonably be expected to know, as well as unfamiliar terms, enables the writer to communicate in a way that describes with common reference points while illustrating the new, interesting, or unusual. **Promoting understanding and limiting misinterpretations are key goals of the effective business communicator.**

Your letter introducing a new product or service relies, to an extent, on you preconceived notions of the intended audience and their preconceived notions of your organization and its products or services. By referencing common ground, you form a connection between the known and the unknown, the familiar and the new.

People are more likely to be open to a new product or service if they can reasonably relate it to one they are familiar with, or with which they have had good experience in the past. Your initial measure of success is effective communication, and your long term success may be measured in the sale or new contract for services.

### **Words and Your Legal Responsibility**

Your writing in a business context means that you represent yourself and your company. What you write and how you write it can be part of your company's success, but can also expose it to unintended consequences and legal responsibility. When you write, keep in mind that your words will keep on existing long after you have moved on to other projects. They can become an issue if they exaggerate, state false claims, or defame a person or legal entity such as a competing company.

Another issue is plagiarism, using someone else's writing without giving credit to the source. Plagiarism is a violation of copyright law and may also violate your company policies.

Industry standards often have legal aspects that must be respected and cannot be ignored. For the writer this can be a challenge, but it can be a fun challenge with rewarding results.

*"Our product is better than X company's product. Their product is dangerous and you would be a wise customer to choose us for your product solutions".*

What's wrong with these two sentences? They may land you and your company in court. You made a generalized claim of one product being better than another, and you stated it as if it were a fact.

The next sentence claims that your competitor's product is dangerous. Even if this is true, your ability to prove your claim beyond a reasonable doubt may be limited. Your claim is stated as fact again, and from the other company's perspective, your sentences may be considered libel or defamation.

**Libel is the written form of defamation, or a false statement that damages reputation.**

Always be careful to qualify what you write and to do no harm.

For example, in America under the First Amendment you have a right to express your opinion, but the words you use and how you use them, including the context, are relevant to their interpretation as opinion versus fact.



## Thinking Critically

As you approach your writing project, it is important to practice the habit of thinking critically.

**Critical thinking can be defined as "self-directed, self-disciplined, self-monitored, and self-corrective thinking".**

As a habit of mind, **critical thinking requires:**

- established standards and attention to their use,
- effective communication,
- problem solving, and
- willingness to acknowledge and address our own tendency for confirmation bias, egocentrism, and sociocentrism.

**Egocentrism and sociocentrism** are related concepts to confirmation bias.

**Egocentrism can be defined as the use of self-centered standards to determine what to believe and what to reject.**

**Similarly, sociocentrism involves the use of society-centered standards.**

Both ways of thinking create an "us versus them" relationship that can undermine your credibility and alienate readers who don't share your viewpoint. This leads to confirmation bias and groupthink, resulting in false conclusions with little or no factual support for belief.

Egocentric/Confirmation bias/Sociocentrism: in each case the false thinking strategy leads to poor conclusions. Watch out for your tendency to read, write and believe that which reflects only what you think you know without solid research and clear, critical thinking.

## Overcoming Fear of Writing

For many people one of the most frightening things in life is public speaking. For similar reasons, whether rational or irrational, writing often generates similar fears.

Having a positive attitude about writing in general, and your effort is a key ingredient to your success. If you approach your writing assignment with trepidation and fear, you will spend your valuable time and attention in ways that do not contribute positively to your writing.

Effective business writing is a highly valued skill, and regardless of the degree to which writing will be a significant aspect of your designated job duties, your ability to do it well will be a boost to your career.

Writing is a dynamic process, a reflection of the communication process itself. It won't be perfect the first time you attempt it.

In many organizations, you can ask your supervisor or coworkers for copies of similar documents to the one you have been assigned, even if the content is quite different. If this is not an option, simply consider the way most documents in your company are written – even something as basic as an interoffice e-mail will provide some clues. Your goal is to become familiar with the type of document and to examine several successful examples. Once you see a couple of reports, you will have a better feel for what you have to produce.

## **Part 2. Writing Styles**

Unlike some other kinds of writing such as poetry or fiction, business writing is not an opportunity for self-expression. Instead it calls for a fairly conservative and unadorned style.

**Writing style, also known as voice or tone, is the manner in which a writer addresses the reader.**

Writing style involves qualities of writing such as vocabulary and figures of speech, phrasing, rhythm, sentence structure, and paragraph length. Developing an appropriate business writing style will reflect well on you and increase your success in any career.

Consider the following comparison of **informal versus formal and bureaucratic styles**.

- *Bureaucratic* – Attached is the latest delivery data represented in topographical forms pursuant to the directive ABC123 of the air transportation guide supplied by the Federal Aviation Administration in September of 2008.

- *Formal* – Please note the attached delivery data for July 2009.

- *Informal* – Here's the delivery data for last month.

What is professional writing in a business context?

If you answered "it depends", you are correct.

The skilled business writer will know his or her audience and will adapt the message to best facilitate the communication. Choosing the right style can make a significant impact on how your writing is received.

**Task 1. Read the following text, and then decide whether the statements (A – E) are true (T) or false (F).**

## Written Communication

Written communication involves any type of interaction that makes use of the written word. Communication is a key to any endeavor involving more than one person. Communicating through writing is essential in the modern world and is becoming ever more so as we participate in what is now commonly called the information age. In fact, written communication is the most common form of business communication. It is essential for small business owners and managers to develop effective written communication skills and to encourage the same in all employees. The information age has altered the ways in which we communicate and placed an increasing emphasis on written versus oral communications.

The ever-increasing use of computers and computer networks to organize and transmit information means the need for competent writing skills is rising. Dr. Craig Hogan, a former university professor who now heads an online school for business writing, receives hundreds of inquiries each month from managers and executives requesting help with improving their own and their employees' writing skills. Dr. Hogan explains, in an article entitled "What Corporate America Can't Build: A Sentence," that millions of people previously not required to do a lot of writing on the job are now expected to write frequently and rapidly. According to Dr. Hogan, many of them are not up to the task. "E-mail is a party to which English teachers have not been invited. It has companies tearing their hair out." Survey results from The National Commission on Writing study back up this assessment. They found that a third of employees in the nation's "blue chip" companies write poorly and are in need of remedial writing instruction.

The need to develop good writing skills is only highlighted by the fact that in the information age, it is not uncommon to have business relationships with customers and suppliers that are established and maintained exclusively through the use of written communications. In this environment, "the words we write are very real representations of our companies and ourselves. We must be sure that our e-mail messages are sending the right messages about us," explained Janis Fisher Chan, author of *E-Mail: How to Write and Manage E-Mail in the Workplace*, in an article appearing in "Broker Magazine". The key to communication, of course, is to convey meaning in as accurate and concise a manner as possible. People do not read business memoranda for the pleasure of reading. They do so in order to receive instructions or information upon which to base decisions or take action. Therefore, highly

literary prose is not desirable in business writing. Overly formal prose may also be counterproductive by seeming stand-offish or simply wordy. A style of writing that is too informal can also convey an unintended message, namely that the subject matter is not serious or not taken seriously by the sender. A straightforward, courteous tone is usually the best choice but one that may not come naturally without practice.

A. Written communication is becoming less popular in modern world. T / F

B. According to Dr. C. Hogan, people now are required to do a lot of writing at work. T / F

C. People generally read business memoranda for the pleasure of reading. T / F

D. In business writing highly literary prose is essential. T / F

E. Formal style of writing is the best choice for business letters. T / F

**Task 2. Commonly confused words. The sentences below focus on some of the most common errors in English. Choose the appropriate word for each sentence.**

*1. accept/except*

a. The office will \_\_\_\_\_ applications until 5 pm on the 31st.

b. Attendance is required for all employees \_\_\_\_\_ supervisors.

*2. effect/affect*

a. To \_\_\_\_\_ the growth of plants, we can regulate the water supply.

b. A lack of water has a predictable \_\_\_\_\_ on most plants.

*3. e.g./i.e.*

a. Please order 2 000 imprinted giveaways (\_\_\_\_\_ pens or coffee mugs).

b. Charge them to my account (\_\_\_\_\_ account #98765).

*4. it's/its*

a. The department surpassed \_\_\_\_\_ previous sales record this quarter.

b. \_\_\_\_\_ my opinion that we reached peak oil in 2008.

