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ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ТЕЛЕКОММУНИКАЦИЙ
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ДЕЛОВОЙ ИНОСТРАННЫЙ ЯЗЫК

**АНГЛИЙСКИЙ ЯЗЫК
В СФЕРЕ ЭКОЛОГИИ И ПРИРОДОПОЛЬЗОВАНИЯ**

Практикум

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Большое внимание уделяется развитию навыков делового общения. Кроме того, прорабатываются некоторые разговорные темы, которые помогут поддержать общение на темы об основных проблемах окружающей среды, организации и устройстве компании, различные виды делового общения (телефонный разговор, деловая переписка, собеседование о приеме на работу, презентации, конференция). Приведены дополнительные материалы, варианты тестов и рекомендации для самостоятельной работы студентов.

Предназначен для студентов, обучающихся по направлениям подготовки 05.03.06 «Экология и природопользование», 11.03.03 «Конструирование и технология электронных средств». Материал рассчитан на тех, кто продолжает изучение английского языка, и используется на занятиях на третьем курсе.

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UNIT 1. ECOLOGICAL PROBLEMS

PART 1. ECOLOGY. INTRODUCTION

Упражнение 1. Прочитайте и переведите текст.

Ecology

What is ecology and how does it affect you? Simply speaking, ecology is the form for the scientific studies that are done on the earth and everything that affects it. This includes wildlife, humanity, nature and environmental issues. The term "ecology" invented in 1869 comes from the Greek words, which mean "household" and "study" respectively. Ecology is a branch of science that studies the ways in which plants and animals interact with one another and with their surroundings. These interactions among individuals, populations, and between organisms and their environment form ecological systems, or ecosystems. Ecology teaches how all living things, no matter how large or small, affect everything else in the world. Ecology, the science, studies ecosystems at multiple levels and scales in space and time. Some say it is the study of the global patterns that occur within the boundaries of the biosphere. It is also the evolution of the human race. Evolution is the result of environmental changes over time and it has an impact on every living creature. With populations increasing and natural resources running thin, the more we learn the better we will be able to make the changes needed to preserve the natural resources for the generations of the future.

Упражнение 2. Ответьте на вопросы.

1) What does ecology study? 2) What interactions are ecosystems formed of? 3) What is wildlife? 4) What spheres of life does ecology study? 5) What is evolution from the point of view of ecology? 6) What does ecology teach us? 7) Where do the origins of ecology lie?

Упражнение 3. Прочитайте и переведите текст.

Environmental issues and protecting the environment

There are many environmental problems such as water pollution, air pollution, land pollution, noise pollution, acid rains, ozone layer destruction, global warming, overpopulation, radioactivity, destruction of fauna and flora, depletion of natural resources. People are busy with economic growth. Waste materials are being thrown on land. Chemicals are being extensively used. Animal habitats are being destroyed. Scientific and medical experiments are being done on animals. Natural resources are being used irrationally. Oil is being spilt into rivers. Wildlife is being damaged. Landscape is being littered. Radioactive wastes are being stored. Biological balance is being upset. We would be able to solve these problems if plants did not throw chemical wastes into rivers / atmosphere / on land. The number of cars should be reduced. The government should introduce more 'smokeless zones'. We could solve environmental problems if amount

of pollution and concentration of smoke in the air were controlled. People should not leave litter in the streets. We ought to protect endangered species. People could use natural resources rationally. It is not a good idea to cruelly kill animals.

Упражнение 4. Обсудите вопросы с вашим партнером.

1. What environmental problems are there in the world? 2. Why do these problems occur? 3. What should people do to protect the environment?

Используйте следующие выражения и словосочетания.

Be linked to nature, adapt to environment, preserve wildlife and ecosystems, fight/reduce pollution, install anti-pollution equipment, minimize noise disturbance, protect endangered species, recycle waste materials, conserve natural resources, use ozone-friendly products, use wind/solar/wave instead of nuclear energy.

Упражнение 5. Перескажите текст по плану:

a) your title for the text; b) problems; c) reasons; d) solutions.

Упражнение 6. Выберите одну из экологических проблем и составьте доклад о ней. Используйте картинки.

Упражнение 7. Обсудите вопросы с партнером.

1) Which countries have similar environmental problems? 2) What do all the countries have in common? (The UK, the USA, Russia, France and Germany).

Используйте эти слова в качестве плана:

location, pollution, natural resources, environmental problems, measures to fight environmental problems, any 'green' movements.

PART 2. WATER POLLUTION

Упражнение 1. Заполните пропуски. Используйте слова и выражения один или два раза:

clean, laundry, disease, advisories, sewage, hormones, leaking, ingredients, portion.

Personal-care and household products include 1)___ detergents, window cleaners, shampoos, conditioners, toothpaste or mouthwash. We should realize that almost all of it goes down the drain when we do 2)___, wash our hands, brush our teeth or bathe. Animal farming operations that use growth 3) ___ and antibiotics also send large quantities of these chemicals into our waters. A large 4)___ of the chemicals passes right into the local waterway. 5) ___ from birth control pills are causing gender-bending hormonal effects in frogs and fish. But the major source of water pollution is 6)____. 7)___ septic tanks can cause groundwater and stream contamination. The beaches in the US are put under water pollution 8)___ or are closed each year. One of the most urgent problems in the world is the 9)___ water. Access to 10)___ water is the basic human right. But acid rain, industrial pollution, oil spills and sewage dumping have

made water undrinkable. Water pollution can be caused by dangerous substances or chemicals that threaten our health. For example, these substances may cause cancer, genetic deformities and other 11) ____.

Упражнение 2. Соедините части предложений друг с другом.

- | | |
|---|---|
| 1) Whenever we use personal-care products and household cleaning products, almost all of it | a) can send disease-bearing water into rivers and oceans. |
| 2) Animal farming operations that use | b) goes down the drain |
| 3) Most wastewater treatment facilities | c) growth hormones and antibiotics also send these chemicals into our waters. |
| 4) Scientists are finding | d) water pollution. |
| 5) Untreated sewage | e) are not equipped to filter out personal care products. |
| 6) Beaches also suffer from | f) fragrance molecules inside fish tissues. |

Упражнение 3. Ответьте на вопросы.

1. What personal-care products and household cleaning products may be the cause of water pollution? 2. How does animal farming contribute to the water pollution? 3. Why do all these dangerous chemicals go into water? 4. What molecules do scientists find in fish? 5. How do chemicals affect frogs? 6. What is the major source of water pollution? 7. How much of the untreated wastewater is dumped directly into rivers and oceans in developing countries? 8. To what extent do American beaches suffer from the sewage discharges?

Упражнение 4. Скажите, верны ли эти утверждения.

1. Most wastewater treatment facilities are not equipped to filter out personal-care products. 2. Ingredients from birth control pills are thought to be causing gender-bending hormonal effects in frogs and fish. 3. In developing countries, an estimated 25 % of wastewater is dumped directly into rivers and streams without treatment. 4. Leaking septic tanks and other sources of sewage can cause groundwater and stream contamination. 5. About 90 % of the beaches in the US are put under water pollution advisories or are closed each year.

Упражнение 5. Переведите следующие предложения.

1. Большинство устройств по обработке сточных вод не оборудовано таким образом, чтобы отфильтровать средства личной гигиены, бытовую химию, а также лекарства. 2. Большая часть химических веществ идет прямо в местные водные источники (пути). 3. Но главный источник загрязнения воды, это, конечно, канализация. 4. Протекающие септические резервуары и иные источники канализационных стоков могут вызвать загрязнение подземных вод и рек.

Упражнение 6. Составьте диалоги с партнером по следующим темам.

1. Chemicals used at home as the source of water pollution. 2. How does water pollution affect animal world? 3. Sewage and the effect on waterways.

Упражнение 7. Прочитайте, переведите и перескажите текст.

Measures to Deal with Water Pollution

Many countries of the world tried to replace surface water contaminated with sewage by groundwater as a safe reliable source of drinkable water. Now they may be drinking water containing arsenic. People are at risk in 17 counties around the world including China, Vietnam, Argentina and the US, where limits set by the World Health Organization are exceeded. So business culture should be changed and the environment should be given a higher priority. We should take care about keeping water clean. The governments should limit the use of ground water. Countries relying on irrigation should move away from water-hungry crops. In this way understanding of the problem of water pollution is very important for the survival of our planet.

PART 3. AIR POLLUTION

Упражнение 1. Заполните пропуски. Используйте слова и выражения: inversion, harmful, more damaging, smog, cancer, stationery, outdoor, carbon monoxide, metropolitan, breath.

The examples of 1)___ sources are huge factories, and coal and mining industries. The 2)___ sources of pollution can include boats, automobiles, busses, trains, and aircrafts. Pollution in the air is 3)___ to the environment, and also to all of our bodies. Air pollution is a major cause of lung 4)___ and heart disease. Smog is a form of 5)___ pollution that is on a large scale. The reason for either type of pollution getting trapped in the city is due to something called temperature 6)___. That inversion can happen in any season, and that 7)___ is a major form of air pollution. Some of the 8)___ areas there, Los Angeles, are the worst to live in if you want to breathe clean air. During the cold months of the year cities can get a different kind of pollution, such as 9)___.

Упражнение 2. Соедините части предложений друг с другом.

- | | |
|--|---|
| 1) If you continuously breathe in pollutants, | a) a leading city, in America, for smog concentration. |
| 2) These pollutants can be caused by | b) pollution from vehicles mixes with pollution from industries. |
| 3) Air pollution is a major cause of | c) air near the earth surface is much colder than the air right above it. |
| 4) This terrible form of pollution can form when | d) stationary or moving sources. |
| 5) The temperature inversion is caused when | e) lung cancer and heart disease. |

- 6) If you are going to move, say, to Los Angeles, you should know that it's
7) When the temperature inversion happens,
- f) the pollution cannot rise and disperse away from the city.
g) it can lead to severe respiratory disease, asthma and in some cases premature death.

Упражнение 3. Ответьте на вопросы.

1. What stationery sources contribute to the air pollution? 2. What moving sources of the air pollution are there? 3. What can breathing in pollutants lead to? 4. What is best way to try to avoid the air pollution? 5. What is smog made of? 6. What is temperature inversion? 7. Why is it so dangerous to live in Los Angeles? 8. What pollution reducing methods can there be?

Упражнение 4. Скажите, верны ли следующие утверждения.

1. The examples of moving sources are huge factories, and coal and mining industries. 2. Pollution in the air is most friendly to the environment and also to all of our bodies. 3. Smog is a form of outdoor pollution that is on a large scale. 4. Knowing answers to what is air pollution is just the first step to making life, and the air we breathe worse.

Упражнение 5. Переведите следующие предложения.

1. Эти загрязняющие вещества могут производиться статичными или движущимися источниками. 2. Тем не менее, более опасными являются движущиеся источники загрязнения, такие как различные виды транспорта с моторами. 3. Если вы постоянно вдыхаете загрязняющие вещества, это может привести к серьезным респираторным заболеваниям, а в некоторых случаях – к преждевременной смерти. 4. Загрязнение воздуха – это главная причина рака легких и сердечных заболеваний. 5. В течение холодных месяцев года города могут получить другой тип загрязнения: загрязнение окисью углерода или взвешенными частицами. 6. Когда происходит температурная инверсия, загрязнения не могут подняться вверх и рассеяться вдали от города. 7. Использование методов сокращения загрязнений поможет нам дышать немного лучше. 8. Лос-Анжелес – это один из первых по концентрации смога город в Америке. 9. Некоторые из столичных зон – худшие места для жизни, если человек хочет дышать свежим воздухом.

Упражнение 6. Составьте диалоги с партнером по следующим темам.

1. Different sources of air pollution. 2. What does air pollution consist of? 3. Pollution and healthcare.

Упражнение 7. Прочитайте, переведите и перескажите текст.

