

МІЖРЕГІОНАЛЬНА
АКАДЕМІЯ УПРАВЛІННЯ ПЕРСОНАЛОМ



МАУП

**МЕТОДИЧНІ МАТЕРІАЛИ
ЩОДО ЗАБЕЗПЕЧЕННЯ САМОСТІЙНОЇ
РОБОТИ СТУДЕНТІВ
з дисципліни
“ІНОЗЕМНА ДІЛОВА МОВА
(англійська)”
(для бакалаврів, 3–4-й курси)**

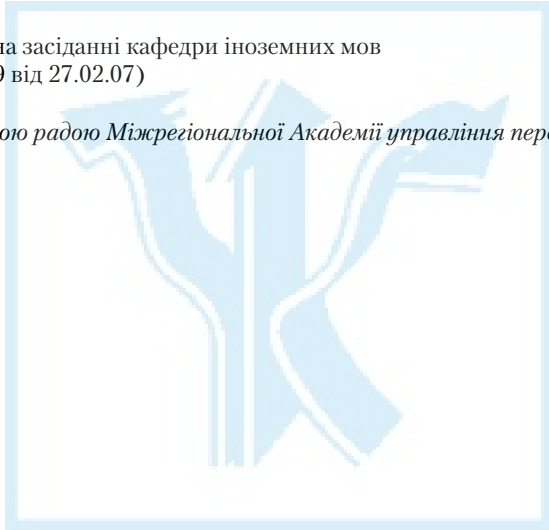
МАУП

Київ 2007

Підготовлено доцентом кафедри теорії та практики перекладу
О. В. Харченком

Затверджено на засіданні кафедри іноземних мов
(протокол № 9 від 27.02.07)

Схвалено Вченою радою Міжрегіональної Академії управління персоналом



Харченко О. В. Методичні матеріали щодо забезпечення самостійної роботи студентів з дисципліни “Іноземна ділова мова (англійська)” (для бакалаврів, 3–4 курси). — К.: МАУП, 2007. — 114 с.

Методичні матеріали містять пояснювальну записку, методичні матеріали для аудиторної та позааудиторної самостійної роботи, рекомендовані теми для доповідей і рефератів, а також список літератури.

© Міжрегіональна Академія
управління персоналом (МАУП),
2007

ПОЯСНЮВАЛЬНА ЗАПИСКА

Сучасна реформа вищої освіти — це насамперед перехід від парадигми навчання до парадигми освіти та самоосвіти, що передбачає орієнтацію на активні методи опанування знань, розвиток творчих здібностей студентів, перехід від поточного до індивідуалізованого навчання з урахуванням потреб і можливостей певного студента. Тому крім лекційних і практичних занять важливою формою навчального процесу стає самостійна робота студентів.

Мета самостійної роботи студентів з дисципліни “Іноземна ділова мова (англійська)” — сприяти практичному опануванню студентами нормативної бази функціонування англійської мови в комунікативно-мовленнєвих ситуаціях ділового спілкування, розширенню їх знань економічного блоку, а також покращенню якості перекладу матеріалів економічного спрямування з урахуванням лексичних, синтаксичних, граматичних і прагматичних особливостей їх перекладу.

Основні завдання самостійної роботи студентів:

- підвищення ефективності навчання за рахунок додаткової системи вправ;
- забезпечення фонових знань, необхідних студенту для роботи з матеріалами економічного блоку;
- удосконалювання комунікативних умінь і навичок володіння англійською мовою при спілкуванні на професійні теми;
- розвиток власне перекладацьких навичок і вмінь.

Організація позааудиторної самостійної роботи студентів полягає у необхідності більш широкого огляду тематики курсу з використанням основної та допоміжної літератури, аналітичного осмислення теоретичного матеріалу, формуванні узагальнюючих висновків.

Оскільки самостійна робота повинна сприяти розвитку творчого потенціалу студента та реалізації професійних навичок, завдання мають як індивідуальний, так і груповий характер. Практикуються такі форми самостійної роботи: виконання додаткових завдань і тестів, що закріплюють у студентів певний обсяг економічної лексики; аналітичний огляд наукових публікацій; підготовка доповіді з певної теми чи проблеми перекладу економічних документів; підготовка до рольової гри; переклад додаткових текстів економічного характеру.

Викладач повинен привчати майбутніх спеціалістів працювати професійно, самостійно, швидко і якісно удосконалювати свою кваліфікацію. Таким є соціальне замовлення суспільства системі освіти сьогодні. Воно продиктоване не тільки повсякденними потребами в

постійному підвищенні якості підготовки спеціаліста, а й більш глобальним соціальним завданням — привести стан освіти у відповідність до нових цілей удосконалення суспільства, всебічний розвиток особистості.

Методичні рекомендації розраховані на 210 годин практичних занять (аудиторна самостійна робота) і 70 годин самостійної роботи (позааудиторна самостійна робота) студентів 3–4-го курсів.

