Минобрнауки России

Федеральное государственное бюджетное образовательное учреждение

высшего образования

**«Оренбургский государственный университет»**

Кафедра педагогического образования

**Фонд**

**оценочных средств**

по дисциплине «Практикум по культуре речевого общения 1-го языка»

Уровень высшего образования

БАКАЛАВРИАТ

Направление подготовки

44.03.01 Педагогическое образование

(код и наименование направления подготовки)

Иностранный язык (английский)

(наименование направленности (профиля) образовательной программы)

Тип образовательной программы

Программа академического бакалавриата

Квалификация

Бакалавр

Форма обучения

Заочная

Год набора 2017

Фонд оценочных средств предназначен для контроля знаний обучающихся по направлению подготовки *44.03.01 Педагогическое образование* по дисциплине «Древние языки и культуры»

Фонд оценочных средств обсужден на заседании кафедры педагогического образования

протокол № \_\_\_\_\_\_\_\_от "\_\_\_" \_\_\_\_\_\_\_\_\_\_ 20\_\_г.

Е В .Фролова

Первый заместитель директора по УР

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*подпись расшифровка подписи*

*Исполнители: Доцент кафедры иностранных языков ,к. п. н Е. Н Чернышова*

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*должность подпись расшифровка подписи*

**Раздел 1. Перечень компетенций, с указанием этапов их формирования в процессе освоения дисциплины**

| Формируемые компетенции | Планируемые результаты обучения по дисциплине, характеризующие этапы формирования компетенций | Виды оценочных средств/  шифр раздела в данном документе |
| --- | --- | --- |
| **ПК\*-2:**  имеет представление об этических и нравственных нормах поведения, принятых в инокультурном социуме, о моделях социальных ситуаций, типичных сценариях взаимодействия | **Знать: :** - знания истории, культуры и традиций стран изучаемого языка;  - системного соотношения родной и иноязычной культур (различия в картине мира, культурных коннотациях языковых единиц, формулах  ;- основные закономерности стилистической фонетики, т. е. отношения и чувства, передаваемые определенными интонационными структурами;  - основные различия между американским и британским вариантами  английского языка в области орфографии и грамматики;  - общие принципы построения описания людей, места, ситуации; | **Блок A –** задания репродуктивного уровня  Перечислить содержание блока с учетом выбранного вида оценочного средства |
| **Уметь:**  - улавливать общий смысл из контекста и распознавать содержание  высказывания;  - осуществлять верную интерпретацию полученного речевого сигнала  на иностранном языке;  - пользоваться интонационными структурами для выражения своего  отношения к предмету высказывания или же к самому высказыванию;  - эффективно использовать синонимические и другие ресурсы как  родного (русского) языка, так и иностранного (английского) языка для  осуществления коммуникации;  - организовать свое речевое и неречевое поведение адекватно задачам  общения;  - создавать речевые произведения различных жанров на иностранном  (английском) языке;  - осуществлять зрительно-устный и зрительно-письменный перевод  текстов с английского языка на русский; | **Блок B –** задания реконструктивного уровня  Перечислить содержание блока с учетом выбранного вида оценочного средства |
| **Владеть: Владеть:**  - фоновыми знаниями о стране изучаемого языка, ее культуре;  - способностью проводить аналогии и различия между фактами  родного языка и изучаемого;  - приемами анализа и синтеза, в том числе осуществлять  ситуационный и комплексный анализ, проводить сравнительный  анализ;  - основными речевыми формами высказывания: повествование,  описание, монолог, диалог – и их фонологическими особенностями;  - необходимыми артикуляционными и ритмико-интонационными  навыками, чтобы уметь адекватно кодировать собственную речь на  иностранном языке;  - особенностями разных видов дискурса: устного и письменного,  подготовленной и неподготовленной речью. | **Блок C –** задания практико-ориентированного и/или исследовательского уровня  Перечислить содержание блока с учетом выбранного вида оценочного средства |

**Раздел 2. Типовые контрольные задания и иные материалы, необходимые для оценки планируемых результатов обучения по дисциплине (оценочные средства). Описание показателей и критериев оценивания компетенций, описание шкал оценивания**

**Блок А** (пример содержания)

Блок А0

**1. Answer the question: “How do you do?”**

Начало формы

-I’m fine. Thanks

.- Not too bad.-

- How do you do?

-Pleased to meet you.

2. **……………………….much last year?**

-Have you travelled

-Did you travel

-Are you travelling  
- Do you travel

3. **In recent years The North Face ……………………………….. problems with people making illegal copies of its products.**

-had  
-is having  
-are having

-has had

4.Read the text and find the best title.

“Dennis Tito was the son of Italian parents who left Italy to live in the USA. His interest in space travel began in 1961 when he saw a satellite in the sky. He studied aerospace engineering at university then he got a job with NASA. But he didn’t stay in that job. He started his own company and at the age of 40 he became a millionaire. After a Japanese journalist and a British scientist went into space with the Russians, he decided to offer $20 million to do the same. The Russians needed the money for their space programme and said ‘yes’.”

-Best Investment

- Dream Comes True  
-The Best Way to Travel  
-Tito’s Biography

5.  **Let me give you …………………………….. .**

-some advice

-a piece of advice  
- a lot of advice

-Everything is correct

6. **Over the years, the telecommunications industry has experienced a lot of changes, but it is now one of ……………………….. in the world**

-the importantest

-more important  
-importanter  
-the most important

7. **When someone gives you their business card in Japan, you ……………………. it carefully.**

-can’t

-may  
-should  
-shouldn’t

8. Match the questions in (A) to the answers in (B).

(A) 1. Where do you work?

2. Where are you working?

3. Where do you stay?

4. Where are you staying?

(B) a. At the same hotel every year.

b. In Bern for two days, then in London for two more.

c. In an office in Moscow.

d. In our St. Petersburg office. Just for one month**.**

-d b a c

-c d a b  
-a c b d  
-b c d a

9.Yuri is responsible ………………. the company website and the computer system. He’s got …………………. computers in his office.

-to; a lot of

-for; many  
- for; lots of  
- to; much

10.What do you like to spend your money **………………… ?**

- for

-on

-at

11.Match the words in (A) with their meaning in (B).

(A) 1) a note (AmE= a bill);

2) a credit card;

3) a debit card;

4) cash. (B)

a) a card you use to buy things on credit;

b) real money that you carry with you;

c) a card you use to pay directly from your bank account;

d) paper money. The correct answer is

- a c d b  
-d a c b  
-b c a d  
-a b c d

12. **The company has recruited a lot of people …………………..**

-this year

-last month  
-the other day  
-not long ago

13. Read the sentences and put them into the letter in the correct order. (A) I’m pleased to tell you; (B) Please let me know; (C) Could you email him; (D) Thank you for your email of. “Dear Ms Brown, …………………………………….. (1) 20th May. Unfortunately, I will not be at Merchant Bank Co conference because I will be in Mexico when it starts. But ……………………………… (2) that my company will be represented at the conference. My colleague Mr Taylor will be there. I will give him the conference information you sent me. But ………………………………………. (3) with any further details? Thanks. …………………………………… (4) if there is a problem with this change. Best wishes, John Smith”

-a b c d  
-d a c b  
-d b c a  
-b a c d

14**. I get to work ……………..7.30 a.m.**

-in

-from  
-at  
-for

**15.Choose the best answer**.

1.When you address a middle-aged man whose name you don’t know, you say:

a) Mister; b) Sir; c) Excuse me, please.

2. If it is a woman, you say:

a) Madam; b) Lady; c) Mrs; d) Excuse me, please.

3. If you want to address an American tourist (Mrs Jane Hardy) whom you have known for a few days, you say:

a) Madam; b) Mrs Hardy; c) Jane

4. If you want to address a British scientist (Doctor John Brown) aged 50, you say:

a) Mr Brown; b) Dr Brown; c) Doctor; d) John.

5. If you want to address a visiting English teacher called Helen Parker, aged 25-30 (unmarried), you call her:

a) Helen; b) Miss Helen; c) Miss Parker; d) Miss.

16.Выберите ответную реплику.

Excuse me, is this seat free?

a) Yes, it is.

b) You are excused.

17. Выберите ответную реплику.

How do you do?

a) How do you do?

b) Very well, thank you.

18. Выберите ответную реплику.

Let me introduce myself. My name is Tom Morrison.

a) Pleased to meet you, Mr Morrison.

b) Hi, Tom. How are you?

19. Определите, какому произносительному стандарту соответствует следующее произношение.

sir /sər/

a) британскому

b) американскому

20. Определите, какому произносительному стандарту соответствует следующее произношение.

afternoon /ˌɑːftəˈnuːn/

a) британскому

b) американскому

21. Определите, какому произносительному стандарту соответствует следующее произношение.

introduce /ˌɪntrəˈdjuːs/

a) британскому

b) американскому

.

22.Choose the best answer.

23.. When you want to get to the front of the bus, pass some standing passengers, you say:

a) Sorry.

b) I beg your pardon.

c) Excuse me.

24. When you tread on someone’s toe, you say:

a) I must apologize.

b) I’m so sorry.

c) I beg your pardon for treading on your toe.

25. If a senior colleague apologized for keeping you waiting, you say:

a) That’s OK.

b) That’s quite all right.

c) Don’t mention it.

26. If you have not heard what someone said, you say:

a) Sorry.

b) Excuse me.

c) Repeat it, please.

27. If you have to interrupt someone in his work because you need his help or

advice, you begin by saying:

a) I beg your pardon.

b) I’m sorry to trouble you.

c) May I interrupt you?

28. Выберите ответную реплику.

Cheerio.

a) Bye.

b) See you later.

29. Определите, какому произносительному стандарту соответствует следующее произношение.

farewell /ˌferˈwel/

a) британскому

b) американскому

30. Выберите формальный вариант выражения мнения.

a) from my point of view

b) to my mind

31. Определите, какому произносительному стандарту соответствует следующее произношение.

concerned /kənˈsɜːrnd/

a) британскому

b) американскому

Тема. Выражение просьбы.

32. Выберите ответную реплику.

Could you do me a favour and lend me your book, please?

a) No problem.

b) I wish I could help you, but I am afraid I cannot.

33. Определите, какому произносительному стандарту соответствует следующее произношение.

ask /ɑːsk/

a) британскому

b) американскому

34. Выберите ответную реплику.

Can I use your phone?

a) Sure, here you are.

b) I am sorry. I am waiting for a phone call.

35. Определите, какому произносительному стандарту соответствует следующее произношение.

permit /pəˈmɪt/

a) британскому

b) американскому

36. Выберите ответную реплику.

I apologize for taking your book home.

a) Oh, no!

b) It is quite all right.

37. Определите, какому произносительному стандарту соответствует следующее произношение.

apology /əˈpɑːlədʒi/

a) британскому

b) американскому

38. Выберите ответную реплику.

Might I suggest that we go to another restaurant for a change?

a) That is certainly not a bad idea.

b) I’d rather not discuss this matter at the moment.

39. Выберите ответную реплику.

I was wondering if you could give me some advice about …

a) Personally, I would advise you to …

b) Why don’t you …

40. Определите, какому произносительному стандарту соответствует следующее произношение.

suggest /səɡˈdʒest/

a) британскому

b) американскому

41. Определите, какому произносительному стандарту соответствует следующее произношение.

rather /ˈræðər/

a) британскому

b) американскому

42. Какой комплимент выражает оценку манеры поведения собеседника?

a) It’s a pleasure to talk to you.

b) You are so intelligent!

43. Определите, какому произносительному стандарту соответствует следующее произношение.

compliment /ˈkɑːmplɪmənt/

a) британскому

b) американскому

44. Выберите ответную реплику.

What about tomorrow evening?

a) Good idea!

b) That would be very nice.

45. Определите, какому произносительному стандарту соответствует следующее произношение.

together /təˈɡeðə(r)/

a) британскому

b) американскому

46. Выберите более формальный вариант выражения предпочтений.

a) I would prefer to …

b) I’d rather …

47. Определите, какому произносительному стандарту соответствует следующее произношение.

prefer /prɪˈfɜː(r)/

a) британскому

b) американскому

48. Выберите формальный вариант выражения раздражения.

a) I take great exception to …

b) I can’t stand it anymore.

49. Определите, какому произносительному стандарту соответствует следующее произношение.

temper /ˈtempə(r)/

a) британскому

b) американскому

50. Выберите ответную реплику-согласие.

a) Oh, come on, he isn’t that bad.

b) Yes, I know what you mean.

51. Определите, какому произносительному стандарту соответствует следующее произношение.

anger /ˈæŋɡər/

a) британскому

b) американскому

52. Выберите фразу, используя которую, можно выразить разочарование неуверенно.

a) I’d expected it to be better.

b) That’s extremely disappointing.

53. Выберите фразу, используя которую, можно выразить сожаление.

a) I wish I could have gone.

b) I wish you wouldn’t keep interrupting me.

54. Определите, какому произносительному стандарту соответствует следующее произношение.

disenchanted /ˌdɪsɪnˈtʃɑːntɪd/

a) британскому

b) американскому

55. Определите, какому произносительному стандарту соответствует следующее произношение.

sorry /ˈsɒri/

a) британскому

b) американскому

.

56. Эмоционально-экспрессивным выражением сочувствия является …

a) What a terrible misfortune!

b) Anything can happen.

57. Выберите фразу, используя которую, можно выразить ободрение перед началом выполнения чего-то трудного.

a) Go for it.

b) Hang in there.

58. Определите, какому произносительному стандарту соответствует следующее произношение.

share /ʃeə(r)/

a) британскому

b) американскому

59. Определите, какому произносительному стандарту соответствует следующее произношение.

encourage /ɪnˈkɜːrɪdʒ/

a) британскому

b) американскому

60. Выберите ответную реплику.

Thanks a lot.

a) Please.

b) You’re welcome.

61. Определите, какому произносительному стандарту соответствует следующее произношение.

gratitude /ˈɡrætɪtuːd/

a) британскому

b) американскому

Choose the correct item to fill in the gaps:

62. The salutation “…” is the way to open a letter to a married woman.

a. Dear

Madam

b. Dear

Mr Smith

c. Dear

Ms Smith

d. Dear

Mrs Smith

63. The salutation “Dear Sirs” is the way to open a letter to a … .

a. man b. woman c. company d. friend

64. Business letters don’t usually open with … .

a. Dear Sirs b. Dear

Mr Jibe

c. Dear

Mr John

d. Dear

Michael

65. When writing business letters use a simple but … style of language.

a. polite b. gracious c. rude d. well-bred

66. … slang, colloquialisms and old-fashioned phrases.

a. catch b. evade c. avoid d. avert

67. The use of a computer would give a wrong impression in a letter of … .

a. convenances b. convection c. convalesce d. condolence

68. The inside address can not contain the following “…”.

a. Mr John

Smith

b. Mr J.E.

Smith

c. Mr Smith d. Sir John

Brown

69. Complimentary close appears below the … paragraph.

a. third b. last c. first d. next

70. Blocked letters tend to put the close … the … .

a. in / middle b. in / centre c. on / right d. on / left

71. Place you signature … the complimentary close.

a. under b. above c. on the right d. in

72. The … immediately draws attention to the topic of the letter.

a. subject title b. address c. close d. signature

73. … type your name after your handwritten signature.

a. rarely b. often c. never d. always

74. … are usually written below the sender’s address or the printed letterhead.

a. signatures b. references c. closes d. titles

75. The … is placed below the inside address and above the salutation.

a. reference b. close c. attention line d. subject title

76. The … is placed below the salutation and above the body.

a. reference b. close c. attention line d. subject title

77. The … is written at the very bottom of the letter.

a. postscript b. reference c. address d. subject title

78. The abbreviation “c.c.” stands for … .

a. core carbon b. core copy c. copy carbon d. carbon copy

79. The term “plc” stands for public limited … .

a. corporation b. campaign c. campany d. company

80. The abbreviation “Enc” stands for … .

a. encore b. encode c. enclosure d. enclave

81. The abbreviation “p.p.” means … .

a. in honour b. on behalf of c. for the sake d. pay proof

82. Thank you for your letter dated … 8 February.

a. – b. on c. of d. with

83. Thank you for your letter … 8 February.

a. – b. on c. of d. with

84. We received your letter … 8 February.

a. – b. on c. at d. with

85. I must insist, …, that you refund at least 10% of our money.

a. herefore b. therefore to c. therefore d. wherefore

86. I am writing to complain … your Tour 5210 to Mexico.

a. about b. for c. with d. at

87. I am writing … reference to you letter.

a. on b. – c. with d. at

88. … to our telephone discussion, I am pleased to inform you that.

a. Further b. After c. Following d. Herewith

89. We look forward to … your order.

a. received b. receive c. receiving d. receipt

90. Thank you for your letter … our order.

a. concern b. concerned c. concerning d. concerns

91. We must … for the delay in shipping this order.

a. apologize b. sorry c. excuse d. forgive

92. … we hear from you within seven days, we will be forced to take legal action.

a. Until b. Unless c. Untill d. Unles

93. We acknowledge with thanks … of your letter.

a. received b. receive c. receiving d. receipt

94. Please … me if you need any further information.

a. pay b. refer c. connect d. contact

95. Please … me know if you need any further information.

a. let b. force c. ask d. beg

96. I am … to inform you about the rise in interest rates.

a. delighted b. delightful c. delighting d. delight

97. ‘…’ is normally only used for bad news.

a. Due to b. Owing to c. As a result of d. Because of

98. We … be grateful if you could deliver the order.

a. could b. would c. must d. can

99. I should like to … that we have already paid for these cabinets.

a. reprimind b. remained c. reprimand d. remind

100. It was … pleasure to have dinner with you last Thursday.

a. a b. no c. any d. some

101. A very large part of the business of the world is conducted by means of … .

a. slang b. messages c. correspondence

d. parcelpost

**102. Какие формы интернет-общения вы чаще используете?**

а) Чаты

б) Форумы

в) Социальные сети

г) Гостевые книги

д) Электронная почта

е) ICQ

ж) Блоги

**103. Используя интернет, Вы занимаетесь перепиской для того, чтобы:**

а) Обменяться мнениями с разными людьми

б) Узнать или обсудить последние события с друзьями, родными

в) Завести разговор с недоступным в реальности человеком

г) Просто поболтать, «убить время»

Другое \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**104. В чем, по Вашему мнению, преимущество интернет-общения?**

а) Легкость, быстрота общения

б) Анонимность

в) Возможность общаться с людьми, которые далеко

г) Можно чаще общаться  с близкими друзьями

д) Расширяет пространство для общения, увеличивается круг друзей

Другое \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**105. Что лично Вам даёт интернет-общение?**

а) Возможность показать свои сильные стороны, которые не заметны в реальной жизни

б) Возможность самоутверждения

в) Общение с интересными людьми

г) Развитие навыков общения

д) Возможность проявить свои творческие способности

е) Возможность скрасить одиночество, поднять настроение

ж)Возможность найти новых друзей

з) Оперативно получать нужную информацию (напр. д/з, расписание уроков)

Другое \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**106. Вы предпочитаете общаться в интернете:**

а) С малознакомыми или незнакомыми людьми

б) С близкими друзьями

в) С одноклассниками, приятелями

г) С родственниками и родными

**107. Используете ли вы в интернет-общении специальный сленг и сокращения слов?**

а) Постоянно

б) Иногда

в) Не использую

**108. С какой целью вы  используете в интернет-общении сленг, сокращения слов?**

а) Это сокращает время написания предложений

б) Уже стало привычкой

в) Так пишут все

г) Шутки ради

 Другое \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**109.Как часто вы используете при переписке смайлы?**

а) Постоянно

б) Иногда (к случаю)

в) Не использую

Другое \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**110. С какой целью вы используете смайлики?**

а) Быстро выразить эмоции (радость, уныние, раздражение и пр.)

б) Лень писать текстом

в) Не знаю, что ответить и посылаю смайл

г) Чтобы смягчить резкость

д) Разрядить напряжённую обстановку

Другое \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**111. Каким видом смайликов вы пользуетесь?**

а) Текстовые :)

б) Колобки (изображения рожиц)

в) ASCII-art (картинки из множества знаков, букв, цифр)

г) Азиатские смайлики (О\_о) (-\_-) (^\_^)

Другое\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**112. Раздражает ли вас большое количество смайлов в одном сообщении?**

а) Да, очень

б) Нет

в) Не обращаю внимания

**113. Влияет ли интернет-общение на Вашу грамотность?**

а) Я становлюсь грамотнее, т.к. стал больше писать

б) Да, у меня прогрессирует неграмотность

в) На мою грамотность никак не влияет

**114. Сколько времени в день Вы тратите на общение в интернете**

а)  менее часа

б)  1-2 часа

в) больше двух часов

Другое \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1.1.5 When you meet someone who you know only slightly (in the morning)**

**you say:**

a) How do you do?

b) Good morning.

c) Hallo.

**116. When you meet an acquaintance at about 12.30 p.m. you say:**

a) Good morning.

b) Good afternoon.

c) Good day.

**117. When you come into a room where there is a group of your fellow-**

**students, you say:**

a) Hallo.

b) Hallo, everybody.

c) Morning.

**118. When a senior colleague asks, "How are you?" you reply:**

a) Thank you.

b) Very well, thank you.

c) OK, thanks.

**119.** When your hostess says, “Nice to see you” you reply:

a) The same to you.

b) It's a pleasure.

c) Nice to see you too.

1. **120. В complementary closes выберите выражение из ниже представленных, которое используется в Британии:**  
   • Yours faithfully
2. -Yours truely

.

**121. Choose the correct endings for the statements.**

1. It’s extremely impolite to send a resume without:
   1. a letter of inquiry
   2. a letter of invitation
   3. a cover letter
2. A cover letter makes possible for the bearer to show:
   1. his/her appearance
   2. his/her certain abilities and skills
   3. his/her views
3. If the company does not receive a “thank you letter” it will mean that:
   1. the job does not suit the employee
   2. the person does not know the principles of business-etiquette
   3. the employee will call and thank the employer

**1.122. Choose the correct endings for the statements.**

1) A resume is a kind of business correspondence

* 1. that is used for job-hunting matters
  2. that tells about your experience and abilities
  3. that helps employers to choose among candidates

2) The number of openings in a company is usually

1. more than the number of resumes submitted
2. less than the number of resumes submitted
3. the same as the number of resumes submitted

3) Usually the employers spend

1. no time looking through resumes
2. a lot of time looking through resumes
3. little time looking through resumes

4) A resume is primarily a tool for

1. employers to make the best choice among candidates
2. employees to get into the company
3. both

5) A resume should

1. only tell about your job responsibilities
2. be more than two pages
3. tell about your successes, achievements and strengths

6) Resume should cover

1. your past and present
2. only your past
3. your past and future

1.123 **Complete the sentences choosing from the variants.**

1) References should come

1. at the beginning of the resume
2. in the middle of the resume
3. in the end of the resume

2) Information about a referee should include:

1. name and address
2. name, position and title, address, phone number
3. name, position and title, address, phone number and comments on your experience and abilities

3) “References” is a list of

1. your previous employers
2. people who could prove your experience
3. your teachers

4) Instead of detailed information about references you could write:

1. “references are furnished on request”
2. “references are available upon request”
3. both

1.124 **Mark the following statements as true (T) or false (F). Correct the false ones.**

A. The letterhead includes your name, your address, your telephone number, any other contact information such as fax, e-mail, web-address, and your handwritten name.

B. The solution usually depends on how well you know the recipient of your letter.

C. The communication part includes a number of paragraphs with a polite closing phrase.

D. Your signature should be easy to read.

E. Enclosures come three lines below the signature.

1.125.**Mark the following statements as true (T) or false (F). Correct the false ones.**

1. You can use the first name of the addressee only if you know him/her personally.
2. The title and name are followed by a comma.
3. Two lines should be left after the salutation.
4. You better write the first name of the addressee as well if you don’t know or cannot determine the gender.
5. The closing is put one line after the body paragraphs.
6. Three lines should be left between the closing and your name.
7. The closing is followed by a comma.

1.126. **Mark the following statements as true (T) or false (F). Correct the false ones.**

* 1. If you capitalize every word in your message, your reader will understand you better.
  2. Capitalizing is used to stress the most meaningful or emotional points of a message.
  3. Grammar, spelling and punctuation are the most important things in writing e-mail messages.
  4. To save your reader’s time and money you should write brief e-mails

1.127. **Read the text “Writing Formal E-mails” and answer the questions below.**

**1.128. Choose the correct word or word combination for the statements.**

1. Dear John, - is an example of a **neutral/direct** salutation.
2. Usually we put **comma/exclamatory mark** after the salutation.
3. **Conclusion/the body of a message** includes such parts as the aim, developing the subject, final words.
4. **All documents/large documents** are attached to an e-mail message.

**Блок А 1**

**Раздел 1. Культура речевого общения.**

1. 1.1. Тема 1.1. Культура и ее структурные  
   особенности.  
   1.2. Тема 1.2. Культура речевого общения в межкультурном дискурсе.  
   **1.21. Какое обращение к женщине принято использовать в деловом письме, если не известно ее семейное положение?**  
   -
2. **1.2.3. A likely ending in e-mail is Best wishes rather than \_\_\_\_\_ .**
3. **1.2.4. Which method of electronic correspondents has all the advantages of sending a cable and in addition it is available in the office and offers a direct line, with immediate reply?**
4. **1.2.5. What kind of a style shouldn’t you use for your letter to be discourteous?**
5. **1.2.6. If there are too many mistakes in grammar, punctuation or spelling the reader may be confused. How should you write your letter to avoid it?**
6. **1.2.7. Если секретарь расписывается за начальника, какую аббревиатуру он (она) ставит в графе подписи?**
7. **1.2.8. How long should be the length of the letter?**
8. **1.2.9. Cross the odd one out of the fax structure in the list.**
9. **1.2.10. Once the telex operator has dialled the code, an \_\_\_\_\_\_\_\_\_code will appear on the teleprinter indicating that the sender is through.**
10. **1.2.11. How many parts are there in the letter requesting a service?**
11. **1.2.12. What should be given in the “opening part” of the letter requesting information?**
12. **1.2.13. Какой фразой в США заканчивают письмо к другу?**  
    • Best wishes  
    • Yours truly
13. **1.2.14. Где обычно пишется дата в деловом письме?**
14. **1.2.15. “We would like to have your answer by 6 of October”. Which part of the letter does this expression refer to?**
15. **1.2.16. Which part of the letter requesting information can contain such an expression? “I am planning to …”**
16. **1.2.17. Выберите Американский вариант написания адреса из ниже предложенных .**  
    • International Trading Company, Sabas Building, 507 A. Flores Street, Manila, Philippines
17. **1.2.18. What is important that gives your reader his/herimpression of you and your company?**
18. **1.2.19. The messages in telexes are usually \_\_\_\_\_\_ versions of the sentences we would use in everyday speech or in letters.**
19. **1.2.20. Где обычно пишется дата в письме?**
20. **1.2.21. Which expression refers to the action part of the letter requesting a service?**
21. **1.2.22. Какая аббревиатура используется при вложении в письмо дополнительных документов?**
22. **1.2.23. Что такое VAT номер?**

**Раздел 2. Культура речевого общения в**  
**стандартных коммуникативных ситуациях.**  
Тема 2.1.Правила общения в ситуации  
приветствия, знакомства, представления.