Air pollution and measures to deal with it

Air pollution is a substance introduced into the air, like chemicals, biological pollutants, or particles, which damage environments, or cause harm to living organisms. Many appliances in the home also use gas or wood as fuel,

including heating systems, which can release carbon monoxide into your home. Poor indoor air quality can also cause headaches, nasal congestion, nausea, and dry eyes. You can get detectors for carbon monoxide which is the only way to know an odorless, colorless gas. To help prevent the growth of various moulds, in your home, you need to keep the humidity levels of bathrooms, kitchens, and basements low. This can be done by keeping good air flow in the rooms, and keeping them clean regularly. If your basement is high in humidity, you might need to buy a dehumidifier to keep it from turning into a mould factory. The best defense for indoor air pollution is research, combined with common sense. The new developments are produced for automobiles to reduce air pollution.

PART 4. 3 RS: RECYCLING, REUSE AND REDUCE

Упражнение 1. Вставьте пропущенные слова:

cardboard, expensive, safely, efficient, convert, reduce, energy, disposed, on the contrary, contact, plastic, reuse, design.

By means of recycling we can 1) ___ waste into reusable materials. Recycling differs from 2) __, which simply means using a product again. Recycling allows both to reduce the amount of waste 3) ___ in landfills and to save natural resources. Recycling is not always economically 4) ___ and does not always help to protect the environment. Specialists say that landfills can be 5)___ sited and designed, and there is still plenty of space for them in every country. We have to put landfills in places that do not come into 6)___ with water. We should also 7)___ monitoring programmes to prevent any possible harm that landfill may cause. Of all the recycled materials 8)___ and paper are the most popular. Recycling aluminum is less 9) ___ than producing new aluminum. It takes 10 percent less 10) ___ to recycle aluminum than to make it from bauxite. Producing 11)___ requires a wide variety of used paper which is rather cheap to sort out. 12) ____, plastics are very expensive to collect and separate which limits the possibility of their recycling. 13)___ , reuse and recycle before it is too late for the Earth's oceans.

Упражнение 2. Соедините части предложений друг с другом.

- | | |
|---|---|
| 1) In developed countries up to about 20 percent of | A) recycling as the principal method of protecting the environment. |
| 2) In the eighties environmentalists concentrated public attention on | B) all aluminum beverage cans are recycled. |
| 3) There is still plenty of space for | C) the nation's solid waste is recycled. |
| 4) Paper and cardboard are | D) now recycled in the USA alone. |
| 5) Given the potential hazards plastic pollution can cause to human, animal and marine life, total recycling of | E) also extensively recycled. |
| 6) Around 20 percent of plastic soft drink bottles are | F) landfills in every country. |
| 7) About 60 percent of | G) plastic bags or using other alternatives seems the only way out. |

Упражнение 3. Ответьте на вопросы.

1. What do we get when we recycle waste? 2. What is the difference between recycling and reuse? 3. What is a landfill? 4. Who concentrated public attention on recycling as the principal method of protecting the environment in the eighties? 5. What materials are most popular for recycling? 6. Why is it more economically efficient to recycle aluminum than to produce it from bauxite? 7. Why is paper so extensively recycled? 8. What portion of all plastic soft drink bottles is recycled in the USA?

Упражнение 4. Скажите, верны ли следующие утверждения.

1. In the developed countries to about 20 percent of the nation's solid waste is recycled. 2. Recycling is not always economically efficient. 3. We have to design monitoring programs to prevent any possible harm that landfills may cause. 4. Of all the recycled materials rubber and nylon are the most popular. 5. Producing cardboard requires a wide variety of used paper which is rather expensive to sort out. 6. Plastics are very cheap to collect and separate which limits the possibility of their recycling.

Упражнение 5. Переведите следующие предложения.

1. С помощью вторичной переработки отходов мы можем превратить отбросы во вновь используемые материалы. 2. Вторичная переработка отходов позволяет как сократить их объем, содержащийся на свалках, так и спасти природные ресурсы. 3. Что нам необходимо сделать, так это не размещать свалки в местах, которые контактируют с водой. 4. Из всех перерабатываемых материалов алюминий и бумага – самые популярные. 5. Это объясняется тем фактом, что вторичная переработка использованного алюминия дешевле, чем производство нового. 6. Чтобы переработать использованный алюминий нужно на 10 % меньше энергии, чем для того, чтобы произвести новый из бокситов. 7. Бумага и картон часто подвергаются вторичной переработке. 8. Пластик очень дорого собирать и сортировать, что ограничивает возможности его вторичной переработки.

Упражнение 6. Составьте диалоги по следующим темам

1. Efficiency of recycling. 2. Most popular recyclable materials. 3. The optimal design of a landfill.

Упражнение 7. Выберите одну из стран. Составьте доклад о переработке мусора в этой стране. Используйте картинки.

PART 5. NATURAL DISASTERS

Упражнение 1. Найдите лишние слова в каждом ряду:

1) hurricane: burn, destruction, blow, wind; 2) earthquake: debris, shake, rain, Richter; 3) volcanic eruption: lava, crater, explosion, breeze; 4) drought: dry, ash, thirst, emergency; 5) flood: water, drown, smoke, wet; 6) famine: thunder, hunger, starve, death.

Упражнение 2. Составьте предложения со словами из упражнения 1.

Упражнение 3. Найдите комментарии людей, соответствующие стихийным бедствиям: hurricane, earthquake, volcanic eruption, famine, drought, flood.

1. It is blowing down trees and houses. 2. They have sent food to help the starving people. 3. It shook me awake. 4. Television stations gave warnings before it exploded. 5. The weather reporters expect even more rain in the next few days. 6. The government has asked people not to waste water.

Упражнение 4. Напишите предложения из упражнения 3 в страдательной форме.

e. g. 1. Trees and houses are being blown down.

Упражнение 5. Прочитайте комментарии людей из упражнения 3 и объясните их значение партнеру.

Упражнение 6. Составьте свою историю о стихийном бедствии. Используйте следующие слова и выражения:

lava, falling rocks, cloud of ash, lightning storm, survivors, steam, victim, forest fire, flooding.

Упражнение 7. Составьте словосочетания. Используйте следующие слова и выражения только один раз: to be hit, blocks, thick, lightning, electricity, massive, rescue, volcanic, to start.

1. ___ destruction. 2. ___ of ice. 3. ___ heat. 4. ___ storm. 5. ___ mud. 6. ___ eruption. 7. ___ cables. 8. ___ by two earthquakes. 9. ___ workers. 10. ___ fires.

Упражнение 8. Составьте предложения со словосочетаниями из упражнения 7.

Упражнение 9. Выберите правильные слова.

1. A bomb erupted/ exploded at the station yesterday. 2. Everyone died in the plane crash; there were no survivors/ casualties. 3. A violent hurricane hit/ knocked Miami this morning. 4. The witnesses/ victims of the fire have been taken to hospital. 5. The house was struck/ beaten by lightning.

Упражнение 10. Объясните выделенные слова и составьте предложения, ставя глаголы-сказуемые в нужную форму и добавляя служебные слова, где необходимо.

e.g. 1. Several villages in Scotland have been completely cut off by the snowstorm for three days.

1. Several villages in Scotland – completely (*cut off*) – three days snowstorm. 2. it (start) – Saturday at 4 pm. 3. Since then, one person – (*find*) *dead* – three – still missing. 4. Two motorists – (*trap*) – their cars – five hours – before – (*rescue*). 5. Many roads – still completely blocked – and food supplies –

(*run out*) – quickly. 6. Food – (*drop*) – villages – *helicopter* – later today. 7. People – (*warn*) – police – avoid the area – *poor weather conditions* – expected – continue – three more days.

Упражнение 11. Озаглавьте и перескажите текст из упражнения 10.

Упражнение 12. Перепишите предложения в страдательной форме.

1. Typhoon Amanda hit Southern China yesterday and killed at least 200 people. 2. The storm caused considerable damage. 3. No one knows yet how many people are now homeless. 4. The Red Cross are sending representatives to help with the enormous clean-up job.

Упражнение 13. Перескажите текст из упражнения 12 по плану:

1) the reason of this event; 2) effects of the event; 3) who dealt with this situation.

Упражнение 14. Обсудите следующие высказывания с вашим партнером. Ответьте на вопросы: What do these sentences mean? Do you agree or disagree with them? Why? Why not?

1) After a storm comes a calm. 2) Bad news travels fast. 3) A drowning man will clutch at a straw.

Упражнение 15. Разработайте проект с вашим партнером.

Find information about tornadoes, the flood in Bangladesh, an earthquake in Santa Maria in Peru and the eruption of Mount Helen. You should include:

1) summary of the event (what, when, where, who); 2) detailed description of the event and consequences; 3) action to be taken and people's comments.

PART 6. ANIMALS: PROBLEMS, SOLUTIONS

Упражнение 1. Ответьте на вопросы.

1. Can you name the animals in the world? In the zoo? 2. What do they have in common? 3. What endangered animals can you name? 4. Which of the animals a) live in swamps? b) attack farm animals? c) live in the jungle? d) eat plants and grass?

Упражнение 2. Вспомните названия животных (I–IX). Найдите наименования звуков, которые они издают (1–9), а также названия их частей тела (A–K).

I. lions; II. horses; III. cats; IV. dogs; V. hens; VI. bees; VII. cows; VIII. sheep; IX. ducks;

1. moo; 2. bleat; 3. roar; 4. cluck; 5. miaow; 6. buzz; 7. bark; 8. quack; 9. neigh.

A. Feet; B. Mane; C. Wing; D. Claws; E. Beak; F. Whiskers; G. Tail; H. Tusk; I. Trunk; J. Ears; K. Paws.

Упражнение 3. Составьте предложения со словами из упражнения 2.

Упражнение 4. Ответьте на вопросы о животных (a leopard, the chimpanzee, the jaguar, an adult tiger, a grey fox, monkey, fly, wolf, fish, mouse, goose, louse, deer).

e. g. Birds can fly.

1. What can they do? 2. What can't they do? 3. Who can see much better than a human in the dark? 4. Who can't recognize itself in the mirror? 5. Who are the only big cats that can't roar? 6. Who can eat 31 kgs of meat in a night? 7. Who can't be tamed easily?

Упражнение 5. Прочитайте и переведите текст.

Endangered species

The sea turtle is in great danger because hunters are killing it for food. Its numbers are also decreasing due to the destruction of its habitat. A particular type of seal like the harp seal is also endangered due to the fact that hunters are killing it for its skin. In the Antarctic, the Emperor Penguin is being threatened due to increased fishing and pollution of the seas. Efforts to ban the killing of the sea turtle have been made. And many countries are now banning the hunting of seals. In the Antarctic, there are programmes that make sure that the waters are not being polluted. But there's still a lot that needs to be done.

Упражнение 6. Ответьте на вопросы.

1. What have you learnt about endangered species? 2. Why are they in danger?

Упражнение 7. Ответьте на вопросы.

1. Can you describe an elephant? 2. Why are elephants important to the people of India? 3. Why are they excellent swimmers? 4. Who can swim more slowly: elephants or people? 5. What do elephants do when they are sixty? 6. Where do elephants live today?

Упражнение 8. Раскройте скобки. Используйте подходящую часть речи и форму слова.

The manatee is a large mammal which lives mainly in the waters around Florida in the United States. Adults range in 1) ___ (long) from 2.5 to 4.5 meters and can be as much as 700 kilos in 2) ___ (weigh). Manatees are slow-moving 3) ___ (create) which feed on sea and fresh-water vegetation. They live along or in small family groups of up to twenty members. Members of groups 4) ___ (usual) communicate by touching each other's mouths and noses. Manatees are 5) ___ (danger) because of hunting and because they are often injured or killed by motor boat propellers. It is 6) ___ (extreme) important to protect manatees because they help to keep the waters they live in clean and 7) ___ (health).

Упражнение 9. Ответьте на вопросы по упражнению 8.