МЕТОДИЧНІ МАТЕРІАЛИ ДЛЯ АУДИТОРНОЇ САМОСТІЙНОЇ РОБОТИ

Система вправ має забезпечити формування у свідомості студента: 1) відповідних фонових знань; 2) термінологічних еквівалентів з економічної тематики; 3) сучасних уявлень про реалії англomовних країн; 4) відповідних знань стосовно перекладу складних економічних термінів, абрeвіатур і скорочень.

Вправи для самостійної аудиторної роботи

Вправа 1. Перекладіть текст економічного напрямку з англійської мови на українську. Опрацюйте економічну лексику тексту. Зверніть увагу на граматичні та лексичні трансформації, які застосовуються під час перекладу.

Contracts. (Контракти)

A contract is a legally binding agreement between two or more competent persons to do, or not to do, a particular thing. The three basic elements to a contract are: an offer (1); an acceptance (2) of the offer; and sufficient consideration (3) to support the offer and acceptance. In addition, there must be a reasonable certainty (4) as to what the parties are to do, or not to do, when they are to do it, and what the consideration is. Finally, the parties must be competent to contract (5), that is, they must be of sufficient age, in reasonable possession of their wits (6), and under legal disability (7).

Requirements for a Contract. The first requirement for a valid contract is that the parties have a meeting of the minds (8). A meeting of the minds is evidenced by an offer, and an acceptance of the offer. The second requirement is that the promise of each party is given in return for some benefit (9) sufficient to justify the promise. This benefit is the consideration for the contract.

An offer can be made by words or acts. That is, it can be made specifically (in writing or orally), or it can be implied (10) from the conduct of the person making the offer. An offer can be made by advertisement.

The time for accepting an offer may be expressly (11) limited, and the offer expires (12) if not accepted within that time. If no time limit is specified, the offer may be accepted within a reasonable time. The offer may be revoked (13) or withdrawn (14) before acceptance. An acceptance can be expressed or implied, written or oral. When an offer specifies the manner in which it must be accepted, an attempt to accept it any other way may not be enough. In general, acceptance requires some affirmative act (15). Under Ohio law, a person receiving unrequested merchandise (16) may keep it without payment.

The person to whom an offer is directed may reject (17) the offer. The person may also make a proposal of her own, that is, make a counteroffer (18). A counteroffer wipes out all previous offers.

(The list of words to be used: оферта, акцепт, зустрічне задоволення, розумне усвідомлення, правочинний укласти договір, бути при своєму розумі, юридична недієздатність, порозуміння, вигода, такий, що впливає з поведінки, експліцитно, припинитися із закінченням терміну, скасований, відкликаний, дія (на відміну від бездіяльності), незамовлені товари, відхилити, контроферта.)

Вправа 2. Доберіть відповідні фрази з колонки А до їх еквівалентів з колонки В, вивчіть при цьому незнайомі лексичні одиниці та терміни, що належать до економічної лексики.

Contracts. (Контракти)

А	В
<p>1. In order for a contract to be binding, the parties to it must be competent to make it. A person cannot make a promise he cannot fulfill because of some legal or other disability. An insane person is unable to make a binding agreement. A minor under age 18 does not have full power to contract. Such persons are incompetent to enter into a binding contract</p>	<p>А. Компенсація (зустрічне задоволення) може бути у грошовій формі, у формі майна, права, послуги або зобов'язання здійснити певні дії (чи утриматися від них). Зобов'язання, які сторони дають одна одній, можуть бути достатньо обов'язковими для виконання, якщо такі зобов'язання самі по собі є серйозною компенсацією. У таких випадках кажуть, що вони характеризуються "взаємністю зобов'язань"</p>

<p>2. Consideration can be money, property, rights, services, or the promise to do (or not to do) certain things. The promises the parties make to one another may be sufficiently binding provided that the promises themselves constitute adequate consideration. In such a case, the promises are said to have mutuality of obligation</p>	<p>В. Недієздатність (обмежену дієздатність) не можна використовувати для отримання несправедливої вигоди. Якщо недієздатна особа виконує свої зобов'язання щодо угоди, яку вона вважає чинною, інша сторона не має права її скасувати. Подібним же чином неповнолітня особа може не мати права скасувати угоду, якщо це спричинить несправедливі збитки іншій стороні</p>
<p>3. There are two ways of classifying consideration. Either the person making the promise (the promisor) gains some right or benefit in return for her promise, or else the person to whom the promise is made (the promisee) gives up some right or benefit in return for the promise</p>	<p>С. Досить часто трапляється так, що операція купівлі-продажу не завершується одразу ж, і майно утримується на депозиті. У таких випадках в обмін на згоду покупця відмовитися від своїх прав на депозит, за умови нездатності завершити комерційну угоду, продавець тимчасово передає право продажу майна третій особі</p>
<p>4. Disability (incompetence) cannot be used to gain an unfair advantage. If a person under disability fulfills her part of a supposed contract, the other party cannot repudiate the agreement. Similarly, a minor may not be able to repudiate a contract where there would be unfair loss to the other party</p>	<p>Д. Існують два види зустрічного задоволення. Або боржник (особа, яка дає зобов'язання) одержує будь-яке право або вигоду від виконання такого зобов'язання, або кредитор (особа, яка отримує вигоду від наданого їй зобов'язання) позбавляє себе будь-якого права або вигоди в обмін на виконання певного зобов'язання</p>