*5. lie/lay*

a. Please \_\_\_\_\_ the report on the desk.

b. The doctor asked him to \_\_\_\_\_ down on the examination table.

*6. pressure/pressurize*

a. We need to \_\_\_\_\_ the liquid nitrogen tanks.

b. It might be possible to \_\_\_\_\_ him to resign.

7. *principle/principal*

- a. It's the basic \_\_\_\_\_ of farming: no water, no food.
- b. The \_\_\_\_\_ reason for the trip is to attend the sales meeting.

8. *than/then*

- a. This year's losses were worse \_\_\_\_\_ last year's.
- b. If we can cut our costs, \_\_\_\_\_ it might be possible to break even.

9. *which/that*

- a. There are several kinds of data \_\_\_\_\_ could be useful.
- b. Karen misplaced the report, \_\_\_\_\_ caused a delay in making a decision.

10. *their/they're/there*

- a. The report is \_\_\_\_\_, in the top file drawer.
- b. \_\_\_\_\_ strategic advantage depends on a wide distribution network.
- c. \_\_\_\_\_ planning to attend the sales meeting in Frankfurt.

11. *to/too/two*

- a. Customers need \_\_\_\_\_ drive slower if they want to save gas.
- b. After sales meeting you should meet customers \_\_\_\_\_.
- c. In fact, the \_\_\_\_\_ of you should make some customer visits together.

12. *disinterested/uninterested*

- a. The sales manager tried to speak dynamically but the sales reps were simply \_\_\_\_\_ in what he had to say.
- b. He would be the best person to make a decision, since he isn't biased and is relatively \_\_\_\_\_ in the outcome.

13. *who/whose/whom/who's*

- a. \_\_\_\_\_ will go to the interview?
- b. To \_\_\_\_\_ shall we address the thank-you note?
- c. \_\_\_\_\_ track is that?
- d. \_\_\_\_\_ going to pay for the repairs?

14. *your/you're*

- a. My office is bigger than \_\_\_\_\_ cubicle.
- b. \_\_\_\_\_ going to learn how to avoid making these common mistakes.

**Task 3. Read the article and choose the most suitable heading from the list (A – J) for each part (1 – 10).**

- A. Auto Call Back Option During High Call Volume Times
- B. Post-Sale Follow-Up Emails

- C. Dedicated Support Hashtags on Social Channels
- D. Live Video Call Option
- E. Social Media Personality
- F. 24-Hour Customer/Tech Support
- G. Hand Written Greeting Cards
- H. Live Chat on Website
- I. Opt-In Text Messaging
- J. Mobile-Friendly Account Access/Management

### **Ten Modern Business Communication Methods That Customers Love**

Only a hundred years ago, the only thing most businesses did to communicate with their customers was hang up a cardboard sign. The times have changed. Phones, radio, television and the Internet have made it possible for businesses to build real, meaningful relationships with their customers. The businesses that have embraced the Internet of Things and constant contact model have boomed, while others have started to disappear. Here are 10 modern communication methods that you should be offering your customers.

(1) \_\_\_\_\_

If you receive a high volume of social media communication from fans and customers, offering suggested hashtags is a great way to sort messages for response. If you have a recurring support question, ask users to flag it with a specific hashtag. That way the correct personnel at your business can find it quickly and respond. This is great advertising on your customer service angle. Dedicated hashtags can also improve brand engagement. Turning the catchphrase from your latest marketing campaign into a hashtag can help you spread your message, for example.

(2) \_\_\_\_\_

People absolutely despise waiting on hold on the phone, and it's easy to make sure they never have to at your business. Automated callback features allow customers to hang up the phone and go about their days instead of wandering around all day with a phone on their ear listening to infuriating music on a loop. This is a no-brainer and can easily be implemented.

(3) \_\_\_\_\_

Pop-up chat boxes on your website are the perfect tool for marketing complex products and services. Consumers visit your website because they want quick information about prices and features, but complex services are

hard to capture in a static webpage. That's why cell service providers, for example, all rely on live chat. The feature lets customers get the information they came for quickly and efficiently while also giving your sales staff a free contact with a customer who might have left frustrated otherwise.

(4) \_\_\_\_\_

Video chat is a great opportunity to build relationships with your customers because it offers a sense of what communication experts call "immediacy." It's easy to tune out a radio ad or a phone call because your eyes are picking up information unrelated to the sound you're hearing. It's also much harder to trust someone over the phone since you can't read their facial expressions. Video chat solves both those problems. Most customers won't take advantage of it, but simply offering it shows a high degree of attentiveness.

(5) \_\_\_\_\_

Over-texting customers, like sending spam email, is a good way to get people mad at you. Used sparingly, however, texts can be a great way to break big news to your customer base. Have a limited supply of an exciting new product? That's the perfect situation for a mass text to your biggest fans. They'll appreciate hearing the scoop first, and they won't feel like you're abusing their phone number.

(6) \_\_\_\_\_

Since more than half of all Americans now carry smartphones, mobile apps can be a great way to reach your customers. Push notifications allow you to get important messages out and keep your customers engaged and informed. The trick is that the app has to offer some real value or no one will download it. If you can find a way to offer a free service people will actually use, you can piggyback very effective advertising and branding messages onto it.

(7) \_\_\_\_\_

Giving your customers a 24-hour number they can call to reach an actual human being is a huge value differentiator in today's market. It shows an extreme dedication to customer service for a shockingly low cost. You don't need to have a salesperson or a tech support worker on call at AM to make this work. Just contract with a firm in India to take messages on late night calls. Technically, it's no different than leaving a voice mail, but customers value the human contact.

(8) \_\_\_\_\_

Even if you're selling gumballs at two cents a piece, technology has made it cost effective to follow up with customers after every single sale. The follow-up doesn't have to be much. The goal is just to show the customer that you care and open an avenue for future dialog. For big ticket items like cars or appliances, a personal phone call is best. For smaller sales, opt for a form of email or text message like "Hello [name], just wanted to make sure the new [product] is working out for you. Are you happy with your purchase?" A message like that sustains the relationship with your brand and invites the customer to communicate with you further.

(9) \_\_\_\_\_

Virtually every company in the world now understands the importance of a social media presence, but few take advantage of the huge opportunity platforms like Twitter and Facebook present. These platforms aren't the place for sanitized corporate language and official legal language — they're a place to express your company's personality. Take a page from the playbook of corporate giants like Taco Bell and use social media to interact with followers, poke fun at celebrities, and even give away free samples. Keep it light and entertaining to cultivate your fan base.

(10) \_\_\_\_\_

The greeting card might be one of the oldest business-to-customer communication techniques, but it's also one of the best. With bills and bank statements all moving through online channels, a handwritten note in the mail stands out more than ever. Christmas and birthday cards are easy to send. They take only a moment to sign and seal, but they make a lasting impact on customers. If you want them to remember your name, signing it to a card is the way to go.

### **Part 3. Types of Communication and Communication Tools**

#### **Intensive reading**

#### **External and Internal Communication**

Communication is key to any business success. Unless potential clients and customers are aware of your business, they will not have the information to contact you or to purchase your products. When they are aware of your business, they must be able to contact it easily. Two types of communication are essential – *external and internal*.



**External communication** reaches out to the customer to make him or her aware of your product or service and to give the customer a reason to buy. This type of communication includes your brochures, various forms of advertising, contact letters, telephone calls, Web sites and anything else that makes the public aware of what you do. Image is extremely important in external communication! Your logo should represent who you are; your letterhead should be a selling tool; your telephone message should reflect your professionalism.

**Internal communication** is essential to attracting and retaining a talented staff. You must provide the direction for the company by consistently communicating that message; you must motivate your staff through various forms of communication, which can include awards, newsletters, meetings, telephone calls and formal and informal discussions. Periodic meeting with top management groups including your board of directors and advisory board should be planned for regular intervals over each upcoming year. The importance of an advisory board is covered in session two of Business Expansion.