1. Where do manatees live? 2. What do they eat? 3. How have they become endangered? 4. How do they communicate with each other? 5. What has been done to protect them?

Упражнение 10. Обсудите следующие вопросы с вашим партнером.

1. Do you think it is right for people to wear animal skins? Why? 2. Do farmers have the right to shoot wild animals? Why? Why not? 3. Would you ever kill an animal? Why? Why not? 4. What is being done to protect endangered animals?

Упражнение 11. Прочитайте предложения и объясните их значение своими словами.

1. John is as stubborn as a mule. 2. They fight like cat and dog. 3. Pam eats like a horse. 4. Jim is as strong as an ox. 5. Ray is like a fish out of water. 6. Fred drinks like a fish.

Do you know other sayings about animals? Write them down and explain.

Упражнение 12. Разработайте проект с вашим партнером

Search the Web for the information about Giant Panda, Elephant and Rhino. Write your stories about these animals. Say: where they live, what they eat, how they became endangered and what has been done to protect them. Use pictures for your project.

UNIT 2. COMPANY YOU WORK FOR

PART 1. SPEAKING ABOUT THE COMPANY

Упражнение 1. Прочтите текст, обращая внимание на новые слова.

Companies

Forever Young Ltd. is an Irish company. They manufacture and distribute beauty products. The company specializes in high-quality creams and lotions. They also produce perfumes. Forever Young Ltd. is one of the market leaders in Ireland. The Head Office of the company is in Dublin and they have 20 branches in Europe. Next year Forever Young Ltd. are going to open their first subsidiary in the United States.

Упражнение 2. Ответьте на вопросы по тексту.

1. Is Forever Young Ltd. an Irish or an American company? 2. What do they produce? 3. Where is their Head Office? 4. What does the company specialize in? 5. Do they distribute their products? 6. Forever Young Ltd. is one of the market leaders in Ireland, isn't it? 7. How many branches have they got in Europe? 8. What are their plans for the future?

Упражнение 3. Расскажите, что вы знаете о следующих компаниях: IBM, SONY, TOYOTA, ERICSSON.

Упражнение 4. Изучите варианты ответов на вопросы о работе.

Where do you work?	I work for Orange Computers (they are my employers).
What company are you with?	I work at Orange Computers (the place). I am/work with Orange Computers (a sense of collaboration).
What do you do for your living?	I'm in computers (general type of work).
What do you do?	I coordinate new products. I launch the new products. I'm in charge of sales / marketing / production.

Упражнение 5. Представьте, что вы участвуете в международной конференции. Представьтесь, расскажите о компании, где вы работаете, спросите своего партнера о компании, где работает он/она.

Упражнение 6. Дайте английские эквиваленты:

производить, распространять, специализироваться, высококачественный, лидер рынка, главная контора, дочерняя компания, филиал, запустить в производство, пустить в продажу, новый продукт.

PART 2. SPEAKING ABOUT THE COMPANY HISTORY

Упражнение 1. Прочтите текст, обращая внимание на выделенные слова.

Company's History

ORANGE COMPUTERS is a multinational computer manufacturer based in the US and Switzerland. The Head Office is in Switzerland, and there are offices in the US, UK, Germany and Italy. It started in 1969 with a small factory in Bern. The company produced small electronic components for the first two years, but it moved into the computer market in 1974. Orange computers invested a lot of money in research and soon became a market leader.

In the seventies the company developed several new computers, including some very useful minicomputers. After the birth of the microcomputer in the USA Orange Computers was one of the first European companies to develop a micro for business use. They launched their first micro, the MC 126, in 1981 and sold over 50,000 units.

In 1990 the company started manufacturing personal computers. In 1997 it got the contract to build computer systems for the Space Program. Last year Orange Computers introduced the RX 128 processor, and this year they are going to launch a new range of Orange notebooks.

The Company's total sales exceed \$ 5 bn The turnover in 2000 exceeded \$ 15 bn. Its profits reach \$ 3 bn.

It works through five divisions: Research & Development, Production & Engineering, Software, Administration & Central services, Sales & Marketing.

Упражнение 2. Ответьте на вопросы по тексту.

1. Where are the headquarters of Orange computers? 2. When did the company start? 3. What did the company produce then? 4. When did Orange Computers move into computer market? 5. How did they manage to become a market leader? 6. When did Orange Computers launch the MC 126? 7. When did Orange Computers develop several successful minicomputers? 8. How many units did they sell? 9. What did Orange computers begin to produce in 1990? 10. What product did Orange Computers introduce last year? 11. What are they going to launch this year? 12. Is the company economically profitable?

Упражнение 3. Дайте русские эквиваленты.

To invest money in research, to move into the market, to become a market leader, to be based in, for business use, multinational, to develop, to introduce, unit, total sales, turnover, exceed, profit.

Упражнение 4. Используйте в предложениях следующие слова: merger, multinational, invested, protect, overseas, devices, locations.

1. Orange Computers is a _____ computer manufacturer. 2. Antispy products Ltd. can _____ your company from industrial espionage. 3. They specialize in security _____. 4. After the _____ of the two companies the Head Office was

opened in London. 5. The company _____ a lot of money in research and soon became a market leader. 6. In 1997 Antispy products Ltd. has 150 branches in 132 _____. 7. How many _____ subsidiaries have they got?

Упражнение 5. Найдите слова с близким значением (синонимы) и с противоположным (антонимы).

To start, to buy, success, head office, to produce, to found, contest, branch, to deal with, to establish, competition, failure, to manufacture, subsidiary, headquarters, to make, to be involved, to acquire.

synonyms	opposites/ antonyms
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Упражнение 6. Выпишите слова и выражения, которые необходимы для рассказа об истории компании.

Упражнение 7. Переведите на английский язык предложения.

1. Главная контора этой фирмы находится в Лондоне. 2. Компания специализируется на косметике и парфюмерии высокого качества. 3. Мы собираемся запустить в производство новую модель сотового телефона. 4. Эта фирма занимает лидирующее положение на российском рынке. 5. Скоро мы запустим в продажу новую модель автомобиля. 6. Компания занимается производством и распространением охранных систем. 7. Чем вы занимаетесь? 8. Кто отвечает за выпуск новой продукции? 9. В какой фирме вы работаете? 10. Вице-президент координирует работу дочерних компаний. 11. Когда эта фирма пустит в продажу новую модель? 12. Вы боитесь промышленного шпионажа? 13. Что производит ваша фирма? 14. На чем специализируется эта компания?

PART 3. BUSINESS FIELDS

Упражнение 1. Изучите следующие цепочки однокоренных слов. Определите часть речи и переведите слова. Найдите среди них названия основных областей ведения бизнеса.

Produce – producer – production; manufacture – manufacturer – manufacturing; serve – server – servant – service; market – marketing; finance – financial; account (v, n) – accountant – accounting; process (n, v) – processor – (data) processing; trade – trader – trading; transport – transportation; advertise – advertising – advertisement; manage – manager – management.

Упражнение 2. Обсудите в парах и дайте определения основным сферам ведения бизнеса (из упражнения 1).

Упражнение 3. Сравните основные сферы ведения бизнеса с точки зрения их экологической безопасности. Какие из них можно назвать наиболее экологически безопасными (the greenest)?

Упражнение 4. Ролевая игра: 1) you are in charge of "The Success Story", a popular TV show. Try to make a super programme with a famous businessman; 2) imagine yourself a businessman at a TV show who must speak about his/ her company.

Упражнение 5. Составьте рассказ о любой успешной компании, специализирующейся в сфере экологии (переработка мусора, использование альтернативных источников энергии, производство экологически чистых продуктов и пр.).

Упражнение 6. Переведите предложения.

1. Когда была основана ваша компания? 2. Мы собираемся вложить деньги в исследования и разработку новой продукции 3. Кто руководит зарубежным филиалом? 4. Что вы знаете о слиянии этих компаний? 5. Когда эта фирма вышла на рынок? 6. Это устройство мы запустили в производство в январе, а в феврале пустили его в продажу. 7. С 1998 года мы вкладываем много денег в судостроение. Это одна из наиболее быстро развивающихся отраслей. 8. Я занимаюсь банковским делом 20 лет. Последние 5 лет я работаю в Швейцарском национальном банке.

PART 4. SPEAKING ABOUT THE COMPANY ORGANIZATION

Упражнение 1. Изучите схему 1 и прочтите текст, обращая внимание на незнакомые слова.

Company Organisation

The Managing Director runs the company and is accountable to the Board of Directors. The Finance Manager reports to the Managing Director. The Accounts Manager is under the Finance Manager.

Упражнение 2. Расскажите о структуре компании, используя схему 1 и модель предложений в вопросах (1–2).

1. *Whom the following people report to?*

Sales Mngr.; PR Officer; Advertising Mngr.; Training Mngr.; Planning Mngr.; Marketing Mngr.; R&D Mngr.; Financial Controller; Personnel Mngr.; Administration Mngr.; Production Manager; Finance Manager.

2. *What are these people responsible for?*

Chief Accountant

recruitment

Personnel Manager

new product development

Production Manager

finance

R&D Manager

publicity

Marketing Manager

product launch

PR Officer

market research

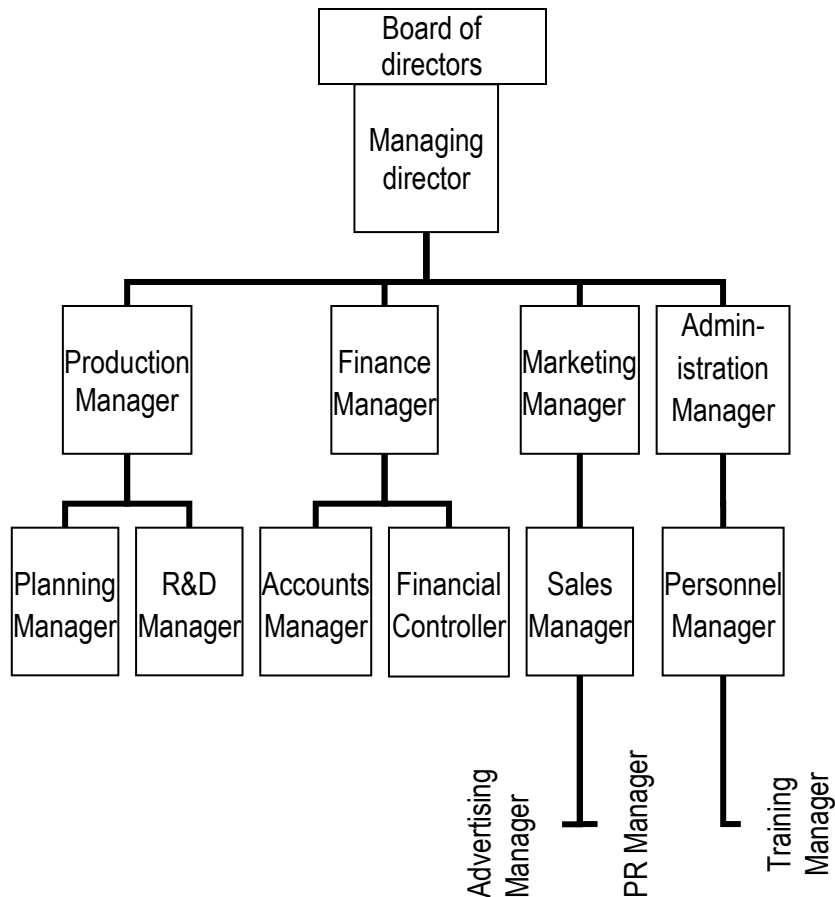


Схема 1. Company Organization Chart

Упражнение 3. Найдите русские эквиваленты английским словам и словосочетаниям.