<p>5. Quite often, a sale is not closed immediately, but the property is held by a deposit. In this case, in return for the buyer's promise to forfeit the deposit if he does not complete the sale, the seller gives up the right to sell the property to someone else in the interim</p>	<p>Е. Аби договір був обов'язковим для виконання, сторони мають бути правочинними укладати його. Особа не може брати на себе зобов'язання, які вона не може виконати з причини юридичної або будь-якої іншої недієздатності. Психічно хвора особа не може укладати обов'язкову для виконання угоду</p>
--	--

Вправа 3. Доберіть відповідні фрази з колонки А до їх еквівалентів з колонки В, вивчіть при цьому незнайомі лексичні одиниці та терміни, що належать до економічної лексики.

Export and Import. (Експорт та імпорт)

А	В
<p>1. Trading with other countries enables people to enjoy a much wider range of goods than they can produce for themselves</p>	<p>А. Велика Британія імпортує автомобілі, мотоцикли, взуття, електроприлади і багато інших товарів, які вона цілком в змозі виробляти сама</p>
<p>2. Specialization increases total world output</p>	<p>В. Більше спеціалізації – це більший випуск продукції та менші витрати</p>
<p>3. The major part of world trade takes place between countries which could produce for themselves many of the goods they import</p>	<p>С. Торгівля з іншими країнами дозволяє людям користуватися набагато ширшим набором послуг, ніж вони можуть виробити для власного користування</p>
<p>4. Countries can import goods which they cannot produce for themselves</p>	<p>Д. Спеціалізація сприяє підвищенню загальної світової продуктивності</p>

5. Britain imports cars, motor cycles, footwear, electrical appliances, and many other goods which she is quite capable of producing	Е. Велика Британія може одержувати такі продукти, як рис, натуральний каучук, тропічні фрукти, деякі види корисних копалин лише шляхом міжнародної торгівлі
6. More specialization means larger outputs and lower costs	Ф. Країни можуть імпортувати товари, які вони не в змозі виробляти самі для себе
7. International trade enables countries to have more goods than they could obtain by trying to be self-sufficient, i. e. producing only for themselves	Г. Основна частина світової торгівлі здійснюється між країнами, які могли б виробляти для себе більшість товарів з тих, що вони імпортують
8. Britain can only obtain products such as rice, natural rubber, tropical fruits and certain types of minerals by means of international trade	Н. Міжнародна торгівля надає країнам змогу спеціалізуватися на тих товарах, у виробництві яких вони мають певну перевагу над іншими країнами
9. International trade makes it possible for the countries to specialize in producing those goods in which they have some kind of advantage over other countries	І. Міжнародна торгівля надає країнам змогу мати більше товарів, ніж вони мали б, намагаючись бути самодостатніми, тобто виробляючи тільки для себе

Вправа 4. Перекладіть наступні терміни, лексичні одиниці та вирази економічного характеру.

1) вигравати через міжнародну торгівлю; 2) спеціалізуватися на виробництві певних товарів; 3) імпортувати товари; 4) натуральний каучук; 5) одержувати певні продукти; 6) виробляти для себе; 7) світова торгівля; 8) сучасна торгівля; 9) обмінювати свої товари на певну продукцію; 10) спеціалізація; 11) загальна світова продуктивність; 12) корисні копалини; 13) бути вигідним для обох країн; 14) мати певну перевагу над іншими країнами; 15) менші витрати; 16) стан речей; 17) намагатися бути самодостатнім; 18) бути в змозі виробля-

ти; 19) користуватися набагато ширшим набором послуг; 20) взуття; 21) дозволяти; 22) імпортувати автомобілі та мотоцикли; 23) шляхом міжнародної торгівлі; 24) електроприлади; 25) виробляти у більших обсягах.

Вправа 5. Перекладіть наступні терміни, лексичні одиниці та вирази економічного характеру.

1) total world output; 2) to try to be self-sufficient; 3) to specialize in producing some particular goods; 4) world trade; 5) to have some advantage over the other countries; 6) to gain from international trade; 7) state of affairs; 8) to import goods; 9) to produce for oneself; 10) to obtain certain products; 11) to benefit both countries; 12) to exchange one's goods for some products; 13) present-day trade; 14) natural rubber; 15) tropical fruits; 16) minerals; 17) to enable; 18) to enjoy a wider range of goods; 19) specialization; 20) by means of international trade; 21) lower costs; 22) footwear; 23) electric appliances; 24) to be capable of producing; 25) to produce on a larger scale.

Вправа 6. Прочитайте та перекладіть наступний діалог на ділову тему. Розіграйте його.

Career

VICKI: Do you have a glittering career? Is it all you even dreamed it would be? Well-paid, nice office, company car? How are you getting on at work? Maybe you've been lucky enough to land a dream job in your ideal company.