Effective communication requires tools and planning. In this session, we will discuss those tools, as well as planning guidelines, to facilitate this key element of your business communication. The following discussion will be grouped into:

- Basic communication tools
- Computers
- The Internet

**Task 1. Read the following text about communication tools. Choose the most suitable heading from the list (A – J) for each part (1 – 10) of the article. Are there other tools that you would like to add to the list?**

- |                              |                               |
|------------------------------|-------------------------------|
| A. Laptops                   | F. Landline telephones        |
| B. Cell phones/Mobile phones | G. Social networking sites    |
| C. Tablet computers          | H. Notebooks and netbooks     |
| D. Fax machines              | I. Smartphones                |
| E. Mail                      | J. Video and web conferencing |

### **Basic Communication Tools**

Specific tools that can be used for communication include landline telephones, cell phones, smartphones, iPads and fax machines. The lines

between the devices are blurring. For example, an advanced cell phone (the smartphone) can contain many of the functions of a computer including Internet, email, text messaging, faxing, word processing and more.

(1) \_\_\_\_\_

Even with all the modern methods of communication, regular postal mail is still one of the most powerful tools for a business. It adds a personal touch, it's used for delivering secure documents, contracts, and shipping items.

(2) \_\_\_\_\_

There are many types of telephones, and only you can decide which type(s) or combinations of types are right for you. Even the standard telephone (landline) that is installed in your office has many options. You should start with at least one line that is unique to your business. This line should have the capability to take messages in case it is not answered personally.

(3) \_\_\_\_\_

The cell phone, also called a mobile phone, is used for mobile communications over a cellular network of cell sites. There are numerous plans and carriers. Many carriers have plans tailored for small businesses including options that bundle popular features and usage patterns, making them very cost effective. Be sure to ask questions about your specific needs before selecting a carrier and a plan.

(4) \_\_\_\_\_

Growth in demand for advanced mobile devices boasting powerful memory, larger screens, and open operating systems has outpaced the rest of the mobile phone market for several years. A smartphone is a cell phone offering advanced capabilities with computer-like functionality. A smartphone incorporates advanced features like e-mail, Internet, and e-book reader capabilities and include a full keyboard or an external keyboard. In other words, a smartphone is a miniature computer that has phone capability.

(5) \_\_\_\_\_

Video conferencing transmits and receives images and voice in real-time. Web conferencing adds another dimension – it allows you to share documents and applications. Telepresence takes video and web conferencing to new levels. A telepresence conference room includes ultra-high-definition video cameras, large screens displaying life-size images, and spatially discrete audio to create an "in person" experience. Facial expressions for crucial

business discussions and negotiations can be discerned across the "virtual table". Telepresence solutions can be deployed to support your business' need from one-on-one conferencing in private offices to stadium seating for larger meetings.

(6) \_\_\_\_\_

A social network is a social structure made of individuals or organizations that are tied together by common interests, often like a community. Internet-based social networking occurs through a variety of websites that allow users to share content and interact with similar interests. It has expanded to include a company's customers, celebrity's fans and a politician's constituents. This has created a great opportunity for businesses to generate interaction with present and potential customers through Web-based sites established for that purpose. To be successful requires a steady effort and participation over time.

(7) \_\_\_\_\_

The decision must be made as to whether to buy a stand alone fax machine or an "all-in-one" model. All-in-ones function as a printer, scanner, copier and fax. (Not all models have the fax or scanner capability). If you plan on sending and receiving lots of faxes you might consider the stand-alone. For less frequent use the all-in-one can cost less. They are also compact and more energy efficient. Consideration should be given to your budget and your space constraints. Generally, the simpler the machine, the fewer problems you will have with it. If your business will rely heavily on faxing, it is important to get as much memory as possible to speed up the printing of documents.

(8) \_\_\_\_\_

A laptop computer offers portability with many of the features offered by a desktop which make it ideal for meetings or if you travel frequently. Drawbacks for laptops include: they are higher in price than desktops, have smaller keyboards and monitors and are subject to theft. Traditional and wireless printers, keyboards and even the traditional mouse are options available for laptops. If you travel and need computing capability, it is worth the extra expense.

(9) \_\_\_\_\_

Since their recent appearance, netbooks have grown in size and features. At the same time, notebooks have become smaller and lighter. The result is that for practical purposes we are going to use the two words interchangeably since there is no longer a significant distinction between them.

They both can be described as rapidly evolving categories of small, light and inexpensive laptop computers suited for general computing and accessing web-based applications. They are gaining in popularity especially with students, bloggers, and even some businesses.

(10) \_\_\_\_\_

A tablet computer is equipped with a touch screen or stylus rather than a keyboard to operate the computer. The advantages include using when it is not convenient to use a keyboard and mouse, recording diagrams and symbols, and easier navigation than a keyboard and mouse or touch pad. Disadvantages include higher cost, slower input speed, and risk of damage to the tablet screen.

**Task 2. Match the definitions (1 – 8) with their corresponding terms (a – p).**

- |                 |               |
|-----------------|---------------|
| 1) maintain;    | 5) process;   |
| 2) negotiate;   | 6) schedule;  |
| 3) objective;   | 7) structure; |
| 4) participate; | 8) target.    |

- a) a measurable goal;
- b) a specific, positive outcome;
- c) a specific benefit or improvement;
- d) to take part in;
- e) try to make a better arrangement or get a better price;
- f) to take care of, cover expenses, or keep in a specified state;
- g) guess how much something will cost or how long something will take;
- h) a detailed plan;
- i) bring out the possibilities of or capabilities of;
- j) provide a reward or offer something at a special price;
- k) spend a resource such as time, money, or effort in order to make a future improvement;
- l) a series of actions that achieves a certain end;
- m) to do something with numbers, i.e. count, add, subtract, multiply, or divide;
- n) a specific goal or target;
- o) a certain time frame;
- p) a complex system that takes in the entire point of view.

## **Part 4. Business Correspondence Basics**

### **The Structure of Business Letters**

#### **The Start**

The start of any business letter begins by addressing the recipient of the letter.

*Dear Personnel Director,*

*Dear Sir or Madam:* (use if you don't know who you are writing to)

*Dear Dr, Mr, Mrs, Miss or Ms Smith,* (use if you know who you are writing to, and have a formal relationship with; use *Ms* for women unless asked to use *Mrs* or *Miss*)

#### **The Reference**

Begin by referencing a specific conversation or other contact means. If this is the first letter in a conversation, you can also provide the reason for writing.

*With reference to your advertisement in the Times / your letter of 23 rd March / your phone call today;*

*Thank you for your letter of March 5 th.*

#### **The Reason for Writing**

*I am writing to inquire about the position posted in the magazine.*

*I am writing to confirm the shipment details on order #1234.*

*I am writing to apologize for the difficulties you experienced last week at our branch.*

#### **The Purpose of Writing**

*Would you please forward your job requirements?*

*I am afraid that I will be unable to attend the conference next week.*

*I would be delighted to give you a tour of our facility this coming month.*

#### **Enclosing Documents**

*I am enclosing...*

*Please find enclosed...*

*Enclosed you will find...*

*Please find attached...*

#### **Closing Remarks**

*Thank you for your help. Please contact us again if you have any questions / if we can help any way / if there are problems.*

### **Reference to Future Contact**

*I look forward to hearing from you soon / meeting you at the exhibition / seeing you next Thursday.*

### **The Finish**

*Yours faithfully,* (if you do not know the name of the person you are writing to)

*Yours sincerely,* (if you know the name of the person you are writing to)

*Best wishes,*

*Best regards,* (if the person is a close business contact or a friend)

### **Sample Letter**

George Brown  
8 Hayes St.  
San Rafael CA, 94900

ABC Cell Phones  
Brian Smith  
123 St.  
San Rafael CA94901

April 12, 2016

Dear Brian Smith,

I am writing regarding my cellular phone service with your company. In reviewing my recent statement I noticed that the monthly service charge was \$120. However my service contract indicates that it should be \$50 each month.

Pease send me clarifications on this matter for my review.

You can find enclosed the copy of my statement.  
Thank you for your prompt attention to this matter.

Sincerely yours,  
George Brown

### **Task 1. Fill in the gaps with the corresponding words and phrases.**

Attention line, body, complementary close, copy notation, date, enclosure, heading, identification marks, inside address, reference, salutation, signature, subject.