1. Board of Directors. 2. Chairman. 3. Managing Director. 4. PR Officer. 5. Chief Accountant. 6. Sales Manager. 7. Sales Dpt. 8. Finance Dpt. 9. Accounts/Accounting Dpt. 10. Advertising Dpt. 11. Training Dpt. 12. Planning Dpt. 13. Marketing Dpt. 14. R&D Dpt. 15. Administration Dpt. 16. Distribution Dpt. 17. Packing Dpt. 18. Production Dpt. 19. Purchasing Dpt. 20. Personnel Dpt./ Human Resources (HR).

А. Отдел маркетинга. В. Директор-распорядитель. С. Коммерческий директор. D. Бухгалтерия. Е. Плановый отдел. F. Председатель. G. Сотрудник по связям с общественностью. H. Главный бухгалтер. I. Отдел сбыта, коммерческий отдел. J. Совет директоров. K. Отдел исследований и развития. L. Финансовый отдел. M. Отдел рекламы. N. Отдел обучения и подготовки кадров. O. Отдел снабжения. P. Производственный отдел. Q. Отдел кадров. R. Отдел упаковки товара. S. Отдел административного управления. T. Отдел распространения продукции.

Упражнение 4. Ответьте на вопросы.

1. Who runs the company? 2. Who takes care of the company's finance? 3. Which department is responsible for advertising campaigns? 4. Which department manufactures the products? 5. Who looks after new product develop-

ment? 6. Which department sells the products? 7. Which department sells the products to the customers? 8. Who is in charge of recruitment? 9. Who is the managing director accountable to? 10. Which department packs the products?

Упражнение 5. Вставьте предлоги, где необходимо.

1. Jim Filby looks ___ UK sales promotion. 2. He is accountable ___ the MD. 3. The Marketing Manager is responsible ___ market research and reports ___ the MD. 4. The Assistant personnel Manager takes care ___ recruitment and training and is accountable ___ the Personnel Manager. 5. Mr Norman is ___ charge ___ new product development. 6. Our company specializes ___ high-quality clothes. 7. What company do you work ___?

Упражнение 6. Дайте английские эквиваленты.

Исследование рынка, разработка продукции, продвижение товара на рынке, руководить, возглавлять, отвечать за что-либо, отчитываться перед кем-либо, подчиняться кому-либо.

Упражнение 7. Переведите на английский язык.

1. Я работаю в рекламном отделе и отвечаю за продвижение товара на рынке. 2. Начальник отдела планирования подчиняется начальнику производственного отдела. 3. Мистер Брайт руководит отделом снабжения. 4. Кто занимается исследованием рынка? 5. Начальник отдела кадров подчиняется генеральному директору. 6. Эта фирма выпускает персональные компьютеры. 7. Кто отвечает за связи с общественностью? 8. Отдел исследований и развития отвечает за разработку новой продукции. 9. Набором персонала занимается отдел кадров. 10. Коммерческий директор руководит отделом сбыта. 11. Главный бухгалтер отчитывается перед начальником финансового отдела. 12. Какой отдел запускает в производство новые модели?

Упражнение 8. Подготовьте рассказ об основных функциях работников вашей компании.

PART 5. RESPONSIBLE TOURISM

Упражнение 1. Прочитайте и переведите текст.

Safe Tourism

Responsible tourism is the same as sustainable and safe tourism. Sustainable tourism is a form of tourism combined with planned economic growth which will not destroy the local environment or culture. Waikiki is a small island state, a holiday area, on the south coast of Oahu Island in Hawaii. It is the world's famous tourist destination. Before developers created this beautiful beach, Waikiki was a swamp. The hotels on Waikiki rose out of the same swamp

Most resource-poor island states trying to survive in the global economy cannot neglect the economic opportunities tourism offers. Many have no alternative but to offer their natural beauty – and cheap labour costs – to attract the tourist industry.

Following the rules for sustainable tourism could reduce the risks to the environment. The first rule is keep tourists in one place for as long as you can during their visit to your island.

The second rule is that you do not need to displace existing destinations. Despite its small area, the great majority of the five million tourists who visit Hawaii every year do not stay outside this luxurious ghetto. It is difficult to find a hotel outside this area. There are no plans to develop more hotels, outside of Waikiki on the island of Oahu. The governor seems proud of the fact that he has not approved a major tourist development since he took office.

Another rule is: take fewer tourists who will stay longer and spend more. Infrastructural construction and maintenance costs rise along with visitors to an island. Massive hotels had to be built to cope with the millions of tourists. The bigger hotels were relying on package tours for half their occupancy rates.

What is wrong with big hotels? You can imagine the amount of water, energy, personnel and roads which have to be used for such large constructions – paid for by local tax-payers. Building large hotels requires huge amounts of money which are available only in metropolitan countries. The majority of revenues from tourism are returned to tourists' countries. Now Hawaii has started attracting fewer tourists who stay longer. As a result, the resorts are smaller, less costly and more pleasant places to visit. The most successful and expensive resorts in Hawaii were the smaller ones which had neither television nor air-conditioning. These resorts did have a cultural show, but it did not have professional entertainers but local people. That leads me to another rule: involve the local community. Ensure your success is shared by them. Offer local farmers and business people the first opportunity to provide your resort with food. Let the community know of its own natural resources. If you do not improve the resorts and hotels in there, your hotel business will result in failure.

Упражнение 2. Вставьте слова или словосочетания (по содержанию текста из упражнения 1).

- A. A developer should ___ in order to follow the rules of responsible tourism.
B. A developer should not ___ if this person is in favour of sustainable tourism.

Упражнение 3. Обсудите вопросы с вашим партнером.

1. What could be the negative impact of tourism on: a) historic sites? b) beaches and coastline? c) countryside? d) wildlife? e) the local community's culture?
2. What should be done to prevent these effects?
3. Do you agree that an overdeveloped tourist area could stop building large hotels and only develop smaller ones? Why? Why not?
4. Do you disagree that hotels could use local people more often and invest in the local community? Why? Why not?

Упражнение 4. Перескажите текст из упражнения 1.

Упражнение 5. Составьте список рекомендаций для компаний, специализирующихся в области туризма. Кому из членов компании вы адресуете свои рекомендации?

UNIT 3. IN THE OFFICE

PART 1. OFFICE FURNITURE AND EQUIPMENT

Упражнение 1. Дайте русские эквиваленты. Составьте предложения.

Keyboard, webcam, speaker, central processing unit (CPU), white board, flash card, desk, swivel chair, drawer, scissors, document holder, wastebasket, notepad, highlighter, paper clip, correction fluid, scotch tape, post-it note pad, stationary, equipment.

Упражнение 2. Найдите определения предметов.

- | | |
|----------------|--|
| 1. speaker | a. a part of a desk that is shaped like a box and is designed for putting things in |
| 2. modem | b. a board with buttons marked with letters or numbers that are pressed to put information into a computer |
| 3. drawer | c. a hand-held device that lets you move a cursor and select items on the screen |
| 4. keyboard | d. a basket used in offices as a holder for waste paper. |
| 5. wastebasket | e. a device that converts data so that it can travel over the Internet |
| 6. mouse | f. a device used to produce voice output and play back music. |

Упражнение 3. Прочтите и переведите текст.

A Few Tips for Health and Safety Usage of a Computer

1. Take a swivel chair so you can change its height and angle. 2. Make sure your feet rest firmly on the floor. 3. Make sure you have enough leg room under the desk. 4. Put the monitor at eye level or just below. 5. Sit at arms' length from the monitor (40–80 cm). 6. Use a document holder, in line with the monitor, to reduce unnecessary neck and eye movements between the document and the screen. 7. Position the keyboard at the same height as your elbows. 8. Take regular breaks from the computer to avoid headaches and eye pain.

Упражнение 4. Ответьте на вопросы.

1. Why is it preferable to take a swivel chair? 2. What position should the monitor occupy? 3. What distance should be between the monitor and the person? 4. Why is it necessary to use a document holder? 5. Why should you take regular breaks?

Упражнение 5. Прочтите и переведите текст.

Office Equipment

Most offices start with the basics: a telephone/ fax machine combination, computer, printer and a copying machine. It is important that the computer suits the user's needs. Computers software is updated weekly so office workers can

find all the latest information there. A laser printer is not only economical and efficient but also very fast so it is ideal for large offices.

Very often it is possible for every employee in an office to have a telephone extension at the desk. Office workers can make direct calls from their own phones to anybody else in the office, through telephone switching systems.

Another important thing in the office is a document shredder. Big offices generate lots of waste paper, and a shredder is particularly useful when there are checks, bank statements or other confidential materials to be shredded.

Упражнение 6. Ответьте на вопросы.

1. What are the basics – the main office equipment – for any office?
2. What are the functions and capabilities of internal communication systems?
3. Why is shredder regarded as important office equipment?

Упражнение 7. Переведите на английский язык.

1. Убедитесь, что ваши ступни занимают устойчивое положение на полу.
2. Убедитесь, что у вас достаточно места для ног под столом.
3. Компьютер – это устройство, преобразующее данные.
4. Клавиатура – это панель с кнопками, на которых отмечены буквы и цифры.
5. Возьмите вращающееся кресло с регулируемой высотой и углом наклона.
6. В магазине я хочу приобрести корректирующую жидкость, скрепки для бумаг, новые ножницы и скотч.
7. Клавиатура должна располагаться на той же высоте, что и локти.
8. Лазерный принтер быстро печатает документы, а также он экономичен.
9. При помощи внутренней телефонной линии сотрудники могут напрямую связаться друг с другом по телефону.

Упражнение 8. Загадайте 3 предмета по данной теме. Ваш партнер должен отгадать эти предметы, задавая наводящие вопросы.

1. Is it made of plastic/leather/wood/ metal?
2. Is it sharp/tiny/easy to break/soft?
3. Is it used for cutting/ sticking things together/ holding smth...?
4. Does it have buttons/batteries/wires/ handles (ручки)?

PART 2. ORIENTATION INSIDE AN OFFICE

Упражнение 1. Дайте английские эквиваленты.

На первом (наземном) этаже, перед чем-либо, за углом, в правом/левом крыле, идти прямо, прямо перед вами, второй поворот направо/ первый поворот налево, спускайтесь/поднимайтесь по лестнице, с тыльной (задней) части здания, через дверь, снаружи, повернуть налево/направо, идти в этом направлении до лифта, подняться на лифте на... этаж, следующий за стойкой/входом, вы легко его найдете, вниз (внизу)/вверх (вверху), дальше по коридору, напротив лифта, в центре зала, за центральной колонной.

Упражнение 2. Прочтите и переведите следующие речевые формулы.

1. A: Excuse me, I'm looking for the personnel department. Do you know where it is?

B: I'm a stranger here myself, but I happen to know that it's on the second floor, in the left wing.

A: Thank you very much.

2. A: Excuse me, where is the store room?

B: It's on the ground floor. At the end of the corridor turn left, room 27.

A: Thanks a lot!

B: No problem!

3. A: Excuse me, what floor is the general manager's office on?

B: Go this way as far as the elevator. Take it to the third floor. His office is next to the samples exhibition counter, on your right, you can't miss it.

A: Thank you!

B: Don't mention it!

4. A: May I ask you to help me?

B: Sure. What can I do for you?

A: I can't find your marketing services. Are they upstairs or downstairs?

B: The marketing section is just on this floor, over there, down the corridor. Rooms 304 and 305, next to the stationery store.

A: I am very grateful to you!

B: You are always welcome!

5. A: Where's the managing director's office?

B: Go upstairs and turn right. It's the second door on the right, opposite the transport manager's office.

A: Thank you very much!

B: Not at all!

6. The mail room is next to the entrance, opposite the lift. And the information desk is in the middle of the lobby, behind the central pillar, in front of the public telephones. Our canteen with a small bar is round the corner, in the right wing. To get to the guards' rest facilities, you should go straight on, take the second right, then the first left.

7. As you know, there was a small fire in one of our show rooms yesterday, so I want to make sure that you all know what to do if we have another one. In rooms 1 to 10, you should go down staircase A, out of the back of the building by door 2 and then wait in the car parking outside. If you are in any other room, use staircase B. Go out of door 5 and assemble by the fountain.