MATT: I've got my dream job. Mind you, it was difficult **to get in**.

VICKI: But **you got through** the interviews and tests, didn't you?

MATT: Yes I managed to pass the tests and was successful in the interviews, and...

VICKI: You got it! So... Matt, how are you getting on at work?

MATT: How am I getting on? Oh, fine. In fact, I've just been promoted.

VICKI: Oh, so you've got a more important job now – that's great. You really are heading for the top!

VICKI: A word of warning though! Once you've been promoted you may find you have to work harder and harder, and work longer and longer hours... before you know it the job can **take over** your life!

MATT: Actually, you could be right, I think this job is **taking over** my life!

Вправа 7. Прочитайте та перекладіть наступний діалог на ділову тему. Розіграйте його.

Career

VICKI: Now stop worrying about your job Matt.

MATT: But I really do think this job is **taking over** my life. I've got to **slow down**.

VICKI: Yes you need to stop working so hard otherwise you'll be too tired to do anything.

MATT: That's right — if I don't **slow down**, I'm going to **burn out** ...

VICKI: Exactly — and if you **burn out** through working too hard, you won't be able to do your job properly anyway!

VICKI: So, pace yourself — work more slowly. Don't **run out of** steam before you get to the top!

MATT: You're right, I don't want to **run out of** steam — I don't want to use all my energy before I can get promoted again.

Вправа 8. Виконайте вправу на переклад абсолютних конструкцій. Розгляньте приклади та визначте типи зв'язку в наведених прикладах. Складіть власні 5 прикладів.

Оскільки під перекладом конструкції слід розуміти вибір граматичних засобів для найповноціннішого передавання її змісту, переклад абсолютних конструкцій залежить головним чином від характеру синтаксичного і смислового зв'язку цього звороту з головною частиною речення. Цей зв'язок може бути обставинним, означальним, пояснювальним і приєднувальним.

Переклад абсолютних конструкцій

1. General strike spirit began to run like wildfire, one local union after another endorsing the proposal of a complete tie-up. — Заклик до загального страйку поширився як лісова пожежа по всій країні: одна профспілка за іншою приєднувалися до рішення про повне припинення роботи.

2. He stood, his head bent. — Він стояв, опустивши голову.

3. He stood, his eyes fixed on his friend. — Він стояв, втупившись поглядом у свого товариша.

4. The dance broke up, the couples hurrying to their seats. — Музика припинилася, і танцюючі пари кинулися до своїх місць.

5. The lamp was quickly and widely adopted, Davy himself refusing to take any royalties for what he regarded as his gift to hu-

manity. — Лампа швидко завоювала широке визнання, але сам Дейві відмовлявся приймати будь-які почесті, вважаючи її своїм подарунком людству.

Вправа 9. Виконайте вправу на переклад еліптичних конструкцій. Розгляньте приклади та визначте типи зв'язку в наведених прикладах. Складіть власні 5 прикладів.

Еліптичні конструкції з дієприкметником минулого часу і сполучниками *when* або *if* звичайно передаються повними підрядними реченнями, оскільки зворот із дієприслівником *будучи* є архаїчним і книжним.

1. When asked about the situation in North Africa, he answered that the government were considering it. — Коли його запитали про становище у Північній Африці, він відповів, що уряд розглядає це питання.

2. Mr Nelson (Labour) said if elected he would support the workers' wage demand. — Лейборист Нельсон заявив, що якщо його оберуть, він буде підтримувати вимоги робітників про підвищення заробітної плати.

3. When shot, Mrs Doran was apparently taking a walk. — Місіс Доран була вбита, очевидно, під час прогулянки.

4. When asked, he said he was planning to visit the USA. — На поставлене запитання він відповів, що збирається відвідати США.

5. The tribunal's decisions, when arrived at, reflected the opinions of the members. — Рішення, прийняті трибуналом, відобразили думку його членів.

6. Questioned about his reaction to the announcement, he replied... — Коли його запитали, що він думає про цю заяву, він відповів...

7. Textile Pay Rise Asked. — Вимоги текстильників про підвищення заробітної плати.

Вправа 10. Виконайте вправу на переклад пасивних конструкцій. Проаналізуйте приклади та складіть власні 5 прикладів.

Коли при перекладі українською мовою можна або зберегти пасивну форму, або замінити її активною, важливо знати, чим саме зумовлене вживання пасивної форми в англійському оригіналі. Аналіз великої кількості прикладів показує, що пасивній конструкції в англійській мові надається перевага головним чином у наступних випадках:

1) коли неможливо або небажано вказувати виконавця дії:

"He will be well taken care of", said Loomis.

"Про Торпа потурбуються", сказав Луміс.

2) коли потрібно поставити логічний наголос на об'єкті, а не на суб'єкті дії:

The problem has been studied by many English scientists. —

Проблема вивчалася багатьма англійським вченими.

The amendment was rejected by the majority of the Security Council. — Поправка була відхилена більшістю голосів членів Ради безпеки.

Інколи пасивні конструкції слугують одночасно двом вказаним цілям: щоб поставити у центрі висловлювання об'єкт дії і щоб можна було не вказувати суб'єкта дії.