A basic business letter starts with the 1) \_\_\_\_\_. Now-a-day's printed letter heads are available in corporate offices. When the letter head is not there, then the heading has to be created. This will be followed by 2) \_\_\_\_\_. The third element is the 3) \_\_\_\_\_. While heading has the sender's address, the inside address covers the details of the receiver, this is followed by 4) \_\_\_\_\_, and 5) \_\_\_\_\_. Subject will briefly tell about or give the gist of the letter in the form of a topic or key phrases. The 6) \_\_\_\_\_, that follows, calls for the attention of that particular person to whom the letter should reach so that he can respond quickly. The next element 7) \_\_\_\_\_ is the informal greeting like "Dear Sir/Madam". Next comes the most important part, that is, the 8) \_\_\_\_\_ of letter. This is followed by 9) \_\_\_\_\_, which connotes a very pleasant way of saying something before concluding the letter with a formal full-hand 10) \_\_\_\_\_. Next comes the last three elements of the letter – 11) \_\_\_\_\_, 12) \_\_\_\_\_ and 13) \_\_\_\_\_.

Although the above elements comprise a formal business letter, in modern computerized offices, certain elements such as identification marks and copy notation are done with. So, the heading, date, inside address, salutation, body, complimentary close signature are the most important elements. Today, when a business letter gets typed and processed in a computer hurriedly, it can serve its purpose without reference, subject, attention line, identification marks, enclosure, and copy notation. However, familiarity with these elements and discreet use of them adds professional outlook to the letter.

### **Core Vocabulary and Phrases Used in Business Correspondence**

to act on behalf of;	the goods are not similar to the sample;
to agree with;	the goods are sold out;
always at your service;	the goods arrived in good condition;
as agreed;	the letter remained unanswered;
as far as I'm concerned;	the matter in reference;
as far as the payment is concerned;	the meeting was cancelled;
as follows;	to our mutual benefit;
as per invoice;	to the kind attention of;

<p>as per to the conditions;</p> <p>as per your request;</p> <p>as requested;</p> <p>as soon as possible;</p> <p>at your convenience;</p> <p>at your earliest convenience;</p> <p>at your expense;</p> <p>awaiting your reply;</p> <p>to be able to;</p> <p>to be authorised to;</p> <p>to be characterised by;</p> <p>to be confident in;</p> <p>to be delighted to;</p> <p>to be held responsible for;</p> <p>to be in arrears with payments;</p> <p>to be in difficulty;</p> <p>to be interested in;</p> <p>on arrival of the goods;</p> <p>on behalf of;</p> <p>on condition that / provided that;</p> <p>on delivery;</p> <p>on receipt of the order;</p> <p>on short notice;</p> <p>on written request;</p> <p>order to be confirmed;</p> <p>our best attention;</p> <p>our offer is still open;</p> <p>outside address;</p> <p>to pay the maximum attention to the matter;</p> <p>payable in advance;</p> <p>please allow us;</p> <p>please send us;</p> <p>please send us your instructions;</p> <p>prices are increasing;</p> <p>to reach the destination;</p>	<p>under separate cover;</p> <p>up to an amount of;</p> <p>utmost care;</p> <p>we acknowledge receipt of;</p> <p>we apologize again for;</p> <p>we apologize for;</p> <p>we apologize for the delay;</p> <p>we apologize for the mistake;</p> <p>we are sorry to have to;</p> <p>we are sorry to inform you;</p> <p>to have the power to;</p> <p>hereby;</p> <p>in case of need;</p> <p>in compliance with / accordingly;</p> <p>in due time / in due course;</p> <p>in good condition;</p> <p>in our favour;</p> <p>in partial payment;</p> <p>in reply to your letter;</p> <p>in the absence of;</p> <p>to inform in due time;</p> <p>inside address;</p> <p>to let someone know in advance;</p> <p>letter opening / beginning of the letter;</p> <p>letterheading / heading;</p> <p>to look forward to / looking forward to;</p> <p>an early reply;</p> <p>looking forward to hearing from you;</p> <p>to submit a sample;</p> <p>to suit the quality / to meet the quality;</p> <p>to take into consideration;</p> <p>the aim of this letter;</p> <p>the following items;</p> <p>the goods are available in our</p>
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<p>to refer to;</p> <p>to return a letter to the sender;</p> <p>to sell at the best;</p> <p>to send under separate cover;</p> <p>sender address;</p> <p>short term;</p> <p>similar to the sample / up to the sample;</p> <p>to be late;</p> <p>to be overrun with orders;</p> <p>to be prepared to / to be willing to;</p> <p>before the date we agreed upon;</p> <p>Best regards;</p> <p>body of the letter;</p> <p>circular letter;</p> <p>claim / letter of complaint;</p> <p>to come to a decision;</p> <p>to come to an agreement / to reach an agreement;</p> <p>complimentary close;</p> <p>to cope with the competition;</p> <p>correspond to the sample;</p> <p>to correspond with;</p> <p>covering letter;</p> <p>due to oversight;</p> <p>enclosure / attachment;</p> <p>to fix an appointment;</p> <p>following your instructions;</p> <p>from order receipt;</p> <p>further to our letter / following our letter;</p> <p>goods listed below;</p> <p>greeting;</p> <p>half-price;</p> <p>to have the pleasure;</p> <p>to stop negotiations</p>	<p>warehouse;</p> <p>to make the goods available;</p> <p>to meet a demand;</p> <p>to meet customer's requirements;</p> <p>to meet the demand;</p> <p>to notify in advance about;</p> <p>on advanced payment;</p> <p>we have received;</p> <p>we hope we'll receive the goods soon;</p> <p>we look forward to your kind reply;</p> <p>we must apologise for;</p> <p>we remain;</p> <p>our kindest regards;</p> <p>we sent you;</p> <p>we thank you in advance;</p> <p>we wish to inform you that;</p> <p>we would appreciate it if you could answer;</p> <p>we would appreciate your reply;</p> <p>with no obligation / without commitment;</p> <p>with reference to / in reference to;</p> <p>with the compliments of;</p> <p>with the utmost care;</p> <p>with two weeks' notice;</p> <p>within the end of the month;</p> <p>within which;</p> <p>without delay;</p> <p>without notice;</p> <p>would you please let us have;</p> <p>would you please let us know;</p> <p>you ordered;</p> <p>you requested;</p> <p>you sent us;</p> <p>Yours faithfully (BrE) / Yours truly (AmE)</p>
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# Unit 6. Job Seeking / Career Planning

## Part 1. Covering/Cover Letter

### Cover Letter Tips and Suggestions

Your cover letter is a potential employer's first impression of you and can be the most vital part of the application packet. A well written letter entices the employer to read your resume. A poorly constructed cover letter may doom your resume to the "No Need to Read" pile. The same can be said for a college or scholarship application that includes an introductory letter. It is important to highlight your skills, knowledge, and experience. These will indicate what you can contribute to the company or school. Effective cover letters must convey a sense of purpose and project enthusiasm. Researching the employer, college, or scholarship prior to writing the cover letter will give you the opportunity to effectively personalize your letter.

- Always include a cover letter when mailing your resume. A letter of introduction will prove useful when applying for job. It may act as the basis for your resume or it may be a useful addition to an application packet.

- Unless the advertisement specifies "no phone calls please" and the name is not given in the ad, find out the name and title of the individual who will be receiving your letter. Make sure you spell the name properly and get the proper abbreviation (Mr., Mrs., Ms.).

- Do not use "form" letters or photocopies. Personalize each letter. If possible, explain why you want to work for the organization or attend the institution.

- Use a proper business format for your letters.

- Make sure the letter is PERFECT! Spelling, punctuation, and grammar count. Have someone proofread the letter before mailing it.

- Create the letter on a computer word processing program (Microsoft Word, WordPerfect, etc.) and use a laser printer, if possible. Use good quality paper. Cheap, flimsy paper makes your application seem very ordinary. However, do not use flashy colors!

- In the opening paragraph, tell the reader the purpose of the letter.

- Use "I" statements and action verbs when describing your experience.

- Get to the point! Employers do not have the time to read lengthy letters. A cover letter should never exceed one page.

- Focus on the specific skills and interests you possess that you can offer the employer. Concentrate on skills which match the advertised employment qualifications. Stress what you can do for the company, not what the company can do for you. Sound upbeat and confident. Sell yourself!

- Don't mention salary expectations unless the advertisement specifically requests it. In that case, the best strategy is to give a range. For example, "My earnings have ranged from \$7.00 to \$10.50 per hour in the various sales positions I have held".