2.1.1 What can you say in the following situations?.  
1. You introduce yourself to Mrs. Baker. 21  
2. A man, Mr. Brown, introduces himself to you. You answer the introduction.  
3. Introduce your brother to your friend.  
4. At the official reception you’re introduced by a friend of yours to foreign  
students who are visiting this country.  
5.You introduce your friend Oleg to guest-speaker, Mr. Brown. Mr. Brown  
answers the introduction.

**2.1.2Model dialogue (At the customs – На таможне).**

А: Hello, is it your passport, sir?

B:----------.

A: What is your name? How is it pronounced in English?

B:---------------.

A: Will you say it again. Could you spell it?

B: --------------------

A: Where are you from, Mr. Scherbakov?

B--------------------------

А: You go to London. Is it correct?

B ---------------------------------------------

**Model dialogue (At the customs).**

* A: What is your name, sir?
* B:-----------------------------.
* A: What is the purpose of your visit?  
  B: ---------------------
* A: What are you? (What is your occupation?)  
  B: -----------------------------
* A: What type of visa have you got?
* ---------------------------------------------------  
  B:

A: How long are you going to stay in Cyprus? (the USA, Great Britain, Turkey, Italy, India).  
B: -----------------------------------------------------  
A: Where will you stay?  
B---------------------------------------------

A: What type of ticket have you got?  
B: -----------------------------------

A: How much money do you declare?  
B: -----------------------------------------------

A: Have a nice trip!  
B: ----------------------

**Model dialogue**

А: Good morning! I am Gleb Rozin.

B: ----------------------------------------

A: Nice to meet you, Mr. Choudhury. Are you from India?

B: -------------------------------------------------------

A: Thank you! Sorry, but I don’t have cards in English.

B:----------------------------------------. Will you repeat it?

A: Gleb Rozin. General Manager of Roscontract.

B:--------------------. Is it correct? Is it your surname?

A: --------------------------------------B: Are you from Poland?

A: No, I am from-----------------------------------------.

**2.2. Тема 2.2. Правила ведения телефонного  
диалога.**

**Вопросы для устного опроса**

1.Основные ситуации общения по телефону.

2. Начало и окончание телефонного разговора.

3. Произношение номера телефона.

**2.2.1Model dialogue (Telephone conversation).**

А: Good morning! May I speak to Mr. Bantler?

B: Good morning! And who is speaking?

A: My name is Kinsky, Mike Kinsky. I am from Brown & Wells.

B: Hello, Mr. Kinsky. I am sorry, but Mr. Bantler is at the meeting now.

(Mr. Bantler is on leave. Mr. Bantler is on business-trip.)

Would you like to speak to anybody else? (Would you like to leave a message?)

A: No, thanks. I’ll call later. Bye!

1. May I speak to …? - Могу ли я переговорить с …?
2. Who is speaking? – Кто говорит? Представьтесь.
3. Would you like to speak to anybody else? – Вы хотите поговорить с кем-либо другим?
4. Would you like to leave a message? – Вы хотите передать сообщение?
5. to be on leave – быть в отпуске
6. to be on business-trip – быть в командировке
7. I’ll call (come) later - я позвоню (зайду) позже

**2.3. Тема 2.3. Правила общения в ситуации визита.**

**2.3.1**

1. You should say “Good morning” when you come in and “Please” and “Thank you” at every opportunity.
2. What does ethics deal with?
3. What do all societies forbid?
4. Why do people everywhere need rules to govern their conduct?
5. What is the meaning of business ethics?
6. What is the difference between ethics and business ethics?
7. What ethical problems can arise in business?
8. What are their reasons?
9. Why do employees prefer working for an ethical company?
10. What is the difference between ethics and etiquette?
11. **Тема 2.4.Правила поведения в кафе и ресторане.**

**Model dialogue 1**

A: Good evening, sir! A table for two?

B: Yes, please.  
A: This way, please. What would you like for a starter?  
B:------------------------------------------------------.  
A: And for the main course I can recommend stewed beef with fresh vegetables.   
B: No, thank you.-----------------------------------------------------------------------

A: What would you like to drink?  
B:-------------------------------------.

A: Would you like any dessert?

B: Oh, yes, it would be fine!----------------------------------------.

**Model dialogue 2**

A: Good evening, sir! Here is the menu, please.  
B: I’d like to order now. What is Tandoori Chichen?  
A: -------------------------------------------------------------

B: Isn’t it too hot?  
A: ------------------

B: Could you bring Tandoori Chicken and some Indian bread, please?

A: ------------------------------------------------

**Model dialogue 3**

A: Jack, could you order for me, please?  
B: With great pleasure. ----------------------------------  
A: Will you pass the juice?  
B: Here you are. -------------------------------------

A: Cheers!Do you want some more meat?

B: No, thank you.----------------------------------------------

A: Thanks, it’s enough. The meals are really perfect.

**Тема 2.5. Правила поведения в магазине.**

Exerc. 2.5.1 **Answer the following questions.**

1. What is a department store? 2. What can one buy at the footwear department? 3. What size do you take in shoes? 4. What are the best shoes for everyday wear in your opinion? 5. Do you often wear high heels? 6. When do women wear sandals? 7. What are your eve­ning shoes like? 8. What are shoes made of? 9. When do you wear high boots? 10. Do you always try shoes on before buying them? 11. What shoes are all the fashion now? 12. Do you buy ready-made clothes or have them made to measure? Why? 13. Can you afford expensive clothes? 14. Do you wear small articles (such as hats, gloves, stockings, handbags) to match your dress (coat, shoes)? 15. Where can one buy a tea-set, a coffee-set, plates, dishes, etc.? 16. What do you usually buy at the stationery? 17. Do you use make up? 18. Where are socks, stockings, tights sold? 19. They sell hats, caps, berets, fur caps for ladies at the millinery, don't they? What hats are in fashion now? Are knitted caps in fashion? Can you knit? How much wool does it take to knit a small cap? 20. What did you buy for your girl-friend as a birthday present? 21. What do they sell at the knitted goods department? 22. What is your favourite department.23. Do you like doing the window-shopping?

Exercise

2.5. 2 **Ask your fellow students:**

.... if there are many department stores in her (his) hometown

... if she (he) is fond of shopping

... what her (his) favourite department is

... if she (he) likes to buy ready-made clothes

... if she always tries a dress on before buying it

... what size she takes in dresses

... what shoes she (he) wears every day

... if her shoes go with her coat

... what hats are to her taste

... where one can buy a pair of gloves

... when she wears high heels

... if she likes knitted things

... if she can knit herself.

**2.5.2**

A: I’d like this, please. How much is it?  
B:-----------, miss.  
A: Here you are.   
B:-----------, miss.

**2.5.3**

A: I like this suit.

B:------------------, sir?

A: This, light-grey. Where can I try it?  
B: -------------is over there.  
A: The trousers are too short (long, tight, wide). May I try the other size?  
B:---------------. Here you are.

A: This suit fits me better.  
B: Yes, sir.--------------------.

A: How much is it?  
B:----------------. This is the latest design.

A: Oh, it is rather expensive.

B:-----------------. And we’ll give you $15 discount.

A: OK, I’ll take it.

B:-------------, sir.

**2.5.4**

A: I’d like some post-cards. How much are these?  
B:----------------------------.  
A: Well, I’d like these and four of those.  
B:----------------?

A: No, thanks.

**2.5.5**

A: Hello, miss! Can you help me?

B:---------------------! Are you looking for a ring?

A: I’d prefer a set, an emerald set.

B:-----------------------------------?

A: I think, the seventeenth.

B: Here is a very nice set.--------------------------------------.

A:-------------------------------. How much is this and that?

B: The price is almost the same and if you take both we’ll give a good discount.

A: No, thanks.------------------------. I’ll come next time. Bye-bye!

**Тема 2.6. Правила поведения в театре, кино, музее.**

**2.6**1.

1. Do you think performance art should be considered art?

2.What do you think of shock art?

3.Have you ever seen performance art?

4.Have you ever seen shock art?

5.Does art imitate life?

6.Are movies a form of art?

**2.6.**2. What is your favourite movie?

2. What kind of movies do you like best?

3. Are there any kinds of movies that you particularly dislike? If so, what are they? Why do you dislike them?

4. What movie genres do you know?

5. Do you often watch movies at home?

6. How often do you go to the cinema?

7. Do you often rent videos/DVDs?

8. Do you watch movies on your computer?

9. Do you find downloading movies from the Internet a theft?

10. Do you prefer fiction or non-fiction movies?

11. If a movie is based on a book, do you prefer to read the book or see the movie first?

12. What are the most important factors in evaluating movies?

13. How important is the director of the movie?

14. How important is the cast in the movie?

15. How important are the special effects in the movie?

16. How important is the soundtrack of the movie?

17. How important is the plot of the movie?

18. Do you like scary movies?

19. Do you like funny movies?

20. Do you like romantic movies?

21. Do you like animated movies?

22. Has any movie ever made you cry?

23. Who is your favourite movie actor?

24. Who is your favourite movie actress?

25. Who is your favourite movie director?

26. What is your favourite movie soundtrack?

27. Would you like to be a film star?

28. What kind of character would you like to play?

29. What was the last movie you saw? Did you like it?

30. Have you ever been in a film festival?

31. Are there any film festivals in your country?

32. Has any film artist from your country got an Oscar? If so, who and for which category?

33. What kinds of movies have an educational value?

34. What kinds of movies have a negative impact on children?

35. Is it acceptable to show nudity in movies in your country?

36. Is it acceptable to show violence in movies in your country?

37. Do you think there is too much violence in movies?

38. Do you think there is too much nudity in movies?

39. Have movie trends changed over time? In what ways?

**2.6.3**

1. Do you like to visit art museums?

2.Do you like wood carvin

3.Do you prefer using water colors or oil pa

4.Do you think it is proper to call nude paintings art?

5.Do you think music and dancing are forms of art?

6.Do you think of cartoons and comics as art?

7.Do you visit museums when you go to another city?

8.Have you ever been to any famous art museums?

9.Have you ever visited an art museum?

10.What art form do you like best?

11.What art museums have you visited?

12.Which did you like the best? Why?

13Which did you like the least? Why?

14What famous painters do you know? What are they famous for?

15What is art?

.16What is the longest time that you have spend on a painting?

17What is your favorite art web site?

18What would life be like without art?

19When was the last time you went to an art museum?

**Тема 2.7. Правила поведения в незнакомом  
городе: на вокзале, на улицах, в городском  
транспорте, информационных центрах для  
туристов, отелях.**

2.7.1 Фразы и выражения:

* Excuse me, what is the way to the nearest underground station?
* Would you tell me, how do I get to …
* Could you tell me the way to …

– Excuse me, is there a parking lot near hear

2.7.2

**Model dialogue 1**

A: Excuse me, officer, how do I get to the nearest petrol station?

B: Go straight ahead----------------------------------------.

A: Thank you.

B: --------------------

**Model dialogue 2**

A: Would you tell me what is the way to the opera?

B: You can go there by bus------------------. Which transport do you prefer?

A: ----------------------------

B: Then go across the square and take ---------------------The fourth stop is yours.

A: -----------------

B: Don’t mention it.

**Model dialogue 3**

A: Excuse me, is this the way to the town centre?

B: Oh, no! -------------direction.

A: So, how do I get there?

B: ---------------------and go straight ahead.

A: Thank you.

**Model dialogue 4**

А: -----------------------

B: Do you remember the name of your hotel?

A:---------------------. It is Rainbow Hotel.

B: Then take a taxi.

A: I am afraid, but I’ve lost my wallet too.

**Model dialogue 5**

A: Could you make a hotel reservation for me?

B:----------------------------. Which hotel and when?

A: My Canadian partner and I arrive in Rome on Friday. We don’t need anything luxurious, but a twin suit with a private bathroom will be nice.

B: I see. When I get confirmation, I’ll inform you.

A: --------------------------

**Model dialogue 6**

A: Hello! My name is Brown, Jack Brown. I have got a reservation in your hotel.

B:------------------------. Oh, here is your reservation. A single room for five days. Is it correct?

A: Yes, everything is correct.

B: Would you like a room with a bath or a shower, sir?

A:----------------, but I need a room with an air-conditioning.

B: Definitely, there will be air-conditioning, TV, mini-bar and telephone in your room. And breakfast is included into the room rate.

A: That’s perfect. I’d like to pay by a card. Is that all right with you?

B:--------------------------------.

A:----------------------------.

B: You are welcome, sir.

**Model dialogue 7**

A: Olympic travel Agency. How may I help you?

B:------------------. I’d like some information.

A: Certainly. What would you like to know?

B: ------------------------------of days with our children on some beach.

A: I see. Take my advice and go to Marmaris. There you find everything you want: a soothing sea, sunny climate and good service.

B: Is it possible to make a reservation there?

A--------------------------------- a hotel with a swimming-pool?

B: Sure. And try to find a hotel with good sport facilities, fitness centre, solarium, sauna, you know.

A: I strongly recommend you Hilton Hotel. Besides they have a busy entertainment programme: many bars, restaurants, fashion shows, dancing hall and so on.

B:-------------------------.

**2.8. Тема 2.8. Правила написания личных писем и  
правила ответа на них.**  
**2.8.1 ОТВЕТЫ НА ВОПРОСЫ В ПИСЬМЕ**

а) сколько вопросов, столько ответов. Например, друг спросил: What extreme sports would you like to try, if any, and why? Значит, нужно не просто написать I’d like to try rafting, но и аргументировать: because it implies a well coordinated team work, good reaction and nerves of steel;

б) соблюдаем грамматическую структуру вопросов и ответов. Если друг спрашивает What wouldyou do if you were me?, надо, чтобы в ответе была конструкция If I were you, I would…  (do thesame);

в) необязательно отвечать на вопросы в том порядке, в котором они задаются. Главное, чтобы они были логически связаны.

3. **Раздел 3. Культура речевого общения в**  
**деловой сфере.**  
3.1. Тема 3.1. Правила общения при собеседовании  
с работодателем и начальником.

1.Say what you know about the history of etiquette.

2. Say a few words about the first woman-ambassador A.Kollontay.

3. What types of etiquette do you know?

4. Do you agree with the statement “Manners form the person?”

5. We say that a modest man shows his politeness by never talking about himself. What other things shouldn’t he do?

6. Why is it very useful to know the rules of behavior?

7. Why is it very important to be well-educated?

8. What is your own behavior? Do you think it is always correct?

**At the airport**

**Mr. Iv.:** Excuse me, are you Mr. Brown?

**Mr. Br.:**--------.

**Mr. Iv.:** I’m Oleg Ivanov, from TV Systems. How do you do? Have I kept you waiting?

**Mr. Br------------------------**. Thanks for coming to meet me.

**Mr. Iv.:** Not at all.

**At the office**

**Mr. Iv.:** I’d like to introduce Mr. Petrov to you, our Director General.

**Mr. Br.:** ---------------------Mr. Petrov.

**Mr. P.:** Glad to meet you too. Have you ever been to Moscow before, Mr. Brown?

**Mr. Br.:** No,--------------------------.

**Mr. P.:** Let me introduce my staff to you. This is my secretary, Miss Krivenko.

**Mr. Br.:**--------------------------------, Miss Krivenko.

**Miss Kr.:** Nice to meet you too, call me Ann.

**Mr. P.:** I also want you to meet Victor Volgin, our Sales Manager. And you’ve already met Mr. Ivanov.

**Mr. Br.:** What does Mr. Ivanov do?

**Mr. P.:**--------------------------. Please, take a seat.

**Miss Kr.:** Would you like a cup of coffee?

**Mr. Br.:**----------------------------------------.

**Mr. V.:** By the way, Mr. Brown, what is your profession?

**Mr. Br.:**--------------------------, but at Continental Equipment I work as a Sales Manager. Here’s my card.

**Mr. P.:** Let’s get down to business, Mr. Brown. We’re extending our business and want to buy equipment for producing some goods. Your company provides advanced technology and efficient service, which small companies can’t provide. That’s why we’re interested in your company.

**Mr. Br.:**---------------. You’ll be pleased to hear that the service life of our equipment has been increased, and also prices have been reduced.

**Mr. P.:** Would you like to speak a bit slower, Mr. Brown? I’m not very good at English.

**Mr. Br.:**---------. I’d like to visit your factory and study your requirements.

**Mr. Iv.:** Well, I’ll show you our factory tomorrow.

**Mr. Br.:**----------------?

**Mr. Iv.:** How about 10?

**Mr. Br.:**--------------.

**Mr. Iv.:** Thank you Mr. Brown. Our driver is at your disposal during your visit. His name is Vladimir.

**Mr. Br.:**-----------------------, Mr. Ivanov.

**Mr. Iv.:** Well, that’s all. Our driver’s waiting for you. He’ll take you to your hotel.

**Mr. Br.**!

**Тема 3.2. Правила ведения деловых телефонных разговоров.  
Вопросы для устного опроса:**

1. Подтверждение информации.

2. Уточнение информации.

3. Телефонные сообщения.

**Аудирование:**

**Задания:**

1) Listen to two phone calls. Answer the questions:

A) What does Emily talk to Clare about?

B) When can Emily talk to Chris Morris again?

2) Listen again. Chose the correct words/phrases.

**3.3. Тема 3.3 Правила ведения деловой и научной  
корреспонденции.**

**Вопросы для устного опроса:**

3.3.1. Деловая переписка как совокупность распространенных в деловом мире образцов общения в письменной форме.

2. Структура делового письма.

3. Предметы и темы деловых писем.

4. Неформальное деловое письмо

5. Клише в деловом письме.

6. Аббревиатуры в деловом письме.

.3.3.2 **Вопросы для устного опроса:**

1. How many common language registers are in writing?

2. What is formal language register?

3. What is informal language register?

4. What is neutral language register?

5. What does formal writing include?

6. What does informal writing include?

7. What does neutral writing include?

8. Describe rules for writing in formal register

3.3.3

**Mark the following statements as true (T) or false (F).**

1. An employment application is useful in:
   1. leaving the work
   2. collecting information on a candidate
   3. seeking a job
2. The data obtained from applications are usually used:
   1. to identify candidates who are worthy of further scrutiny
   2. to get to know candidates’ characters
   3. to familiarize interviewers with applicant’s backgrounds
3. A resume is:
   1. a candidate’s testimonial
   2. a detailed description of the job the applicant is seeking
   3. a short summary of the candidate’s background and qualifications

…

**Тема 3.4. Правила выражения извинения,  
комплимента .**

3.4.1Выберите ответную реплику.   
 Can I use your phone?   
 a) Sure, here you are.   
 b) I am sorry. I am waiting for a phone call.   
   
   
3.4.2.Тема Выберите ответную реплику.   
 I apologize for taking your book home.   
 a) Oh, no!   
 b) It is quite all right.   
3.4.3. Выражение извинения.   
 1. Выберите ответную реплику.   
 I apologize for taking your book home.   
 a) Oh, no!   
 b) It is quite all right.   
 2. Определите, какому произносительному стандарту соответствует следующее произношение.   
 apology /əˈpɑːlədʒi/   
 a) британскому   
 b) американскому

**3.** 4.4.Выберите ответную реплику.   
 Can I use your phone?   
 a) Sure, here you are.   
 b) I am sorry. I am waiting for a phone call.   
   
3.4.5. Выражение извинения.   
 Выберите ответную реплику.   
 I apologize for taking your book home.   
 a) Oh, no!   
 b) It is quite all right.

3.4.6. Выражение комплимента. (СРС)   
 1. Какой комплимент выражает оценку манеры поведения собеседника?   
 a) It’s a pleasure to talk to you.   
 b) You are so intelligent!   
 2. Определите, какому произносительному стандарту соответствует следующее произношение.   
 compliment /ˈkɑːmplɪmənt/   
 a) британскому   
 b) американскому   
  
3.4.7.Какой комплимент выражает оценку манеры поведения собеседника?   
 a) It’s a pleasure to talk to you.   
 b) You are so intelligent!

**4.1. Тема 4.1. Особенности написания  
электронных писем, комментариев, ведения  
блогов.**

1.How are official electronic messages created?

2.What kind of format is accepted by Internet users?

3.What kinds of salutations can be?

4.Is an exclamation mark used in e-mail messages?

5.What does the body of a message consist of?

6.What does the conclusion include?

7.Why should large documents be attached to the letter?

**Раздел 5. Практическая риторика.**

**Тема 5.1. Правила публичных выступлений.**

**5.1.1.  Which sentence might you hear at the beginning of a presentation?**

A  Ladies and gentlemen, thank you for arriving today   
B  Ladies and gentlemen, thank you for appearing today   
C  Ladies and gentlemen, thank you for coming today  
D  Ladies and gentlemen, thank you for showing your faces today

2.  The \_\_\_\_\_\_\_\_\_ of today’s presentation is to discuss my findings.

A  purpose  
B  reason  
C  cause  
D  points

3. Now, \_\_\_\_\_\_\_\_\_\_ begin by introducing myself.

A allow me  
B let me  
C I  
D presentation

4. I’d be very happy to \_\_\_\_\_\_\_\_\_\_ you to ask questions at the end of the session.

A  tell  
B  invite  
C  order  
D  request

**5.1.2.  Which sentence might you hear at the beginning of a presentation?**

A  Ladies and gentlemen, thank you for arriving today   
B  Ladies and gentlemen, thank you for appearing today   
C  Ladies and gentlemen, thank you for coming today  
D  Ladies and gentlemen, thank you for showing your faces today

2.  The \_\_\_\_\_\_\_\_\_ of today’s presentation is to discuss my findings.

A  purpose  
B  reason  
C  cause  
D  points

3. Now, \_\_\_\_\_\_\_\_\_\_ begin by introducing myself.

A allow me  
B let me  
C I  
D presentation

4. I’d be very happy to \_\_\_\_\_\_\_\_\_\_ you to ask questions at the end of the session.

1. **5.1.3.  Which sentence might you hear at the beginning of a presentation?**

**A** Ladies and gentlemen, thank you for arriving today Feedback: Wrong – the audience’s arrival is just the moment they appear at the presentation   
**B** Ladies and gentlemen, thank you for appearing today Feedback: Wrong – this sounds like the speaker wasn’t expecting the audience to come to the presentation   
**C  Ladies and gentlemen, thank you for coming today** Feedback: Correct – this is a straightforward way to greet an audience  
**D** Ladies and gentlemen, thank you for showing your faces today Feedback: Wrong – if you ‘show your face’ you go somewhere for a short time because you feel you have to, not because you want to. So this is quite a rude thing to say!

**2.  The \_\_\_\_\_\_\_\_\_ of today’s presentation is to discuss my findings.**   
**A  purpose** Feedback: Correct – the speaker is stating the reason for giving the presentation  
**B** reason Feedback: Wrong – you can say ‘The reason why…’ but not ‘The reason of…’   
**C** cause Feedback: Wrong – a cause is a reason that belongs to the past, but the speaker is stating what he wants to do in the presentation, so he’s talking about the future   
**D** points Feedback: Wrong – The speaker is talking about the reason for giving the presentation, so he can say ‘The point of today’s presentation’ but not ‘The points of today’s presentation’

**3. Now, \_\_\_\_\_\_\_\_\_\_ begin by introducing myself.**   
**A** allow me Feedback: Wrong – you can say ‘allow me to begin’ but not just ‘allow me begin’  
**B let me** Feedback: Correct – this is one way to start a presentation  
**C** I Feedback: Wrong – if you are describing something you are about to do, use the future tense   
**D** presentation Feedback: Wrong – ‘presentation’ is not the subject of this sentence

**4. I’d be very happy to \_\_\_\_\_\_\_\_\_\_ you to ask questions at the end of the session.**  
**A** tell Feedback: Wrong – if you tell someone to do something, you don’t give them a choice!   
**B  invite** Feedback: Correct – the speaker will give the audience a chance to ask questions later if they wish  
**C** order Feedback: Wrong – if you order someone to do something you don’t give them a choice!   
**D** request Feedback: Wrong – if you request someone to do something, you ask them to do it for you. But the speaker says ‘I’d be very happy to’ which implies that he is willing to answer questions if the audience wants to ask them.

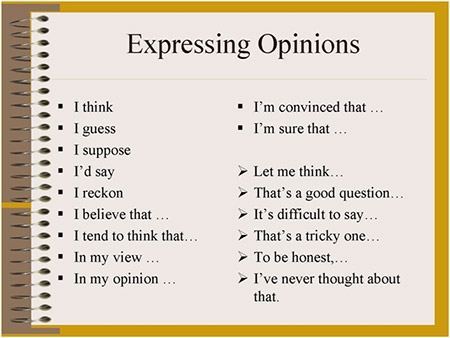
A  tell  
B  invite  
C  order  
D  request

**БЛОК B**

**Раздел 1. Культура речевого общения.**

Тема 1.2. Культура речевого общения в  
межкультурном дискурсе. Чтение аутентичных текстов, работа над неподготовленной и подготовленной монологической речью в следующих видах дискурса: рассуждение, объяснение, сравнение, оценка, интерпретация, комментирование, аргументация**.**

1.1.2 Используйте разнообразные выражения и слова, чтобы выразить свою точку зрения:



It was good. Very good.

Really good, yes! Nice, very nice

**1.1.3 Слова-связки для логичного изложения**

I’d like to talk about…

I’m gonna talk about…

I’d like to tell you about…

What I’d like to talk about is… (my ipad/my trip to Liverpool)

First of all, … Secondly,… Finally,…

And also…

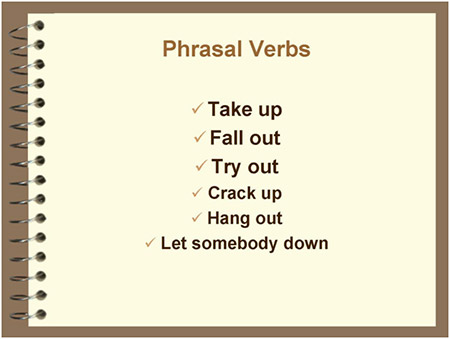
What’s more,…

Besides,…

Another thing is that…

Another reason why…





**Примеры:**

|  |  |
| --- | --- |
| I sometimes fall out with my colleagues. | (argue) |
| My friends never let me down. | (disappoint) |
| I was cracking up when I was watching this TV programme. | (was laughing) |
| I really enjoy trying out new things. | (discovering/doing) |
| I’m thinking of taking up tennis. | (discovering/doing) |
| I usually hang out with my friends at the weekend. | (spend time) |

|  |  |
| --- | --- |
| I reckon ...  I believe that ...  In my opinion, ... | I guess that ...  In my view, ...  I'd say that ...  I'm sure that ... |

**1.2.2 Слова и фразы**

* That's a tough one ... (это сложный вопрос)
* That's a challenging question!
* I've never thought about that!
* That's an interesting question!
* I've no idea what to say, to be honest.