3) коли потрібно зберегти цілісність підмета в реченні:

He rose to speak and was warmly greeted by the audience. —

Він встав, щоб взяти слово, і присутні тепло привітали його.

При перекладі українською мовою немає ані можливості, ані необхідності намагатися зберігати єдиний підмет у цьому прикладі подвійного керування. Слід зазначити, що використання пасиву при подвійному керуванні є дуже характерним і поширеним явищем в англійській мові. В українській мові таке не допускається.

This conspiracy against peace was hatched in and directed from London and Washington. — Ця змова проти миру, виношена в Лондоні та Вашингтоні, здійснювалася під їх керівництвом.

4) у фразеологічних зворотах, тобто зв'язаних словосполученнях, і у стійких вільних словосполученнях.

В англійській мові є ряд фразеологічних зворотів з дієсловами у пасивному стані, наприклад:

He was wined and dined. — Його тепло приймали.

More sinned against than sinning. — Скоріше жертва, ніж злочинець.

При перекладі дієслів у пасивному стані необхідно в багатьох випадках враховувати необхідність видової диференціації:

Sixty years ago Oklahoma was called Indian territory.

(Контекст підказує, що правильним перекладом буде або перший, або другий варіант.)

Шістдесят років тому Оклахома називалась індіанською територією.

або

Шістдесят років тому Оклахоми називали індіанською територією.

Вправа 11. Виконайте вправу на членування та об'єднання речень. Проаналізуйте приклади, перекладіть речення та складіть 5 власних прикладів.

Необхідно розрізнити зовнішнє і внутрішнє на членування. При зовнішньому членуванні одне речення оригіналу перетворюється у перекладі на два або кілька речень. При внутрішньому членуванні просте речення оригіналу замінюється складним. При перекладі з англійської мови набагато частіше доводиться вдаватися до членування, ніж до об'єднання речень. Це пояснюється централізованістю структури англійських речень.

1. The danger of flooding is believed to be over. — Є підстави вважати, що небезпека повені минула.
2. They saw the whole town shattered to a heap of ruins. — Вони бачили, як ціле місто перетворилося у руїни.
3. Your having been ill makes no difference. — Те, що ви були хворі, нічого не змінює.

Перекладіть речення

1. And here at times, when his mother's father's financial difficulties were greates, they would be found thinking, or as Asa Griffith was wont helplessly to say at times, praying their way out, a rather ineffectual way, as Clyde began to think later. (Th. Dreiser, *An American Tragedy*.)
2. Thousands of Algerians tonight fled from the "dead city" of Orleansville after a twelve-second earthquake had ripped through Central Algeria, killing an estimated one thousand one hundred people.
3. The Chartists had not planned to assemble in arms on Kennington Common. Or march thence to the Houses of Parliament.
4. We were overjoyed — there was about a week to go — until we saw the "premises". Our faces fell, our hearts sank.
5. Once again the choice opens before the people. But it is no longer 1918. Nor is it 1938. The whole balance of forces is profoundly changed.

Вправа 12. Виконайте вправу на переклад фразеологізмів. Розгляньте приклади та складіть по 5 власних прикладів на кожну групу фразеологізмів.

З точки зору перекладу фразеологічні звороти — приказки та прислів'я зручно поділити на 3 групи.

До першої групи належать такі прислів'я та приказки, які повністю співпадають з українськими як за змістом, так і за формою, тобто за описуваним образом або складовими компонентами:

All that glitters is not gold. — Не все те золото, що блищить.

As a man sows, so shall he reap. — Як посієш, так і пожнеш.

New brooms sweep clean. — Нова мітла по-новому мете.

Такі приказки та прислів'я, які повністю співпадають у різних мовах, мають своїм джерелом загальний прототип і часто є калькою з грецької або латинської, рідше інших мов.

До другої групи належать прислів'я і приказки, які співпадають за змістом, але не співпадають за образом, який лежить в їх основі:

Too many cooks will spoil the broth. — У семи нянюк дитя без носа.

As well be hanged for a sheep, as for a lamb. — Сім бід — один одвіт. Сім смертям не бути, а одній не минути. Раз козі смерть.

To buy a pig in a poke. — Купити kota в мішку.

При перекладі таких фразеологічних одиниць рекомендується користуватися такими відповідниками, які закріпилися в мові, оскільки при їх перекладі перекладач повинен дотримуватися принципу перекладу чогось звичного таким же звичним. Інакше приказка або прислів'я створить у читача уявлення чогось несподіваного та оригінального. Тому англійську приказку *At a snail's pace*. — *Як на волах* не можна перекладати — *Із швидкістю равлика*.

До третьої групи належать приказки та прислів'я, які не мають відповідників в українській мові ні за змістом, ні за образом. Вони перекладаються або описово, або за допомогою приказки, створеної перекладачем.

Little pitchers have long/ wide ears. — Діти люблять слухати розмови дорослих. У малих дітей великі вуха.