Упражнение 3. Переведите на английский язык следующие предложения.

1. Отдел кадров находится на втором этаже в правом крыле. 2. Стойка информации находится на первом этаже в центре зала, за центральной колонной. 3. Если вы проголодались, столовая – дальше по коридору. 4. Отдел маркетинга на этом же этаже дальше по коридору, рядом с небольшим магазином канцтоваров. 5. Идите в этом направлении до лифта. Поднимитесь на пятый этаж. 6. Я жду тебя снаружи перед декоративным фонтаном. 7. – Я не могу найти кабинет главного бухгалтера. – Он прямо перед вами.

8. Поднимитесь наверх и поверните налево. Вам нужна третья дверь налево, напротив кабинета офис-менеджера. 9. Простите, вы не скажете, как мне добраться до кабинета врача? Врач принимает в кабинете номер 101. Спуститесь на первый этаж, поверните направо.

Упражнение 4. Составьте диалог с вашим партнером.

1. This is your first working day. You need a cabinet of a Sales Manager. Ask your colleague to orient you inside the building.

2. According to the safety rules you should contact the responsible for fire safety, for showing you the evacuation plan and emergency exits in case of fire.

PART 3. GREEN OFFICE

Упражнение 1. Повторите содержание блока 1 «ECOLOGICAL PROBLEMS». Составьте список вещей, которые необходимо сделать, чтобы работа в офисе была более безопасной для окружающей среды (more environmentally friendly) e. g. use less heating, air conditioning.

Сравните ваш список со списком партнера, используя вопросы: 1. Which are the best ideas? 2. Which of these things does your company or university do?

Упражнение 2. Решите, являются ли следующие утверждения истинными, обоснуйте свое мнение.

1. Environmentally friendly offices have higher costs. 2. It's hard to make an office environmentally friendly. 3. Environmentally friendly offices are more efficient places to work.

Упражнение 3. Прочтите приведенный текст. Согласны ли вы с утверждениями, содержащимися в нем. Почему?

Making the Office Greener

Due to the climate change, few business people can fail to realize the importance of the environmental issues that now affect all parts of our day-to-day lives. All businesses, no matter what size, can help to save resources. 1____. In practice, it only takes a few steps to achieve considerable environmental savings, and these need not impact upon the effectiveness of the business.

If you take a look around your workplace, you are bound to have any number of computers and other equipment in use. Of course, computer equipment consumes electricity. Most people will start up their computer in the morning and only switch it off at night, leaving it on all day, often wasting power. 2____ Yes, it may take a while for the PC to boot up in the morning, but think of the energy saved.

Modern operating systems have a feature so that if a PC is left idle for a pre-determined time, it will automatically enter standby mode, switching off the monitor and hard disk, effectively sending the-PC to sleep. 3____ The benefit of

using standby mode is that the PC will restart a lot quicker than from 'cold', but remember it will still be consuming some power.

Twenty years ago, computer vendors were foretelling the death of the printer as we entered the age of the paperless office. 4___. Accepting that printers will be with us for the foreseeable future, there are some steps we can take to reduce the cost of printing.

Recycling printer cartridges is an obvious measure, as is using recycled paper or maybe a paper of less thickness or weight. Double-sided printings is also a great way of saving money, as is encouraging printing only when it is absolutely necessary. 5___. If it is blank on one side and not confidential in nature then use the blank side as note paper, so at least you are maximizing the use of the paper.

Most computers are under-utilized. 6___ Unfortunately, the energy a computer consumes is pretty much the same if it is busy or quiet, due to the fact that it still needs cooling and the monitor still needs powering. To deal with this issue, many companies are changing their working methods and asking staff to share computers, so the fewer computers are used. This saves money, space and energy.

Упражнение 4. Прочтите предложения и вставьте их в пропуски в тексте.

A. Their hard disks are often half empty, and their central processor is only active for a small fraction of the working day. B. Once you have finished with the documents, recycle the paper appropriately. C. A few minutes taken to set this up on each PC can start to save money from day one. D. Get staff involved in these measures, perhaps by holding a short brainstorming session one morning. E. Clearly this is not the case, as we simple humans are often better at interpreting data from a piece of paper than we are on a screen. F. An obvious solution would be to power it down when you go out for lunch and certainly when you leave the office at night. G. In addition, by reducing waste, a business can save money and establish itself as a socially responsible employer.

Упражнение 5. Найдите определения к следующим словам: 1) issues, 2) impact upon, 3) idle, 4) foretelling, 5) foreseeable, 6) confidential, 7) maximizing, 8) appropriately.

A) can be known about or guessed before it happens; B) have an influence on something; C) in a suitable or right way for a particular situation or occasion; D) making something as big in amount, size or importance as possible; E) not in operating or not being used; F) private and intended to be kept secret; G) stating what is going to happen in the future; H) subjects or problems that people think or talk about, or need to deal with.

Упражнение 6. В парах подготовьте презентации.

What is important when making a workplace environmentally friendly? (You can mention: cost savings, efficiency, staff involvement and any other ideas you wish to.)

Упражнение 7. В небольших группах опишите следующие два вопроса: 1. Apart from being environmentally friendly, what else can a business do to establish itself as being socially responsible? 2. Why is it important for companies to be socially responsible? Try to mention the following aspects:

- working conditions and treatment of employees;
- products and services;
- treatment of and relationship with customers;
- the company's place in the community;
- how the company spends its profits or invests money;
- ethical standards and honesty.

UNIT 4. JOB HUNTING

PART 1. DESCRIBING YOUR QUALITIES

Упражнение 1. Дайте русские эквиваленты к следующим выражениям. Составьте с ними предложения.

School-leaving certificate; bachelor; master; a trainee student; gain (get, obtain, earn) a degree; BS (Bachelor of Science); MS (Master of Science); MA (Master of Arts); MBA (Master of Business Administration); attend high (secondary) school for... years; participate in extracurricular activities; do research in the field of; take courses in languages, typing; attend a course of basic field of study.

Remember the difference:

to leave school – to graduate (from) college/ university;
take oral and written examinations – pass the examination;
major in one subject – minor in a closely related subject;
scholarship – 1) гуманитарное образование, филологическое образование; 2) стипендия (в университетах и некоторых частных школах).

Упражнение 2. Расскажите о своем образовании, используя фразы из упражнения 1. Представьте себя через 5, 10, 15 лет.

Упражнение 3. Расскажите об образовании своих друзей и/или родителей.

Упражнение 4. Прочтите и запомните выражения для описания опыта работы.

1. My experience includes joint venture accounting, budget and forecasting.
2. I am an expert in software, my main role is to install and tailor computer programs applications to the specific needs of clients.
3. I was responsible for overall sales cycle of the company's financial and business management software.
4. I've gained a year's experience prior to finishing school.
5. Before taking up my latest post, I worked as an accountant.
6. He has been appointed director general of civil aviation in Honduras.
7. He joined the firm's Kyiv office as a senior manager.
8. Before joining the company, he worked as an attorney at Toms & Co.
9. He has held this position since (year).
10. While studying he worked in the property management department at Philips in the Netherlands, previously, he was with the consulting firm, specializing in financial and economic analysis.
11. Other experience includes two years as Chief Economist for the Department Transportation.
12. He succeeded the retiring managing director of the UK's Newcastle airport.
13. I have been with... (the name of the company) since... (year)
14. In this role he was responsible for product development and marketing strategy.
15. She is the author of several books and publications.

Упражнение 5. Расскажите о своем послужном списке (your employment history), расскажите о времени, когда вы не были трудоустроены (gaps between the jobs), представьте ситуацию через 10 лет.

Упражнение 6. Расскажите о вашем опыте работы на сегодня (your present-day working experience), а также об опыте работы ваших родителей или друзей.

Упражнение 7. Дайте английские эквиваленты.

Аттестат о среднем образовании; окончить (*высшее учебное заведение*); окончить (*школу*); бакалавр; магистр; получить диплом/степень; бакалавр (*естественных*) наук; магистр экономики управления; применение; получить опыт; накануне, до; принять/занять пост; сменить кого-либо, быть преемником; выходить на пенсию; (*прежние*) достижения, успехи; предыдущий опыт работы; послужной список/список занимаемых ранее должностей; заверенный экземпляр; трудовая книжка; пропуск.

PART 2. PROFESSIONAL SKILLS

Упражнение 1. Прочтите текст и составьте список профессиональных НАВЫКОВ.

Describing Professional Skills

Many skills are transferable: they can be transferred from one field to another. Such skills could include selling, writing and editing, speaking, organizing, supervising, managing, raising money, computer knowledge. Here follows the recommended list of skills descriptions which can be relevant for a great number of positions.

- Organizational and administrative skills.
- Proven business management skills.
- Excellent interpersonal, negotiating and persuasive abilities/ skills.
- Developed presentational skills both in writing and orally.
- Strong leadership skills.
- Ability to plan, manage, prioritize and complete assigned tasks.
- Knowledge of correspondence, file and records management.
- PC working experience: ... (*names of software programs*).
- Knowledge of hardware & software market.
- Computer literacy and good typing skills.
- Fluency in English, near-fluency in French.
- Excellent command of both written and spoken English.
- Conversational English (not fluent).
- Competent in French and English.
- Ability to translate written documentation into English and provide interpretation.
- Ability to prepare, type, copy and distribute documents, business letters and faxes, review correspondence for correctness.
- Ability to schedule meetings, make appointments, make local and international travel arrangement.

- Ability to maintain and periodically update division's working files.
- Driving licence.

Упражнение 2. Ответьте на вопросы.

1. What skills are known as transferable? 2. What phrases can be used to speak about languages knowledge? 3. What words and word combinations characterize a person good for a manager's position? 4. Which from the recommended phrases can be relevant in describing your own skills and knowledge?

Упражнение 3. Дайте английские эквиваленты.

Навыки и умения, которые могут быть использованы в нескольких областях; область; подтвержденные (*документально*) навыки, квалификация; навыки общения; навыки убеждения; способность, умение; умение проводить презентацию, представлять (*материалы, продукцию*); навыки руководителя; определять приоритеты, первостепенную очередность; практический опыт работы с ПК (*персональным компьютером*); грамотность; навыки печатания; владение языком; свободно говорить по-английски; знающий язык, владеющий языком; перевод (*устный*).

PART 3. YOUR PERSONAL CHARACTERISTICS. SALARY

Упражнение 1. Изучите список личностных характеристик. Используя модель, объясните их.

He is a self-motivated person, he always acts by himself and has his own motivation and objectives in work.

Efficient (in work);	sociable;
active;	with good communicative skills;
energetic;	intelligent;
decisive;	bright individuality;
hardworking (hard worker);	be of good character;
independent ;	be of good health;
trustworthy (in every way);	outgoing (personality);
reliable;	with concern for others;
responsible;	have clear, accurate speech;
creative (type, personality);	ability to get on well with people;
innovative;	understanding;
businesslike;	patient;
enthusiastic;	imaginative;
with an interest for science;	friendly to people irrespective of
have research potential;	their nationality and ages;
create a positive atmosphere at work;	sympathetic and understanding per-
good mixer;	sonality.

Упражнение 2. Опишите свои сильные стороны (strengths) и сильные стороны своего друга.

Упражнение 3. Скажите, какие качества необходимы для следующих должностей и почему: secretary, receptionist, sales manager, advertising manager, managing director of the company possess.

Упражнение 4. Переведите на английский.

Действующий самостоятельно, имеющий свою мотивировку, цель в трудовой деятельности; квалифицированный, подготовленный; энергичный; разносторонний; настойчивый, напористый; трудолюбивый; прилежный, усердный, старательный; которому можно (*во всем*) доверять; творческий (*тип, личность*); с новаторским мышлением; общительный человек; дружески настроенный (*проявляющий дружеское расположение*) к людям независимо от их национальности и возраста; способность ладить с людьми и завоевывать их доверие; умный.