**1.2.3 Сложные прилагательные (extreme adjectives). Например, вместо very good лучше сказать impressive т.к very good – слишком просто)**

**Прокачай свои слова с этими прилагательными**

Enormous (огромный)

Moscow is enormous!

Tiny (очень маленький)

My bathroom is tiny.

Fascinating (очень интересный)

It's fascinating!

Crucial (важный)

It's crucial to learn foreign languages.

Gorgeous (превосходный, роскошный)

We stayed in a gorgeous hotel.

Exceptional (исключительный, необыкновенный)

The service was exceptional!

Essential (важный)

It's essential to success.

Awesome (потрясающий)

We had an awesome time!

Complicated (трудный)

Life is complicated :)

Spectacular (потрясающий)

The view from the top was spectacular!

Impressive (впечатляющий)

The city was impressive.

Hilarious (очень смешной)

This film is hilarious!

Entertaining (увлекательный)

It was really entertaining.

1.2.4 **Speaking sample task – Part 1**

This part of the test begins with the examiner introducing himself or herself and checking the candidate’s identification. It then continues as an interview.

Let’s talk about your home town or village.

• What kind of place is it?

• What’s the most interesting part of your town/village?

• What kind of jobs do the people in your town/village do?

• Would you say it’s a good place to live? (Why?)

**1.2.5 General Training Reading sample task – Short-answer questions**Questions 4 – 8  
Answer the questions below.  
Choose **NO MORE THAN THREE WORDS AND/OR A NUMBER** from the text for each answer.  
Write your answers in boxes 4-8 on your answer sheet.  
**4** What has been found in some Fancy Foods products?  
**5** Where can you find the batch number on the jars?  
**6** How much will you receive for an opened jar of contaminated Chicken Curry?  
**7** If you have eaten Chicken Curry from a jar with one of the batch numbers listed, whom  
should you contact?  
**8** What is the maximum reward Fancy Foods is offering for information about who  
contaminated their product?

**IMPORTANT NOTICE: PRODUCT RETURN**  
Fancy Foods wishes to inform the public that pieces of metal have been found in some jars of Fancy  
Foods Chicken Curry (Spicy). The batches of the jars involved have numbers from 6617 to J6624. The batch number is printed on the bottom of each jar.  
If you have any jars with these batch numbers, please return them (preferably unopened) to the supermarket where you purchased them. You can also return them to the factory (Fancy Foods Retailers, Blacktown). Fancy Foods will pay $10 for each jar returned unopened and $5 for each jar already  
opened. No payment will be made for empty jars, which do not need to be returned. However, the Retailing Manager will be interested to hear from people who have consumed chicken curry from any of the above  
batch numbers. In particular, it will be helpful if they can give information about the place of purchase of the product.Jars of Fancy Foods Chicken Curry (Coconut) and Fancy Foods Chicken Curry (Mango) have not beenaffected and do not need to be returned.

**REWARD**  
Fancy Foods will pay a reward of $10,000 to $50,000 for information which leads to the conviction of any person found guilty of placing metal pieces in its products. If you have such information, please contact .Customer Relations Manager, Fancy Foods Retailers, Blacktown.

2. **Раздел 2. Культура речевого общения в**  
**стандартных коммуникативных ситуациях.**

Тема 2.1.Правила общения в ситуации  
приветствия, знакомства, представления.

**2.1.1.GREETINGS**

Morning!

**What to say and how to behave.**

**Read and memorize the formulas of greetings.**

How do you do. Здравствуйте.

Hallo (hello, hullo). Здорово, привет.

Cheerio! Здорово.

Good morning.

Morning.

Доброе утро.

Good afternoon.

Afternoon.

Добрый день.

Good evening.

Evening.

Добрый вечер.

**2.1.2. Read and dramatize the following dialogue. Work in pairs.**

Ann: What must I say when I am introduced to someone?

Bill: Oh, just "How do you do?"

Ann: And what do they answer?

Bill: How do you do.

Ann: But it seems nonsense. I ask them a question about their health and

they don't give an answer; instead they ask me a question which I

don't answer.

Bill: Yes, I suppose it is rather strange, but we don't think of "How do you

do?” as a question – it's just a greeting. If you really wanted to know

about a friend's health you would say: "How are you?"

Ann: Oh, yes. I've heard that; and what do they answer?

Bill: "Very well", "Thank you". "How are you?"

Ann: And what do you say if you are not very well?

Bill: Just "Not very well" or "Not too well".

Ann: That's good. It's just what I wanted.

**2.1.3. Choose the best answer.**

1. When you meet someone who you know only slightly (in the morning)

you say:

a) How do you do?

b) Good morning.

c) Hallo.

2. When you meet an acquaintance at about 12.30 p.m. you say:

a) Good morning.

b) Good afternoon.

c) Good day.

3. When you come into a room where there is a group of your fellow-

students, you say:

a) Hallo.

b) Hallo, everybody.

c) Morning.

4. When a senior colleague asks, "How are you?" you reply:

a) Thank you.

b) Very well, thank you.

c) OK, thanks.

5. When your hostess says, “Nice to see you” you reply:

a) The same to you.

b) It's a pleasure.

c) Nice to see you too.

**2.1.4. Complete the open dialogues**:

1. – Good morning, Mrs. Garland.

– ……... .

– I'm quite well, thank you. And how are you?

– ……... .

2. ……... .

– Morning, Frank.

– ……… .

– More or less all right, thanks and you?

– ……… .

– Bye.

– ……… .

3. - ……… .

– Good afternoon, Mrs. Collins, nice day, isn't it?

– ……… .

4. – Hello, Charles.

– ……… .

– Absolutely wonderful, nice and warm. What's the weather forecast for

tomorrow? Do you know?

**2.1.5. Translate into English:**

1. – Доброе утро, господин Джексон, как Вы себя чувствуете?

– Спасибо, хорошо, а Вы, господин Грин?

– Я тоже хорошо, спасибо.

2. – Привет, Майк. Рад тебя видеть, как живешь?

– Ничего, спасибо. Иду на работу. Увидимся позже.

– Пока.

3. – Добрый день, господин Хилл. Хороший день, не правда ли?

– День чудесный! Как Вы себя чувствуете?

– Хорошо. Спасибо, а Вы?

– Сегодня лучше, благодарю вас. До свидания.

– До свидания, был рад с Вами повидаться.

**2.1.6. What can you say in the following situations:**

1. You greet your friend Nick. It's 6 o'clock in the morning. Nick answers your

greeting.

2. You greet a businessman, Mr.Brown, whom you have never met before. It's 5

o'clock in the afternoon, Mr. Brown answers your greeting.

3. You meet your friend Kate. It's 8 o'clock in the morning. Kate answers

your greeting.

4. You meet a lecturer, Mr. White, who is visiting your University. It's

10 o'clock in the morning Mr. White answers your greeting.

**2.1.7. INTRODUCTIONS**

**What to say and how to behave.**

Pleased to meet you!

**2.1.8. Read and memorize the following formulas of introductions:**

May I introduce Mr. N? Разрешите представить мистера N.

Allow me to introduce Mr.

Smith to you?

Разрешите представить мистера

Смита?

Allow me to introduce my-

self to you . I am … .

Let me introduce myself to

you . I'm ….

Разрешите представиться.

Will you introduce me to

your friend, please.

Представьте меня вашему другу, по-

жалуйста.

Let me introduce you to

Doctor M.

Разрешите представить вас

доктору М.

Meet my friend, Doctor M. Познакомьтесь, мой друг доктор M.

**Possible Replies**

How do you do?

Hallo. Здравствуйте.

Glad to meet you.

Pleased to meet you.

Рад познакомиться с вами.

**2.1.9. Read and dramatize the following dialogue. Work in pairs.**

Kate: Hello, Terry. Nice to see you. Come on in.

Terry: Thanks. I’m not too early, am I?

Kate: No, of course, not. How are you?

Terry: I’m fine, thanks, Kate. And you?

Kate: Oh, can’t complain. Here let me take your coat.

Terry: Thanks. How many people arrived yet?

Kate: Yes, quite a few. Oh, by the way, have you met Sally?

Terry: No, I don’t think so.

Kate: Sally ….. this is Terry.

Sally: Hello, Kate’s told me a lot about you.

Terry: Nothing bad, I hope.

Kate: Anyway, Terry, come on into the other room and meet the others.

Terry: Yes, OK, thanks.

**2.1.10. Replace these formal phrases with informal ones.**

1. Life is fine with me. How are you?

2. Good afternoon Mr. Smith.

3. I don’t believe you’ve met Miss Brown, have you?

4. How do you do?

5. It was very kind of you to invite us.

6. I’m very glad you could come.

7. Let me introduce Mr. Brown to you, Sally.

**2.1.11. Complete the open dialogues.**

1. – Good morning, Mr. Smith. I’d like to introduce Mr. Tabakov to you.

……………

So am I.

2. Mr. Black: Good evening, Mr. Norris. Meet Mr. Popov, please.

Mr. Norris: ……………

Popov: How do you do ?

Mr. Black: ……………

3. Mr. White: Mrs. Norris, I’d like to introduce my Russian friend Mr.

Ktorov.

Mrs. Norris: ……………

Ktorov: How do you do ?

Mrs. Norris: How do you like London ?

Ktorov: ……………

**2.1.12. Translate into English:**

1. – Разрешите представить Вам моего друга.

– Рад познакомиться.

– Я тоже.

2. – Представьте меня вашей сестре, пожалуйста.

– С удовольствием. Маша, это мой приятель Владимир.

– Здравствуйте.

– Здравствуйте.

3. – Познакомься с моей мамой, Лена. Мама, Лена.

– Здравствуйте.

– Здравствуйте.

4. – Господин Смирнов, познакомьте меня с вашим коллегой, госпо-

дином Петровым. Я много слышал о нем и хотел бы поговорить с

ним.

– Пожалуйста! Господин Петров, познакомьтесь, – это господин

Иванов; мы вместе с ним кончали институт.

– Очень рад.

– Очень приятно.

**2.1.13. What can you say in the following situations.**

1. You introduce yourself to Mrs. Baker.

2. A man, Mr. Brown, introduces himself to you. You answer the intro-

duction.

3. Introduce your brother to your friend.

4. At the official reception you’re introduced by a friend of yours to foreign

students who are visiting this country.

5.You introduce your friend Oleg to guest-speaker, Mr. Brown. Mr. Brown

answers the introduction.

**Formulas of addressing people:**

**What to say and how to behave.**

Ladies and Gentlemen!

**2.1.14. Read and memorize the**

Mr. Brown Мистер Браун

Mrs. Brown Миссис Браун

Miss Brown Мисс Браун

Sir Сэр

Madam Мадам

Doctor (Manson) Доктор (Мэнсон)

Professor (Jones) Профессор (Джоунз)

Ladies and Gentlemen Дамы и Господа

Friends Друзья

Officer Господин полицейский

**2.1.15. Read and dramatize the following dialogue. Work in pairs.**

John: Do you know the right way to address people, to speak to people

in England?

Brenda: When you know people well it’s very easy, of course. You just

call them by their first name.

John: Yes that’s right. I call you Brenda, don’t I? And you call me John. But

if we didn’t know each other very well, then I should call you Miss

Grey and you would call me Mr. Green.

Brenda: “Sir” and “Madam”, on the other hand, are never followed by a name

except in the special case when “Sir” is a title, such as Sir Francis

Drake.

John: Young men, too often call older men “Sir” as a mark of respect. But

Madam is not used in the same way by young women speaking to older

ones.

Brenda: Students of English often have difficulty too with professional titles like

“Doctor” or “Professor”, and first thing to note here is again that we

never use any of these titles with “Mr.” We don’t say “Mr. Doctor” or

“Mr. Professor”

John: No, a medical practitioner is usually called “Doctor” when you are

speaking to him. In fact, we do this whether or not he holds the actual

degree of Doctor of Medicine.

Brenda: But any other kind of Doctor such as a Doctor of Philosophy or a Doc-

tor of Music we never call him by the one word “Doctor”.

John: That’s right. We might speak to him formally as Doctor Smith, but

“Doctor” by itself always means a medical man. As for “Professor” in

Britain a professor is nearly always a university professor and if you

know one you can call him “Professor” with or without his name.

Brenda: On the other hand, administrative or commercial titles like “Director”

or “Manager” are never used at all as a form of address. Except when

you are working for such a person and you require to call him “Sir”,

you must always address him by his ordinary name.

**2.1.16. You are visiting Britain on an exchange programme. Say how you would**

**address each of the following:**

1) an old man you don't know;

2) a policeman;

3) young foreign colleague whose name is Sam Smith. He is 45;

4) his wife, whose name is June. She is 38 years old;

5) her daughter Ella, who is not married;

6) his daughter Sue, who is married to Dr. Robert Rice;

7) her husband;

8) your friend's professor Bruce Baker;

9) Bill Brown's mother, Bertha who is a widow;

10) the lady next door, who is divorced. Her name is Mary Smith.

**2.1.17. Complete the open dialogues:**

1. - Excuse me, … Could you show me the way to the station?

- Of course, I could. I'm going the same way.

2. - Hello, … How are you getting on?

- Hello, … Fine, and you?

- I'm Ok, too

3. - … Attention, please. I declare our conference open.

- What is the time limit? (регламент)

- 50 minutes for a report.

**Translate into English:**

1. - Простите, вы доктор Браун?

- Да.

- А я господин Смирнов, менеджер фирмы СМС. Рад видеть Вас

у нас в России.

- Я тоже рад с Вами познакомиться.

2. - Послушай Джон. Какие у тебя планы на сегодня?

- Ничего особенного.

- Не пойти ли нам на дискотеку?

- С удовольствием.

**2.1.18. How would you address the following people:**

1) a girl of 18, not married (Judy Brown);

2) a married woman with two children (Elsie Smith);

3) a stranger of 25/75;

4) our English teacher;

5) a University professor (David Clark);

6) a doctor who is examining you (Peter Bennet);

7) an English audience;

8) a friend of your own age (Stephen Powell);

9) the director of the company you work for (Alan Nott).

**ATTRACTING SOMEONE'S ATTENTION**

Just a minute!

**What to say and how to behave.**

**2.1.19. Read and memorize the following formulas of attracting someone's**

**attention:**

Excuse me, please.

Pardon me.

Простите, пожалуйста.

Sorry to … (intrude, interrupt, in-

terfere, etc)

Извините, что (внедряюсь, пре-

рываю, вмешиваюсь) …

Look (here!) Послушайте!

I say … (Say) … Послушайте…

Just a minute! Минуточку! Можно Вас на

минутку? Подождите!

Hi! [hai]

Hey! [hei]

Эй, постой!

**Possible Replies**

Yes?

Well?

What is it?

Да? Что? В чем дело?

What can I do for you? Чем могу быть полезен?

What do you want? Что вам нужно?

What? Ну что там?

**2.1.20. Read and dramatize the following dialogue. Work in pairs.**

Customer: Excuse me, madam.

Shop-assistant: What can I do for you?

Customer: I'm looking for a brown sweater.

Shop-assistant: What's your size?

Customer: 42.

Shop-assistant: Do you like this one

Customer: I like it. How much is it?

Shop-assistant: 20 pounds 99 for it, please.

**2.1.21. Make the following questions into polite requests for information**

**addressed to a stranger introduced by: "Excuse me, please".**

**Model**: How do I get to the post-office?

Excuse me, please. Could you tell me how to get to the post-office? **or**

Excuse me. Could you tell me how I can get to the post-office, please?

1. How do I get to the British Museum?

2. Where is the nearest chemist?

3. What time is it?

4. Does this bus go to the centre?

5. Is there a greengrocer's near here?

6. How can I get to Oxford Street?

7. What time does this train leave?

8. Where is the nearest cafe?

9. Does Mary Bailey live here?

10. Is this seat free?

**2.1.22. Complete the open dialogues:**

1. - Excuse me, where can I buy a raincoat?

- ………

- Can I buy a hat there, too?

- ………

2. - ………

- It's just round the corner.

3. - Excuse me, for interrupting you madam?

- ………

- Your hat has dropped.

**2.1.23. Translate into English:**

1. – Простите, сэр. Где бюро информации?

– В зале.

– Спасибо.

– Пожалуйста.

2. – Простите, мисс. Скажите, пожалуйста, где можно выпить

чашечку кофе?

– Напротив, в кафе.

– Спасибо.

– Пожалуйста.

3. – Послушайте, сэр. Не скажите, который сейчас час.

– 9.45

– Спасибо.

Пожалуйста.

**2.2. Тема 2.2. Правила ведения телефонного  
диалога.**

2.2.1. Отвечая на звонок по-английски необходимо сообщить абоненту, куда он дозвонился и поздороваться. Примеры фраз:

* **Х Company, good morning.** – Компания Х, доброе утро.
* **Green's office, can I help you?** – Офис мистера Грина, чем могу помочь?
* **Sale Department speaking.** – Отдел продаж на связи.
* **John Green speaking. / This is John Smith**. – Джон Грин у телефона.
* **John Green here.** – Джон Грин у телефона. (неформальный вариант)

2.2.2. Если вы звоните кому-либо, в ответ на приветствие нужно представиться и уточнить цель своего звонка. Сделать это можно следующим образом.

* **Good morning, Greg Smith speaking. I'd like to speak to Mr. Brown, please**. — Доброе утро, Грег Смит говорит. Я хотел бы поговорить с господином Брауном.
* **Could you put me through to Mr. Brown please**? — Не могли бы вы соединить меня с мистером Брауном, пожалуйста?
* **I’d like to speak to Mr. Brown about deliveries, please**. – Я хотел бы поговорить с господином Брауном о поставках, пожалуйста.
* **I am (just) calling to inform you…** — Я (просто) звоню, чтобы сообщить Вам...

2.2.3. Представим такую ситуацию, вы подняли трубку, но человек, который нужен звонящему, временно отсутствует. В подомном случае можно использовать фразы:

* **Green has stepped away from his desk for a moment. I expect him back very shortly.** – Г-н Смит только что вышел на минутку. Oн скоро вернется.
* **He is not in at the moment.** – В данный момент его нет.
* **He is not in just now.** – В данный момент его нет.
* **He is out of the office at the moment**. — Он вышел из офиса в данный момент.
* **He has left for the day.** – Он уехал из города на денек.
* **I'm afraid he is out / away / off at the moment. Can I take a message?** — Боюсь, что в данный момент его нет. Что ему передать?
* **May I take a message?** -  Могу я принять сообщение?
* **Would you like to leave a message?** — Не хотели бы Вы оставить для него информацию?
* **May I have him call you?**– Сказать ему перезвонить Вам?
* **I’ll tell him you called.** — Я скажу ему, что Вы звонили.
* **I’ll have him to phone you.** – Я скажу ему перезвонить Вам.
* **I’ll give him your message as soon as he gets back.** – Я передам ему Ваше сообщение, как только он вернется обратно.
* **I’ll ask him to give you a call.** – Я попрошу его перезвонить Вам.

2.2.4. Если во время разговора Вы чего-либо не поняли  — не стесняйтесь переспросить. Сделать это можно, используя следующие фразы.

* **I’m sorry. I didn’t get the name (number).** — Извините, я не услышал имя (номер телефона).
* **Would you repeat that number, please?** – Не могли бы Вы повторить номер телефона?
* **Would you spell that for me, please?** – Не могли бы Вы сказать это по буквам?
* **Did you say...?** — Вы сказали ...?
* **Let me repeat to make sure I understand what you said**. – Позвольте мне повторить, чтобы убедиться в том, что я правильно Вас понял.
* **I want to be sure that I have this right.** – Я хочу удостовериться в том, что правильно Вас понял.
* **I'd like to be sure that I understand.** – Я хотел бы убедиться в том, что понял Вас.
* **That’s ... (repeat number or spelling the name), isn’t it**? – Это... (повтор номера или фамилии), не так ли?

2.2.5. Если во время разговора, Вам необходимо отвлечься ненадолго – используйте следующие фразы:

* **Hold on just a moment, please.** – Подождите минутку у телефона.
* **I have another call; will you hold on, please?** — Мне звонят по другому телефону, не могли бы Вы подождать минутку?
* **Hold on; I’ll be with you in a moment.** – Подождите у телефона, пожалуйста, я скоро вернусь к телефону.
* **Please hold on while I get that information. Thank you for waiting**. – Пожалуйста, подождите, пока я получаю информацию. Спасибо за ожидание.

2.2.6. Если Вам нужно назначить встречу по телефону, можно сказать следующее.

* **I'm phoning to arrange a meeting.** — Я звоню, чтобы договориться о встрече.
* **I’d like to see Mr. Jones. Is he free on Monday**? — Я хотел бы встретиться с мистером Джонсом Он свободен в понедельник?
* **How about 2 o'clock?** – Как насчет 2 часов?
* **Is he coming there soon?** – Он скоро вернется?
* **Are you meeting the clients tomorrow**? – Вы завтра встречаетесь с клиентами?
* **Could you manage Monday?** – У Вас получится в понедельник?
* **What about Tuesday?** – Как насчет вторника?
* **Shall we say two o'clock?**– Скажем, в 2 часа дня?
* **I’m sorry, I'm out all day.** – Извините, меня не будет на месте целый день.
* **Tuesday would be fine.** — Вторник меня устраивает

2.2.7. Как закончить разговор по телефону по-английски? Все просто!

* **Thank you for calling, Mr. Green. I’m glad I was able to help.** — Спасибо за звонок, господин Грин. Я был рад Вам помочь.
* **You're welcome, sir. Goodbye.** — Пожалуйста, сэр. До свидания.
* **I look forward to seeing you.** — С нетерпением жду нашей встречи.

eceptionist 1: Cassat Company. Can I help you?

Patrick: Yes, I would like to speak to Mr. Green please.

Receptionist 1: Do you have an extension for him?

Patrick: No, I don't, but I know he is in the delivery department.

Receptionist 1: Hold on, please. I'll ring that department.

Patrick: Thank you.

Receptionist 2: Delivery department, Miss Elliot.

Patrick: Mr. Green, please.

Receptionist 2: Mr. Green is on the other line at the moment. May I tell him who's calling?

Patrick: This is Patrick Brown. Mrs. Priesley suggested that I call him.

Receptionist 2: Will you hold on or would you like to leave a message?

Patrick: I'll hold on, thank you.

Mr. Green: Mr. Green speaking; can I help you?

Patrick: Yes, my name is Patrick Brown. A mutual friend of ours, Susan Priesley, referred me to you. I am interested in changing careers, and she thought you would be a valuable source of information for me.

Mr. Green: Mrs. Priesley, of course. How can I help you?

Patrick: I would like very much to come up and speak with you. Would you be willing to give me a few minutes of your time?

Mr. Green: Well, my schedule is a little tight. When were you thinking of meeting?

Patrick: Whenever it is convenient for you.

Mr. Green: Well, can you make it after five o’clock some day next week?

Patrick: Yes, I can.

Mr. Green: Fine, then how is 5:15, Wednesday, at my office?

Patrick: Next Wednesday at 5:15 is fine. Thank you very much, Mr. Green.

Mr. Green: You're welcome. Hold on — my secretary will give you directions.

Patrick: Thank you. See you Wednesday.

**2.3. Тема 2.3. Правила общения в ситуации визита.**

**Translate the text “General Rules of Behavior” and enumerate the main rules of behavior when meeting and greeting people.**

**General Rules of Behavior**

Meeting and greeting clients

A day in the life of every businessperson is made up of a series of meetings and greetings. Whether you are making the initial contact with a client or a colleague, you want to get off on the right foot. Doings so will make the first encounter and subsequent ones go smoothly and easily. Getting off on the wrong foot can make for a difficult recovery. Save your energy for later and use these simple strategies for a successful start.

**1. Stand up when you meet someone.** This allows you to engage the person on an equal eye-to-eye. By remaining seating, you send a message that you don’t think the other person is important enough to warrant the effort it takes to stand. If you find yourself in a position where you can’t stand up offer an apology and an explanation.

**2. Smile.** Your facial expression says more than your words. Look as if you are pleased to meet the other person of what is in your mind. Put a smile on your face for the person standing before you.

**3. Make eye contact.** Looking at the people you meet says that you are focused and interested in them. If you are staring off somewhere else, you may appear to be looking for someone more to your liking to come along.

**4. Introduce yourself immediately.** As soon as you approach people you don’t know or are approached by them, say who are you. Don’t stand around as if someone else is in charge of introductions.

**5. Include a statement about who you are when necessary.** It is not always enough to say, “Hello, I’m Mary Jones”. Give more information. “Hell, I’m Mary Jones. I work for XYZ Corporation”.

**6. Offer a firm handshake.** Expend your hand as you greeting. The person who puts the hand first comes across as confident and at ease. Make sure that this physical part of your greeting is professional. Don’t offer bone-crashing grips or limp-wristed shakes. If you are confused about men and women shaking hands, don’t be. There once was a time when women didn’t shake hands with men. They have passed. Everyone in business shakes hands with everyone else.

**7. Learn how to make smooth introduction.** In business you often introduce less important people to more important ones. The way to do this is to say the name of the more important person first, followed by the words “I’d like to introduce…” and then give the other person’s name. Be sure to add something else about each person. So they will know why they are being introduced and will have some information which to start a conversation with.

**8. Pay attention to names when you meet people.** It is too common to be thinking about what you are going to say next and not focus on the other person. If you concentrate and repeat the name as soon as you’ve heard it, you’ll have a better chance of remembering it later.

**9. Use first names of people whom you have just met only after they give you permission.** Not everyone wants to be addressed informally on the initial encounter. Your goal within the first few minutes of meeting other people is to make them feel comfortable so that they will want to do business with you.

**When you are confident of the rules of behavior, you will have a solid start for a long-term profitable relationship.**

**2.3.2. Read the text “Business Etiquette in Europe” and answer the following questions:**

* + What countries are mentioned in the text?
  + In what occasions are these countries mentioned?

**Business Etiquette in Europe**

Becoming knowledgeable in every country’s “silent language” of etiquette is essential for developing good business relationships overseas. Etiquette is about being comfortable around people and making them comfortable about you. Remember to be courteous and thoughtful to the people around you, regardless of the situation. Consider other people’s feelings, stick to your convictions as diplomatically as possible. One of the first things you need to do is to mind your meeting manners.

Europe ranges from the cold northern countries of Norway and Sweden to the warm Mediterranean countries of Italy and Greece. Some customs and traditions vary as much as the topography, while others are shared across all of Europe.

Handshakes are standard business greeting gestures throughout Europe. However, the European handshake is usually exchanged before and after every meeting, no matter how many meetings you’ve already had.

An exception is Great Britain, where, as in the United States, an initial handshake is often the one you’ll receive. Good manners are very important to the English. They often find Americans to be too casual, particularly with the English language.

European handshakes are more formal and less buddy-buddy than those in the United States. You will not find a lot of back-slapping at handshaking time. A quick grasp and release is the norm. In most European countries, handshakes are firm. An exception is France, where a lighter grasp is customary. Finally, it’s customary to let women and those who are in higher rank to extend their hands first in Europe.

Europeans don’t do business breakfasts. In France, Austria, Germany, Great Britain, the Netherlands, Norway, Denmark, Sweden, Finland, Portugal, and Spain, talking business over lunch is not a violation of etiquette. In Czechia, Italy, and Greece, on the other hand, you do not talk business over lunch unless your host initiates it.