- End by thanking the reader and stating that you look forward to meeting with them. Make a specific suggestion for the next step of the process and follow up as promised.

Before mailing a cover letter, can you answer the following questions with a "Yes"?

- Is it clear? Does it state exactly what I want it to state?
- Is it concise? Does it state what I want it to state in the fewest possible words?
- Is it well organized?
- Am I projecting to the employer or college the contribution I can make?
- Have I stressed areas in my experience and/or education that are relevant to the person reading it?

### **Cover Letter Guide**

#### **Parts of a cover letter**

Heading

Inside address

Salutation

#### **Sample letter**

Your Mailing Address

City, State, Zip Code

Today's Date

(4 "Return's or "Enter's on keyboard)

Employer's Name

Job Title

Business Name

Business Address

City, State Zip Code

Dear (Mr/Mrs/Ms) (Use the name of the person that will read the letter):

Introductory paragraph  
(Tell why you are writing)

In response to the February 24th advertisement in the Bangor Daily News, I have enclosed my resume for the Receptionist position.

1st main paragraph

Describe your qualifications. Sell your skills and knowledge. Tell why you are interested in the company or college. Point out any related experience you have.

I have two years of prior work experience as a receptionist with XYZ Telecommunications. My work has involved answering ten incoming lines and greeting customers in a fast-paced office setting. I have also been responsible for all incoming and outgoing mail, as well as purchase orders. I am very detail-oriented and able to handle multiple tasks simultaneously.

2nd main paragraph

Continue to describe qualifications. Highlight relevant training or classes that relate to the job or major for which you are applying.

I am currently completing an Associate Degree in Executive Administrative Assistant at Northern Maine Technical College. In completing this program, I have gained valuable experience in several computer programs including Microsoft Word, Excel, and Access. Additionally, my training has provided me with the skills to reach my goal of office management.

Closing paragraph

Close by thanking the reader and requesting an interview.

I welcome the opportunity to discuss my qualifications with you in person. I can be reached at (207) 555-1234. Thank you for your time and consideration.

Complimentary close  
Signature

Sincerely,  
(4 "Return"s or "Enter"s on keyboard)

Name  
Enclosure

Joe Doe  
Enclosure

This indicates that you have enclosed other items (resume, transcripts, etc.) for the reader to see.

**Task 1. Read the following covering/cover letter from Juan Cruz for a sales executive position/job with a large multinational engineering company. From the context, try to guess what the meaning and purpose of the words/phrases in bold are. Then do the quiz at the end to check if you are right.**

Dear Sir/Madam,

**I am writing in response to the advertisement** for the position of a sales executive in the Madrid office of your company. **I am confident that I would be an excellent candidate for** both this position and for working within a company such as your own which has a reputation for excellence and innovation.

**I am a highly motivated, diligent and committed individual**, who **throughout** my 10 year career in sales **has demonstrated** the ability of being:  
goal-orientated – surpassing my annual sales targets every year of my professional career;

adaptable – having the ability to quickly learn and use new techniques, methodologies, strategies when selling a variety of different products;

able to speak fluently in English – I have the Cambridge Advanced Certificate in English and use English on a daily basis in my current position.

**I have extensive experience of working** as a sales executive for two large multinational companies, Almagro Construction SA and Telefonica SA. **During my time in Telefonica** I have been responsible for several multi-million euro project negotiations that **were conducted entirely in English** and lead to Telefonica obtaining contracts that totaled a value of €61.3 million.

**Please find attached a copy of my CV which expands** on my experience and achievements.

**I would welcome the opportunity to discuss further the possibility of working for you in this position. I am available to do an interview when it is convenient for yourselves.**

**If you have any questions, I can be reached** on either my mobile (0034 71761231) or by email (juan\_cruz871@gmail.com).

**Thank you for your time and consideration.**

Yours faithfully,

Juan Cruz

### **Quiz**

1. A professional way to say that you have worked in a type of job for a long time, is \_\_\_\_\_.
2. A phrase where you say what your three main abilities are and is used to introduce the section about your skills, is \_\_\_\_\_.
3. A phrase that is used to provide the candidate's contact details, is \_\_\_\_\_.
4. A phrase which means "I am perfect for this job", is \_\_\_\_\_.
5. A phrase that means that something was done only using English, is \_\_\_\_\_.
6. A polite phrase that asks for an interview or a phone call to talk about the job, is \_\_\_\_\_.
7. A verb that has the same meaning as "show", is \_\_\_\_\_.
8. Another way to say that something happened "for a part (parts) of a period of time", is \_\_\_\_\_.
9. A phrase that tells the person receiving the covering letter they can decide when the interview happens, is \_\_\_\_\_.
10. A polite phrase that shows your appreciation for the person reading the covering letter, is \_\_\_\_\_.
11. Another way to say "from the beginning to the end", is \_\_\_\_\_.
12. A phrase which tells the person reading the letter that you have also send them your CV/Resume, is \_\_\_\_\_.
13. A phrase that says why you are sending the e-mail or letter, is \_\_\_\_\_.

**Task 2. Using the information above write your own cover letter.**

**Task 3. Fill in the gaps with the appropriate word from the word list.**

Advertisement, application, available, consider, current, define, experience, interested, interview, position, relate, requirements, resume, superiors.

Dear Sir or Madam,

Your 1) \_\_\_\_\_ in "The Time news" for the 2) \_\_\_\_\_ as a teacher sparked my interest.

Please find the details of my 3) \_\_\_\_\_ for the position in the enclosed 4) \_\_\_\_\_ and let me briefly explain how I can contribute to your department.

With over 15 years of 5) \_\_\_\_\_ in teaching English and French in Paris, Norwich and Inverness, I believe my qualifications would match your 6) \_\_\_\_\_. In my 7) \_\_\_\_\_ position I manage a team whose main purpose is to find the best way to teach different languages to young pupils. My 8) \_\_\_\_\_ and the students' parents have recognized that I have found an easy method which develops my students' skills.

I would 9) \_\_\_\_\_ myself as serious and dynamic, I am able to 10) \_\_\_\_\_ well to people and believe it is time for me to move to a university like yours in order to pursue my teaching career and to bring my best to your students.

If you are 11) \_\_\_\_\_ or if you have any questions I am 12) \_\_\_\_\_ for a recruitment 13) \_\_\_\_\_. I thank you for taking the time to 14) \_\_\_\_\_ my résumé and I am looking forward to hearing from you soon.

Yours faithfully,

Bridget Smith.

## **Part 2. Curriculum Vitae (CV)/Resume**

### **Intensive reading**

#### **CV vs Resume**

In the UK the words "CV" and "resume" are interchangeable and both have the same meaning. The CV is a shortened form of the term "curriculum vitae" or "path of life", while "resume" is a French word meaning a summary. It is in the USA that a real distinction is made between the two terms. If you are applying for jobs in the US or are based in the States and coming to Europe it becomes more important to understand the differences in meaning and tailor your career document accordingly.

A UK career history document is almost always referred to as a *curriculum vitae* (CV). In the UK a CV/resume is an overview of the person's experience and is generally 2 – 4 pages in length. Senior candidates will be at the upper end of this scale and more junior applicants will be closer to 2 pages or sometimes less. The CV will often form the basis of the interview discussion and it should be reasonably comprehensive.

US organizations may ask for either CV or resume but will have very different documents in mind. A resume is a short career overview, highlighting credentials and achievements and comprising 1 – 2 pages. The objective is often just to secure an interview and is by far the most common format used. This is comparable with a European CV. An American CV however, is a more complete description of a person's career, including educational details, publications from their field, presentations, awards, recognitions, affiliations etc. When candidates use the CV format it is mainly for positions within academia, science or research. For all other roles the resume is used, hence why it is the most frequent type of career document.

British CVs include contact details such as telephone numbers, email and home addresses. Candidates often also include a short description of hobbies or personal interests.

Candidates writing a resume for an American audience will have to contend with many differences – one of more obvious ones being the date format used. When listing dates on a UK CV, the correct format is day/month/year (i.e. 30/04/95). On an American version the correct format is month/day/year (i.e. 11/30/98). For simplicity's sake, when listing dates of employment it may be easier to only list the month and year (i.e. 05/11).