Упражнение 5. Изучите основные выражения, относящиеся к описанию заработной платы и модели предложений.

1. The term 'salary' means 'fixed regular pay each month for a job, especially a job done by a senior member of staff'. 2. 'Wages' denotes 'payment for labour or services, usually paid every day or every week, and often based on the number of hours worked'. 3. 'Remuneration' is used to denote 'payment for work done or trouble taken. 4. It's a well-paid job. 5. He is underpaid. 6. He earns / gets / makes ... dollars a week. 7. Can I ask questions referring to the salary? 8. Can I ask what my starting salary will be? 9. You'll be paid on the computer programmer scale. 10. Salaries will reflect the importance of the positions. 11. We offer a salary commensurate with experience. 12. The salary will be negotiable/ by agreement, depending on qualifications and experience.

Упражнение 6. Объясните, что означают следующие слова и словосочетания:

a reward, cash award (bonus, premium), commensurate with experience, a minimum gross salary, net salary (take home pay, *with all the deductions made*), a regular pay, yearly salary, overtime pay, be based on hourly rate, pay-day, pa (*per annum*).

Упражнение 7. Проверьте себя. Дайте английские эквиваленты.

1. Шкала заработной платы в этом году была понижена, поэтому «грязная» зарплата будет составлять не более... рублей. 2. Зарплата служащих обычно назначается по результатам собеседования. 3. Сверхурочная оплата обычно достигает суммы в... долларов. 4. В день выплаты зарплаты я обнаружил, что мне не доплачивают 20 % от суммы чистой зарплаты. 5. У моего друга есть способность хорошо ладить с людьми, и он очень понимающий человек. 6. Все мы мечтаем о менеджере, который бы заботился о других и обладал хорошим характером. 7. Работнику нашего института необходимо обладать интересом к научным исследованиям и исследовательским потенциалом, а также новаторским мышлением.

PART 4. JOB DESCRIPTION AND RESPONSIBILITIES

Упражнение 1. Повторите тему COMPANY ORGANISATION и ответьте на вопросы.

1. What are the main spheres of activities of the company people? 2. What knowledge and skills should a person applying for a position of an office manager/ a personnel officer have to be taken on the staff? 3. What does the company routine work consist of? 4. What are the duties of an efficient secretary?

Упражнение 2. Скажите, кто из членов компании выполняет следующие обязанности (используйте модели: The secretary is responsible for... The receptionist handles... the system administrator keeps... The marketing manager handles/works/does...):

doing all the paperwork; filing; answering the phone and phoning; making appointments and fixing the meetings; interacting with potential clients; studying the market situation; recruiting staff; promoting company's products; arranging credits and borrowings; keeping the diary (for making appointments for the boss); screening callers to the office; building payrolls; holding negotiations; finding clients and partners; settling the problems with local officials.

Упражнение 3. Найдите русские эквиваленты к следующим выражениям:

to join the company; to be taken on the staff; to work for the company; to be with the company; to hold position; to be appointed senior manager; to be responsible for (planning, project management, etc.); his responsibilities include; economist trainee.

Упражнение 4. Обсудите со своим партнером, какого типа работу вы хотели бы получить по окончании обучения/ можете получить сейчас?

PART 5. READING JOB ADS

Упражнение 1. Найдите наиболее интересные для вас объявления о приеме на работу (на русском или английском языке). Ответьте на вопросы.

1. What are the working conditions of the job? 2. What will the employee be responsible for? 3. What time does the employer want you to apply for the job? 4. What are the advantages of the working conditions? 5. What special services will be offered for the employees? 6. What are the necessary qualities for the applicants? 7. What qualifications should an applicant possess?

Упражнение 2. Прочтите текст и выясните, каким образом можно получить описание своих должностных обязанностей.

Job Prospects

It is important to know how to ask for information about the job content, your responsibilities and the job prospects in your career to understand the organizational culture and the philosophy of the company. The following questions will be helpful for the applicant/ candidate while passing through the interview:

1. What is much of my future work concerned with? 2. What sort of job is it? 3. What sort of work am I supposed to do? 4. What is the day-to-day routine like? 5. What are the biggest problems? 6. What will (shall) I be in charge of/be responsible for? (What will my responsibilities include?) 7. Can I have my future job description? 8. I'd like to indicate my job objective. 9. Can I be on probation for a time first? 10. Where is the job based? 11. Is overtime available/desirable? 12. Are business trips available? (Shall I travel much?) 13. Is this post suitable for full time or part time? 14. Will I have any opportunities for personal development?

Упражнение 3. Ролевая игра: выберите одну из двух ролей. 1) Imagine you want to obtain the job and ask about it one of the officials of the company. 2) Your friend is that official and he gives you a full job description.

Упражнение 4. Проверьте себя. Дайте английские эквиваленты следующих выражений:

заведенный порядок, обычный (*рабочий*) режим, установившаяся практика; описание функциональных обязанностей; желаемая работа (*чем хотите заниматься*); испытание, испытательный срок; размещаться, базироваться (о фирме); сверхурочная работа; доступный, имеющийся в распоряжении; полный (*рабочий*) день; неполный (*рабочий*) день.

Упражнение 5. Переведите на английский язык.

1. Эта работа требует высокой квалификации. 2. Хороший менеджер должен знать все вопросы, с которыми ему приходится иметь дело, чтобы принимать решения эффективно. 3. Положительные личные качества необходимы, поскольку вы будете взаимодействовать с нашими клиентами и должны уметь убедить их сотрудничать с нашей фирмой. 4. Нанять штат сотрудников – не простая задача для руководителя. 5. Я, как правило, имею дело с платежами от потребителей. 6. Вы будете заняты поддержанием ежедневной работы офиса. 7. Вы будете отвечать на телефонные звонки.

UNIT 5. OFFICIAL COMMUNICATIONS

PART 1. TELEPHONE ENGLISH

Повторите тему 'TELEPHONE ENGLISH' по учебному пособию: «Английский язык. Вводный курс» (Н. Н. Никифорова, М. В. Яценко, А. Б. Комиссаров. СПбГУТ, 2013).

Упражнение 1. Дайте русские эквиваленты.

1. I would like to make an appointment with Mr. Smith. 2. If it is urgent, I can fix another date. 3. Can we meet early next week? 4. Does 8 p.m. suit you? 5. I am calling to confirm your appointment with Mr. Blake for the next Friday. 6. He asked me to get in touch with you and fix another date. 7. Unfortunately, I am busy tomorrow. Could we settle the matter on the phone? 8. You should send confirmation of the appointment. 9. Can I make an appointment with Mr. Shell? – Just a moment, I will check his appointment book. 10. Don't talk so fast, please. 11. Can you speak a bit louder/ speak up? I can't hear you.

Упражнение 2. Прочтите и переведите следующие диалоги:

1. A: 5557375

B: John Blake here. Could I speak to Mr. Brown, please?

A: He is busy at the moment. Can I ask you about the purpose of your call?

B: Yes, certainly. I'd like to make an appointment with him. We are to discuss our future contract.

A: Just a moment, Mr. Blake, I'll get his schedule. Are you there?

B: Yes, I am.

A: When would you like to come, Mr. Brown?

B: The day after tomorrow, if it is possible.

A: Unfortunately, he is busy from 9 to 12 in the morning. How about the afternoon time?

B: That suits me.

A: All right, I'll tell him you have called and made an appointment.

B: Thank you very much. I am looking forward my meeting with Mr. Brown.

2. A: 07535625

B: Jane Ross here. Could I speak to John Smith, please?

A: Speaking.

B: Oh, it's you, John. I didn't recognize you.

A: Oh, hello, Jane. Glad to hear you. What's the problem?

B: You know John, unfortunately, I won't be able to keep the appointment we made 2 days ago.

A: That was to be on Monday, wasn't it?

B: Yes, that's right. You know, we didn't finish discussing the terms of delivery with our British partner, so, I won't be able to coordinate your part of the contract with you.

A: When do you hope to finish discussing the matter?

B: I think it will be on Tuesday. So, if Wednesday suits you, we can meet on Wednesday, at 4 p.m.

A: Just a moment, I'll check my appointment book. Oh, that's convenient for me.

B: Glad to hear that. I am looking forward to meeting you on Wednesday, at 4 p. m. Bye!

Упражнение 3. Найдите ответы (A–C) на фразы (1–5).

1. I think I've got the wrong number. Sorry to have bothered you. 2. Don't forget to give me a ring on Friday. 3. Nice talking to you. 4. Don't worry. I'll give her your message. 5. What extension, please?

A. Nice talking to you too. B. Thank you. C. I think it's twenty-three. D. That's OK. No problem. E. That's right. Looking forward to it.

Упражнение 4. Переведите на английский язык следующие предложения.

1. Я хотел бы назначить встречу с Алмазовой. 2. Секунду. Я посмотрю ее расписание. 3. Вы не могли бы меня соединить с Комаровым? 4. Он сейчас занят. 5. Не забудьте позвонить мне в среду. 6. Вы могли бы принять сообщение? 7. Оставайтесь на линии, пожалуйста. 8. Я позвоню позже. 9. Добавочный, пожалуйста. 10. Мне кажется, я ошибся номером. 11. Простите за беспокойство. 12. Я вас плохо слышу, говорите, пожалуйста, громче. 13. Среда подходит мне для встречи. 14. Я с нетерпением жду встречи с вами в понедельник.

Упражнение 5. Обсудите вопросы в парах.

1. Who did you call last? (Think of the last three calls that you made) 2. Why did you call her/ him? (To give some news/ ask a question). 3. What is your mobile number? 4. What is a good time to call you? 5. How will you react to the fact that you don't hear the other person? 6. How will you react to the fact that the other person speaks too quickly? 7. How will you react to the fact that you can't understand the other person's English? 8. How will you react to the fact that you ring the wrong number? 9. Do you always answer your phone? 10. Do you stop a conversation to answer the phone? 11. When you are busy and can't answer the phone what will you choose: switch on your voicemail; ask to call back later; ask someone else to answer and take a message; give people times when you are free to answer calls; ignore the phone?

Упражнение 6. Составьте диалог с вашим партнером.

1. You are the salesman representing the new environmentally friendly water filter, who wants to make an appointment by phone with the director of a wood processing plant.

2. You are the office manager of a wood processing plant. Your employer has asked you to make an appointment with the director of the pulp and paper plant.

PART 2. BUSINESS CORRESPONDENCE

Упражнение 1. Прочитайте и переведите резюме. Обратите внимание на аббревиатуры (BA = the abbreviation for 'Bachelor of Arts' (a first university degree in an arts subject). PGCE = 'Postgraduate Certificate in Education' (a British teaching qualification taken by people who have a university degree). GCSE = 'General Certificate of Secondary Education' (a British exam taken by students in England and Wales and some other countries, usually around the age of 16. GCSE can be taken in any of a range of subjects). A levels = (also advanced level) British exam taken in a particular subject, usually in the final year of school at the age of 18. Подробнее см. British undergraduate degree classification // http://en.wikipedia.org/wiki/British_undergraduate_degree_classification).

Curriculum Vitae

Julie Coombs
14 Seneca Road
Chertsey
Surrey
KT21 6EA
Telephone: 01932 520034
E-mail: julie_coombs@yahoo.co.uk
44 years old
British

Date of Birth: 24 November 1970

Marital status: single

Profile: A conscientious, hard-working individual, who enjoys working with children, has great organizational ability and is very adaptable.

Education:

1989–1993 Bristol University
1982–1989 St.Peter's School, Walton
1975–1981 Hogarth Primary School Walton

Qualifications:

1993 PGCE (Teaching Certificate)
1992 BA (Hon 2.1) English
1989 3 A levels
1987 9 GCSEs

Career history:

1993–present Teacher at Prior Court School, Weybridge

1982–1983 Internship at the St.Peter's School, Walton

Skills and development: In charge of school library for three months; implemented routine checks of the library and entered data into a database to produce the daily reports; developed organizational skills and patience. Helped direct two school plays and took a number of rehearsals. Worked with disadvantaged children. Helped to set and organize junior examinations.