Dinner in Europe is usually reserved for social entertaining. Depending on the country, you may start dinner as early as 6:30 p.m. or as late as 11:00 p.m., and on the contrary your spouse may be invited.

Here are some general dining rules:

1. I Norway, Sweden, Finland, and Denmark be on time for dinner. Elsewhere, being fashionably late is acceptable.
2. No gift from hosts is expected in Great Britain.
3. Do not take wine to a dinner in the Netherlands, France, or Belgium. It insinuates that you think the host’s cellar is lacking.

Punctuality and courtesy are the most important aspects of British business etiquette. For example, prompt acknowledgment of the receipt of a letter is expected. British executives are more likely to use letters and fax then the telephone for business communications.

In some countries, for instance, a small host gift is appropriate if you are invited to someone’s home for dinner. But not in Great Britain – here no host gift is expected. Across most of Europe, business gifts should not be too personal and should be wrapped professionally. Try not to use white wrapping paper, and use a brightly color ribbon.

In many European countries, asking people what they do or asking them a personal question as an opening conversational gambit is a serious mistake. Europeans are, for the most part, more formal about such matters than Americans are.

The English are reserved people and as a rule disapprove of loud or demonstrative behavior (except in very informal situations). While the English find Americans “friendly”, they do take offence at early familiarity. Personal space is important and people can feel uncomfortable if someone stands too close to them.

**2.3.3. Read the text “Business Etiquette in the USA” and compare the English and American business etiquettes.**

**Business Etiquette in the USA**

Americans are generally polite but they will stand up for what they believed. They can be surprisingly candid and they will respect people who are so. They are not shy in voicing an opinion but at the same time, they would not want to embarrass a guest or host in public knowingly. They love humor and sarcasm and can even joke about themselves.

Here are some top strategies to follow in American business etiquette:

**Punctuality.** Honor other people’s time. Start and end meetings on time. Arrive 5 minutes before scheduled time for all business occasions. If you know that you will be late, call to let your business partners know about this and offer them to reschedule the meeting. If you are invited for a meal, you should arrive promptly. Do not arrive earlier than the stated time, under any circumstances.

**Introductions**. Show your respect and courtesy to everyone, regardless of their position or standing within a company. Make sure that your grammar and voice tone are professional. When you meet someone for the first time, use a title and his or her last name until you are told otherwise. If you are not told of a person’s last name, simply use the first name or the nickname.

**Dress and appearance**. Make sure that your clothes fit you physically and that they fit the occasion and the setting. Business casual dress remains more formal than that you’d wear at home.

**Table manners**. Immediately after everyone is seated, place the napkin in your lap. At a group table wait for the host to start to eat. When sitting at a banquet table, begin eating when two people to your left and right hands are served. When done, place your napkin on the right of the plate and move your fork and knife to the “four o’clock” position across the plate to signal the server you are finished. If you invited the guest to a meal, you are responsible for the check.

**Gifts**. Business gifts are often presented after a deal is closed. In most situations, gifts are usually unwpapped immediately. Flowers, a potted plant, or a bottle of wine are good gift choices. If you open a small gift in person, you usually don’t need to send a follow-up note. If you are sent a gift, always let the gift giver know that you received it as soon as possible. For big gifts speak and write your thanks. For smaller gifts an e-mail, a fax, or a voice mail works fine.

**Notes:**

**stand up (for)** – защищать, отстаивать **promptly** – быстро, сразу, прямо

**candid** – справедливый, откровенный **circumstances** - обстоятельства

**voice an opinion** – выражать мнение **otherwise** – иначе, по-другому

**embarrass** – смущать, **nickname** – уменьшительное имя, кличка

ставить в неловкое положение

**knowingly** – намеренно, сознательно **setting** - окружение

**honor** – почитать, уважать **lap** - колени

**scheduled time** – условленное время **deal** – сделка, договор, соглашение

**follow up** - последующий

**Etiquette Practice**

**2.3.5. Read, learn and act out the conversations:**

* + 1. **A Visit of a Foreign Partner**

John Brown, a Sales Manager for a British company, has just arrived at the International Moscow Airport from London. He is visiting a Russian company that wants to buy equipment produced by this company. Here are conversations between him and the staff of a Russian company (Mr. Ivanov, Mr. Petrov, Mr. Volgin, Miss Krivenko). Read the conversations and play them.

* + 1. **At the airport**

**Mr. Iv.:** Excuse me, are you Mr. Brown?

**Mr. Br.:** Yes.

**Mr. Iv.:** I’m Oleg Ivanov, from TV Systems. How do you do? Have I kept you waiting?

**Mr. Br.:** Oh, no. The plane’s just arrived. Thanks for coming to meet me.

**Mr. Iv.:** Not at all.

* + 1. **At the office**

**Mr. Iv.:** I’d like to introduce Mr. Petrov to you, our Director General.

**Mr. Br.:** Glad to meet you Mr. Petrov.

**Mr. P.:** Glad to meet you too. Have you ever been to Moscow before, Mr. Brown?

**Mr. Br.:** No, it’s my first visit to Moscow.

**Mr. P.:** Let me introduce my staff to you. This is my secretary, Miss Krivenko.

**Mr. Br.:** Nice to meet you, Miss Krivenko.

**Miss Kr.:** Nice to meet you too, call me Ann.

**Mr. P.:** I also want you to meet Victor Volgin, our Sales Manager. And you’ve already met Mr. Ivanov.

**Mr. Br.:** What does Mr. Ivanov do?

**Mr. P.:** He is our Export-Import Manager. Please, take a seat.

**Miss Kr.:** Would you like a cup of coffee?

**Mr. Br.:** Yes, thank you.

**Mr. V.:** By the way, Mr. Brown, what is your profession?

**Mr. Br.:** I’m an engineer, but at Continental Equipment I work as a Sales Manager. Here’s my card.

**Mr. P.:** Let’s get down to business, Mr. Brown. We’re extending our business and want to buy equipment for producing some goods. Your company provides advanced technology and efficient service, which small companies can’t provide. That’s why we’re interested in your company.

**Mr. Br.:** Yes, I see. You’ll be pleased to hear that the service life of our equipment has been increased, and also prices have been reduced.

**Mr. P.:** Would you like to speak a bit slower, Mr. Brown? I’m not very good at English.

**Mr. Br.:** Sure. I’d like to visit your factory and study your requirements.

**Mr. Iv.:** Well, I’ll show you our factory tomorrow.

**Mr. Br.:** What time?

**Mr. Iv.:** How about 10?

**Mr. Br.:** That’s fine.

**Mr. Iv.:** Thank you Mr. Brown. Our driver is at your disposal during your visit. His name is Vladimir.

**Mr. Br.:** Thank you very much, Mr. Ivanov.

**Mr. Iv.:** Well, that’s all. Our driver’s waiting for you. He’ll take you to your hotel.

**Mr. Br.:** Goodbye everybody!

**2.3.9. Expressions**

1) Have I kept you waiting? Я заставил Вас ждать?

2) Director General генеральный директор

3) Let me introduce my staff to you. Разрешите мне представить Вам своих

сотрудников.

4) Let me introduce you to my staff. Разрешите представить Вас моим

сотрудникам.

5) Let me introduce myself. Разрешите представиться.

6) Sales Manager менеджер по сбыту

7) Export-Import Manager менеджер по импорту и экспорту

8) Take a seat. Присаживайтесь.

9) Here’s my card. Вот моя визитная карточка.

10) Let’s get down to business. Давайте перейдём к делу.

11) Well, that’s all. Ну что же, тогда всё.

12) Would you mind speaking a bit slower. Не могли бы Вы говорить немного

медленнее?

13) to be at smb.’s disposal быть в чьём-либо распоряжении

14) Glad to meet you. Рад с Вами познакомиться.

* + 1. **Comments**
    2. **Greetings**

В англоязычных странах наиболее «нейтральными» приветствиями, которые употребляются при обращении как к хорошо знакомым, так и мало знакомым людям, являются:

Good morning! – Доброе утро! (до 12.00)

Good afternoon! – Добрый день! (с 12.00 до 18.00)

Good evening! – Добрый вечер! (с 18.00 до 20.00)

Ответами на эти приветствия являются те же самые фразы.

При представлении людей друг другу наиболее формальной является фраза: “How do you do?” Это приветствие предполагает такой же ответ.

Часто употребляются фразы:Pleased (glad) to meet you. – Рад с Вами познакомиться.

Nice to meet you.

Спросить человека о том, как у него обстоят дела, можно следующим образом:

How are you? – или – “How are you getting on?”

Ответы на эти вопросы могут быть такими:

(I’m) all right. Thank you. – Спасибо. Хорошо.

(I’m) fine. Thanks. – Прекрасно. Спасибо.

So-so. – Так себе.

* + 1. **Saying Goodbye**

Goodbye – До свидания. - Это самое нейтральное прощание.

Bye-bye. (Пока.) и So long. (До скорого.) - Употребляются при прощании с хорошо знакомыми людьми.

Часто также говорят:

See you later – Увидимся.

See you tomorrow (the day after tomorrow, on Monday, etc.) – Увидимся завтра (послезавтра, в понедельник и т.п.)

* + 1. **Thanks**

Наиболее распространённые фразы, служащие для выражения благодарности:

Thank you very much. – Большое спасибо.

Thank you. – Благодарю Вас.

Thanks. – Спасибо.

Ответы на слова благодарности могут быть такими:

Not at all. (My pleasure. Anytime. Welcome. Don’t mention it.) - Не стоит. Пожалуйста.

It’s nothing. – Пустяки.

* + 1. **Apologies**

Excuse me – Обычная форма обращения в англоязычных странах, служащая для привлечения к себе внимания

I’m (so/awfully) sorry. – Фраза употребляется в случае, если человек хочет извиниться за свои действия.

* + 1. **Tactics for the Chairmen**

These words are mainly for the chairman (who chairs the meeting, and is in the chair, but they may also be useful for all people present, especially if there is no chairman.

* + 1. **Stopping people who talk too much:**

Essential? Edward, do you think it’s essential? Sorry to interrupt you, Charles, but I’d like to know if the others agree. Perhaps you could write a paper on this, Charles?

* + 1. **Encouraging people to talk:**

Would you like to comment, Nore? What do you think about this, Paul? Could you let Paul finish? I’d like to have his point of view on this. That’s an interesting point, Mrs. Orr. Thank you.

* + 1. **When personal disputes occur:**

Let’s just concentrate on the arguments/issues. Jim, you have experience of this; I’d like to ask you a question.

**2.3.19. Read the conversation “A Company Meeting” and point out the phrases mentioned in the previous section.**

**A Company Meeting**

**Chairman**: I’d like us to reach a decision today about item 1. The issue is falling sales in the Italian market. Henry will explain the background to this, and the present situation.

**Henry**: Thanks. Well, as you know, in Italy we’ve always…

That’s how things are at the moment.

**Chairman**: Thank you, Henry. Now, let’s look at possible courses of action.

**Bob**: Could I just say something? The Italian market isn’t as important to us as the Russian orders. I was in Moscow last week, and learnt some pretty interesting things about the way things are moving out there.

**Chairman**: Let’s keep to the immediate subject, which is the Italian market.

**Bob**: My own feeling is this: the only way to sell in Italy is to go there and see the market for yourself, instead of asking our agents to do it.

**Chairman**: Sorry to interrupt you, Bob, but I’d like to know if the others agree. What do you think about this, Walter?

**Walter**: Well, I’d like to say that for the last two years we haven’t had a stand at the Milan Trade Fair. I understand that the Fair has produced lots of contacts in the past.

**Chairman**: That’s an interesting point, Walter. Let’s summarize what we’ve said so far. Bob thinks we depend on the agents too much, and Walter suggests that the Trade Fair is important.

What Is Ethics?

Ethics is a set of rules that define right and wrong conduct. These ethical rules tell us when our behavior is acceptable and when it is disapproved. Ethics deals with fun­damental human relationships. Ethical rules are guides to moral behavior. For exam­ple, all societies have ethical rules forbidding lying, stealing, deceiving, and harming others. They also have ethical rules that approve of honesty, keeping promises, help­ing others, and respecting the rights of others. Such basic rules of behavior are thought to be essential for the preservation and continuation of organized life.

What Is Business Ethics?

Business ethics is not a special set of ethical rules different from ethics in general and applicable only to business. Business ethics is the application of general ethical rules to business behavior. If protecting others from harm is considered to be ethical, then a business firm that recalls a defective and dangerous product is acting in an eth­ical way.

For example, the banks that allowed laundered money to flow through their ac­counts not only broke the law but protected criminals who harmed society. When business firms or people in business violate the rules that define right and wrong be­havior, they are acting unethically, and they also may be acting illegally.

Why Is Business Ethics Important?

Why should business pay attention at all to ethics? In most cases, the general pub­lic expects business to exhibit high levels of ethical performance and social responsi­bility. For example, Parker Brothers spent $10 million in recalling the toy that caused the death of two children because company executives knew that its customers would approve its attempts to protect children's lives.

A second factor encouraging business firms to act ethically is to prevent harm to society. One of the strongest ethical principles is very simple: "Do no harm." Many ethical rules operate to protect society against various types of harm, and business is expected to observe this main principle. A third reason for promoting ethical behavior is to protect business firms from unethical employees or unethical competitors. High ethical performance also protects the individuals who work in business.

Ethics and Etiquette. There is some difference between business ethics and eti­quette. Etiquette means rules for formal relations or polite social behavior among people in a society or a profession. Being a manager you should stick to the following rules in your everyday activities.

1. Do not order, ask and be polite.
2. Remember that people work with you, not for you. They like to be treated as associates, not slaves.
3. Keep your promises, both important and less important promises.
4. Criticize, if you must, only in private - and do it objectively. Never criticize anyone in public or in anger.

**Тема 2.4.Правила поведения в кафе и ресторане.**

1. **Table Manners**
2. Good table manners avoid ugliness. All rules of table manners are made to avoid it. To let anyone see what you have in your mouth is offensive. So is to make a noise. To make a mess in the plate is disgusting. So there are some rules how to behave yourself at the table:
3. Do not attract undue attention to yourself in public.
4. When eating take as much as you want, but eat as much as you take.
5. Never stretch over the table for something you want, ask. your neighbour to pass it.
6. Take a slice of bread from the bread-plate by hand, don’t harpoon your bread with a fork.
7. Never read while eating (at least in company).
8. When a dish is placed before you do not eye it suspiciously as though it were the first time you had seen it, and do not give the impression that you are about to sniff it.
9. Chicken requires special handling. First cut as much as you can, and when you can’t use knife or fork any longer, use your fingers.
10. The customary way to refuse a dish is by saying, «No, thank you» (or to accept, «Yes, please»). Don’t say «I don’t eat that stuff, don’t make faces or noises to show that you don’t like it.
11. In between courses don’t make bread-balls to while the time away and do not play with the silver.
12. Do not leave s in your cup when drinking tea or coffee.
13. Do not empty your glass too quickly — it will be promptly refilled.
14. Don’t put liquid into your mouth if it is already full.
15. Don’t eat off the knife.
16. Vegetables, potatoes, macaroni are placed on your fork with’ the help of your knife.
17. If your food is too hot don’t blow on it as though you were trying to start a campfire on a damp night.
18. Try to make as little noise as possible when eating.
19. And, finally, don’t forget to say «thank you» for every favour or kindness.

**Тема 2.5. Правила поведения в магазине.**

**You got a good bargain** – Вы это дешево купили

**You got a bad bargain** – Вы здорово переплатили

**purse/ wallet** – кошелек, бумажник

**to spend money on smth** – тратить деньги на что-либо

**to buy smth for cash** – покупать что-либо за наличные

**to buy smth on credit** – покупать что-либо в кредит

**to pay (paid, paid) for smth** – платить за что-либо

**to pay in cash** – платить наличными

**to pay by credit card** – расплачиваться кредитной карточкой

**to be in debt** – быть в долгу

**to cost (cost, cost)** – стоить

**to cost a bomb** – стоить больших денег

**How much does it cost?** – Сколько это стоит?

**How much is this dress?** – Сколько стоит это платье

**How much are these shoes?** – Сколько стоят эти туфли

**What is the price of the suit?** – Сколько стоит этот костюм?

**I like the cut** – Мне нравится покрой

**It’ll show the dirt too quickly** – Он быстро пачкается

**The shoes pinch my toes** – Туфли жмут мне в пальцах

**I’m afraid it’s a bit too bright for me** – Боюсь, для меня это слишком ярко

**It feels rather tight/ loose round my waist** – Слишком узко/ свободно в поясе

**I decided on** – Я остановился на … (сделал выбор)

**Exercise2.5. 1. Match up the shop (departments) with the appropriate goods**

|  |  |
| --- | --- |
| 1.  knitted wear 2. haberdashery 3. glassware 4. Stationary 5. Perfumery 6. Record department 7. Electrical equipment 8. Newsagent’s 9. Furniture shop 10. Hardware goods 11. Jaweller’s 12. Antique shop | a. drawing pin, paper clip, blotting paper b. paperback, post stamp, greeting card c. vacuum cleaner, bulb, dish-washer d. living room suite, cabinet e. pendant, silverware, candlestick f. cup, plates, vases, teapots g. muffler, jersy, mittens h. bric-a-brac, silver bell, “Old Master” i. records j. scissors, tape, ribbons k. scent, eye-shade, hand cream l. knife, screws, watering-can |

**Exercise 2.5.2 Name 5-10 things you might buy at:**

1. Men’s outfitter’s;

2. Household goods department

3. Children’s department

4. Haberdasher’s

5. Draper’s

6. Antique shop

7. Shoe shop

**Exercise2.5 3. Read and translate the dialogues:**

At a department store

 Dialogue 1

At the Footwear Department

Shop-girl: What can I do for you, madam?

Customer: I'd like a pair of strong walking shoes for everyday wear.

Shop-girl: What size do you take in shoes'?

Customer: My size is 37.

Shop-girl: Will you try on these brown shoes, please?

Customer: Don't you think that the heels are a bit too high for everyday wear?

Shop-girl: Oh, no. such heels are all the fashion now. But you can try on another pair. Here is a pair of nice flat-heeled shoes. Do they pinch?

Customer: I like them much better than those ones. Will you give me a shoe for the left foot, please? It's a perfect fit. How much are they?

Shop-girl: ... roubles.

Customer: Will you wrap them up, please? Where is the cash-desk?

Shop-girl: It's at the end of the department. Thank you.

Customer: Thank you. Good-bye.



Dialogue 2

At the Ready-Made Clothes Department

Customer: I'd like a summer frock.

Shop-girl: Certainly. What size?

Customer: 46. I'm stock size.

Shop-girl: The dresses on that rail are all size 46.

Look at them and you may find some­thing to your taste.

Customer: May I try on this cotton dress? Does it fit me?

Shop-girl: It fits you perfectly but I don't think the colour becomes you. It's too dark.

Customer: Have you got anything a shade lighter?

Shop-girl: I'm afraid, we haven't. Would you mind trying on this light-blue?

Customer: But it's not genuine silk. It's too hot for summer wear.

Shop-girl: Will you drop in in a couple of days?

We are expecting most of our summer stock at the end of the week.

Customer: Yes, of course. Thank you. Good-bye.

Shop-girl: Thank you. Have a nice day.



Dialogue 3

Mr.Wimble: I want a hat, please.

Shopkeeper: What size, sir? Do you know?

Mr. Wimble: No, I don't know the size.

Shopkeeper: Put this hat on, please. Ah, that's too large, isn't it? That's size seven and a half. Here's a size seven.

Mr.Wimble: Too small. Have you got a seven and a quarter?

Shopkeeper: Here is a seven and quarter.

Mr.Wimble: This is the right size. But I don't like the colour. Have you got a grey hat the same size as this?

Shopkeeper: Here you are, sir. A grey hat, size se­ven and a quarter.

**Тема 2.6. Правила поведения в театре, кино,музее.**

**2.6.1. . Read the following tips on dos and don’ts of going to the theatre and guess the words that fit the meaning of the sentence (NB. Each star (\*) stands for a letter in the word).**

DOS AND DON’TS OF GOING TO THE THEATRE

Going to the 1) **t** \* \* \* \* \* \* can be a wonderful experience for seasoned patrons of the arts as well as first-timers. Remember that you are part of a large body of individuals: the 2) **a** \* \* \* \* \* \* \*. Knowing how to conduct yourself properly will result in a more enjoyable experience not only for you but for everyone around you.

**Do:**

* Arrive early enough to be able to be seated before the 3) **c** \* \* \* \* \* \* goes up. (If you are late, most theatres will not seat you until an appropriate break in the performance occurs.)
* Read the program beforehand to acquaint yourself with the 4) **a** \* \* \* \* \*, the 5) **p** \* \* \* and other interesting information about the 6) **c** \* \* \* and the 7) **p** \* \* \* \* \* \* \* \* \* \*. It will make your theatre experience that much more enjoyable.
* Turn off cell phones or anything else that will distract not only the 8) **p** \* \* \* \* \* \* \* \* \* but the rest of the audience as well. Nothing is more unpleasant than the constant ringing and beeping of all these wireless devices during a live 9) **p** \* \* \* \* \* \* \* \* \* \*. If you are a doctor on call or have small children at home with a babysitter, set your cell phone to vibrate in case of an emergency.
* 10) **B** \* \* \* tickets early if you have a specific area in the theatre in which you wish to sit. Some shows sell out incredibly quickly. If you aren't too particular about where you sit, then rush seats or standing room only seats are often quite a bit cheaper than regular tickets.
* Dress appropriately. Jeans are not really suitable although more and more people are dressing "down" to go to the theatre. 11) **L** \* \* \* performances are a special event for most of us. Get festive by dressing for the occasion. It's your chance to haul out something fancy that you don't get to wear that often.

**Don't:**

* Talk during the performance. Not only is it annoying to those around you, but it can distract the 12) **p** \* \* \* \* \* \* \* \* \* as well.
* Sing along with the show. As much as you may think you have a great voice, people paid to see and hear the performers on 13) **s** \* \* \* \* – not you.
* Get up in the middle of someone's solo. If you must get up before an 14) **a** \* \* is over, try to plan it during an appropriate break in the action (like a 15) **s** \* \* \* \* change) so as to make as little a disruption as possible.
* Bring food to the 16) **t** \* \* \* \* \* \*. Intermission is the time to get a snack or a drink and these items must be consumed in the appropriate areas.
* Always take in consideration how your conduct may affect those in the audience and those on stage. Use your own discretion and you will find that whether you're sitting in the audience or up on the stage yourself, live 17) **p** \* \* \* \* \* \* \* \* \* \* \* are a wonderful way to spend your time.

**2. 6.2.Give synonyms to the following words. Use the active vocabulary.**

1. to go to the opera (2)
2. to give a performance (2)
3. to stage a play (3)
4. to play in “king Lear” (2)
5. auditorium (2)
6. to attract a large audience (2)
7. to applaud (1)
8. to bring down the house (1)
9. to be a success (2)

2.6.3**. Translate the following sentences from Russian into English. Use the Active Vocabulary section.**

1. Кассир сказал, что все места в партере распроданы. Нам пришлось заказать места в бельэтаже. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Спасибо за то, что Вы купили мне билет на этот спектакль. Мне очень понравилось, как поставлена эта пьеса. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Увы, все билеты на спектакль распроданы. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Мы получили удовольствие от игры актеров, уж не говоря о декорациях, которые были великолепны. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_5. Мне не удалось заказать билеты на премьеру заранее, поэтому мне пришлось стоять в очереди в кассу. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6. Попробуй купить билеты на балкон. Оттуда лучше видна сцена. \_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_7. Прошу прощения, что так говорю, но я не жалею, что пропустил этот спектакль. Это был полный провал. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_8. Я была восхищена игрой ведущей актрисы, вызвавшей слезы у зрителей. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_9. Говорят, что он смотрел фильм "Титаник" пять раз, так как он большой поклонник главной актрисы. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_10. Состав исполнителей в этом спектакле великолепен. Он, несомненно, будет пользоваться большой популярностью у зрителей. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_11. У меня нет никакого желания смотреть этот спектакль, так как пьеса поставлена очень плохо, а игра актеров оставляет желать лучшего. \_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_12. Я была очарована музыкой и декорациями, которые были великолепны.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_13. Сидя в третьем ряду бельэтажа, я хорошо видел сцену. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

14. Известно, что эта пьеса была поставлена дважды. И каждый раз она сопровождалась провалом. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

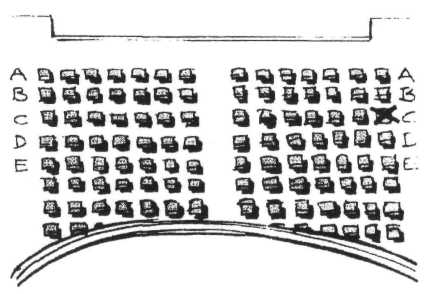
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_15. Я отказалась от надежды купить билеты на премьеру, так как все билеты были давно распроданы заранее. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_16. Посмотрев спектакль дважды, я могу сказать, что это лучшая постановка комедии Шекспира, которую я когда-либо видел. **\_\_\_\_\_\_\_\_\_\_\_\_**

**2.6.1 Vocabulary (read ,translate, remember )**

**Cinema and theatre**

|  |
| --- |
| **A Theatre**  At the theatre you can see **plays**, e.g. Hamlet by Shakespeare, or musicals, e.g. Phantom of the Opera by Andrew Lloyd Webber. In a play the **cast** (= the total number of actors) is usually quite small, but musicals often have a very large cast.  One difference between the theatre and cinema is that you usually **book** (= reserve) tickets **in advance** (= some time before the actual performance) if you are going to the theatre. Another difference is that the **audience** (= the people watching the play/musical) **clap** at the end of the **performance**. This does not usually happen (in Britain) at the end of a film.  **B Cinema**  Plays are **performed** on **stage**, films are **shown** on **screen**. In your country, films in English are either shown with **subtitles** (= there is a translation across the bottom of the screen), or they are **dubbed** (= the English is removed and replaced by actors speaking in your own language).  Films are **set** (= take place) in many different periods and places, e.g. Room with a View is set in the early part of the 20th century; Blade Runner is set in the future. And when people talk about films, they often talk about the **director**, e.g. Spielberg, Bertolucci; and the **stars**, the most important actors and actresses, e.g. Tom Hanks and Jodie Foster.  **C Types of film**  **western**: a film about America in the 19th century; often with cowboys and Indians **war film**, e.g. Born on the 4th of July **action film**, e.g. Indiana Jones **horror film**, e.g. Dracula; Frankenstein **comedy**: a funny film that makes you laugh **science fiction film**: about the future **romantic comedy**: love story and funny  **romance:** a love story/about a relationship **disaster movie**: e.g. Titanic  **thriller**: an exciting story often about a crime  **D Describing plays and films**  Journalists write articles in which they give their opinion of new films and plays. They are called **critics**, and their articles are called **reviews**. These are some words they may use:  **moving**: producing strong emotions, often of sadness; a positive word  **violent**: includes lots of scenes with fighting and death  **powerful**: has a big effect on our emotions  **gripping**: exciting and very interesting  **good fun**: used to describe a film that may not be very serious or important but is enjoyable  **slow**: boring  **brilliant/superb** acting (= fantastic acting)  an **awful/dreadful** film (= terrible)  a **complex plot** (= story with many ideas) |



**2. 6.2.Look at the picture of your visit to the theatre and answer these questions.**

1 Did you sit in the stalls or circle?

2 Which row were you in?

3 Were you next to an aisle?

4 Did you have a good view of the stage?

**2.6.3. What word or phrase is being defined?**

1 A play or film in which part of the story is sung to music.

2 The total number of actors in a play or film.

3 The people who watch a play at the theatre.

4 What these people do with their hands at the end of a play.

5 The person who makes a film.

6 Journalists who write articles about films and plays.

7 The name of the articles they write.

8 The translation of the story of a film across the bottom of the screen.

9 To reserve tickets before the performance.

10 The most important actors or actresses in a film.

**Тема 2.7. Правила поведения в незнакомом  
городе: на вокзале, на улицах, в городском  
транспорте, информационных центрах для  
туристов, отелях.**

2.7.1 Etiquette in our life

We live in a modern and developing society, and are constantly among people: at work, at home, in transport, on the street, in places of rest. In dealing with people it is very important to follow the rules of etiquette. Etiquette is a series of certain good manners that help a person to be in society. If we want to make an impression of ourselves as a competent, interesting, educated and educated person, the rules of good form are very important.