Variations between US and UK English have evolved and therefore it is important to tailor your spelling to your audience. For example, American spelling often uses the letter "z" rather than "s" (organization/organisation) and frequently drops the "u" (labor, color). With this in mind it may be sensible to have your document checked by a native speaker.

**Study different CV examples at <http://www.cvcentre.co.uk/examplecurriculumvitae.html>.**

**Task 1. Work in pairs. Read the job advert below. Discuss the qualifications and experience the applicant need. Then apply to: City Travel Group, 45 Queen Victoria Street, London, EC4.**

Sunny Travel

wants a Marketing Information Manager  
to work in their new offices in Munich.

Responsibilities include:

- maintaining good relationships with customers;
- managing large marketing campaigns;
- training staff in offices all over the world.



**Task 2. Match the explanations on the right with suitable words on the left.**

Qualifications	means interested and excited.
Experience	is what you have done in your life /work.
A graduate	is a person learning a job.
A trainee	are exams or courses.
Enthusiastic	is a person who has passed a university course.

**Task 3. Read the text about different CV types. Fill in the gaps with the appropriate words from the box.**

Achievements, applying, candidates, competences, concise, criteria, details, employment, experience, field, introductory, qualifications, relevant, requirements, skills.

**The traditional CV**, sometimes known as a chronological CV is used to match your 1) \_\_\_\_\_ and work experience with the 2) \_\_\_\_\_ for the job role. The CV is structured in reverse chronological order i.e. the most recent qualifications and 3) \_\_\_\_\_ are listed first. This type of CV makes it easy for employers to identify potential 4) \_\_\_\_\_. This format allows you to provide clear 5) \_\_\_\_\_ of your qualifications, work history and responsibilities which match the 6) \_\_\_\_\_ provided in the job description.

It's important to include:

- dates – cover any gaps in your history;
- qualifications and work experience – match these to the role you're applying for;
- additional skills and knowledge – cover essential criteria for the role.

**The skills-based CV**, also known as a **functional CV**, can be used if you have gaps in your 7) \_\_\_\_\_ history. This type of CV is also useful if you have limited experience or you are applying for a job which is not related to your degree subject.

Employability 8) \_\_\_\_\_ are transferable to different roles and employers. The skills-based CV allows you to focus on the skills you have developed in various areas of your life.

It's important to:

- position your skills profile prominently;
- match skills with the role profile and use the same headings;
- provide evidence of how you've used your skill in a real life situation.

**Academic CVs** are focused on your academic 9) \_\_\_\_\_ and are used when applying for lecturing or research-based roles, including post-doctoral research. Although there is no page limit, it's important to keep your CV 10) \_\_\_\_\_ and targeted to the requirements of the role. Your research and academic achievements, research interest and specialist skills should be placed on the first page, if possible. Ensure your writing style is scholarly but clearly understood to those outside your 11) \_\_\_\_\_ of interest. Each section should be in reverse chronological order.

Remember to include:

- your research outcomes and future developments;
- details of your specialist skills;
- funding, awarded grants, conferences attended, professional memberships and publications.

To make your **teaching CV** stand out from the rest, target your application to the post you are 12) \_\_\_\_\_ for. Highlight the qualifications and experience you have gained, including:

- qualifications, particularly details of your teacher training;
- relevant modules from your degree;
- details of school experience, prioritising where it is in the age range you want to teach;
- any other teaching experience e.g. sports coaching, summer camps, youth groups;
- any relevant voluntary experience;
- any interests relevant to teaching e.g. musical abilities, sporting activities;
- any skills that will be useful in the role e.g. leadership, IT, languages;
- details of two current referees, such as one from your teacher training and one from teaching practice.

**An IT CV**, also known as a **technical CV**, can be used to apply for roles such as web developer, IT consultant, software tester or applications developer. Include an 13) \_\_\_\_\_ paragraph which mentions your technical expertise and experience and incorporate a "key skills" heading which will allow for more detail when discussing technical 14) \_\_\_\_\_.

While you might be tempted to showcase all your technical abilities at once, ensure that you highlight 15) \_\_\_\_\_ skills first and foremost. You should also bear in mind that the document will need to be understood by non-technical people such as HR managers.

Focus on your:

- ability to maintain existing software applications and develop new ones;
- experience of applying technical standards, theories and techniques;
- problem-solving capabilities;
- communication skills.

## Key to the Tasks

### Unit 1

**Task 2. Read the article and choose the most suitable heading from the list (A – K) for each part (1 – 11) of the article.**

1. H;
2. F;
3. D;
4. C;
5. A;
6. G;
7. I;
8. K;
9. J;
10. B;
11. E.

**Task 3. Form different parts of speech from the given words by adding prefixes or suffixes.**

Noun	Verb	Adjective	Adverb
<i>communication</i>	communicate	communicative	
smooth	Smooth	smooth	<i>smoothly</i>
provision	<i>Provide</i>	providing	
<i>resistance</i>	Resist	resisting	
fruitfulness		<i>fruitful</i>	fruitfully
increase	<i>Increase</i>	increasing	increasingly
diversification	Diversify	<i>diverse</i>	diversely
suitability	Suit	suitable	<i>suitably</i>
difference	Differ	<i>different</i>	differently
<i>progress</i>	Progress	progressive	progressively

**Task 5. Fill in the gaps with prepositions in the following text and do the activities that follow.**

- |          |              |              |
|----------|--------------|--------------|
| 1) out;  | 11) down;    | 21) by;      |
| 2) of;   | 12) of;      | 22) in;      |
| 3) of;   | 13) on;      | 23) of;      |
| 4) for;  | 14) on;      | 24) against; |
| 5) to;   | 15) In;      | 25) for;     |
| 6) at;   | 16) forward; | 26) against; |
| 7) At;   | 17) on;      | 27) of;      |
| 8) in;   | 18) After;   | 28) in.      |
| 9) down; | 19) by;      |              |
| 10) at;  | 20) of;      |              |

**Task 6. Find the definitions for the given explanations.**

<b>Part 1</b>	<b>Part 2</b>
1) unanimous;	1) proposer;
2) disagreement;	2) location;
3) show of hands;	3) secret;
4) any other business;	4) in favour of;
5) decision;	5) apologies;
6) defeated;	6) carried;
7) motion;	7) abstention;
8) agenda;	8) in the chair;
9) majority;	9) to vote;
10) against;	10) to abstain;
11) minutes;	11) to cancel;
12) item;	12) to postpone;
13) meeting	13) to second

**Task 7. Fill in gaps in the sentences below (1 – 17) with the words (a – q).**

- |                 |                 |                         |
|-----------------|-----------------|-------------------------|
| 1) agenda;      | 7) preliminary; | 13) unanimous;          |
| 2) minutes;     | 8) adjourn;     | 14) proposed;           |
| 3) majority;    | 9) behalf;      | 15) miscellaneous;      |
| 4) motion;      | 10) outcome;    | 16) concludes;          |
| 5) attend;      | 11) proposal;   | 17) any other business. |
| 6) chairperson; | 12) minority;   |                         |

**Task 9. Find the verbs which go with the following nouns.**

- |                |                 |
|----------------|-----------------|
| 1) ask;        | 13) make/take;  |
| 2) control;    | 14) take/make;  |
| 3) take;       | 15) reach;      |
| 4) table;      | 16) receive;    |
| 5) second;     | 17) approve of; |
| 6) discuss;    | 18) confirm;    |
| 7) spend;      | 19) hold/plan;  |
| 8) require;    | 20) plan/hold;  |
| 9) take;       | 21) continue;   |
| 10) write up;  | 22) structure;  |
| 11) circulate; | 23) speed up.   |
| 12) organize;  |                 |

**Task 10. Match the adjective (1 – 15) with the nouns (a – k). Some of the nouns can be used more than once. Remember how these word combinations were used in the text.**

- |                            |                           |
|----------------------------|---------------------------|
| 1) anticipated readership; | 9) imaginative decisions; |
| 2) available information;  | 10) informal meetings;    |
| 3) brief report;           | 11) informed decisions;   |
| 4) chance conversations;   | 12) irrelevant talk;      |
| 5) courageous decisions;   | 13) logical order;        |
| 6) detailed report;        | 14) repetitive talk;      |
| 7) flexible chairperson;   | 15) unexpected ideas.     |
| 8) formal proposals;       |                           |

**Task 11. Look at the list of words and expressions used during a meeting. Decide at what stage of the meeting they should be used (A – M) and who they can be used by (by the chairperson or participants).**

The chairperson		The participants	
A	Welcome everyone ... The purpose of this meeting is to ... Do you all have a copy of the agenda? Perhaps we could start with the first point, which is ...	J	I think ... I consider ... I feel that ... I have no doubt that ... I definitely think that ...