Computer skills: MS Office.

Languages: English, French, Spanish, some German.

Leisure interests: Reading, listening to music, playing tennis.

References:

Available on request.

Упражнение 2. Ответьте на вопросы, используя информацию из резюме.

1. How does she describe her qualifications in English? 2. Where has she worked? 3. What professional skills does she have? 4. What has she learnt at her current job? 5. What makes a good CV? 6. How long should it be? 7. What should it contain?

Упражнение 3. Скажите, верные или нет эти предложения.

1. A CV should be no longer than two pages. 2. You should always include a photograph. 3. You put the most recent experience first. 4. You should write in full sentences. 5. An employer is not interested in your hobbies and interests. 6. You should adapt your CV to the job description. 7. You should use good quality stationery. 8. You should make sure there are no grammar and spelling mistakes.

Упражнение 4. Расскажите о вашем опыте. Используйте следующие глаголы действия:

achieve, co-ordinate, create, develop, direct, establish, implement, introduce, manage, organize, plan, research, set up, supervise.

Упражнение 5. Составьте свое резюме.

Упражнение 6. Обсудите вопросы с вашим партнером.

1. Does your CV look good? 2. Does it list experience starting from the present? 3. Is it too long / too short? 4. Is the contact information clear? 5. Does it provide a good basis for an interview?

Упражнение 7. Прочитайте и перескажите текст.

Structure of Business Letters

Business letters generally have four parts.

1) *Opening:* tell how you heard about the reader. For example, in the May 23, New York Times, I read an article about your agency.

2) *Purpose*: tell why you are writing to the reader. For example, I am applying for the position of Manager.

3) *Action*: tell what you want. For example, I would be grateful if you could consider me a candidate for this job, or I am available for an interview at any time.

4) *Polite expressions*: be positive. You can thank the reader, if appropriate. You can also invite the reader to contact you for further information. For example, 'if you have any questions, please do not hesitate to contact me', or 'I look forward to hearing from you soon'.

Упражнение 8. Ответьте на вопросы.

1. What should business letters include? 2. Can you give examples of each part?

Упражнение 9. Скажите, верны ли следующие предложения.

1. Always accompany your CV with a short cover letter. 2. Type your letter of application. 3. Use interesting coloured paper. 4. Write at least two pages. 5. Repeat what is already on your CV. 6. Point out professional skills that you have acquired. 7. Emphasize how you believe you meet the employer's needs. 8. Tell the employer that you will call in to discuss your application.

Упражнение 10. Вставьте пропущенные слова. Используйте словосочетания: I am confident; I am writing with reference to; I am available; Please find enclosed; I look forward to hearing; I have experience of.

Cover Letter

Michel Blanc
5 rue de la Liberation
76000 Rouen, France
michael_blanc@yahoo.fr

6 August 2014

The Human Resources Officer
Global Tours
80 Campbell Street
London WC29AN

Dear Sir or Madam,

1) ___ the position of Night Auditor as advertised in The Guardian of 11 January.

2) ___ a copy of my CV outlining my background and qualifications for your consideration. As an Assistant Manager of a three-star hotel 3) ___ managing staff and dealing with guests.

I also have practical experience of increasing room occupancy and producing financial statistics. If given the opportunity 4) ___ that I could make a valuable contribution to the running of the hotel.

5) ___ for interview at a time and place of your convenience. I can be reached at the above postal and email addresses or on 0033 1 5543 7574, I appreciate your time and consideration and 6) ___ from you soon.

Yours faithfully,

Michel Blanc

(Signature)

Enclosures: CV and photograph

Упражнение 11. Прочитайте и переведите объявление о приеме на работу 'Ecologist'.

The Ecologist

If you are interested in the natural world, the environment, ecosystems, and you have a scientific mind, then you are well suited for a career as an ecologist in our company. The person appointed will be the first point of contact for clients and suppliers. In this full-time position you will be part of a friendly and dynamic team, responsible for handling all enquiries efficiently. Reply to Mrs. White, Manager, The Natural Project, 104 Locksbrook Road, Bristol 2FG 3CV England.

Упражнение 12. Поставьте предложения в правильном порядке.

Cover letter

1. I have a very pleasant, outgoing personality and am used to dealing with people of all ages and levels.

2. I look forward to hearing from you.

3. I would like to apply for the position of Ecologist, as advertised in the Guardian on 12 May.

4. Re: The Ecologist vacancy

5. Taylor (Miss)

6. Dear Mrs White,

7. Enc. CV

8. I am twenty-four years old and am about to finish a course in Ecological Science. Earlier this year I worked for three months as a retail assistant in a family company. Your vacancy is of particular interest to me as my duties involved dealing with enquiries, working in a team and helping preserve the environment and protect endangered species.

9. I enclose a copy of my current CV for your information. Please contact me should you require any further details.

10. Yours sincerely.

Упражнение 13. Choose one of the advertisements from The Times and apply for the position you wish.

PART 3. INTERVIEW

Упражнение 1. Прочитайте или прослушайте пример интервью.

Interview

Interviewer: Good morning, Miss..., could I have your name?

Candidate: Miss Evans.

Interviewer: So, Miss Evans, I gather you'd like to join our company.

Candidate: Yes, I would.

Interviewer: I'm happy to hear this. Your CV seems pretty well. But, perhaps you could tell me a little bit more about yourself.

Candidate: Oh yes, right. Well, I finished school then worked for two years with Johnson & Johnson, you might know them, they're an engineering firm. After that I moved on to my present company, that's Gabriel Marketing. I've been with them for three years now, first working with the Marketing Director and now I'm with the Sales Director.

Interviewer: Now, could you explain why do you want to leave your present employers?

Candidate: Well, at the moment most of my duties is rather routine secretarial-type work and I would like to move to a job that gives me more opportunity. Doing a job of a Branch Manager I can use my initiative. Also traveling will let me use my language skills. I mean French and German.

Interviewer: That's all very interesting, Miss Evans. I'd like to know, what is it specifically about our company, I mean Anglo-European Ltd., that attracted you?

Candidate: Well, I know the reputation of Anglo-European and it is very good, it has branches in many countries. And I feel that I would have more scope and opportunity in your company and that the work will be more challenging for me. I hope I might be able to travel and use my languages.

Interviewer: Very good, that might be very useful. Thank you very much for coming to see me and we'll be in touch with you before the end of the week.

Candidate: Good. Well, thank you for seeing me.

Interviewer: Good-bye.

Candidate: Good-bye.

Упражнение 2. Ответьте на вопросы.

1. Who are talking? 2. What company does the candidate want to join? 3. What position does the candidate apply for? 4. Why does the candidate want to leave her present job? 5. What opportunities attract the candidate in the job?

Упражнение 3. Найдите русские эквиваленты английских выражений.

1. job opportunities. 2. job interview. 3. to offer someone a job. 4. to take a job. 5. to leave a job. 6. job satisfaction. 7. to apply for a job. 8. to do a job. 9. to lose a job. 10. CV (curriculum vitae).

a. терять работу, b. предлагать кому-либо работу, c. выполнять работу, d. подавать заявление о приеме на работу, e. поступать на работу, f. собеседование при приеме на работу, g. увольняться с работы, h. вакансия, i. резюме, жизнеописание, j. удовлетворение от работы.

Упражнение 4. Используйте выражения из упражнения 3 в нужной форме в следующих предложениях.

1. I've__for several jobs without success. 2. My son has been__a job in Tokyo. 3. I've__a job at a hotel in the city centre. 4. __is a document giving details of your qualifications and the jobs you have had in the past. 5. I've__in this job for five years now. 6. Dan__his job after an argument with his boss. 7. Many steelworkers are worried that they'll__their jobs. 8. He's attending a job__this morning. 9. There are not many job__ in this part of the country. 10. Workers questioned rated job__ as more important than high salary.

PART 4. HINTS FOR EFFECTIVE INTERVIEW

Упражнение 1. Прочтите текст.

First Impressions Count

As you know, first impressions are very important. In the businesses the impression you make directly impacts the image of the company. Listed below are a few appearance guidelines that office workers are required to adhere to.

1. Men must be clean shaven; no shaved designs or words in hair or eyebrows; mustaches cannot extend beyond the corners of the mouth. 2. No fad hairstyles (spikes, beaded, punk, unacceptable colors, excessive moussing, etc.). 3. Moderate cosmetics; moderate or clear nail polish, no artificial nails (nails must be neatly trimmed and clean). 4. No face jewelry. 5. No socks for women, stockings required. Dark or moderate socks for men.

And also some recommendations as to behaviour: 1. Do be well-groomed, neat and appropriately dressed: your dress should match your position. 2. Do try to smile and show confidence, speak clearly, listen carefully. 3. Look directly in the employer's eyes but don't stare at him. 4. Don't cross your arms or legs. 5. Don't panic and don't look bored. 6. Don't smoke or chew gum. 7. Do keep any negative reactions or contrary opinion to yourself, avoid comments, judgments and unasked advice. 8. Put down ridicule and sarcasm. 9. Do not be frightened to acknowledge a mistake if you make one.

Упражнение 2. Ответьте на вопросы.

1. How do the impressions an employee makes impact the company's image? 2. Can you recollect any situation from your experience when first impressions did count? What advice can you give?

Упражнение 3. Подумайте, как первое впечатление влияет на характеристику человека. Расскажите об этом, используя следующие модели:

If an applicant is not (*well-groomed ...*), the recruiter will decide he/she is...

If an applicant wears (*too much jewelry...*) the recruiter will think,...

If the recruiter behaves (*as if he does not want to talk to you...*), he is trying to...

If the recruiter finds (*a lot of mistakes in your resume...*), he will decide you are...

Упражнение 4. Составьте свой список рекомендаций по внешнему облику.

Упражнение 5. Обсудите вопросы в парах.

1. Tell me about yourself.
2. What do you think are your strengths and weaknesses?
3. We have a lot of applicants for this job, why should we appoint you?
4. Which is more important to you: status or money?
5. How long do you think you'd stay with "as if" you were appointed?
6. Why do you want to leave your present job?
7. What would you like to be doing ten years from now?
8. What are you most proud of having done recently?
9. What is your worst fault and what is your best quality?
10. Don't you think you're a little young/ old for this job?
11. What are your long-range goals?
12. What excites you about the job you're doing now?
13. How would you rate your present boss?

Упражнение 6. В парах выполните задание.

Some interviewers give candidates a hard time by asking them difficult questions – like the 13 questions above. Can you think of three more questions you might be asked at an interview? Add them to the list. What would your own answers to each of the questions be? Rehearse your answers with your partner and make notes.

Упражнение 7. Проверьте себя. Переведите на английский язык:

влиять, воздействовать; придерживаться чего-либо, оставаться верным чему-либо; фигурное бритье; бровь; чисто выбритый; усы; расширять, удлинять; причуда, преходящее увлечение; прическа; чрезмерный; смачивание гелем; умеренный; лак для ногтей; накладные (*искусственные*) ногти; подстригать, подрезать, приводить в порядок; ювелирные изделия, драгоценности; носки; чулки; ухоженный; соответствующим образом; соответствовать.

Упражнение 8. Ролевая игра.

Your colleague applied for a new job but was turned down.

e. g. 1. I'm afraid it was his own fault. To begin with, he was late for the interview and kept the boss waiting. Besides...

Discuss: Why did it happen?