Як приклад вдалого відтворення приказки у перекладі можна навести англійський переклад з роману Л. Толстого "Война и мир":

Ерема, Ерема, сидел бы ты дома, точил свои веретена. — Jerome, Jerome, do not roam, but mind spindles at home. (Переклад А. і Л. Мод.)

Вправа 13. Перекладіть речення, приймаючи до уваги переклад безособових конструкцій.

1. It is known that they will arrive tomorrow.
2. It is expected that the Conference will take place in Kiev.
3. It is hoped that the new edition of this book will be of no less interest to the reader.
4. It will be noticed that these poems are of quite a different character.
5. It has been shown in the above examples that the sense of the sentence often depends on the order of words.
6. It is sometimes said that the Nile is longer than all the rivers in the eastern and western hemispheres.
7. It will be seen from the following tables that the sounds do not coincide in quality.
8. It is related of this man that he never passed a day of his life without reading.
9. It was thought useful to apply this method here.
10. It has been estimated that the volume contained 220 pages.
10. It must be borne in mind that all the rules may have exceptions.
11. It must be added that the minor works are not included her.
12. It cannot be denied that his original work is a success.

Вправа 14. Перекладіть речення та доберіть точний еквівалент для виразу безособових речень.

1. It will be seen that the distinction between different parts of speech always depends on formal criteria.
2. It was doubted that Shaw's plays would retain their interest when the problems treated in them — slums, women's rights, marriage customs had ceased to be of immediate concern.
3. Views as to the actual date of the manuscript varied; the seventh century was the most usually favoured, but it was generally agreed that the illustrations belonged to an archetype perhaps as early as the second century.
4. It will be readily understood that the difficulty of arriving at the meaning of such compositions is very considerable.
5. In considering loan-words it has to be remembered that, when two languages are in contact, words which are themselves borrowed may pass from one to another.

6. It has been said that Latin is more concise than English. The reverse is the case. English is briefer than Latin.
7. It is to be remembered that it was advisable to issue the proclamation of Henry III's adherence to the Provisions (Беліка Хартія) in English as well as in Latin.
8. Speaking of the influence exerted on the African peasants by workers who lose their jobs and return to their native villages, Woddis writes: "One is inevitably reminded here of Tomson's observations regarding the influence of the Russian workers on the peasants in the period leading up to the Russian Revolution of 1905".
9. The Eskimos of the North-west Coast, it will be remembered, use to this day harpoon-heads of this kind.
10. Let it be stressed, however, that an understanding of the build and form of the land, a knowledge of the routes of communication and an idea of the character of the natural resources — are all of them factors which should be considered at the outset by every historian of art in the course of his examination of a particular area or a particular civilization.
11. It has been thought not superfluous, however, to add a few data of this kind, without a knowledge of which it is impossible to understand the course of the literary development.
12. "Better a live dog than a dead lion". The last example, it will be observed, contains transverse alliteration and assonance.
13. As is readily seen, the problems and questions in regard to this subject are far more numerous than the solutions.
14. People living upon lakes plentifully stocked with fish, it can be imagined, availed themselves of all means in their power for capturing them.
15. It has been ascertained beyond doubt that two kinds of cattle were common during the stone age.

Вправа 15. Перекладіть діалог на ділову тематику. Вивчіть його та розіграйте у парі.

Conversation

1. I hear that Sam lost his job.
2. I did hear something about his job being abolished.
1. What a terrible thing to happen now, just when he and Helen are expecting their first baby!

2. It is a shame, I'll admit, but I told Sam months ago to get out of that place where he works and get another job. I had a feeling that the company wasn't very stable financially.
1. You mean it's not a strong company? I'd always thought it was one of the strongest around.
2. If you've been reading the news in the financial section, you could see that the company was headed for trouble. I wouldn't be surprised to see it go bankrupt before the end of the year.
1. It sure is too bad. Is there anything we can do for Sam?
2. I'm going to call him this afternoon. I heard yesterday that there's going to be an opening in the section where I work. He can get his application in today.
1. I'll check things out with my boss, too. There may be something open in one of the departments over in Fairmont.

Дайте відповіді на поставлені запитання.

1. What is Sam's relationship to the speakers?
2. Where does the discussion take place?
3. Is Sam present?
4. Can the speakers help Sam?
5. Did you ever lose your job? If so, describe how it felt.
6. What are the most financially stable companies in your country?
7. Do you get along well with your boss?
8. Are there any openings where you work?
9. Would your friends help you find a job?

Вправа 16. Перекладіть діалог на ділову тематику. Вивчіть його та розіграйте у парі.

Dialogue. Job Interview

- A. I saw your 'help wanted' sign. What job do you have open?
 B. I'm looking for a secretary.
 A. I'd like to apply.
 B. Tell me about your skills.
 A. I know how to type and how to file.
 B. Do you know how to take shorthand?
 A. No I don't, but I'm sure I can learn quickly.
 B. Are you currently employed?
 A. No. Not at the moment.
 B. Okay. Here's an application form.
 A. Can you tell me about the work schedule and the salary?
 Yes. Hours are from 9:00 to 5:30 with lunch break at 1:00. The salary is \$5 an hour.