B	Mr/Ms X, would you like to speak now? We'd like to hear your idea Mr/Ms X. Let's move onto the next point. OK, I think you've made your point so let's now consider ...	K	I agree. Agreed. I'm in favour of that. I'm afraid I can't accept that. You may be right, but ...
C	That's not relevant, could you stick to the point please. Mrs X, I don't think we've heard from you yet. What do you think the marketing/financial implications are? Does everyone follow?	L	I suggest we ... I would recommend ... We should maybe ... May I suggest ...
D	I'll have to ask you to be as brief as possible as we are running out of time. I'm afraid our time is almost up.	M	No problem, I'll do that right away. I could have it done by early next week. I don't mind doing ...
E	To sum up ... To summarise what has been said so far		
F	What exactly do you mean when you say ...? Could you tell us a bit more about ...? Do you mean ...? If I understand correctly, you think ...		
G	The next step is to ... Are we all agreed? So, it seems we all agree that ...		
H	Mr X, could you look after ...? How soon can you get back to us on ...? Will next Friday be OK?		
I	I think we've covered everything. I think that covers everything. Thank you for participating. The next meeting will be ...		

**Task 12. Decide whether these statements are true (✓) or false (✗), according to the article.**

- |      |      |      |      |       |
|------|------|------|------|-------|
| 1. F | 3. F | 5. F | 7. F | 9. F  |
| 2. T | 4. T | 6. T | 8. T | 10. F |

**Task 14. Choose the best explanation for the words from the text.**

- |       |       |       |       |        |
|-------|-------|-------|-------|--------|
| 1) a; | 3) a; | 5) a; | 7) a; | 9) b;  |
| 2) c; | 4) c; | 6) b; | 8) c; | 10) c. |

**Task 15. Form different parts of speech from the given words by adding prefixes or suffixes.**

Noun	Verb	Adjective	Adverb
<i>activity</i>	activate	active	actively
<i>mistake</i>	mistaken	mistaken	mistakingly / by mistake
proportion	proportion	<i>proportional</i>	proportionally
<i>speciality</i>	specialize	special	especially
<i>initiator</i>	initiate	initiative/initiating	
appearance	<i>appear</i>	appearing	appearingly
success	succeed	<i>successful</i>	successfully
<i>decision</i>	decide	decisive	decisively
<i>identity</i>	identify	identifying	
production	produce	<i>productive</i>	productively

## Unit 2

**Task 1. Read the article about good manners and try to fill in the gaps in it according to what you think.**

- |               |               |               |               |
|---------------|---------------|---------------|---------------|
| <b>Part 1</b> | <b>Part 2</b> | <b>Part 3</b> | <b>Part 4</b> |
| 1. C;         | 6. A;         | 10. A/C;      | 13. A;        |
| 2. A;         | 7. D;         | 11. C/A;      | 14. B.        |
| 3. B;         | 8. C;         | 12. B.        |               |
| 4. D;         | 9. B.         |               |               |
| 5. B.         |               |               |               |

**Part 5**

- 1) g;
- 2) d;
- 3) i;
- 4) f;
- 5) c;
- 6) b;
- 7) h;
- 8) a;
- 9) d;
- 10) e;

**Part 6**

- 11) c;
- 12) d;
- 13) a;
- 14) g;
- 15) b;
- 16) i;
- 17) j/f;
- 18) f/j;
- 19) h;
- 20) e;

**Part 7**

- 21) C;
- 22) A;
- 23) D;
- 24) F;
- 25) G;
- 26) E;
- 27) B.

**Task 2. Read about the rules for making your business card effective and match each part (1 – 7) with a proper heading (A – G).**

1. E.
2. F.
3. A.
4. D.
5. C.
6. G.
7. B.

**Task 3. Match the words from the text with their synonyms.**

- |       |        |
|-------|--------|
| 1) k; | 8) e;  |
| 2) h; | 9) b;  |
| 3) f; | 10) i; |
| 4) c; | 11) a; |
| 5) n; | 12) j; |
| 6) m; | 13) g; |
| 7) d; | 14) l. |

**Task 4. Decide if the following statements about the text are true or false.**

- |       |       |       |
|-------|-------|-------|
| 1. F. | 4. T. | 7. F. |
| 2. F. | 5. T. | 8. T. |
| 3. T. | 6. F. | 9. T. |



### Unit 3

**Task 3. Look at the article's headline and guess whether these sentences are true (T) or false (F).**

a. F; b. F; c. F; d. T; e. T; f. F; g. T.

**Task 5. Match the following synonyms from the article.**

- |                        |                           |
|------------------------|---------------------------|
| 1) unequal             | a) one-sided              |
| 2) gap                 | b) difference             |
| 3) enormous            | c) huge                   |
| 4) well-off            | d) rich                   |
| 5) fend for themselves | e) cope alone             |
| 6) recommends          | f) suggests               |
| 7) treatment           | g) care                   |
| 8) current             | h) present                |
| 9) on track            | i) in the right direction |
| 10) afford             | j) pay for                |

**Task 6. Match the following phrases from the article (sometimes more than one combination is possible).**

- |  |                                  |
|--|----------------------------------|
| 1) Healthcare systems across the world are | a) becoming more unequal.        |
| 2) The healthcare gap                      | b) between rich and poor people. |
| 3) Enormous differences in the             | c) quality of medical care.      |
| 4) People who                              | d) are well-off.                 |
| 5) The saddest conclusion                  | e) of the report.                |
| 6) Back then, the sick                     | f) could visit a family doctor.  |
| 7) Healthcare no longer focuses on         | g) poorer members of society.    |
| 8) Get health development back             | h) on track.                     |
| 9) Go back to the                          | i) basics.                       |
| 10) 100 million people are pushed          | j) below the poverty line.       |

**Task 11. Look at the following words in bold in the text and try to explain them.**

launched – put into operation or set in motion;

core principles – fundamental beliefs of a person or an organization that dictate behavior and action;

charges – expenses, cost, price asked for something;

prescriptions – written instructions from a physician, dentist, etc, to a pharmacist stating the form, dosage strength of a drug to be issued to a patient;

optical services – constructed to assist sight or to correct defects in vision;  
 dental services – the work done by dentists, e.g. the creation of restoration, crowns, and bridges, and surgical procedures performed in and about the oral cavity;

antenatal screening – diagnostic procedures performed before the birth of a baby;

emergency treatment – medical care for undifferentiated and unscheduled patients with illnesses or injuries requiring immediate medical attention;

general practitioner – doctor who treats acute and chronic illnesses and provides preventive care and health education to patients;

surgery – specialty of medicine that treats diseases and disorders by cutting, removing or changing the body with an operative procedure that opens the body for therapy;

medical insurance – a type of insurance coverage that covers the cost of an insured individual's medical and surgical expenses. Depending on the type of health insurance coverage, either the insured pays costs out-of-pocket and is then reimbursed, or the insurer makes payments directly to the provider;

urgent operation – surgery required within less than 48 hours.

**Task 12. Look at the verbs in the box. Are the noun forms of these words the same or different? Write down any nouns which are different and mark the stress.**

verb	Noun
to treat	treatment
to affect [ə'fekt]	affect ['æfekt]; affection
to ban	ban, banning
to burn	burn, burning
to cure	cure
to discover	discovery
to grow	growth
to influence	influence
to operate	operation
to prevent	prevention
to remove	removal
to regret	regret
to risk	risk
to transplant [træn'splɑ:nt]	transplant ['træn(t)splɑ:nt]; transplantation

**Task 13. Correct prepositions if necessary. There are five mistakes.**

1. What's the most effective treatment *for* a bad back?
2. We'll have to test the rest of the family *for* hepatitis.
3. Johann never lets his disability prevent him *from* enjoying life.
4. Correct.
5. Correct.
6. Scientists are still no nearer finding a cure *for* AIDS.
7. Correct.
8. One of the Government's aims is the prevention *of* alcohol consumption by under eighteen-year-olds.