Use: produce unfavourable impression; be not properly dressed; untidy; badly shaven; dirty boots; long hair; wear too bright colours; wrinkled trousers; not a fresh shirt; have no professional look; be late for the interview; keep the boss waiting; not punctual; not take one seriously; have no self-control; sound not confident enough; speak poor English; hesitate in answering questions; not have enough experience; have poor professional skills... *and expressions from above.*

Упражнение 9. Ролевая игра. Интервью. Work out an interview with your partner and act it in class:

– try to follow the recommendation on your appearance and behavior (additional task for this lesson may be also helpful);

– the plan of your dialogue should include questions about: your reasons for getting this very job; skills that you possess (suitability for the job); your job description; your wishes and perspectives; your education; your previous working experience; your personal qualities; your future salary; your strengths and drawbacks;

– try to be both active interlocutors, don't forget that either recruiter or applicant can ask questions that are necessary for getting a job.

PART 5. MAKING PRESENTATIONS

Упражнение 1. Прочтите текст.

Basic Tips for Making Presentation

- *Face and speak to your audience, not the screen.*
- *Don't use too many slides:* three or four should be enough for a short presentation. For a 15 minute presentation 8 would be the absolute maximum.
- *Don't try to write too much on each slide:* Don't have too much text on each slide – no more than about 40 words. The best slides contain just one word.
- *Use a large (about 24 point) font* such as Verdana or Lucida Sans. Check that the slides are easy to read from a distance.
- *Use color* but don't use too much color. Have a good contrast e. g. dark blue text on a cream background.
- *A little humor* can help to grab the attention of the audience.

Упражнение 2. Ответьте на вопросы.

1. How many words does a good slide contain? 2. How many slides are enough for short presentations? 3. What color is better for presentations? 4. What colors do you use in you presentations? 5. What font is better for presentations?

Упражнение 3. Сравните формальные речевые формулы с менее формальными.

Opening a presentation

- | | |
|--|-------------------------------------|
| a. Good afternoon, ladies and gentlemen. | 1. What I want to do is... |
| b. Today I would like to... | 2. I know you are all very busy... |
| c. Let me just start by introducing myself | 3. OK, shall we get started? |
| d. It's a pleasure to welcome you today. | 4. As you know, I'm... |
| e. In my presentation I would like to report on... | 5. It's good to see you all here. |
| f. The topic of today's presentation is... | 6. Hi, everyone. |
| d. I suggest that we begin now. | 7. Today I'm going to talk about... |

h. I'm sure that you all have very tight schedules...

8. In my talk I'll tell you about...

Упражнение 4. Распределите предложения по 4 категориям (a–d).

Conclusion of a presentation

a. Signaling the end of the presentation

c. Recommending or suggesting something

b. Summarizing the main points

d. Inviting questions

1. We'd suggest... 2. Now I'll be happy to answer any questions you may have. 3. We'd recommend that we... 4. Before I stop, let me go through my main points again. 5. Well, this brings me to the end of my presentation. 6. Thank you all for listening. 7. We just have time for a few questions. 8. OK, I think that's everything I wanted to say... 9. I'd like to run through my main points again... 10. Are there any questions? 11. Just to summarize the main points of my speech... 12. What I'd like to suggest is...

Упражнение 5. Переведите на английский язык следующие предложения.

1. Не используйте слишком много слайдов. 2. Юмор поможет удерживать внимание аудитории. 3. Какой шрифт вы используете для презентаций? 4. Позвольте мне представиться. 5. В своем выступлении я хотел бы осветить.../доложить о... 6. Я предлагаю начать. 7. Резюмируя основные моменты,... 8. Я бы хотел порекомендовать... 9. Лучшие слайды содержат только одно слово.

Упражнение 6. Сделайте собственную презентацию об одной из экологических проблем: water pollution, alternative sources of energy, air pollution, natural riches of Russia, wildlife, natural disasters, protecting the environment.

PART 6. HOLDING A CONFERENCE

Упражнение 1. Прочитайте и переведите текст.

Conferences

When you are planning an important conference or congress, you can organize it in a comfortable, well equipped conference hall of a modern and well-known hotel. There are different types of formal meeting: conference, lecture, congress, convention, workshop and seminar. There are some facilities, which may be needed, for a meeting: tape recorder, video recorder, photocopier, slide projector, whiteboard, overhead projector, film projector, projection screen, word processor, lectern, autocue, public address system, etc. Movable equipment includes 8 mm film projectors, projection screens, overhead projectors, tape recorders, VCRs and flipcharts, whereas fixed equipment contains 35 mm film projector, 16 mm film projector and equipment for simultaneous interpreting.

Упражнение 2. Ответьте на вопросы.

1. What types of meetings do you know? 2. What equipment will you use for each type of meetings? Why? 3. What content will you choose for each type of meetings? Why? 4. What's the difference between movable and fixed equipment? Give examples.

Упражнение 3. Расскажите об организации официальных встреч. Какие схемы расположения вы использовали бы для каждой встречи?

Lecture, wedding meal, speech, product launch, board meeting, seminar, workshop, press conference, signing ceremony, formal dinner	Theatre-style, schoolroom-style, banqueting style, boardroom-style, horseshoe
--	---

Упражнение 4. Составьте словосочетания из прилагательных и существительных. При необходимости используйте словарь.

- | | |
|----------------|------------------|
| 1) a foregone | a) argument |
| 2) a fruitful | b) arrangement |
| 3) a heated | c) block |
| 4) a key | d) collaboration |
| 5) a stumbling | e) conclusion |
| 6) a vested | f) interest |
| 7) a workable | g) issue |

Упражнение 5. Вставьте пропущенные слова и словосочетания, используйте упражнение 4.

1. Perhaps the main ___ to responsible tourism is the profit motive. 2. There's been a very ___ between local pressure groups and the Ministry of Tourism and most of the problems have been resolved. 3. There's no point in holding the meeting – the result's a ___. 4. He owns a number of hotels in the area so he has a ___ in promoting the growth of tourism. 5. It's not the best solution but it's a ___ for the time being. 6. There was a ___ on the proposal to build a new motorway and some people got very angry. 7. Although the effect of tourism on the environment is a ___ some people still don't want to measure the effects.

Упражнение 6. Составьте словосочетания.

- | | |
|-----------|---------------------|
| 1) find | a) round in circles |
| 2) face | b) comments |
| 3) put | c) to a decision |
| 4) invite | d) agreement |
| 5) reach | e) the proposal |
| 6) second | f) facts |

- 7) raise
- 8) go
- 9) come

- g) (sth) to the vote
- h) the subject
- i) common ground

Упражнение 7. Составьте предложения с выражениями упражнения 6.

Упражнение 8. Вставьте пропущенные слова и выражения из упражнения 6.

The chairman: 1) ___ from the audience.

Mr. Singh: I would like to 2) ___ of cost – who is going to pay to clean up the beach?

Mrs. Patel: Mr. Chairman, we've already discussed these issues – we must 3) ____. I know we hold opposing views but perhaps we can 4) ____. But if you want my opinion, we must 5) ___ – either we encourage tourism or we remain poor.

Mr. Dakar: But look, we're 6) ___; if we don't 7) ___ now we'll be here all night.

Mrs. Devi: I think we have discussed the matter enough. We must now 8) ___.

Mrs. Patel: I 9) ___; it's an excellent idea.

Упражнение 9. Прочитайте и перескажите статью.

Developing the Tourist Area

Ambitious plans to spend £100 million on disused mine in north Wales are causing strong disagreements among locals. The tourist development is planned to include a guided visit down the mine, a residential complex built around eight dry ski slopes, a tropical park with illuminated waterfalls, lasers and holograms and an adventure playground. This disused mine is at Glyn Rhonwy, less than a mile away from the village of Laberis, on the northern edge of the Snowdonia National Park. It has been bought by Arfon Borough Council which has asked several developers to redevelop the site. Recently a company called LeisureLand has offered a project which will also include hotels, conference facilities, shops and restaurants and a sports centre. There are also plans for thirty holiday farms, each consisting of about twenty farm-type cottages. A protest group has been formed, headed by Gwynneth Jones, whose house overlooks Glyn Rhonwy. Although the protest group likes the council's idea of developing the area, it feels that the scheme would very strongly affect the village and damage the national beauty of the region. The conference is now being held at the town hall, where a decision on the future of this tourist development should be reached. Representatives of all the viewpoints of the local community have been invited.

Упражнение 10. Разыграйте ситуацию.

You are going to take roles of different people and debate the pros and cons of a major tourist development in an area of outstanding natural beauty. Your

teacher will choose a chairperson who should use the role card below. The other students should choose other roles: Gwynneth Jones, leader of the local protest movement; M. Jones, owner of small gift shop and restaurant; M. Hamilton, LeisureLand's vice-chairperson; F. Evans, town councillor for twenty years and vice-chairperson of the Snowdonia National Park committee; B. Morgan, local teacher. You need to add your own ideas to suit your job position.

Chairperson's role card: Your role is to make the meeting go smoothly and let everyone have their say. Discussions can get heated and you may have to remind participants to remain polite, not interrupt each other and so on. Here is some language used by chairpersons:

1) *Opening a meeting:* Right, shall we get started? The first thing we have to discuss/decide is...

2) *Inviting comments:* I'd like to give floor to... Mrs. Olsen, is there anything you would like to say? Does anyone have any further comments? Would you like to come in here?

3) *Directing the meeting:* We seem to be losing sight of the main issues. With respect, I don't think that is entirely relevant. Could we stick to the subject under discussion, please? Perhaps we could come back to that later. I'll come to you in a minute.

4) *Closing the meeting:* Are there any further points anyone wishes to make? To sum up... Are we all agreed on this? All those in favour? All those against? I declare this meeting closed.

Упражнение 11. Напишите письмо иностранному деловому партнеру.

Report what was said at the conference about the development at Glyn Rhonwy.

Упражнение 12. Составьте диалог между организатором конференции вашей компании и организатором конференции в отеле. Придумайте название отеля и вашей компании.

A. *Conference organizer:* your requirements:

1) 1 meeting room for 200, theatre-style – 5 days; 2) 1 meeting room for 40, classroom-style – 3 days; 3) 2 rooms for board meetings (15 each) – 2 days; 4) 2 video recorders; 5) 3 cordless microphones; 6) 1 stage for main room; 7) 1 overhead projector and screen; 8) 2 secretaries.

B. *Conference manager:* your information:

International Conference Service:

	Ballroom	Churchill Room	Chaplin Room	Keaton Room
Capacities				
Theatre		350	50	40
Classroom		150	20	18
Board Room		110	16	15
Price per day	£700	£300	£250	£220

Equipment: We can supply stages, lecterns, overhead projectors, 35 mm. slide projectors, video recorders.

Support services: Full support services, including photographers and interpreters, are available.

Упражнение 13. Обсудите с партнером удачное место для проведения конференции в соответствии с вашей ролью.

1) You are Sales Managers of a manufacturing company. You want a comfortable conference room, suitable for presentations and discussions; an active social programme of events during the day for non-participants. The average age of delegates and partners is thirty-two. You also need exciting evening events (with dancing etc). Food should be good, but is not a priority.

2) You are UK Hoteliers and Caterers. You want luxury rooms and facilities with as many little extras as possible (you are used to very high standards); organizational arrangements to be made by the hotel as you do not have your own full-time conference organizer. You also need some social events, but nothing too energetic. Simple sightseeing tours would be enough.

3) You are French Wine Appreciation Society. You want an excellent restaurant with high-class French cuisine. The wine-list must be excellent. You also need local tours which explore the history and geography of the local area and pleasant surroundings (for example, views, décor). The rooms themselves can be simple, but must be comfortable with good facilities. The average age of the participants is fifty-five.

Упражнение 14. Организуйте конференцию в группе на любую тему в соответствии со следующими условиями.

Conditions: There should be three workshops at each time (nine workshops in all). Also decide what seating arrangements you want, and what equipment you need.

Заполните табл. 1 при подготовке вашей конференции.

Таблица 1

Workshop time	Title	Seating Style	Equipment
Sat. 9.30–11.00			
1.			
2.			
3.			
Sat. 11.30–13.00			
1.			
2.			
3.			
Sun. 9.30–11.00			

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ДЕЛОВОЙ ИНОСТРАННЫЙ ЯЗЫК

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