Вправа 17. Перекладіть речення. Зверніть увагу на переклад інфінітива підмета.

1. To define the varieties of English prose style is the purpose of the chapters that follow.
2. To preserve a literary tradition under these circumstances was doubly difficult, and it was not preserved.
3. Mary Stuart was detained in various castles for almost twenty years, since to have restored her to her throne by force was impossible politically and to have handed her over to the Scots for execution unthinkable treachery.
4. To say that mind does not exist in abstraction from body is not, however, to say that mental processes do not exist.
5. To have overburdened the book with so many details would tire the reader.
6. To render easy the movement of modern prose, to vary its structure so that it shall not be monotonous, to add to its natural perspicuity an exactness which shall be unequivocal, demand great care and skill from an author.
7. The second, more serious objection still remains: the system of writing cannot adequately express the whole range of human thought; and to do so even partially will require thousands of characters.

Вправа 18. Перекладіть речення, звертаючи увагу на переклад інфінітива, що виконує роль обставини мети або наслідку.

1. To supply the needs of the new civilization a vast increase of vocabulary became necessary.
2. The natives cast about their shoulders a rectangular cape so as to keep off the cold or merely for the sake of elegance.
3. To think about the world we must first perceive the world.
4. In order to grasp the full meaning of a work of art we need to know a great deal more about the sources of its theme and style than can be learned by the merely aesthetic approach.
5. To prevent the soil from being seized again by a few landowners and to allow for the growth of population, a redistribution of the fields was to take place every six years.
6. It would seem a truism that to be a linguist (scientific or otherwise) one must first learn to speak many languages.
7. The resemblance is almost too close to be accidental.

8. Most of the population of these islands are farmers, but they do not grow enough to feed themselves.
9. In British Isles all the lakes are of fresh water, and all bodies of water large enough to be called lakes are connected with the sea by means of rivers.
10. Italians, whether soldiers or civilians, were too few to leave any lasting physical trace on the population of the country they invaded.
11. Too little is as yet known of the origin of the Far Eastern peoples to enable us to determine accurately all the racial connections of the Japanese.

Вправа 19. Перекладіть речення, звертаючи увагу на відтінок модальності в інфінітива. Поясніть це явище.

1. The earliest tablets to be discovered were of the native wood.
2. These printed lists contain material not to be found elsewhere.
3. The last problem to be considered is that dealing with the tablets.
4. The first European (Magellan) ever to sail across the wide Pacific was curious about the hidden worlds beneath his ship.
5. The choice of the road to be taken was not difficult. The Army was moving northwards.
6. Kyushu was the first island to be greatly affected by intercourse with Europe in the sixteenth century.
7. Evidently our power of making this comparison depends upon our knowledge of the things to be compared.
8. The Globe playhouse was opened in 1599, and it has been thought probable that "Julius Caesar" was the first Shakespeare play to be presented there.
9. It will be seen that while the idealist explanation tries to relate the phenomenon to be explained to some spiritual cause, the materialist explanation relates it to material causes.
10. Did human beings always possess the power of speech? If not, when and how did they acquire it? Are human beings the only ones to have it?
11. Moreover, it was not the classics themselves, as much as the works of Italy and France above mentioned, which had so important an influence on the poets to be presently considered, particularly on Chaucer.

12. Turning from the correspondences to be found in the archaic parts of the vocabulary to the structure and contents of Modern English, we find that a very great change has taken place.
13. Only a few men in all the history of the world have had the experience of descending, alive, beyond the range of visible light (into the ocean). The first to do so were William Beeb and Otis Barton (1934).
14. Under a strange sky, where there was none to render us aid, we tossed about over the sea.
15. I suppose that there is more education to be had from that remark than from an hour's reading of Ovid.
16. The first foreign language and English word count to appear based on a scientific foundation was that of Henrnon in 1924.

Вправа 20. Перекладіть науково-технічний текст про Інтернет. Зверніть увагу на переклад науково-технічних термінів.

The Internet and its terminology

The Internet is the worldwide, publicly accessible network of interconnected computer networks that transmit data by packet switching using the standard Internet Protocol (IP). It is a “network of networks” that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services, such as electronic mail, online chat, file transfer, and the interlinked Web pages and other documents of the World Wide Web.

The Internet and the World Wide Web are not synonymous: the Internet is a collection of interconnected computer networks, linked by copper wires, fiber-optic cables, wireless connections, etc.; the Web is a collection of interconnected documents and other resources, linked by hyperlinks and URLs. The World Wide Web is accessible via the Internet, as are many other services including e-mail, file sharing, and others described below.

The best way to define and distinguish between these terms is with reference to the Internet protocol suite. This collection of standards and protocols is organized into layers such that each layer provides the foundation and the services required by the layer above. In this conception, the term Internet refers to computers and networks that communicate using IP (Internet protocol) and TCP (transfer control protocol). Once this networking structure is established, then other protocols can run “on

top.” These other protocols are sometimes called services or applications. Hypertext transfer protocol, or HTTP, is the application layer protocol that links and provides access to the files, documents and other resources of the World Wide Web.