Since ancient times, a set of certain rules was established that helped people communicate and thus made life easier. First of all, a person is judged by his behavior, manner of speaking, how polite and tactful he is. The elementary words “Hello!” Or “Goodbye!” Indicate a high level of social etiquette. The most important thing in communication is not to offend anyone, not to insult, not to provoke a conflict, but only to establish friendly contact.

It is very important to own speech etiquette, to be able to behave at official events, to know the rules of table setting and to own good manners at the table.

Unfortunately, not everyone knows the rules of etiquette and have bad manners. Such people laugh loudly in public places, leave trash behind, do not give way to older people, disabled people or pregnant women, do not wait for their turn. They do not know words like “Thank you”, “Sorry”, “Be kind”, “Goodbye”. But this is nothing complicated, you just smile and say "Hi." We need to constantly work on ourselves, control emotions and words, think over actions and behavior if we want to be involved in a civilized society.

English Traditions — Etiquette in the UK

Social rules of a country

Good and bad manners make up the social rules of a country, which are not very easy to learn at times.

Social customs

British people are famous for their politeness, self-discipline and sense of humour.  As any other nation, they have their own social customs.

Punctuality

The British place considerable value on punctuality. People make great effort to arrive on time. It is often considered impolite to arrive even a few minutes late. If you are unable to keep an appointment, it is expected that you call the person you are meeting. For dinner, lunch or appointments with doctors, lawyers and other professionals one should arrive at the exact time specified. And it’s better to arrive a few minutes early for public meetings, concerts, movies, church services and weddings.

Invitations

If you want to visit someone at home, it is a good manner to telephone in advance. If you receive a written invitation to an event, you should respond and tell whether or not you plan to attend. It is considered polite to give a gift to your host, especially if you have been invited for a meal. Flowers, chocolate, or a small gift are all appropriate. It will be nice of you to send a thank-you note or to make a telephone call after the visit.

Clothes for different occasions

Regarding clothes, one may put on an everyday dress for most visits to peoples’ homes. However, dress more formally when attending a holiday dinner or cultural event, such as a concert or theatre performance. Men should never wear hats inside buildings.

Greetings

Speaking of greetings, it should be said that it is proper to shake hands with everyone to whom you are introduced, both men and women. Hugging is only for friends.

Conclusion

Social rules are an important part of the culture as they passed down through history. The British have an expression for following these «unwritten rules»: «When in Rome, do as the Romans do».

**2.7.2. Which of these expressions are used for the purposes specified in the table below? Complete the table with these expressions. Then add other expressions you know.**

When you arrive at a hotel, you must **check-in** at the **reception** or front desk. The check-in process can take awhile since the receptionist has to find your reservation, request payment for the room, and then inform you about the hotel's policies and procedures. You are also given **a key** to your room at this time.

Hotels often distinguish themselves by the services they offer. Fancy hotels often have a **concierge** or **porter** to help you with a variety of tasks. They can help you get a taxi, make reservations at restaurants or plays for you, and give you advice about the city. Often, this person is also in charge of the **bellboys**, who carry your **luggage** or **baggage** up to the room for you.

In smaller and cheaper hotels, the job of concierge is done by the receptionist and a **doorman**, who opens the hotel doors and car doors for you.

These are nice services, especially after you've been traveling, but they're not free. It is common courtesy **to tip** the concierge and bellboys each time they help you.

Other features that are generally found in hotels are a **lift** or **elevator** to take you up to the floor your room is on; a **lounge area** or lobby where you can wait if you arrive before the check-in time; and a **safe** where you can store valuables.

In your room, there may be a single or **double bed**, depending on how many people are staying there. There may even be two single beds, or **twin beds**. Also in the room are a desk, a dresser to store your clothes in, a nightstand with a lamp beside the bed, a television with cable, heating and air conditioning.

If you're lucky, there may even be a **mini-bar** in your room. This is a small refrigerator that has tiny bottles of alcohol, as well as snacks. But beware: these are not free. In fact, they typically cost two to three times as much as they do in a grocery store. But many people pay the exuberant price for the convenience of not having to leave the hotel.

Another convenience that hotels offer is **room service**. To order room service, you call down to the reception and ask for a food item listed on the hotel's menu. The food is then brought to your room for you to enjoy. Remember, this is another service that deserves a tip.

Many hotels also have restaurants attached where breakfast is served in the morning. A hotel breakfast can range from a **Continental buffet**, which consists of you helping yourself to food that has been laid out for you and other hotel **guests**. The Continental breakfast is not very elaborate and is often included in the price of the room. However, you can also order prepared food from the restaurant's menu.

At the proper **check-out** time, which is often early, you must vacate the room so that the **maids**, or cleaning staff, can clean the rooms and make the beds. If you don't leave on time, **charges** may apply and you will have to pay extra money. Fortunately, you can ask for a **wake-up call** from the front desk so you won't sleep through check-out

To get to your next destination, you can take an **airport shuttle**, which will take you directly to the airport. If a hotel doesn't have its own shuttle, it can usually arrange for one to pick you up at the hotel.

**2.7.3MAKING A COMPLAINT ABOUT RAIL SERVICES**

**Who to complain to**

Contact the train company concerned for complaints about tickets and train travel, including:

* being sold the wrong ticket for your journey
* delayed or cancelled trains
* the availability of information at stations or on trains
* overcrowding on a train service
* a penalty fare you have received and want to appeal
* the conduct of staff on the train or at a station
* accessing the train or station and any help you did or didn’t receive
* late notification of changes to a rail service because of engineering works

**How to make a complaint**

It's best to make a complaint at the time of the problem by contacting a member of staff at the station or on the train. If you can't complain at the time, you should make a complaint in writing within 28 days of the problem.

**What to say in your complaint**

Your letter should give the reason for your complaint and a description of what happened. Include as much information as possible, like:

* the date and time of your journey and which stations you used
* how many people travelled with you
* anything you have already done to resolve the problem
* an explanation of the action you would like the company to take

If your complaint is about information given by a customer service helpline or the National Rail Enquiry Service, include:

* the date and time of your telephone call
* the full number of the phone you called them from

Along with the letter, you should send any:

* original tickets
* receipts, or a proof of purchase or reference number

Take a copy of everything you send and ask the Post Office for proof that the letter has been received. If you don't get a reply within ten working days, call the organisation involved to check they received your letter.

**Тема 2.8. Правила написания личных писем и  
правила ответа на них.**

В общем и наиболее полном виде структура неофициального письма на английском языке может быть представлена следу­ющим образом:

1. Адрес отправителя (sender's address).

2. Дата (date).

3. Адрес получателя (inside address).

4. Обращение (salutation).

5. Зачин, или первая фраза (opening sentence).

6. Текст письма (body of the letter).

7. Заключительная фраза (closing sentence).

8. Заключительная формула вежливости (complimentary close).

9. Подпись отправителя (signature).

10. Постскриптум, т.е. приписка к оконченному письму (P.S. или Postscript).

Конечно, в каждом письме вовсе не обязательно должны при­сутствовать все без исключения перечисленные выше 10 частей. Некоторые из них можно опустить. Тем не менее основные или, по усмотрению отправителя, самые важные части должны при­сутствовать в каждом письме, ибо они являются необходимыми элементами английского письменного этикета.

Расположение на странице стандартного размера указанных выше частей письма можно представить в виде схемы.

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

6.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

9.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

10.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Наполним приведенную выше схему неким содержанием.

1. Имя/ фамилия отправителя, номер

квартиры/ дома, название улицы,

город, штат/ район, почтовый

индекс и страна отправителя

2. Месяц, число, год

3. Имя/ фамилия получателя, номер

квартиры/ дома, название улицы, город,

штат/ район, почтовый индекс и

страна получателя

4. Дорогой Джон!

5. Я давно хотел тебе написать, но все не было времени.

6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

7. Итак, жду твоего ответа и желаю всего самого наилучшего.

8. Всегда твой

9. Юра

10. P. S. Да, забыл тебе сказать, что вчера встретил Веру.

После того как мы установили общую структуру и форму письма, перейдем к краткому описанию его отдельных частей.

**Task 2.8.1.** This is part of a letter from your English-speaking pen-friend.

...Do you often have arguments with your parents? I do. My mother thinks that I spend too much time hanging around with my friends. Do you often meet your friends?

What do you usually do together? And what do you do when you disagree with your parents about how you spend your free time?

Write back soon.

Love,

Ann

Write back to Ann.

In your letter

answer her questions

ask 3 questions about her relations with her younger sister

10 Lenina Street

Vladimir

Russia

15/06/11

Dear Ann,

Thanks for your letter. I’m glad you passed your History test!

I’m sorry you don’t get on well with your parents. As for me, I have practically no problems with mine, although we do quarrel sometimes because I spend too much time playing computer games. In this case I try to talk to them and find the way out. Unfortunately, I can meet my friends only at weekends and we usually play football together. It’s our favourite game.

And how do you get on with your sister? Do you play together? Do you help her with her homework? I wish I had a sister or a brother!

Anyway, keep smiling whatever happens! I’d better go now as I’ve got loads of homework to do (as always).

Write back soon!

Lots of love,

Kate

**2.8.2.** You have received a letter from your English-speaking pen-friend who writes

...We moved to a new house a few weeks ago and I changed school. At first I was a bit afraid but I made new friends sooner than I expected. The teachers are nice and everything seems to be working out well. And what about you? Have you made any friends in your new school? Do you enjoy studying there? Have you got any new subjects this year?

I’ve got to go now! It’s time for my music lesson. Drop me a line when you can.

Lots of love,

Emily

Write a letter to Emily.

In your letter

answer her questions and tell her about your new school

ask 3 questions about her preferences in music

3 Spartakovskaya Street

Moscow

Russia

20/09/11

Dear Emily,

Thank you foryour letter. It was great to hear about your new house!

As for my new school, it’s very big! It has three computer rooms and wonderful sports facilities. Actually, it seems a nice place and I enjoy studying there. The kids in my class are very friendly. I’ve already made some new friends and we often meet after classes. I’ve got only one new subject this year. It’s Economics and I’m beginning to think that it’s not difficult, after all!

By the way, what music styles do you enjoy? Have you got any favourite bands? Would you like to go to their concert? As for me, I prefer Radiohead. They are cool!

I’d better go now. Mum wants me to help with the housework. Take care and stay in touch!

Lots of love,

Ann

**2.8.3.** This is part of a letter from Harry, your English pen-friend.

...I’m fine but I’ve got a very busy week ahead. I’m a member of the school team and we are preparing for an important match in the National Championship. Are you fond of football? Do you watch football matches on TV? What other sports do you enjoy?

Well, I’d better go now. I’ve got to do some more training — I don’t want to lose this match.

Take care and write back soon.

Write back to Harry.

In your letter

answer his questions

ask 3 questions about his preparation for the match

8 Palekhskaya Street

Moscow

Russia

October 1st

Dear Harry,

Hi! How’s it going? Thanks for your last letter. I’m glad you are in your school football team now!

In your letter you asked me about football. Well, I’m really fond of it. It’s a great game and I’m always happy when my team wins. But I don’t watch football matches on TV because it’s rather boring. I prefer playing to watching as it’s more exciting. I’m also keen on roller-skating. It’s fun to take part in street competitions and to perform different tricks. Anyway, what about your preparation for the National Championship? Do you work hard? How many times a week do you train? Do you get on well with your team-mates?

Well, I’d better go now as I have to tidy up my room. Write back soon!

All the best,

Ivan

**2.8.4..** You have received a letter from your English- speaking pen-friend George who writes

...At school we are doing projects on famous singers from different countries. Could you telI me about any famous Russian singer? What is he or she famous for? How long has he/she been singing? Do you enjoy his/her songs? Have you ever been to his/her concerts?

As for my school trip to London last week, it was really wonderful...

Write a letter to George.

In your letter

tell him about the singer you admire most of all

ask 3 questions about his trip to London

135 Bashilovskaya Street

Moscow

Russia

April 11th

Dear George,

Thanks a lot for your letter. Sounds like you had a great time in London! What impressed you most of all? Did you take any pictures? Were you tired?

I’m glad I can help you with your project on famous singers. Well, my favourite singer is Dima Bilan. He made his debut at the festival ‘New Wave’ in 2002 so he has already been singing for 10 years. Now Dima is a famous pop singer known for his songs like ‘Never Let You Go’ and ‘Believe’. I enjoy his songs because of his beautiful voice. Unfortunately, I’ve never been to his concerts but I’d love to.

Anyway, let me know if you have any other questions. I’d better go now as I have to take my dog for a walk. Write soon!

Yours,

Alex

3. **Раздел 3. Культура речевого общения в**  
**деловой сфере.**  
**3.1. Тема 3.1. Правила общения при собеседовании  
с работодателем и начальником.**

**Phrases for Business Communication ( для общения )**

|  |  |
| --- | --- |
| **Did you have a good trip?** | Поездка была хорошей?/Вы хорошо доехали? |
| **Where are you staying?** | Где вы остановились? |
| **How do you arrange your days here?** | Как вы проводите своё время здесь? |
| **Have you seen much of the city?** | Вы уже многое в городе видели? |
| **What are your impressions of…?** | Каковы ваши впечатления от… |
| **How much time do we have at our disposal?** | Сколько времени в нашем распоряжении? |
| **Are you leaving soon?** | Вы скоро уезжаете? |
| **Make yourself comfortable.** | Устраивайтесь поудобнее. |
| **Take your time. There’s no need to hurry.** | Не спешите. Не нужно торопиться. |
| **Please don’t worry.** | Пожалуйста, не беспокойтесь. |
| **We don’t want to give you too much trouble.** | Мы не хотим причинять вам лишние хлопоты. |
| **If I remember correctly…** | Если я правильно помню… |
| **I haven’t got the faintest idea (about…)** | Не имею ни малейшего представления (о…). |
| **I’m sorry to say that… is not something I know much about.** | К сожалению, не могу сказать, что я очень много знаю о… |
| **I’m afraid I have no idea.** | Боюсь, ничего об этом не знаю. |
| **I wish I knew.** | Жаль, что не знаю. |
| **I’m really very sorry about…Please accept my apologies.** | Очень сожалею о… Пожалуйста, примите мои сожаления. |
| **Nothing to apologize for.** | Не за что извиняться. |
| **To be honest, it’s chiefly curiosity on my part.** | Честно говоря, это в большей мере просто любопытство с моей стороны. |
| **I’ll try to find out.** | Попытаюсь узнать. |
| **We are going to consider your request and see what we can do.** | Мы рассмотрим вашу просьбу и подумаем, что мы сможем для вас сделать. |
| **I remember promising you to do that but we’re heavy with orders.** | Я помню, что обещал вам сделать это, но у нас сейчас много заказов. |
| **Did I get you right?** | Я правильно вас понял? |
| **Pardon, what did you say?** | Извините, что вы сказали? |
| **Sorry, I didn’t quite catch what you said.** | Извините, я не расслышал, что вы сказали. |
| **How did you put it?** | Как вы сказали? |
| **As far as I know…** | Насколько я знаю… |
| **If I’m not mistaken…** | Если я не ошибаюсь… |
| **That’s true.** | Верно. |
| **You’ve guessed right.** | Вы правильно угадали. |
| **Are you sure (about…)?** | Вы уверены (относительно…)? |
| **We are getting away from the subject.** | Мы отклоняемся от темы. |
| **Let’s drop that subject.** | Оставим разговор на эту тему. |
| **Let’s call it a day.** | На сегодня довольно. |
| **Thank you. I hope you haven’t become tired (bored).** | Спасибо. Надеюсь, я вас не утомил. |
| **Next time I tell you more.** | Следующий раз я расскажу вам больше. |
| **That’s all there is to it.** | Вот и всё (что можно сказать по этому поводу). |
| **I don’t quite agree with you here.** | Я не вполне согласен с вами в этом. |
| **I’d like to add that…** | Мне хотелось бы добавить, что… |
| **That’s why…** | Вот почему… |
| **You are quite right.** | Вы вполне правы. |
| **I’ll go along with that point of view.** | Я буду продолжать настаивать на этой точке зрения. |
| **I believe it is quite possible to arrive at a compromise in…** | Я думаю, что вполне возможно прийти к компромиссу в… |
| **Sorry I’m late. There was a traffic jam on my way here. – It’s all right.** | Извините за опоздание. Я попал в автомобильную пробку по дороге сюда. – Ничего. |
| **I do apologize for not coming yesterday. You must have been waiting for me.** | Извините, что вчера я не пришел. Должно быть вы меня ждали. |
| **I must beg your pardon for forgetting to telephone.** | Должен попросить у вас прощения за то, что забыл позвонить. |
| **I’m so glad you’ve come. Haven’t seen you for ages. How are you getting on?** | Очень рад, что ты пришел. Не видел тебя целую вечность. Как поживаешь? |
| **I haven’t seen him for quite a time. Will you give him my regards when you see him?** | Я его достаточно долго не видел. Когда увидишь его, передай от меня привет. |
| **Glad to meet you. I’ve heard much about you from our partners. Join us for lunch. I’d like to introduce you to my friends.** | Рад познакомиться. Много слышал о вас от наших партнёров. Пообедайте с нами. Я бы хотел представить вас своим друзьям. |
| **You have met each other before, haven’t you? It’s a small world!** | Вы уже знакомы, не правда ли? Мир тесен! |
| **In fact, it’s the worst year we’ve had for a long time. – I’m sorry to hear that. I hope things will soon improve.** | Действительно, этот год – самый плохой для нас за долгий период. – Печально это слышать. Надеюсь, дела скоро поправятся. |
| **Let’s hope for the best (and get prepared for the worst – just to be on the safe side!)** | Давайте надеяться на лучшее (но быть готовым к худшему – просто подстраховаться!) |
| **You’d better put us in the picture before we leave.** | Пожалуйста введите нас в курс дела до нашего отъезда. |
| **Mustn’t keep you any longer.** | Не буду больше вас задерживать. |
| **We’ve found a common language.** | Мы нашли общий язык. |
| **I’m glad we’ve settled our business and come to understanding.** | Я рад, что мы всё уладили и пришли к взаимопониманию. |
| **It’s time to say goodbye.** | Пора прощаться. |
| **Thank you for a lovely evening. It’s been a pleasure.** | Спасибо за прекрасный вечер. Мы получили большое удовольствие. |
| **We’ll be delighted to see you again.** | Будем очень рады снова увидеться. |
| **I am interested in (sociology, … ).** | Я интересуюсь (социологией, …) |
| **I am fond of (literature, music, … ).** | Я увлекаюсь (литературой, музыкой, …) |
| **I go in for sports.** | Я занимаюсь спортом. |
| **I am good at languages.** | У меня способности к языкам. |
| **I am keen on opera.** | Я (страстно) увлекаюсь/(очень) люблю оперу. |
| **I specialize in (programming languages, …).** | Я специализируюсь в (языках программирования, …) |
| **As for my personal qualities, I am rather self-motivated and energetic.** | Что касается моих личных качеств, то я достаточно самостоятельный и энергичный человек. |
| **By all means.** | Непременно. |
| **I’ll do my best.** | Сделаю всё возможное. |
| **I don’t mind at all.** | Нисколько не возражаю. |
| **I’m sorry to say that…** | К сожалению, должен сказать, что… |
| **I’m exactly of the same opinion.** | У меня такое же мнение. |
| **How should I best put it, …** | Как бы это выразить (словами), … |
| **I want to have things clear.** | Я хотел бы получить разъяснение. |
| **I’m a bit disappointed.** | Я немного разочарован. |
| **Will you say it again?** | Повторите, пожалуйста. |
| **I’ve enjoyed this talk /interview/ and meeting with you.** | Спасибо за беседу /интервью/ и встречу с вами. |
| **Thank you for offering me this position.** | Благодарю вас за то, что вы мне предложили эту должность. |
| **I have pleasure in accepting this position.** | С удовольствием принимаю эту должность. |
| **I thank you for the time you have given to me.** | Я благодарен за время, которое вы мне уделили. |
| **I’ll call you within a week/in a week.** | Я позвоню в течение недели/через неделю. |
| **I’ll look forward to seeing you/hearing from you.** | Буду ждать встречи/известий от вас. |
| **I regret to inform you that I am unable to accept the position, since I have received another, more attractive one.** | С сожалением сообщаю вам, что не могу занять эту должность, так как я получил другое, более привлекательное предложение. |

1. 3.2. Тема 3.2. Правила ведения деловых телефонных разговоров.
2. 3.2.1 Отвечаем на звонок.(необходимо сообщить абоненту, куда он дозвонился и поздороваться). Примеры фраз:

* Х Company, good morning. – Компания Х, доброе утро.
* Green's office, can I help you? – Офис мистера Грина, чем могу помочь?
* Sale Department speaking. – Отдел продаж на связи.
* John Green speaking. / This is John Smith. – Джон Грин у телефона.
* John Green here. – Джон Грин у телефона. (неформальный вариант)

3.2.2 Если вы звоните кому-либо, в ответ на приветствие нужно представиться и

уточнить цель своего звонка. Сделать это можно следующим образом.

* Good morning, Greg Smith speaking. I'd like to speak to Mr. Brown, please. — Доброе утро, Грег Смит говорит. Я хотел бы поговорить с господином Брауном.
* Could you put me through to Mr. Brown please? — Не могли бы вы соединить меня с мистером Брауном, пожалуйста?
* I’d like to speak to Mr. Brown about deliveries, please. – Я хотел бы поговорить с господином Брауном о поставках, пожалуйста.
* I am (just) calling to inform you… — Я (просто) звоню, чтобы сообщить Вам...

3.2.3Представим такую ситуацию, вы подняли трубку, но человек, который нужен звонящему, временно отсутствует. В подомном случае можно использовать фразы:

* Green has stepped away from his desk for a moment. I expect him back very shortly. – Г-н Смит только что вышел на минутку. Oн скоро вернется.
* He is not in at the moment. – В данный момент его нет.
* He is not in just now. – В данный момент его нет.
* He is out of the office at the moment. — Он вышел из офиса в данный момент.
* He has left for the day. – Он уехал из города на денек.
* I'm afraid he is out / away / off at the moment. Can I take a message? — Боюсь, что в данный момент его нет. Что ему передать?
* May I take a message? -  Могу я принять сообщение?
* Would you like to leave a message? — Не хотели бы Вы оставить для него информацию?
* May I have him call you? – Сказать ему перезвонить Вам?
* I’ll tell him you called. — Я скажу ему, что Вы звонили.
* I’ll have him to phone you. – Я скажу ему перезвонить Вам.
* I’ll give him your message as soon as he gets back. – Я передам ему Ваше сообщение, как только он вернется обратно.
* I’ll ask him to give you a call. – Я попрошу его перезвонить Вам.

3.2.4 Если во время разговора Вы чего-либо не поняли  — не стесняйтесь переспросить. Сделать это можно, используя следующие фразы.

* I’m sorry. I didn’t get the name (number). — Извините, я не услышал имя (номер телефона).
* Would you repeat that number, please? – Не могли бы Вы повторить номер телефона?
* Would you spell that for me, please? – Не могли бы Вы сказать это по буквам?
* Did you say...? — Вы сказали ...?
* Let me repeat to make sure I understand what you said. – Позвольте мне повторить, чтобы убедиться в том, что я правильно Вас понял.
* I want to be sure that I have this right. – Я хочу удостовериться в том, что правильно Вас понял.
* I'd like to be sure that I understand. – Я хотел бы убедиться в том, что понял Вас.
* That’s ... (repeat number or spelling the name), isn’t it? – Это... (повтор номера или фамилии), не так ли?

3.2.5Если во время разговора, Вам необходимо отвлечься ненадолго – используйте следующие фразы:

* Hold on just a moment, please. – Подождите минутку у телефона.
* I have another call; will you hold on, please? — Мне звонят по другому телефону, не могли бы Вы подождать минутку?
* Hold on; I’ll be with you in a moment. – Подождите у телефона, пожалуйста, я скоро вернусь к телефону.
* Please hold on while I get that information. Thank you for waiting. – Пожалуйста, подождите, пока я получаю информацию. Спасибо за ожидание.

3.2.6 Если Вам нужно назначить встречу по телефону, можно сказать следующее.

* I'm phoning to arrange a meeting. — Я звоню, чтобы договориться о встрече.
* I’d like to see Mr. Jones. Is he free on Monday? — Я хотел бы встретиться с мистером Джонсом Он свободен в понедельник?
* How about 2 o'clock? – Как насчет 2 часов?
* Is he coming there soon? – Он скоро вернется?
* Are you meeting the clients tomorrow? – Вы завтра встречаетесь с клиентами?
* Could you manage Monday? – У Вас получится в понедельник?
* What about Tuesday? – Как насчет вторника?
* Shall we say two o'clock? – Скажем, в 2 часа дня?
* I’m sorry, I'm out all day. – Извините, меня не будет на месте целый день.
* Tuesday would be fine. — Вторник меня устраивает

З.2.7 Как закончить разговор по телефону по-английски? Все просто!

* Thank you for calling, Mr. Green. I’m glad I was able to help. — Спасибо за звонок, господин Грин. Я был рад Вам помочь.
* You're welcome, sir. Goodbye. — Пожалуйста, сэр. До свидания.
* I look forward to seeing you. — С нетерпением жду нашей встречи.

3.2.8 Read the diologue

Receptionist 1: Cassat Company. Can I help you?

Patrick: Yes, I would like to speak to Mr. Green please.

Receptionist 1: Do you have an extension for him?

Patrick: No, I don't, but I know he is in the delivery department.

Receptionist 1: Hold on, please. I'll ring that department.

Patrick: Thank you.

Receptionist 2: Delivery department, Miss Elliot.