**Task 15. Medical vocabulary review. Find the best answer(s).**

1. a	2. c	3. a	4. b	5. b	6. c
7. a	8. c	9. a	10. b	11. d	12. c
13. c	14. b	15. c	16. b	17. d	18. c
19. b	20. c	21. b	22. b	23. a	24. b
25. a	26. b	27. a	28. a	29. a	30. c
31. c	32. a	33. a	34. a	35. d	36. a
37. a	38. c	39. b	40. b	41. b	42. b
43. a	44. a				

**Unit 4**

**Task 2. Read the article about hotels and try to explain words in bold.**

**options** – choices;

**accommodation** – places to stay (on vacation, for example);

**motel/hotel/bed and breakfast/hostel** – different types of accommodation;

**quaint** – charming and cute (and a little old or traditional);

**cozy** – comfortable;

**offer** – to provide, to make available, to give;

**individual** – a single person or a single thing;

**budget** (n.) – a plan for using an amount of money; **budget** (adj.) –  
1) inexpensive; 2) good for a limited budget;

**amenities** – extra things that make you more comfortable (in a hotel, for example, amenities include a TV, pool, exercise room, etc.);

**a dime a dozen** – very common, very easy to get;

**backpackers** – people (usually young people) who travel a long distance with only a large backpack;

**dorm** – a room with beds for several people;

**fraction** – a number that is less than 1 (for example:  $\frac{1}{2}$ ,  $\frac{3}{4}$ ); a small part;

**via** – using (you can communicate via phone, email, or letter; you can travel via car, plane, or boat);

**call ahead** – to call before you arrive;

**vacancies** – rooms (in a hotel, for example) that are not full;

**sightseeing** – to visit interesting places and take pictures (usually when you are on vacation).

**Task 3. Fill in the blanks with a vocabulary word in the box below.**

- 1) quaint
- 2) options
- 3) fraction
- 4) dorm
- 5) accommodation
- 6) individual
- 7) budget
- 8) offered
- 9) sightseeing
- 10) via
- 11) cozy
- 12) vacancies

**Task 7. Read the article about eating out while travelling and try to explain words in bold.**

**Local cuisine** refers to food and dishes that are passed through generations in some particular geographic region.

**Destination** is the place where someone is going or something is being sent or taken.

**To please palate** is to treat oneself to something very tasty.

**To indulge in** is to allow oneself or another person to have something enjoyable.

**To inquire about daily specials** is to seek information by asking questions concerning the dish of the day or some special offers.

**Restaurant coupons** are special tickets for a discount when visiting restaurants.

**Promotion** refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty.

**Happy hour** is a marketing term for a period of time in which a public venue, such as a restaurant or a bar offers discounts.

**Appetizer** is a small portion of a food or drink served before or at the beginning of a meal to stimulate the desire to eat.

**To score a deal** is to buy at a bargain, to save money.

**Healthy snack** is a portion of food, smaller than a regular meal, generally eaten between meals. Traditionally healthy snacks are fruit, berries, nuts.

**To grab an affordable bite** is to get something to eat very quickly and at a low price.

## Unit 5

### Part 2

#### Task 1. True/False statements.

- A. F
- B. T
- C. F
- D. F
- E. T

#### Task 2. Commonly confused words.

1. a) accept; b) except;
2. a) affect; b) effect;
3. a) e.g.; b) i.e.;
4. a) its; b) it's;
5. a) lay; b) lie;
6. a) pressure; b) pressurize;
7. a) principle; b) principal;
8. a) than; b) then;
9. a) that; b) which;
10. a) there; b) their; c) they're;
11. a) to; b) too; c) two;
12. a) uninterested; b) disinterested;
13. a) who; b) whom; c) whose; d) who's;
14. a) your; b) you're.

**Task 3. The most suitable heading.**

- |      |       |
|------|-------|
| 1. C | 6. J  |
| 2. A | 7. F  |
| 3. H | 8. B  |
| 4. D | 9. E  |
| 5. I | 10. G |

**Part 3**

**Task 1. Choose the most suitable heading.**

- |      |       |
|------|-------|
| 1. E | 6. G  |
| 2. F | 7. D  |
| 3. B | 8. A  |
| 4. I | 9. H  |
| 5. J | 10. C |

**Task 2. Match the definitions with their corresponding terms.**

- |       |        |        |
|-------|--------|--------|
| 1. h) | 6. g)  | 11. n) |
| 2. c) | 7. j)  | 12. d) |
| 3. b) | 8. k)  | 13. l) |
| 4. m) | 9. f)  | 14. o) |
| 5. i) | 10. e) | 15. p) |

**Part 4**

**Task 1. Fill in the gaps with the corresponding words and phrases.**

**Unit 6**

**Part 1**

**Task 1. Guess the meaning and purpose of the phrases in bold.**

**Fill in the quiz.**

1. I have extensive experience of working...
2. I am a highly motivated, diligent and committed individual.
3. If you have any questions, I can be reached...
4. I am confident that I would be an excellent candidate for...
5. were conducted entirely in English.
6. I would welcome the opportunity to discuss further the possibility of...
7. has demonstrated...
8. During my time in...
9. I am available to do an interview when it is convenient for yourselves.

10. Thank you for your time and consideration.
11. Throughout...
12. Please find attached the copy of my CV which expands...
13. I am writing a response to the advertisement for...

## **Task 2. Sample Cover Letter**

60 Treeline Drive  
Springfield, ME 04040  
(207) 555-9335  
June 23, 2002

Ms. Jean Quimby  
Personnel Manager  
Campbell's Soup Ltd.  
65 Cedar Grove Ave.  
Bangor, ME 04222

Dear Ms. Quimby,

A mutual friend, Troy McClure, mentioned to me that you may soon be looking for an individual in your Customer Relations Department. Please consider my application for a position at Campbell's Soup Ltd. I have two years experience as an Administrative Assistant, working with senior staff in the Customer Relations department.

I am a well-organized, highly motivated individual who enjoys the challenges of working in a fast-paced office environment. I have strong communication and computer skills, including a working knowledge of Windows 98 and Microsoft Word as well as Microsoft Excel. I also have experience in dealing successfully with a variety of customers.

Enclosed is my resume for your consideration. I will call you in a week to further discuss this position and to arrange a time that we can discuss my resume in further detail. I can be reached at the above number day or evening. Thank you very much for your time and consideration.

Sincerely,

*Signature*

Maude Flanders

Enclosure

**Task 3. Fill in the gaps with the appropriate word from the word list.**

- |                   |                 |
|-------------------|-----------------|
| 1) advertisement; | 8) superiors;   |
| 2) position;      | 9) define;      |
| 3) application;   | 10) relate;     |
| 4) resume;        | 11) interested; |
| 5) experience;    | 12) available;  |
| 6) requirements;  | 13) interview;  |
| 7) current;       | 14) consider.   |

**Part 2**

**Task 2. Match the explanations on the right with suitable words on the left.**

Qualifications are exams or courses.

Experience is what you have done in your life/work.

A graduate is a person who has passed a university course.

A trainee is a person learning a job.

Enthusiastic means interested and excited.

**Task 3. Fill in the gaps with the appropriate words from the list.**

- 1) qualifications;
- 2) requirements;
- 3) experience;
- 4) candidates;
- 5) details;
- 6) criteria;
- 7) employment;
- 8) skills;
- 9) achievements;
- 10) concise;
- 11) field;
- 12) applying;
- 13) introductory;
- 14) competencies;
- 15) relevant.



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# Contents

Вступ.....	3
Unit 1. Business Meetings .....	4
Unit 2. Business Etiquette.....	17
Unit 3. Health Service .....	24
Unit 4. Hotels. Catering.....	33
Unit 5. Business Communication .....	38
Unit 6. Job Seeking / Career Planning .....	58
Key to the Tasks .....	67
Рекомендована література.....	81

НАВЧАЛЬНЕ ВИДАННЯ

**ПРОФЕСІЙНІ КОМУНІКАЦІЇ  
У МІЖНАРОДНОМУ БІЗНЕСІ:**  
методичні рекомендації до практичних занять  
для студентів усіх економічних спеціальностей  
денної форми навчання

*Самостійне електронне текстове мережеве видання*

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