Patrick: Mr. Green, please.

Receptionist 2: Mr. Green is on the other line at the moment. May I tell him who's calling?

Patrick: This is Patrick Brown. Mrs. Priesley suggested that I call him.

Receptionist 2: Will you hold on or would you like to leave a message?

Patrick: I'll hold on, thank you.

Mr. Green: Mr. Green speaking; can I help you?

Patrick: Yes, my name is Patrick Brown. A mutual friend of ours, Susan Priesley, referred me to you. I am interested in changing careers, and she thought you would be a valuable source of information for me.

Mr. Green: Mrs. Priesley, of course. How can I help you?

Patrick: I would like very much to come up and speak with you. Would you be willing to give me a few minutes of your time?

Mr. Green: Well, my schedule is a little tight. When were you thinking of meeting?

Patrick: Whenever it is convenient for you.

Mr. Green: Well, can you make it after five o’clock some day next week?

Patrick: Yes, I can.

Mr. Green: Fine, then how is 5:15, Wednesday, at my office?

Patrick: Next Wednesday at 5:15 is fine. Thank you very much, Mr. Green.

Mr. Green: You're welcome. Hold on — my secretary will give you directions.

Patrick: Thank you. See you Wednesday.

**Раздел 3.3. Тема 3.3 Правила ведения деловой корреспонденции.**

**3.3.1 .Types of Business Letters**

**Cover Letters**

What’s a Cover Letter?

Never send a resume without a cover letter when you apply for a job. But remember that the employer will receive hundreds of resumes and cover letters from people that are applying for a job you want to get. Your aim is to stand out from the other candidates.

A good cover letter explains why you are the best candidate for this position. It should motivate the employer to read your resume and invite you to be interviewed for the position you are seeking.

Basically, a cover letter expands on your resume and gives you a chance to write about yourself in a more personal way. Cover letters are not too formal – don’t write in a “rubber stamp” way. It should sound friendly and genuine. Employers are more likely to hire real people, not robots.

A cover letter should reflect your personality, but don’t forget about your audience. Catchy opening sentences are good for creative jobs and advertising, but won’t be appreciated if you apply for a position requiring serious analytical work.

Tips for Writing a Cover Letter

Send your letter to the high-ranked people in the company, who responsible for hiring the personnel.

Address each employer by name and title. Don’t send a “Dear Sir/Madam” letter – it’s too impersonal.

Start your letter with an attention-grabbing sentence that will make your reader take notice.

Keep your letter short to hold the reader’s interest. Three to five paragraphs are recommended.

Appeal to the self-interest of the person who you are writing to. Give clues that indicate that hiring you will be useful and profitable for the company.

Use simple vocabulary and proper grammar. State why the company interests you. Your letter should reflect your personality, but avoid being too aggressive or humorous.

Close with a statement that indicates some action. For example: I will call you in five days to set up an interview.

Check for grammar and spelling errors. This letter will give the first impressions of your writing skills and how you present yourself.

The Two Types of Cover Letters

There are two types of cover letters. One is used in submitting a letter in reply to an advertisement, it is known as a “standard” or “solicited” cover letter. Such a type is also used when someone has referred you to a company.

The second kind of cover letters is called a “broadcast”, or “unsolicited” cover letter. This type is used when you apply to a company that interests you, but when no known opening is available. This is a part of “the hidden job market”.

Solicited cover letters are easier to write for an obvious reason – you know what the employer wants, what criteria will be appreciated and you’re sure that your material is expected.

In unsolicited submissions, it’s more important to make your reader feel that what you have to say and what you offer is worthy of their time and attention.

Cover Letter Layout

* + - 1. Your name

Mailing address

Telephone number

E-mail address

(2) Today’s date

(3) Your addressee’s name

Professional title

Organization name

Mailing address

(4) Dear Mr (or Ms) last name

(5) Start your letter with an attention-grabbing statement which will get you connected with your reader. Then state the position you are applying for and where you’ve heard about it. Immediately give the reasons why your background makes you the best candidate for this position.

(6) This section usually includes one or two paragraphs that give relevant information about your qualifications. But don’t just summarize your resume, it’s better to show how these qualifications can benefit the company you are applying to and what you could contribute. Based on the results of your research emphasize your knowledge about the company and your familiarity with the industry it is in.

(7) The last paragraph initiates your further action. Here, you should request an interview. Include your phone number and the hours you can be reached. Say “thank you” in the end.

(8) Sincerely yours,

Your handwriting signature

Your name (typed)

(9) Enclosure: resume

**Thank-You Letters**

What’s a Thank-You Letter?

It is a part of business etiquette to send thank-you letters. A thank-you letter can help you stand out from the other candidates. A thank-you letter should be sent before the hiring decision has been made, so it is best to mail it as soon as possible after the interview.

By sending a thank-you letter, you give the employer a chance to remember you, to distinguish you from other candidates, to remember your specifics. It is your opportunity to say any important information you didn’t discuss during the interview.

There are several situations that require a thank-you letter after an employment interview: when someone gives you job search assistance and after a company visit or other career exploration activity.

Thank-You Letter Layout

(1) Your address

(not your name)

(2) Date

(3) Name and address

you are writing to

(4) Greeting

(5) Fist paragraph: Thank the interviewer for taking the time to meet with you. Mention the date. Remind of the position for which you were interviewed.

(6) second paragraph: Restate your interest in the position. Emphasize your strengths, experiences, skills, accomplishments and slant them from the point of view of your employer.

(7) Third paragraph: Once again, thank the employer for the time and consideration. Close with a suggestion for further action, or say that you will give a phone call in a few days. Provide your phone number and the hours you can be reached.

(8) Closing

Signature

**Request Letters**

What’s a Request Letter?

It’s not only a businessman who has to write request letters. The reasons for writing a request letter can be various: to obtain information, to make reservations ( at hotels, restaurants, theatres), to ask for special favours (permission, assistance, financial support, appointment), to receive booklets, catalogues, price lists, sample products etc.

Tact and courtesy are essential if you want your reader to act immediately you must encourage them to do it. That’s why, all request letters should be specific, brief and reasonable, providing complete and accurate information.

**Letters of Confirmation**

Always respond to correspondence if you don’t want to lose a useful contact. Confirming a telephone call or a letter is a natural way to be effective in your contacts. Such confirmations can be made by telephone, but a formal letter effectively transmits clear, correct, and complete information, especially when it is required to make a large numbers of confirmations.

The letter of confirmation should contain:

* 1. Reference to the previous contact;
  2. The reason for writing;
  3. The matter of this contact (requesting, agreeing to a request, apologizing, giving news, etc.);
  4. Reference to future contacts.

**Letters of Congratulations**

The occasions for congratulatory messages are numerous: promotions, appointments, and elections; achievements, awards and honors; marriages and births; holidays, anniversaries and retirements.

In any event, every letter of congratulations must be sincere and enthusiastic. Even if it is short, it should include personal remarks or references.

A letter of congratulations usually has three essential elements: an expression of congratulations; the reason for congratulating from a personal point of view; an expression of goodwill.

**Letters of Invitation**

Formal events, such as receptions, banquets, and other formal social gatherings require formal invitations. These invitations can be engraved or printed, or they can be handwritten on letter paper.

A general invitation should be cordial and sincere, designed as a usual letter; a formal one is less personal, centred, written in the third person.

Every kind of invitation must do the following things:

1. Invite the reader to the gathering.

1. Explain the reason for the gathering
2. Give the date, time, and place of the gathering.

A formal invitation should include a RSVP notation that asks the reader to respond. This abbreviation means ‘respondez s’il vous plait’; that is “Please let us know if you plan to attend”.

**3.3.2 Business Letters Samples**

**Writing a Resume When Applying for a Job**

Recommendations and Advice

Resumes and prior preparation play an important role in getting the job you dreamed about as the job can be lost on the basis of an interview only. The interviewer usually sees the resume before he sees the applicant. The resume gives the first impression of the applicant to the employer. It should be neat and well organizes.

It starts with the applicant’s name, date of birth, marital status, address and telephone number, then it gives an employment objective, educational and training data, as well as previous work experience. The resume should clearly reflect the applicant’s qualifications for the work(s) he wants now.

First you should decide what to stress and what to leave out. All confusing, secondary information, facts and details which don’t count must be left out.

In your resume you should stress facts that describe your professional experience, advanced knowledge, you should tell about your strengths which will let you do the job you are applying for.

Usually some references are requested to confirm the information you give in your resume (or CV – Curriculum Vitae). It is recommended to attach them or write “References available on request” which means that you are ready to produce them any time you are asked to do that.

Here are the summarized points of what has been written here.

**1.Personal data:** name (family name, other names/ = first name and second name(s)/), age (date of birth), marital status (single, married, separated, divorced), number of children, address, phone number.

**2.Objective/Position applied for:** kind of position and professional responsibilities you are looking for.

**3.Experience:** names of jobs, places, dates, and descriptions of what exactly you did and were responsible for.

**4.Education:** list of educational institutions you attended (specifying the dates); subject areas you studied and degrees you got.

**5.Other:** any information which could be helpful (computer skills, special skills, languages you speak, driver’s license, hobbies, etc.)

**6.References:** names and addresses of two or three references (people who can recommend you for the position and confirm your characteristics). Or, you can write “References available on request”.

**Resume**

Name: Stephen Lo

Present address: 2315 South Sierra Drive,

San Diego, California,

CA 92128

Telephone: (619) 076-5581

Date of birth: Oakland, California

Education: 1977-84 Millard Fillmore Elementary School

Oakland, Calif.

1984-88 James Garfield High School,

Oakland, Calif.

Graduated with a B.S. in Business Administration

Employment history:

Summer vacations: 1987-1991. Camp counselor, Camp Redwoods,

Mendocino County, Calif.

Archery and swimming instructor.

1992-present: Administrative Assistant, Soledad Computers,

Pacific Beach, San Diego.

Foreign languages: Chinese – excellent, Spanish – fair

I have a California driver’s license.

**Letter of Application**

Advising Applicants on Letter Writing

Remember that the first impression is very important. That is why you should think over everything which you are going to include into the text of your letter. Describe yourself, your qualifications, and your experience clearly, in a laconic way; find suitable words and do not make it too long. Type the letter neatly on good stationary. Check for spelling, grammar and stylistic mistakes. Use a dictionary or any reference grammar book if you are not absolutely sure about the word or grammar forms.

If the ad (advertisement) tells you to write for an application form you do not need to give detailed information in your letter.

Here are some samples from applicants’ letters.

**1.** Dear Sirs,

I am applying for the post of shorthand-typist advertised by you in today’s Birmingham Morning News.

I am already employed, but only as a typist, and I wish to obtain a position in which I can use my shorthand and gain wider experience of secretarial work generally.

I very much hope that my application may be successful.

Yours faithfully,

… …

**2.** Dear Mr. C. Brown,

Referring to your advertisement in the Liverpool Magazine, may I submit my qualifications as a candidate for the vacancy on your Staff.

I am enclosing my resume that will inform you of my work experience as a sales manager. I would greatly appreciate your granting me an interview at your convenience.

Yours sincerely,

… …

**3.** Dear Sir:

Your advertisement for a computer programmer in The Leeds Newspaper interests me very much because five years of experience have qualified me to work for a company like yours.

I would be grateful if you could send me an application form and further information about the salary and working conditions. I would be very grateful if you would give me an interview.

I look forward to hearing from you.

Sincerely yours,

… …

**Job Application**

15th June 20..

The Manager

Air Space Freight Forwarding

100 Thornbury Road

NEWCASTLE

NO2 6ZE

England

Dear Sir or Madam

I am writing in reply to your advertisement in the European News of June 12th for the post of Sales Manager on your European Division.I am aged 27, of German nationality, single, bilingual German/English and am currently employed as Freight Co-ordinator with Federal Express (Deutschland) in Dusseldorf where I am responsible for freight movements to and from the US and the UK. I have held this post for three years now and would welcome an opportunity to work in Britain.

I now have a total of 5 years’ work experience in freight forwarding, having completed a 2 ½-year training course as a freight forwarder with Kuhne & Nagel, Dortmund, where I stayed for a further two years after completing my training period before taking up my current post at Federal Express.

My current performance-related salary is in excess of …

I enclose a full curriculum vitae and the names of two referees as stipulated.

I look forward to your reply at your earliest convenience.

Yours faithfully,

**Fax Message**

To: Ms Lydia Haverkamp

Fax No. +49(0)211 535553

From: John Smith

Fax No. +44(0)171 2804025

Date: 21 Aug 20..

Pages: 1

Dear Lydia

This is to confirm that I sent you the required documents yesterday.

Best regards

John Smith

**Unsolicited Offer**

June 20..

Schulz Import- und Export

Handelsgesellschaft mbH

Kurfurstenstr. 20

90459 Nurnberg

GERMANY

Gentlemen:

Subject: Door-to-Door Delivery

Don’t throw this letter away! It’s worth real money to anybody who’ll give us a chance to prove just how good we are!

Why worry about keeping to those delivery dates stipulated in your Sales Contract using the regular, state owned mail service when you can make use of a custom-made personalized, door-to-door delivery service right now! We have a fleet of trucks near your town and, likely as not, based near your block, just waiting to rush your goods to their destinations.

We have already made ourselves into a household name in the US and now, by popular request, we have extended our operation in Europe, East and west. We can provide transportation for anything from a string of pearls to pipeline – to any destination you care to name. Just call us on a local low-toll number and we’ll quote you right away. We specialize in rock-bottom priced, just-in-time delivery with full insurance cover.

We’re waiting to hear from you. Just pick up that phone and call us – you’ll never look back!

Sincerely yours,

…

**Solicited Offer**

May 21, 20..

Ex- und Import Industrieguter

Handelsgesellschaft mbH

Kernerplatz 4

70182 Stuttgart

GERMANY

Attn. Mr. Rolf Stein

Dear Mr. Stein,

Many thanks for your enquiry of May 10 regarding the importation of our new, environmentally friendly, CFC-free packaging material.

We will have no difficulty in manufacturing and supplying the shapes you describe in the drawings included with your enquiry, since we have a molding technique which enables us to customize packaging to customers’ specifications. So far, we have had an overwhelming response from all over the world to our new product and our production department is being expanded to cope with the increasing demand.

We enclose our catalog and current export price-list. All prices are exclusive of tax and are quoted FCA US airport. At present, delivery to a US airport can be made within 3-4 weeks of receipt of order. We look forward to executing your order and enclose our Order Form for customer convenience.

Sincerely yours,

… **Envelope with Address (UK)**

|  |
| --- |
| LANCASHIRE  ENTERPRISES plc  Enterprise House  17 Ribblesdale Place Winckley Square  Preston PR 1 3 NA  Seaboard Industries Plc  Grand Avenue  HOVE  BN3 2LS |

**Envelope with Address (US)**

|  |
| --- |
| **The InterStay Hotel**  1114 Seventh Avenue  New York, NY 10033  Mr John D Enright  Computronic INC  PO BOX 8732  AUSTIN, TX 75110 |

**Some Usually Accepted Phrases in Letter Writing**

|  |  |
| --- | --- |
| **Opening phrases**  Dear Sirs,  We have received your letter of… | **Для начала письма**  Уважаемые Господа,  Мы получили Ваше письмо от… |
| We thank you for your letter of… | Благодарим за письмо от… |
| In reply (In response) to your letter of… | В ответ на Ваше письмо от… |
| With reference to (Referring to) our letter of…we wish to inform you that… | Ссылаясь на ваше письмо от…сообщаем, что… |
| We are pleased (We are glad) to inform you that…We have pleasure in informing you that… | Рады сообщить вам, что… |
| We are sorry (We regret) to have to remind you that… | К сожалению, вынуждены напомнить Вам, что… |
| We offer apologies for the delay in answering your letter. | Просим извинения за некоторую задержку с ответом на Ваше письмо. |
| We are sorry we are unable to meet your request… | К сожалению, мы не сможем удовлетворить вашу просьбу о… |
| Further to our letter of… | В дополнение к нашему письму от… |
| We have to remind you that… | Мы вынуждены напомнить вам, что… |
| We have pleasure in offering you… | Имеем удовольствие предложить вам… |
| We enclose (are enclosing) a copy of a letter from…about…(in connection with) | Прилагаем копию письма фирмы… по поводу…(в связи с…) |
| **Binding Phrases**  It is self understood…  It goes without saying… | **Связующие элементы письма**  Само собой разумеется… |
| We wish to draw our attention to the fact that…We would like you to note that…We wish to bring to you notice that… | Обращаем Ваше внимание на тот факт, что… |
| In view of the above (said)… | Ввиду вышеизложенного… |
| In connection with your request… | В связи с Вашей просьбой… |
| In connection with the above (said)… | В связи с вышеизложенным… |
| As to (as regards, with regard to…) your request (your order, your claim) | Что касается Вашей просьбы (Вашего заказа, Вашей претензии…) |
| The matter is…The point is… | Дело в том, что… |
| In our opinion… We believe… We think… We feel… | По нашему мнению… |
| In case of your refusal… | В случае вашего отказа… |
| To avoid delay in… | Во избежании задержки в… |
| In accordance with (under) the contract enclosed… | В соответствии с прилагаемым контрактом… |
| You state (write, are writing) in your letter that… | В Вашем письме Вы заявляете, что… |
| Further you write… | Далее Вы пишете… |
| Moreover… | Более того… |
| Nevertheless… | Тем не менее… |
| Besides… | Кроме того… |
| **Closing Phrases**  Your early reply will be appreciated. | **Выражения, используемые в конце письма**  Мы будем признательны за быстрый ответ. |
| We are looking forward to hearing from you. | Надеемся получить Ваш ответ в ближайшем будущем. |
| We expect your early reply.  We expect to hear from you in the nearest future.  Please, inform us (let us know) in the shortest possible time (at your earliest convenience). | Просим сообщить нам как можно скорее |
| We would like to assure you… | Мы хотели бы заверить Вас… |
| We wish (would like) to maintain cooperation with you. | Надеемся продолжить сотрудничество с Вами. |
| Yours faithfully  Faithfully yours  Yours truly  Truly sincerely  Sincerely yours | С уважением |

**3.4. Тема 3.4. Правила выражения извинения,  
комплимента .**

**What to say and how to behave.**

- I am sorry.  
- Oh, you are, are you?

3.41 Read and memorize the formulas of apologies:  
(I am) sorry. Простите, виноват.  
So sorry. Я так виноват.  
Forgive me.  
Pardon me.  
Простите меня.  
I beg your pardon.  
Pardon.  
Простите. Прошу прощения  
Excuse me. Простите меня. Извините меня.  
Excuse me for a moment. Простите, я на минутку (выйду).  
Excuse me I won't be  
a moment (a second).  
Excuse me I shan't be long.  
Я скоро вернусь.  
Excuse me to …  
Give my excuses to…  
Извинитесь за меня (перед) …  
Would you mind … Простите меня, …  
… if you don't mind my  
saying so.  
Простите меня, но …  
I must apologize. Я должен извиниться.  
Excuse me for being late. Извините меня за опоздание.

3.4.2. Read and dramatize the following dialogue. Work in pairs.  
Wife: You didn’t ring me last night. You said you would.  
Husband: I’m sorry.  
Wife: And why were you so rude to me at lunch?  
Husband: Was I? Sorry. I didn’t mean to be.  
Wife: And why are you yawning now? Are you bored?  
Husband: Forgive me, darling. I’m terribly tired. (I’m terribly, awfully sorry).

3.4.3 Complete the open dialogues.  
1. - … I must be going. I’ve got to be at home at five.  
- Remember me to your wife.  
- ……… .  
- Good-bye.  
- ……… .  
2. - … have you a light?  
- I’m afraid, I haven’t got any.   
3. - … may I smoke here?  
- ... Yes, do please.  
- Thank you.  
4. - … I’ve left your text-book.  
- Don’t worry, that’s all right.

3.4.4 Translate into English:  
1. – Простите, что побеспокоил вас.  
– Ну, что вы. Какое беспокойство. Очень рада была вас видеть.  
2. – Извините, что опоздал.  
– Ничего, мы рады, что вы смогли прийти. Садитесь, располагайтесь  
поудобнее. Спектакль уже начался.  
– Спасибо.  
3. – Простите за беспокойство, не дадите ли вы мне номер телефона  
ближайшей больницы?  
– Пожалуйста, запишите.  
– Спасибо, записываю.  
4. – Извините, что не принес вам журнал, я забыл его дома.  
– Ничего. Принесите его завтра, если можете.  
– Конечно, принесу.  
5. – Простите. Передайте, пожалуйста, соль.  
– С удовольствием.  
– Спасибо.  
– Не за что.  
3.4..5. Make up short conversations in the following situations.  
1. Apologize for arriving late for a meeting, give an excuse.  
2. You had a dental appointment but forgot all about it. Phone up your dentist  
to apologize.  
3. You have to break a promise to go to a party because you have to complete  
an important report. Call your friend and apologize.  
4. You borrowed a book from a friend months ago and now he’s asking you  
to return it. Apologize and promise to do so.

**3.5.1.Сompliments**

**What to say and how to behave**

**Read and memorize the formulas of complimenting:**

You are … a good cook. Хорошая кухарка.  
You are so kind. Вы так добры.  
I wish I had your talent. Мне бы Ваш талант (Я бы  
хотела иметь такой талант)  
You've got a nice (beautiful, wonderful, lovely) garden.  
Какой у Вас красивый сад.  
That (What) a nice/lovely/beautiful  
dress you are wearing.  
Какое на Вас красивое платье.  
You were great (superb, magnificent).  
Вы были великолепны.  
I must say you really have a good  
taste in clothes.  
Я должна сказать, что у Вас  
хороший вкус в одежде.  
You are so good at… Вы преуспеваете в …  
Possible Replies  
Do you really think so? Вы на самом деле так думаете?  
Oh, I wouldn't say that. Ну, я бы так не сказала.  
Do you like it? А Вам нравится?  
I'm glad you like it. Я рада, что Вам нравится.  
Do I? Does it? Really? Разве?  
3.5.2. Read and dramatize the following dialogue. Work in pairs.  
Anne: Hallo there!  
Mary: Oh! Hallo, Anne. How glad I am to see you. Those are very nicelooking shoes you are wearing!  
Anne: Do you really like them? Do you think they match my handbag?  
Mary: Yes, they do. And they go well with your hat, too.  
Anne: Thank you. And you're looking very smart in that new raincoat.  
Mary: Do you think it suits me?  
Anne: Yes, and I like the colour, too. How much did you pay for it?  
Mary: I bought it for º15 in a sale.  
Anne: You got a bargain there.  
3.5.3Using the hints given in the brackets compliment a friend on:  
1) his tie (very fashionable, matches his suit perfectly);  
2) the collection of stamps he/she has shown you;  
3) his/her coat (very good cut and colour);  
4) having a good memory;  
5) having a lot of patience;  
6) new jeans he is wearing (look fabulous);  
7) good looks (superb today).  
3.5.4 Complete the open dialogues:  
1. - You're looking very smart in that new jacket.  
- ………  
- Yes, and I like the colour, too.  
2. - What a nice pullover!  
- ………  
- Yes, and it matches your shirt perfectly.  
- ………  
- I got it for º10 in a sale.  
- ………  
3.5.5. Translate into English:  
1. - Вы такой надежный человек!  
- Да я бы так не сказал.  
2. - Какие красивые на Вас перчатки!  
- А Вам они действительно нравятся?  
- Да, и прекрасно подходят к Вашей сумочке.  
- Вы знаете, я их купила за 5 фунтов.  
- Ну, очень недорого.  
3.5.6. What can you say in the following situations:  
1) a friend of yours has a real talent for management;  
2) your father is an easy person to deal with;  
3) your sister is a very good dancer;  
4) a fellow-student sitting next to you is very good at crosswords;  
5) your mother is wearing a new jacket;  
6) your teacher has a sense of humour.

**Раздел 4. Особенности речевого общения в**  
**сети «Интернет».**  
**4.1Список популярных английских сокращений**

«BOT» - ‘back on topic’ (возвращаясь к теме),  «IOW» - ‘in other words’ (иначе, другими словами),  «FYI» - ‘for your information’ (к твоему сведению), «TM» - ‘Trust me’ (доверься мне, верь мне)

«RBTL» - ‘Read between the lines’ (читай между строк)

«CUL8R» - ‘See you later’ (увидимся позже)

«B4»  - ‘before’ (до)

«BRB» - ‘be right back’ (скорее возвращайся)

«YGBK» - ‘you got a be kidding’ (ты шутишь/издеваешься)

«lib» - ‘liberation’ (свобода), «doc» - ‘document’ (документ), «net» - ‘internet’ (интернет)

**4.2Перечень популярных смайликов**

[ :-) ] - радость, улыбка

[ B-) ]- очки

[ 8-) ]- «глаза на лоб вылезли»

[ :-( ] - грусть, печаль

[ ;-) ] - подмигивание

[ :-P ]- с высунутым языком (показать язык)

[ :-D ] - смех

[ :-| ] - нейтральность

[ :-/ ] - озадаченность, обида

[ XD ] - смех с зажмуренными глазами

[ :'-D ] - смех до слёз

[ o\_O ] - удивление

[ <3 ] - сердце

[ [:]|||[:] ] – баян (в значении «бородатая» шутка)

[ :-\* ] - поцелуй

[ @%#$&! ] – нецензурное выражение

[ -\_- ] - secretsmile

[ @}->--- ] – цветок

**Тема 4.2.1. Особенности написания  
электронных писем, комментариев, ведения  
блогов.**

**E- Mail**

**From:** [PrecisionEngineering@webside.de](mailto:PrecisionEngineering@webside.de)

**To:** [merkur.gmbh@germanet.de](mailto:merkur.gmbh@germanet.de)

**Date:** 15 Oct 20..

**Subject:** High Pressure Valves

Dear Mr. Merkur

Thank you very much for the samples of your high pressure valves, which we received on 15 April.

We were impressed by the quality of the valves but feel that they are rather expensive in comparison with similar equipment on offer from foreign competitors.

If you are able to reduce your prices by 10% we will place an order for 20,000 valves now and a further 10,000 in six months’ time.

We look forward to your reply with interest.

Yours sincerely

Harold Thomas

Precision Engineering Co

**4.2.3 Read the text below and point out the main rules of Netiquette in brief.**

**What’s Netiquette?**

There are some generally known rules for sending electronic messages, which are known as Netiquette:

1. Don’t capitalize your message. This technique is usually used for stressing some important points, when you want to emphasize your idea, or express emotions. If you capitalize every word it will be hard to read and even get on your reader’s nerves.
2. Remember that e-mail is a high-speed and multicultural form of communication, some people have to write and send hundreds of e-mails every day, so be tolerant of other people’s errors. The contents of your message is more important than brilliant spelling, but, nevertheless, before you send a message, read it once again or run it through a spellchecker.
3. Messages should be concise, brief and to the point. Imagine that it’s a telephone conversation, only you are typing, not speaking. Save your reader’s time and money. Some people also pay for the amount of text they receive. Warn the recipient if you want to attach a large file. You should also think carefully about what you write – it is a written record, not a telephone call!

**4.2.4.Writing Formal E-mails**

In formal electronic communication messages are created according to the norms and standards of business paper writing. The following format is accepted by Internet users:

1. **Salutations**, which can be neutral – when you address a group of people and you don’t know the exact name of the addressee. Example: Dear colleagues, Ladies and Gentlemen, Dear editor,

or direct – when you know the name. Example: Dear Peter, Dear Mr Right, Dr Chan,.

It should be noted that in e-mail messages, an exclamation mark is used only if you want your letter to be more emotional. Usually it’s quite enough to write a comma, and then omit a line and start writing the message with a capital letter.

1. **The body of a message**, consisting of three parts: the aim of the letter; the development of the subject; final remarks.
2. **Conclusion**, where you give an electronic signature. The electronic signature could be brief (only first and last names), or may include name, position, place of work, e-mail address, postal address, phone number, fax number, etc.
3. **Attachments**. The e-mail should not be very long and could be easy to read, that’s why large documents should be attached to the letter.

**Раздел 5. Практическая риторика.**

**5.1. Тема 5.1. Правила публичных выступлений.**

**5.1.1Фразы, которые вы можете использовать при публичных выступлениях:**

1. I hope all of you should believe in me and vote for me. ( Я надеюсь вы поверите в меня и проголосуете в мою пользу)
2. …+ are my personal interests. (….. мои интересы/ хобби.)
3. Speaking of my interests, I like… (Что касается моих интересов, мне нравится…)
4. If I could be given the chance to be the class president, I would…  ( Если вы дадите мне шанс стать президентом класса, то я сделаю…)
5. As a …., I will ensure that you have a memorable year. (Как…, я ручаюсь за то, что вы запомните этот год.)

**5.1.2Agreement and disagreement**

I fully agree.

What to say and how to behave.

**5.1.2** **Read and memorize the formulas of agreement and disagreement:**

I agree. Я согласен.

I fully agree. Я вполне согласен.

I agree with you. Я согласен с вами.

I am of the same opinion. Я того же мнения.

That's all right. Хорошо. Правильно.

That's it.

Quite so.

Вот именно. Да так оно и есть.

I should think so. Ещё бы.

That's right. Правильно.

I see. Понятно, ясно.

By all means. Обязательно.

No. Нет.

I disagree with you. Я не согласен с вами (в этом

вопросе).

I'm against it. Я против.

You are mistaken. Вы ошибаетесь.

You are wrong. Вы неправы.

Far from it. Совсем не так

Not in the least. Ни капельки.

It's out of the question. Об этом не может быть и речи.

Impossible. Невозможно.

Nothing of the kind. Ничего подобного.

On the contrary. Наоборот.

Nonsense.

Rubbish.

Чепуха, ерунда, вздор.

5.1.2.. Read and dramatize the following dialogue. Work in pairs.

Roger: Well, that was certainly one of the best plays of the season,

wasn't it?

Janet: Oh, I wouldn't say that, but the acting was really good.

Roger: So you don't think much of the play itself, then?

Janet: No, I don't. It's not true to life. Nothing like that ever happens in

real life.

Roger: I'm afraid, I don't agree with you there. I really enjoyed it.

5.1.3.Agree or disagree with the following statements, taking into consideration, who is speaking (the speaker is given in brackets).

1. (a friend) David is very clever.

2. (a neighbour) We had a very good summer last year.

3. (your sister) Diana wears too much make–up.

4. (a fellow–student) Hellen is a very good cook.

5. (an acquaintance) The orchestra played very badly.

6. (a colleague of the same age) This room is too small for the meeting.

7. (a teacher) It's a fascinating exhibition.

5.1.4. Complete the open dialogues.

1. – It's a beautiful day.

– ……….

2. – ……….

– Quite so.

3. – Most people spend too much time watching TV.

– ………..

4. – There are hardly any vitamins in cabbage.

– …………

5. – Ann didn't go to the meeting.

– …………

6. – His English is perfect.

……

5.1.5. Translate into English

1.– Боюсь, что завтра будет дождь.

– Напротив, день будет хороший. Я слышала сегодня прогноз погоды.

2.– Не понравился мне этот фильм. Дешевый детектив.

– Ничего подобного. Вы просто не поняли его.

3.– Можно я ещё немного почитаю?

– Об этом не может быть и речи. Уже двенадцать, а тебе надо

вставать в шесть часов.

4.– Ты, наверное, очень устал?

– Ни капельки.

5. – Я пойду на вокзал пешком.

– Ни в коeм случае. Это очень далеко.

5.1.6. Make up conversations in the following situations.

1. Your cousin is 25 years old. She is a university graduate. She has met

a man who is impatient to marry her, she loves him too, but she

doesn't want to marry him right now because she has to finish

postgraduate studies. Agree or disagree with her decision.

2. Your friend who is 19 years old wants to move out of his parents

home. He has a job so he thinks that he could support himself.

Agree or disagree with his intention.

3. You want to go to the Far East in the summer. Your mother disagrees with your desire.

4. Your teacher says that English is difficult because it has so many

exceptions. Express your opinion.

**5.1.7 Reading**  
 **Read these web postings and answer the questions.**  
Ivan I don’t think the general public has any idea of how much damage can be done by someone gaining access to a computer system. It’s one thing to have your credit card details stolen, but on an international level there would be all kinds of ramifications. Obviously security is very tight and firewalls are very sophisticated but there will always be people trying to outsmart the system. It’s hard to imagine, but perhaps we’ll have to go back to an age where we’re not so dependent on all this technology.  
Lucy I can imagine living without my computer because I don’t often use it, but what I find much more disturbing is the notion that we can manipulate creation. I suppose it’s only human to want to control everything but to my mind, nature is perfect and every living being has been created perfectly and fits in to the earth’s ecosystem. Why would you want to cross a grapefruit with an orange or have a baby with green eyes rather than blue?  
Mark I can foresee a time though when we’ll be able to replicate ourselves. The technology might even already exist but as with all things, in the wrong hands it will have negative consequences. I’m sure there are good applications for the research but it’s all rather like a science fiction movie to me. I certainly wouldn’t want to see a version of me walking down the street!  
Alex Maybe we’ll all become like robots instead. We’ll be programmed to think and behave in a certain way and we won’t have to take responsibility for anything. It sounds farfetched but when you consider all the scientific developments over the last half-century, it begins to seem plausible. After all, in the 1970s who would have believed that we could communicate with people on the other side of the world in a matter of seconds?  
Ellie The population explosion is what bothers me. I don’t think the planet will be able to sustain the numbers for much longer. We’re at 7 billion already and counting. Where are we going to get enough food and drinkable water? Maybe there will be an epidemic or outbreak of some flu like there was in the early part of the 20th century. We’re so used to taking antibiotics that our resistance is getting weaker. I know that’s a very cold-hearted way of looking at things but I think it’s realistic.  
Claus On that basis perhaps we should all just leave the planet and settle somewhere else! That would solve the problem and we could start again and hopefully not make the same mistakes. A lot of people think that far too much money is being spent on exploration but I’m sure there will come a time when we’ll seriously have to think about relocating.  
**Who writes about …?**

0 hacking Ivan 1 human cloning \_\_\_\_\_\_ 2 microchips \_\_\_\_\_\_ 3 superbugs \_\_\_\_\_\_ 4 space missions \_\_\_\_\_\_ 5 genetic engineering \_\_\_\_\_\_

**5.1.8 Listen to the recording to Unit 16 looking at the language of presentations. Business English expert David Evans reassures listeners claiming that presentations don’t have to be such a huge ordeal if the presenter is properly prepared. Do the tasks below.**

1. Two examples of the beginning of presentations are given. Say what they have in common.
2. That is a typical pattern to begin a presentation. Listen to the first two examples again and put down the exact wording at each stage.

|  |  |  |
| --- | --- | --- |
| **Standard stages** | **Presentation 1** | **Presentation 2** |
| **Greetings** |  |  |
| **Saying thanks for coming** |  |  |
| **Introduction** |  |  |
| **Stating the purpose of the presentation** |  |  |
| **Giving the outline of the presentation** |  |  |
| **Inviting questions from the audience** |  |  |

1. The body of a presentation is its main part. True or false?
2. Presenters resort to visual aids to illustrate their points. True or false?
3. Fill in the gaps with the phrases the two speakers used to draw the attention of the audience.

**Presentation 1**

“\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ you can see that our sales topped 50 million the year before last. Then last year sales dropped to 40 million with a slight recovery at the end of the financial year. However this year sales have continued to drop to an all time low of 30 million. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ As you can see we have 25% of the market share, 10% down on last year.”

**Presentation 2**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ how important internal communications are, is shown by some findings from research that we have recently undertaken. Good communications is a very key factor in staff motivation. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, you will see how important it is to get the basics in place. You need to identify your communication requirement, agree your objectives and success criteria, identify your target audiences, define the content of your message, and determine the style of delivery. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the communication process is when all those basics fall into place naturally.

1. How do presentations typically end?
2. How did Tim signal that it was question time?
3. What did Tim say handing the questions to make those who asked them feel valued and wanted?

**5.1.9. What are the purposes of these expressions? Which of them are synonymous? Which of them are used when showing visuals (charts, graphs, diagrams, etc.)**

1 I'd like us to focus our attention on ...

2 What is interesting/important here is ...

3 I'm sure the implications are clear to all of us ...

4 The figures in this table show ...

5 It is important to notice that ...

6 The take-home message here is ...

7 We can conclude that ...

8 This chart compares ...

9 I'd like you to think about ...

10 If you look at the top right-hand corner ...

11 The lesson we can learn from this is ...

12 The blue dotted line represents ...

13 The top half shows ...

14 Now, I'll show you ...

15 Let's move on now and look at the figures for ...

16 The significance of this is ...

17 I would like you to concentrate on this green column ...

18 The next overhead shows ...

19 As we can see ...

20 The vertical axis represents ...

**5.1.10. Put the following phrases from a presentation in the right order. Write numbers in the boxes.**

**🞎** I’d like us to focus our attention on two things on this chart.

**🞎** OK, let’s get started. Can everybody see?

**🞎** Right, that brings me to the end of my presentation.

**🞎** Right, let’s begin with the first slide.

**🞎** I’ll come back to this in a moment.

**🞎** Now, do you have any questions?

**🞎** This leads me to my third point, which is …

**🞎** Just to summarize the main points again before I finish.

**БЛОК С**

**Раздел 1. Культура речевого общения.**

1.1. Тема 1.1. Культура и ее структурные  
особенности.  
1.2. Тема 1.2. Культура речевого общения в  
межкультурном дискурсе.

2. **Раздел 2. Культура речевого общения в**  
**стандартных коммуникативных ситуациях.**  
2.1. Тема 2.1.Правила общения в ситуации  
приветствия, знакомства, представления.

1. You greet your friend Nick. It's 6 o'clock in the morning. Nick answers your  
greeting.  
2. You greet a businessman, Mr. Brown, whom you have never met before. It's 5  
o'clock in the afternoon, Mr. Brown answers your greeting. 14  
3. You meet your friend Kate. It's 8 o'clock in the morning. Kate answers  
your greeting.  
4. You meet a lecturer, Mr. White, who is visiting your University. It's  
10 o'clock in the morning Mr. White answers your greeting.

**Тема 2.2. Правила ведения телефонного диалога.**

**Задания:**

1) Write the beginning of a phone conversation at work: a)with someone you know; b)with someone you do not know.

2) What are your phone numbers - at home, at work and on your mobile? Remember how to say them.

3) Write a short conversation in which you ask someone for their name, phone number, company name and email address.

4) Think of the last phone message that you left. What did you say? Practice saying the massage in English.

**Тема 2.3. Правила общения в ситуации визита.**

**Задания:**

1. Chose the correct responce in each of the exchanges.
2. The conversation is between a visitor to a company and two people who work there. Match the answers with the questions.
3. Complete the conversation with the expressions.

1. **Тема 2.4.Правила поведения в кафе и  
   ресторане.**

4. **Make role plays using the word combinations to the text:**
5. You are checking in the hotel. Discuss with a receptionist the number of your reservation, the numbers of your rooms, places of rest and restaurants.
6. You are in your room. Discuss with a floor administrator your room and room service.

Something is broken in your room. Call to a service specialist and discuss this problem

**.**

**Тема 2.5. Правила поведения в магазине.**

Exercise 12. **Translate the conversations into English.**

**1.**Простите, где отдел готового платья? - На втором этаже, напротив отдела галантереи. - Спаси­бо. - Что бы вы хотели? - Покажите мне вон то свет­ло-серое шерстяное платье, пожалуйста. - Какой размер вы носите? - 46. Можно его примерить? -Конечно. Примерочная направо. - Вам не кажется, что оно немного велико? - Да, пожалуй. Примерьте 44 размер. - Нет, боюсь, будет узко. А что еще у

вас  есть в серых тонах? - Мне кажется, вам подойдет вот это платье с большим воротником и карманами. -Да, это мой стиль. Сидит прекрасно. Сколько оно стоит? - ... рублей. - Это чистая шерсть? - Да. - За­верните, пожалуйста. Я его беру. А где отдел чулок? К этому платью нужны чулки в тон. - На первом этаже, справа. - Спасибо.

**2**. Чем я могу вам помочь? - Мне нужны ве­черние туфли на высоком каблуке. - Какой размер вы носите? - 35. - Примерьте вот эти черные лако­вые туфли. - Боюсь, что левая туфля мне немного жмет. - А вот эти? - У них слишком высокий каблук. - Но ведь вы хотели вечерние туфли? - Да, конечно, но каблук слишком высок для меня. - Может быть, вы примерите вот эти темно-красные кожаные туф­ли? - О, какой прекрасный цвет! Я думаю, они по­дойдут к моему вечернему платью. Сидят на ноге великолепно. Сколько они стоят? - ... рублей. -Где касса? - В конце отдела направо.

**3**. Миша, ты помнишь, что скоро Новый год? Пора подумать о новогодних подарках. - Давай со­ставим список родных и друзей, кому мы должны сделать подарки. Начнем с детей. - Я думаю, Пете нужно подарить игрушечный космический корабль. Он бредит космическими путешествиями. - Очень хорошая мысль. А Кате? - Для кукол она уже слиш­ком большая. Может быть, книгу? Она очень любит читать книги о животных. - Постарайся найти что-нибудь интересное с красивыми картинками. - С детьми все ясно. А что мы подарим твоей маме? - Ей нужна новая хозяйственная сумка. Старая сумка просто ужасна. Вчера на витрине я видела прекрас­ные сумки и не очень дорогие. - А дедушке? - Я ду­маю, он будет счастлив, если мы подарим ему набор отверток. - Прекрасно. А чего бы ты хотела, доро­гая? - Я, право, не знаю ... И потом, я хочу, чтобы это был сюрприз. Полагаюсь на твой вкус.

**4.**

А: В котором часу закрываются магазины?

В: Большинство закрывается в 18 часов.

А: У нас еще есть время пойти за покупками?

В: Да. Сейчас только четверть пятого.

**5.**

А: Могу я вам помочь?

С: Да. Сколько стоит этот блокнот?

А: Этот или вот этот?

С: Тот что рядом с записной книжкой.

**6.**

С: Извините, пожалуйста. Не могли бы вы мне помочь?

А: Да, что бы вы хотели?

С: Я хочу посмотреть эти обручальные кольца.

А: Минуточку. Я открою витрину.

**7.**

С: Не могли бы вы мне помочь? Я ищу спортивную куртку для сына.

А: Зимнюю или летнюю?

С: Летнюю, светлого цвета.

А: У нас хороший выбор летних спортивных курток из хлопка. Какой размер носит ваш сын?

С: 48.

А: Вот замечательная светло-голубая куртка. Это сейчас самый модный стиль.

С: Ему хочется куртку с молниями на карманах.

А: Понимаю, как насчет этой?

С: Да, Замечательно. Сколько она стоит?

А: 25.50

С: Прекрасно. Я возьму ее.

А: Спасибо. Сейчас я ее заверну. Вот ваш чек. Касса в конце зала у выхода.

**8.**

А: Мне нужна пара новых брюк, но сейчас у меня туго с деньгами.

В: В нашем универмаге сейчас большая распродажа готовой одежды.

А: Прекрасно. В прошлом году я купил пару уличных ботинок на распродаже. Я ношу их каждый день целый годб и они выглядят как новые. Очень выгодная покупка.

В: Пойдем, посмотрим. Может быть, ты найдешь брюки, которым тоже сносу не будет.

**1.Cinema**

1. Why did the audiences of silent movies appreciate them so much?

2. What makes the author think that the first movies provided the audiences with a sort of escape from

reality? Do you agree with this point of view?

3. Why does the author call the first cinema-houses "Cathedrals of Light" ? Do you think that this

comparison can be applied to modern cinema-houses?

4. Are there many people nowadays for whom cinema is a favorite pastime? Can we claim that

cinema is still the most powerful cultural influence exceeding even the press?

5. Do you think that the advent of sound killed the silent movies?

6. Teaching films have been with us for a few decades already but still teachers do not seem to be

on friendly terms with them. What are the reasons for this kind of situation?

7. What are the advantages and disadvantages of teaching films in foreign-language teaching as

compared with other audio-visual aids?

8. Are you familiar with film-segments and loop-films included in he complex set of teaching

materials for our schools?

Задание (я): a) Read the text that can serve as a starting point for your discussion.

b) Consider the following talking points. Choose one of them, express your opinion

and make practical suggestions for the effective use of video.

Содержание кейса: The Future of Cinematography.

**Topic 1. Video: is it a blessing or a curse?**

Video Comes Home

Home video successfully arrived in 1972 when Sony devised its 3/4 inch U-Matic system. Using

a cassette that slipped easily into the recorder, it was no longer necessary for the user to touch the tape

at all. A few months later, 1/2 inch cassette systems were available at reasonable prices, and the home

video soon began.

One of the main uses of home video cassette recorder is "time-shift viewing". People can record a

programme which they want to watch, but which is on at an inconvenient time, and watch it later on. If

there are two programmes which they want to watch being transmitted at the same time, they can

simply record one while watching the other. And most video cassette recorders have a timer device

which allows people to record their favourite programmes if they go away for several days.

To begin with, the only type of material available on videograms were full-length feature films.

Films can go on offer on video within a year of their cinema release.

The range has now broadened, however, and there are other types of videogram that can be rented or

bought. These are mainly how- to-do-ittapes. For sports fans, there are tapes about diving, tennis,

board-sailing, squash, cricket, badminton and many others.

Other tapes include Chinese cooking, learning a foreign language, keep-fit, self-defence, yoga,

passing a driving test, training dogs, exam revision and growing vegetables.

**Talking point**s:

1.Video and cinema. The effect of the future availability of video productions on the cinema.

2.Video and television.

3.Video and book-reading.

4.The problem of controlling video production, the ways of pre venting children from seeing scenes of

depravity, filth and horror.

5.Video as a force for social interaction, education and propaganda.

Topic 2. What films do we need?

2.7.1.**Theatre**

1. Why the theatre is sometimes alluded to as a "synthetic" art?

2. What arts are involved in the production of a play? Which of them do you consider especially important for a successful presentation of a play?

3. Do you share the author's opinion that the dramatist must manifest the imagination of the painter as well as the imagination of the man of letters and that he should possess a sense of music and a thorough knowledge of the art of acting?

4. One might say that these aspects of the play are rather the concern of the director producing

the play than of the author, aren't they? 4. Does drama belong to literature? What is the author's opinion? What is your opinion?

Different people have different opinions about the theatre. The short monologues that follow will acquaint you with seven persons expressing their views on theatrical problems. (Все люди имеют разное отношение к театру. В приведенных ниже коротких монологах 7 человек выражают свои мнения.

(a) Do tell us what you think about it, will you? Really! So, what do you suggest? You don't care for it, you mean. And what is wrong with it? What about...? It's very interesting indeed. But don't you think...? Explain it, please. You mean to say that...

(b)Please, don't misunderstand me. I mean... Don't get me wrong. You haven't got the point, I think. Now, I didn't say that. No, I mean something different. No ... just let me finish. I was about to say that...

I'm not implying that... Well/ I didn't really mean that...

**David Stone, 42, artist**

I am quite fond of the theatre, even though I don't go there too often. In my opinion, the value of the theatre is rather the same as of art in the broad sense of the word: it is the focus of the spiritual life of the nation. As for the contemporary theatre, I think that it sadly lacks genuine poetry, harmony and heroic spirit. The prevailing tendency of today is to stage the tragedy in such a way that it loses its noble spirit and lofty passions. I don't think that is the appropriate way to bridge thegap between, let us say, Shakespeare and the contemporary audiences. Somehow, Shakespearean atmosphere should be preserved. I am all for high tragedy.

**Charles Sanders, 30, musician**

The theatre is a splendid art. It is also a very difficult art, and a defenceless one, because every one

sees only the tip of the iceberg but is quite sure that he sees it all, and has something to say about it.

Personally I am not a passionate theatre-goer.I prefer to sit at home and read the play. The theatre dictates to me: they put their dish before me and insist on my swallowing it. I won't have it. I prefer to have my own vision of the play.

Of course, one mustn't lose sight of the educational role of the theatre. But education should by no means become the primary aim, it shouldn't be too obvious, too didactic. The educational aim is best achieved when suddenly some secret spring is touched, and the spectator feels: here is the moment of Truth. It is for this precious moment of Truth that people go to the theatre.

**Eugene Morris, 25, worker**

I've never given a thought to the reason why I go to the theatre. My parents took me when I was a child, and the habit stuck.

With me, the theatre is rest, work and a festive occasion. A good play makes one think: is it true to life? What should I have done in his place?

What I don't like in our contemporary theatre is the prevailing insistence on the character who is a hopeless failure. What is the purpose of such plays? I want to see a hero on the stage, a man whom I could admire and try to imitate. Of course, I don't mean an "ideal" hero: no one is likely to believe in him. I mean a strong, honest man, but also kind and tolerant. It is difficult for me to dictate to dramatists, but I hope you see what I mean.

**Peter Wyndham, 35, film producer**

When a child I didn't go to the theatre. Once or twice my grandmother took me to the opera. One day we were late and arrived at the moment when a terrible thunderstorm had just broken out on the stage. Certainly an: mitation thunderstorm, but I was so terrified that I screamed and ran away.

After that I refused pointblank to go to the theatre, and I grew up absolutely outside its influence.I don't want you to think that I reject the theatre like so many film people. It's not that. I am simply indifferent. A friend of mine has produced "Macbeth" in Birmingham, and I can't make myself go and see it, though every one says it is a tremendous success.

**Irene Finch, 50, teacher**

Today the theatre means nothing to me. Yet, there was a time when I was a passionate theatre-goer. I remember going home once, after the first night of "Othello" with Laurence Olivier. I was actually crying. The emotional impact was immense. I still remember every detail of that performance.

Of course, I was young then. Probably, that is the reason. But no: I don't think so. Ask the young people today: are there plays that affect them so? I don't think so. The houses are certainly full, and one can't get a ticket for love or money. But, to my mind, the theatrical passions of today do not spring from a genuine love of the theatre but from other, less pure sources: fashion, prestige, idle curiosity.

**Helen Green, 16, schoolgirl**

I don't understand why people go to the theatre. All these talks on the stage make me sick. I prefer films, variety shows and, of course, rock concerts.

As to the theatre, it is not so bad when the scenery looks real. I mean, when the forest looks like a forest and not like the inside of a garage. I also like gorgeous costumes. In general, I must have something to look at and, of course, to listen to. I don't mean talks, but a really good song or two would make even a boring play endurable.

**Elisabeth Allen, 20, student**

The theatre is not only my favourite pastime. It occupies an immense part of my life. I think it is the greatest of the arts, I believe it to be the school of life, and the happiest moments of my own life have certainly been lived in theatres.

Sometimes one hears that the days of the theatre are over because it cannot successfully compete with the films and TV. I think that is nonsense. How can the theatre be compared with the cinema!

In the latter you just stare at flat dead shades on the screen. In the theatre you communicate with living breathing people who share with you their joys and sorrows, and — what is more — their joys and sorrows are also your joys and sorrows. In their problems you recognize your own, and you are no longer alone. The drama properly staged and acted is not only communication but communion.

**Задание (я): Enact the monologues in the form of interviews.**

**Use the following conversational formulas of encouraging people to speak and avoiding being**

**misunderstood. Используя разговорные фразы (см.выше), создайте ситуацию...**

**2.8. Тема 2.8. Правила написания личных писем и  
правила ответа на них.**3. **Раздел 3. Культура речевого общения в**  
**деловой сфере.**

1) You are at the airport meeting a visitor to your contry. Write a conversation between yourself and the visitior.

2) A visitor comes to your office. You introduce the visitor to a collegue. Write the conversation.

3) You are saying goodbye to a visitor. Write a conversation between yourself and the visitior.

**3.1. Тема 3.1. Правила общения при собеседовании**  
**с работодателем и начальником.**

Для сотрудника компании, проводящий собеседование, недостаточно сухое знание резюме, ему необходимо представить вас в данной должности, понять по вашему разговору и тому, как вы себя подаете, подходите ли вы на нее или нет.

1."Why should we hire you?" вы можете поставить знак равенства. Напишите два-три предложения о себе в форме так называемого USP (Unique Selling Point) - описание ваших самых сильных сторон и той пользы, которую принесет ваш опыт и знания этой компании. Например: "I'm a seasoned Retail Manager strong in developing training programs and loss prevention techniques **that have resulted in revenue** **savings** of over $2.3Million for (employer's name) during the past 11 years."

2. What is your greatest strength?  
Старайтесь не переборщить. "I work too hard" - паршивый ответ, которые сулит беду. Знайте меры собственной хвалы, ведь компания хочет увидеть вас, а не картинку, которую вы рисуете. Описывайте только те качества, имеющие отношение к данной компании и представляющие вас как наиболее подходящего кандидата.

3. What is your greatest weakness?  
Здесь следует выделить свою слабую сторону и рассказать о том, что вы делаете для того, чтобы исправить это. Например, если вы бухгалтер, то никто не удивится, если вы скажите, что ваша сильная сторона - цифры, а вот общение с людьми - слабая. Но взаимоотношения с заказчиками - это один из самых важных аспектов ведения бизнеса, поэтому вы усердно работаете над этим.

4. How do you handle stress / pressure?  
Здесь будут уместны примеры из вашего опыта. Так компания получит представление о том, как вы функционируете в стрессовых ситуациях. Еще популярны вопросы "What are the most difficult decisions to make?" или "Describe a difficult work situation / project and how you overcame it." Обязательно расскажите о реальных ситуациях (ясно дело, закончившихся хеппи эндом для вас), о том, как вы разрешили те или иные проблемы. Подготовьтесь, чтобы потом не сидеть и судорожно вспоминать прямо на собеседовании! Еще в эту же категорию относится "Tell me about a time you made a mistake ", который скорее направлен на то, чтобы узнать, как вы относитесь к критике. Говорите о том, что критика для вас важна, ибо она помогает совершенствоваться и исправлять ошибки, но также необходимо учитывать то, от кого она исходит.

5. Why are you leaving your job?  
Не поливайте грязью вашего предыдущего работодателя. Подчеркните положительные моменты, опыт и знания, которые вы вынесли из предыдущего места работы. Сконцентрируйтесь больше на будущем.

6. How do you evaluate success?.

7. Why do you want this job?**.**

8. Why Should We Hire You?  
Этот вопрос необходим для того, чтобы понять, понимаете ли вы все обязанности будущей должности, а также для того, чтобы узнать, что вы можете предложить данной компании.

9. What Are Your Goals for the Future?  
Один из самых важных пунктов собеседования. Не говорите о семье, возможности продолжения образования и т.д. Говорите только о том, что связано с данной компанией и работой в ней. Конечно, может, вы и не представляете себя работающим в этой компании через 5 или 10 лет. Но не стоит об этом упоминать.

10. What Are You Passionate About?  
Опять же вопрос, необходимый для того, чтобы ваш работодатель узнал, что для вас в жизни важно. Например, занятия спортом представляют вас дисциплинированным человеком. Самое главное, чтобы ваше увлечение не отнимало того времени, которое может быть использовано с пользой для данной компании.

**3.2. Тема 3.2. Правила ведения деловых телефонных разговоров.**

1) Write the beginning of a phone conversation at work: a)with someone you know; b)with someone you do not know.

2) What are your phone numbers - at home, at work and on your mobile? Remember how to say them.

3) Write a short conversation in which you ask someone for their name, phone number, company name and email address.

4) Think of the last phone message that you left. What did you say? Practice saying the massage in English.

**3.3. Тема 3.3 Правила ведения деловой и научной  
корреспонденции.**

**…Task 1. A) Put the parts of the addresses in the correct order.**

1)10/ Garston Road/ Worldwide Dealers Ltd./ Mr R. Stevenson/ Australia/ Melbourne;

2)75/ Mathews & Wilson/ Scotland/ Ladies’ Clothing/ G eneral Manager/ High Street/ Glasgow;

3)Chicago/ Illinois/ USA/ 300/ Lincoln Place/ The Modern Machine Tool Corporation;

4)36/ Canada/ Messrs. Williams & Werner Ltd./ Toronto/ Tower Street/ 4JS;

5)Messrs. Jones & Company/ William B. Brown/ 5/ Queensland/ Managing Director/ Brownside/ Australia/ Green Street;

6)1326/ Davenport/ Midwest Division/ John/ President/ Market Street/ Iowa/ B. Green/ Paint Company/ American;

7)11/ WI 53405/ United Packaging/ East Shore Drive/ Ms/ Marketing Coordinator/ Wisconsin/ USA/ Alison Freeman/ Green Bay/ Inc.;

8)Sales Manager/ Canberra/ Liverpool Street/ Mr/ Independent Products/ 18/ R.G. Flinders/ AUSTRALIA/ Pty/ NSW 2170.

**Put the parts of the letter in the correct order and rewrite it in the**

**block style.**

|  |  |  |  |
| --- | --- | --- | --- |
| a) | Attention: Mr N. Conshiwan | j) | Re: Enquiry for National Dresses |
| b) | Bangkok | k) | International Trading Company |
| c) | 3 August, 20-- | l) | Our Ref: PM/ma |
| d) | Thailand | m) Intercontinental Hotel Group | |
| e) | Dear Mr N. Conshiwan | n) Telephone: 487-6591 | |
| f) | P. Morgan |  | Telex: 79436 |
| g) | Your Ref: |  | Telefax: (039) 3673 |
| h) | Manager | o) Yours sincerely | |
| i) | Please send us your catalogue with sizes | p) | We are opening a shop of national |
|  | and colours of female and male national |  | Asian dresses and fabrics in one of |
|  | clothes of Thailand. |  | our hotel |

**Тема 3.4. Правила выражения извинения,  
комплимента .**

3. 4. 1.A: You have to break a promise to go to a party because you have to complete important work. Call your friend and apologize.   
 B: Accept your friend’s apology.

3.4. 2.A: You run across your acquaintance. You have not seen him/her for several months. Start a conversation. After being asked to return the book you borrowed, apologize and ask permission to give it back in a week. Reply to your acquaintance’s suggestion.   
 B: An acquaintance of yours starts a conversation. Keep it up. Ask him/her politely to give you back the book he/she borrowed. Accept your acquaintance’s apology. Then suggest meeting next week.   
  
. **Раздел 4. Особенности речевого общения в**  
**сети «Интернет».**  
**Тема 4.1. Особенности написания  
электронных писем, комментариев, ведения блогов.**

**4.1.1Complete the sentences with the e-mail terms below.**

1)My address is Woods@hotmail.com, that’s \_\_\_\_\_\_\_\_ W \_\_\_\_\_\_\_\_\_ o-o-d-s

\_\_\_\_\_\_\_ hotmail \_\_\_\_\_\_\_\_ com.

2)I need my \_\_\_\_\_\_\_\_\_\_\_\_ to add / remove/ amend e-mail addresses.

3)My \_\_\_\_\_\_\_\_\_ is where my incoming messages are stored.

4)If I \_\_\_\_\_\_\_\_\_\_ a message it goes to another person.

5)With “\_\_\_\_\_\_\_\_\_\_\_” I can write a new letter.

6)If I press \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ I connect with the Internet.

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7)I look at \_\_\_\_\_\_\_\_\_\_\_\_ to see what messages I have sent.

8)Before being sent across the Internet, my messages are stored in the

\_\_\_\_\_\_\_\_\_\_\_\_.

9)I need to send an answer to that message, so I’ll use \_\_\_\_\_\_\_\_\_\_\_\_.

10)I’ll have to finish that e-mail later, that’s why I ’ll store it in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
| a) ADDRESS BOOK | f) INBOX | | k) FORWARD |
| b) NEW MSG/ NEW MAIL | g) DRAFTS | | l) at |
| c) SEND & RECEIVE | h) small | | m) REPLY |
| d) dot | i) | SENT ITEMS |  |
| e) capital | j) | OUTBOX |  |

**4.1.2. Read the e-mail exchange and put two words into each gap.**

1)Kate, I’ve attached the sales figures for Q3, as requested. You’ll see that we’re up 6%!

Things are really taking off in Central Europe. By the way, are you going to the

conference?

2) (Kate has used the ‘Reply’ button so she include s the text of the e-mail she

received.)

>Kate, I’ve attached the sales figures for Q3, as requested. Sorry, Peter, you forgot to send \_\_1\_\_ . Can you send it again?

>You’ll see that we’re up 6%! Things are really taking off in Central Europe. Great news. Do \_\_2\_\_ 6% increase for the quarter or for the whole year?

>By the way, are you going to the conference?

\_\_3\_\_ ? The sales conference in Istanbul next month or the International Plastics

Convention in Slough?

3)Sorry about that, Kate. Here it is again. Let \_\_4\_\_ if you get it. I meant 6% for the

quarter! Head Office are very pleased.

What do you mean ‘Which conference?’!! I was talking about the sales conference, of course. But are \_\_5\_\_ it’s in Istanbul?

4)Okay, I’ve got the attachment this time. But you’ll never believe it – I can’t \_\_6\_\_ !

Can you check that you saved it properly?

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I thought the conference was in Istanbul, but I may \_\_7\_\_ . I’ll check and get back \_\_8\_\_ .

Anyway, I can’t go this year – Cathy is going instead.

4.1.3.**Write the messages for the following situations. Exchange e-mails with your group mate and teacher.**

(A)

**Student A.** You’re writing to your group mate. You’d like to ask him/her if he/she is going to take part in “English World” Annual Competition. Inform him/her of the time and place it is going to take place.

**Student B**. You’ve received this message and your task is to react to this information (express your readiness to take part, or to refuse and say you’re sorry, ask for details, etc.). Use all possible ways of emphasizing in your message.

(B)

You’re writing to your teacher of English Linda Daniels. You’ve just received the announcement of the “English World” Annual Competition. You’re interested to know if you have a chance to take part in it. Ask for the time and place it is going to take place. Thank your teacher in advance.

5. **Раздел 5. Практическая риторика. 7 16-**  
**5.1. Тема 5.1. Правила публичных выступлений.**

Презентация , примерные вопросы: Speak about a famous rhetorician of ancient Greece and Rome: Isocrates, Plato, Aristotle, Cicero, Quintilian etc

**БЛОК Д**

**Типовые контрольные вопросы для подготовки к зачету при проведении промежуточной аттестации по дисциплине**

ДИАЛОГИЧЕСКОЕ ВЫСКАЗЫВАНИЕ

1. A: You are a student. The professor has explained something, but you still don’t understand it very well. Politely interrupt him/her and ask for clarification.   
 B: You are a professor. Your student asks for clarification. Help him/her and check if you are properly understood.   
   
 2. A: You have started work in an organisation. You ask your colleague of the same age what the boss is like.   
 B: You are an employee. A newcomer, who is your age, wants to know what the boss is like. You don’t want to discuss him/her.   
   
 3. A: You have to break a promise to go to a party because you have to complete important work. Call your friend and apologize.   
 B: Accept your friend’s apology.   
   
 4. A: You run across your acquaintance. You have not seen him/her for several months. Start a conversation. After being asked to return the book you borrowed, apologize and ask permission to give it back in a week. Reply to your acquaintance’s suggestion.   
 B: An acquaintance of yours starts a conversation. Keep it up. Ask him/her politely to give you back the book he/she borrowed. Accept your acquaintance’s apology. Then suggest meeting next week.   
   
 5. A: You meet your university professor standing in a queue. You have missed a lot of his/her classes. Start a conversation. Give some reasons for your non-attendance in an apologetic manner. Reply to your professor’s suggestion. Ask permission to meet later.   
 B: You are a professor. You meet a student that has missed a lot of your classes. He/she starts a conversation. Keep it up. Accept your student’s apology. Then suggest meeting in several days.   
 Refuse permission for him/her to meet later.   
   
 6. You are at a crowded bus stop.   
 A: You are a student. You meet your university professor. You have to miss some of his/her classes. Start a conversation. After being asked to repeat what you have said, pronounce it louder. Reply to your professor’s suggestion. Discuss a stranger’s college years, stating your preferences.   
 B: You are a professor. You meet a student that has to miss your classes. He/she starts a conversation. Keep it up. Ask your student to repeat something he/she has said because you have not heard it. Make a suggestion. Politely avoid answering a stranger’s question.   
 C: You are a talkative person. Apologizing for interrupting, join the conversation. Talk about your college years, stating your preferences. Ask the professor a question. End a conversation saying something nice.   
   
 7. Your neighbours upstairs have a leaking water-pipe in their bathroom which is making damp stains on your ceiling. You’re annoyed. Phone your friend to complain.   
   
 8. You want to let a friend know very urgently that you cannot go to his birthday party, but when you phone, someone else answers. Express disappointment and leave a message.

**Экзамен по дисциплине проходит в форме инсценировок по предложенным темам**

1. You are at the airport meeting a visitor to your contry. Write a conversation between yourself and the visitior.
2. A visitor comes to your office. You introduce the visitor to a collegue. Write the conversation.
3. You are saying goodbye to a visitor. Write a conversation between yourself and the visitior.
4. Write the beginning of a phone conversation at work: a)with someone you know; b)with someone you do not know.
5. What are your phone numbers - at home, at work and on your mobile? Remember how to say them.
6. Write a short conversation in which you ask someone for their name, phone number, company name and email address.
7. Think of the last phone message that you left. What did you say? Practice saying the massage in English.
8. Write an email to a colleague in another department, asking for information about your company’s products or services. Use contractions and abbreviations where appropriate.
9. Write a massage to an important client who is visiting your company next week, attaching a map to show where your company is. Remember to use formal language.
10. Write an email with an attachment to send a)to a colleague; b)to a customer. Use formal and informal language.

Речевые клише, рекомендуемые к использованию в устных высказываниях:

Clarifying your own ideas

In other words,

What I mean is . . .

What I'm trying to say is . . .

What I wanted to say was . . .

To clarify,

Asking for Clarification

What do you mean (by that)?

What are you trying to say?

What was that again?

Could you clarify that?

Clarifying another's ideas

You mean . . .

What you mean is . . .

What you're saying is . . .

(I think) what she means is . . .

What he's trying to say is . . .

If I understand you, (you're saying that . . . )

If I'm hearing you correctly,

So, you think (that) . . .

So, your idea is . . .

В результате освоения дисциплины студенты уметь реализовывать следующие речевые

стратегии:

Речевые стратегии инициирования и ведения разговора.

Речевые клише:

Is it clear?

Do you catch me?

Do you understand my meaning?

Did you catch what I said? I hope you get me right.

Don't you see?

Do I speak plain enough to be understood?

I don't understand (get) you. (I don't see your point; I don't follow you.)

I cannot grasp your meaning.

It's over my head (beyond me; beyond my grasp; beyond my reach).

I don't understand your drift.

Your point escapes me.

I have not the remotest idea.

I am at my wit's ends.

I could not understand a single word they said in reply.

What are you driving at? What do you mean (by that)? What exactly do you mean?

It has just dawned upon me.

Everything is clear now.

I have been trying to make him understand that.

May I have a word with you?

Have you time for a little conversation (talk, chat)?

I am prepared to be a good listener.

I am all ears. Speak, I am listening.

It was on the tip of my tongue to say —.

But does it follow that — ?

To come back to what I was saying I —.

But your talk reminds me of a story about —.

Well, to resume — .

What I say is — .

By the way, have you heard—?

It seemed there was no end to the topics we had discussed.

Let him have his way.

I don't know how to put it.

I'm unable to express myself.

Words fail me.

It was a slip of the tongue.

Never mind.

I. Give English equivalents:

1. Вы меня понимаете?

2. Это выше моего понимания.

3. Я не нахожу слов

4. Ума не приложу.

5. Я не понимаю, что вы хотите сказать.

6. По-видимому, это так.

7. Трудно сказать.

8. Нельзя заранее сказать.

9. Это не так просто, как это кажется.

10. Очень на то похоже.

II. Complete the dialogue with the most appropriate expression.

Phone conversation

Jane: \_\_\_\_\_\_\_\_

Richard: Oh, hi. \_\_\_\_\_\_\_\_\_

Jane: \_\_\_\_\_\_\_

Richard: Yes, hello, Jane. How are you?

Jane: Fine, thanks, \_\_\_\_\_\_\_\_\_\_

Maggie: Hello.

Richard: Hi! \_\_\_\_\_\_\_\_\_\_\_

Maggie: You got my message then. I thought you'd forgotten about me.

Richard: Don't be silly Of course I haven't forgotten you. I've just been a bit busy, that's all.

Maggie: Busy playing computer games, I suppose.

Richard: No, not all the time. Anyway, how are you?

Maggie: Not too bad. A bit tired. Too much work as usual. Which reminds me, have you heard

anything from the travel agent's?

Richard: Oh, yes. They've got the tickets.

Maggie: Great! I really need this holiday.

Richard: Listen, I can't chat now, but f\_\_\_\_\_\_\_

Maggie: I've got to work this evening, but I thought we could go to the cinema tomorrow.

Richard: OK, I'll come round at about seven.

Maggie:\_\_\_\_\_\_\_\_

Richard: Bye.

III. Expand the situation introduced by the opening sentences.

Waiter: Well, anything else, sir?

Mr. Smith: No. Thank you. The steak is a bit overdone and rather tough

Waiter: I'm terribly sorry, sir.

**Оценивание выполнения практических заданий**

| *4-балльная шкала* | *Показатели* | *Критерии* |
| --- | --- | --- |
| *Отлично* | *1. Полнота выполнения практического задания;*  *2. Своевременность выполнения задания;*  *3. Последовательность и рациональность выполнения задания;*  *4. Самостоятельность решения;*  *5. и т.д.* | Оценка *«отлично****»*** ставится, если студент демонстрирует глубокие знания по излагаемой проблеме; грамматически точно использует лексический материал и речевые структуры; аргументировано высказывается по заданной теме; если он при соблюдении вышеуказанных критериев допустил отдельные неточности, не нарушающие процесс коммуникации; и делает выводы по теоретическому изложению материала, умело иллюстрирует примерами, без ошибок справляется с практическим заданием, показывает умение вести дискуссию по данной проблеме. |
| *Хорошо* | Оценка ***«****хорошо*» ставится, если студент умеет грамматически точно, используя лексику и речевые структуры, логично высказаться по заданной теме; при соблюдении вышеуказанных критериев допускает неточности, не нарушающие процесс коммуникации; освещает основные аспекты данной проблемы, делает выводы, хорошо справляется с практическим заданием, реагирует на вопросы преподавателя, провоцирующие научную дискуссию, решает коммуникативную задачу высказывания. |
| *Удовлетворительно* | Оценка *«удовлетворительно»* ставится, если студент показывает недостаточное владение языком, высказывается по заданной теме при допуске языковых неточностей; недостаточно полно освещает теоретические вопросы, делает некоторые ошибки при выполнении практического задания, не может продемонстрировать умения вести дискуссию |
| *Неудовлетворительно* | Оценка *«неудовлетворительно*» ставится, если студент недостаточно полно освещает теоретические вопросы, не может справиться с практическим заданием, не может дать правильный ответ на дополнительный вопрос, допускает ошибки в устном сообщении по теме. |

**Оценивание выполнения тестов**

| *4-балльная шкала* | *Показатели* | *Критерии* |
| --- | --- | --- |
| *Отлично* | *1. Полнота выполнения тестовых заданий;*  *2. Своевременность выполнения;*  *3. Правильность ответов на вопросы;*  *4. Самостоятельность тестирования;*  *5. и т.д.* | Выполнено 85-100 % заданий предложенного теста, в заданиях открытого типа дан полный, развернутый ответ на поставленный вопрос. |
| *Хорошо* | Выполнено 66-84 % заданий предложенного теста, в заданиях открытого типа дан полный, развернутый ответ на поставленный вопрос; однако были допущены неточности в определении понятий, терминов и др. |
| *Удовлетворительно* | Выполнено 50-65 % заданий предложенного теста, в заданиях открытого типа дан неполный ответ на поставленный вопрос, в ответе не присутствуют доказательные примеры, текст со стилистическими и орфографическими ошибками. |
| *Неудовлетворительно* | Выполнено 0-49 % заданий предложенного теста, на поставленные вопросы ответ отсутствует или неполный, допущены существенные ошибки в теоретическом материале. |

**Оценивание ответа на зачете**

| Бинарная шкала | Показатели | Критерии |
| --- | --- | --- |
| Зачтено | 1. Полнота изложения теоретического материала;  2. Полнота и правильность решения практического задания;  3. Правильность и/или аргументированность изложения (последовательность действий);  4. Самостоятельность ответа;  5. Культура речи. | «Зачтено» - студент демонстрирует глубокие знания по излагаемой проблеме, делает выводы по теоретическому изложению материала, умело иллюстрирует примерами, без ошибок справляется с практическим заданием, показывает умение вести дискуссию по данной проблеме, выполняется коммуникативная задача, логичность и связанность высказывания. |
| Не зачтено | «Не зачтено» ставится, если студент недостаточно полно освещает теоретические вопросы, не может справиться с практическим заданием, не может дать правильный ответ на дополнительный вопрос, отсутствие логичности и связанность высказывания. Допускает грубые лексико-грамматические и фонетические ошибки в устном сообщении, искажающие смысл высказывания. |

**Оценивание ответа на экзамене**

| *4-балльная шкала* | *Показатели* | *Критерии* |
| --- | --- | --- |
| *Отлично* | *1. Полнота изложения теоретического материала;*  *2. Полнота и правильность решения практического задания;*  *3. Правильность и/или аргументированность изложения (последовательность действий);*  *4. Самостоятельность ответа;*  *5. Культура речи;*  *6. и т.д.* | Студент демонстрирует глубокие знания по излагаемой проблеме, делает выводы по теоретическому изложению материала, умело иллюстрирует примерами, без ошибок справляется с практическим заданием, показывает умение вести дискуссию по данной проблеме, выполняется коммуникативная задача, логичность и связанность высказывания. |
| *Хорошо* | Студент освещает основные аспекты данной проблемы, делает выводы, хорошо справляется с практическим заданием, реагирует на вопросы преподавателя, провоцирующие дискуссию, решает коммуникативную задачу высказывания, допускает 1-2 лексико-грамматические ошибки. |
| *Удовлетворительно* | Студент недостаточно полно освещает теоретические вопросы, делает некоторые ошибки при выполнении практического задания, не может продемонстрировать умения вести дискуссию, нарушается логичность и связанность высказывания. Допускает 4-5 лексико-грамматических и фонетических ошибок в устном сообщении, искажающие смысл высказывания. |
| *Неудовлетворительно* | Студент недостаточно полно освещает теоретические вопросы, не может справиться с практическим заданием, не может дать правильный ответ на дополнительный вопрос, отсутствие логичности и связанность высказывания. Допускает грубые лексико-грамматические и фонетические ошибки в устном сообщении, искажающие смысл высказывания. |

**Раздел 3. Методические материалы, определяющие процедуры оценивания знаний, умений, навыков и опыта деятельности, характеризующих этапы формирования компетенций**

Основными этапами формирования компетенций по дисциплине при изучении студентами дисциплины являются последовательное изучение содержательно связанных между собой разделов. В целом по дисциплине оценка «отлично» ставится в следующих случаях:

- студент демонстрирует глубокие знания по излагаемой проблеме, делает выводы по теоретическому изложению материала, умело иллюстрирует примерами, без ошибок справляется с практическим заданием, показывает умение вести дискуссию по данной проблеме, выполняется коммуникативная задача, логичность и связанность высказывания;

- «хорошо» - студент освещает основные аспекты данной проблемы, делает выводы, хорошо справляется с практическим заданием, реагирует на вопросы преподавателя, провоцирующие дискуссию, решает коммуникативную задачу высказывания, допускает 1-2 лексико-грамматические ошибки;

- «удовлетворительно» - студент недостаточно полно освещает теоретические вопросы, делает некоторые ошибки при выполнении практического задания, не может продемонстрировать умения вести дискуссию, нарушается логичность и связанность высказывания. Допускает 4-5 лексико-грамматических и фонетических ошибок в устном сообщении, искажающие смысл высказывания.

- «неудовлетворительно» ставится, если студент недостаточно полно освещает теоретические вопросы, не может справиться с практическим заданием, не может дать правильный ответ на дополнительный вопрос, отсутствие логичности и связанность высказывания. Допускает грубые лексико-грамматические и фонетические ошибки в устном сообщении, искажающие смысл высказывания.

При оценивании результатов обучения: знания, умения, навыки и опыта деятельности (владения) в процессе формирования заявленных компетенций используются различные формы оценочных средств текущего, рубежного и итогового контроля (промежуточной аттестации).

**Рекомендации к компонентному составу оценочных материалов**

|  |  |  |  |
| --- | --- | --- | --- |
| Формы контроля | Виды контроля | Состав оценочных материалов | |
| Для обучающегося | Для экзаменатора |
| Промежуточная аттестация – итоговый контроль по дисциплине | Зачет | Вопросы к зачету | Критерии оценивания представлены в методических указаниях по освоению дисциплины |
| Текущий контроль - контроль самостоятельной работы студентов | Тестирование | Бланк с тестовыми заданиями (в случае бланковой формы тестирования) и инструкция по заполнению.  Доступ к тесту в системе компьютерного тестирования и инструкции по работе в  системе. | Банк тестовых заданий  Инструкция по обработке результатов |
| Устное собеседование  (учебно-речевая ситуация) | Вопросы для собеседования и перечень дискуссионных тем представлены в методических указаниях к практическим занятиям (семинарским) | Критерии оценивания представлены в методических указаниях по освоению дисциплины |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Оценочные средства | Критерий для оценки «5» | Критерий для оценки «4» | Критерий для оценки «3» | Критерий для оценки «2» |
| Задания блока А.0 | Процент правильных ответов составляет 85% и более | Процент правильных ответов составляет от 66% до 84% | Процент правильных ответов составляет от 50% до 65% | Процент правильных ответов составляет менее 50% |
| Задания блока А.1 | продемонстрировано глубокое знание по теме практического занятия, полно излагает материал, продемонстрировано отличное владение терминологией, проявлено умение убеждать с использованием логичных доводов,  приводит необходимые примеры не только из учебной литературы, но и самостоятельно составленные | формулирует полный правильный ответ на вопросы практического занятия с соблюдением логики изложения материала, но допускает при ответе  отдельные неточности, не имеющие принципиального характера, недостаточно четко и полно отвечает на уточняющие и дополнительные вопросы | продемонстрировал неполные знания, допускает ошибки и неточности при ответе на вопросы практического занятия, продемонстрировал неумение логически выстроить материал ответа и формулировать свою позицию по проблемным вопросам | не способен сформулировать ответ по вопросам практического занятия (семинара); дает неверные, содержащие фактические ошибки ответы на вопросы практического занятия (семинара); не способен ответить на дополнительные и уточняющие вопросы.  Неудовлетворительная оценка выставляется в случае отказа отвечать на  вопросы практического занятия |
| Задания блока Б | демонстрирует полный и правильный ответ, изложенный в определенной  логической  последовательности; если студент  свободно оперирует лингвистическими законами; анализирует языковые и правовые явления, используя различные источники информации; делает творчески обоснованные выводы. Допускается одна-две несущественные ошибки | демонстрирует полный и правильный ответ, изложенный в определенной логической последовательности; если студент умеет оперировать лингвистическими законами; анализирует языковые и правовые явления; делает обоснованные выводы. Допускаются одна-две ошибки | демонстрирует частично  правильный и неполный ответ; нарушена логика ответа; если студент знает лингвистические законы, но оперирует ими слабо | ответы  односложные «да», «нет»; аргументация отсутствует либо ошибочны ее основные положения; большинство важных фактов отсутствует, выводы не делаются. |
| Задания блока С | Задания выполнены полностью, в представленном решении обоснованно получен правильный ответ | задания выполнены полностью, но нет достаточного обоснования или при верном решении допущена ошибка, не влияющая на правильную последовательность рассуждений, и, возможно, приведшая к неверному ответу | задания выполнены частично, нет достаточного обоснования или при выполнении допущены ошибки, влияющие на правильную последовательность рассуждений, и, приведшие к неверному ответу | задания не выполнены или выполнены неверно. |
| Задания блока D | отвечает полно, излагает изученный материал, даёт правильные определения языковых понятий; обнаруживает понимание материала, способен обосновать свои суждения, применить знания на практике, привести необходимые примеры не только по учебнику, но и самостоятельно составленные; излагает материал последовательно и правильно с точки зрения норм литературного языка. | даёт ответ, удовлетворяющий тем же требованиям, что и для отметки «5», но допускает 1-2 ошибки, которые сам же и исправляет, и 1-2 недочёта при речевом оформлении ответа. | обучающийся обнаруживает знание и понимание основных положений вопроса, но излагает материал неполно и допускает неточности в определении языковых понятий или формулировке правил; не умеет обосновать свои суждения и привести собственные примеры; излагает материал непоследовательно и допускает ошибки в речевом оформлении ответа. | ставится, если студент обнаруживает незнание большей части материала вопроса, допускает ошибки в формулировке определений и правил беспорядочно и неуверенно излагает материал. |