Use of the term “Internet” to describe a single global TCP/IP network originated from 1990s.

The network gained a public face in the 1990s. On August 6th, 1991 CERN, which straddles the border between France and Switzerland publicized the new World Wide Web project, two years after Tim Berners-Lee had begun creating HTML, HTTP and the first few Web pages at CERN.

An early popular Web browser was ViolaWWW based upon HyperCard. It was eventually replaced in popularity by the Mosaic Web Browser. In 1993 the National Center for Supercomputing Applications at the University of Illinois at Urbana-Champaign released version 1.0 of Mosaic and by late 1994 there was growing public interest in the previously academic/technical Internet. By 1996 the word “Internet” was coming into common daily usage, frequently misused to refer to the World Wide Web.

Meanwhile, over the course of the decade, the Internet successfully accommodated the majority of previously existing public computer networks (although some networks such as FidoNet have remained separate). This growth is often attributed to the lack of central administration, which allows organic growth of the network, as well as the non-proprietary open nature of the Internet protocols, which encourages vendor interoperability and prevents any one company from exerting too much control over the network.

Today’s Internet. Aside from the complex physical connections that make up its infrastructure, the Internet is facilitated by bi- or multi-lateral commercial contracts (e. g., peering agreements), and by technical specifications or protocols that describe how to exchange data over the network. Indeed, the Internet is essentially defined by its interconnections and routing policies.

As of September 18, 2006, 1.09 billion people use the Internet according to Internet World Statistics.

Вправа 21. Перекладіть науково-технічний текст про електронну пошту. Зверніть увагу на переклад науково-технічних термінів.

E-mail

The concept of sending electronic text messages between parties in a way analogous to mailing letters or memos predates the creation of the Internet. Even today it can be important to distinguish between Internet and internal e-mail systems. Internet e-mail may travel and be stored unencrypted on many other machines and networks out of both the sender's and the recipient's control. During this time it is quite possible for the content to be read and even tampered with by third parties, if anyone considers it important enough. Purely internal or intranet mail systems, where the information never leaves the corporate or organization's network and servers, is much more secure, although in any organization there will be IT and other personnel whose job may involve monitoring, or at least occasionally accessing, the email of other employees not addressed to them. Web-based email (webmail) between parties on the same webmail system may not actually 'go' anywhere—it merely sits on the one server and is tagged in various ways so as to appear in one person's 'sent items' list and in one or more others' 'in boxes' or other 'folders' when viewed.

E-mail attachments have greatly increased the usefulness of e-mail in many ways. When a file is attached to an email, a text representation of the attached data (which may itself be binary data) is actually appended to the e-mail text, later to be reconstituted into a 'file' on the recipient's machine for their use. See MIME (Multipurpose Internet Mail Extensions) for details of how the problems involved in doing this have been overcome.

Вправа 22. Перекладіть науково-технічний текст про світову мережу (павутину) WWW. Зверніть увагу на переклад науково-технічних термінів.

The World Wide Web

Graphic representation of a very small part of the WWW, representing some of the hyperlinks.

Through keyword-driven Internet research using search engines, like Google, millions worldwide have easy, instant access to a vast and diverse amount of online information. Compared to encyclopedias and traditional libraries, the World Wide Web has enabled a sudden and extreme decentralization of information and data.

Many individuals and some companies and groups have adopted the use of “Web logs” or blogs, which are largely used as easily-updatable online diaries. Some commercial organizations encourage staff to fill them with advice on their areas of specialization in the hope that visitors will be impressed by the expert knowledge and free information, and be attracted to the corporation as a result. One example of this practice is Microsoft, whose product developers publish their personal blogs in order to pique the public’s interest in their work.

For more information on the distinction between the World Wide Web and the Internet itself – as in everyday use the two are sometimes confused – see Dark internet where this is discussed in more detail.

Вправа 23. Перекладіть науково-технічний текст про технологію обміну файлів. Зверніть увагу на переклад науково-технічних термінів.

File sharing

A computer file can be e-mailed to customers, colleagues and friends as an attachment. It can be uploaded to a Web site or FTP server for easy download by others. It can be put into a “shared location” or onto a file server for instant use by colleagues. The load of bulk downloads to many users can be eased by the use of “mirror” servers or peer-to-peer networks. In any of these cases, access to the file may be controlled by user authentication; the transit of the file over the Internet may be obscured by encryption and money may change hands before or after access to the file is given. The price can be paid by the remote charging of funds from, for example a credit card whose details are also passed – hopefully fully encrypted – across the Internet. The origin and authenticity of the file received may be checked by digital signatures or by MD5 or other message digests.

These simple features of the Internet, over a world-wide basis, are changing the basis for the production, sale, and distribution of anything that can be reduced to a computer file for transmission. This includes all manner of office documents, publications, software products, music, photography, video, animations, graphics and the other arts. This in turn is causing seismic shifts in each of the existing industry associations, such as the RIAA and MPAA in the United States, that previously controlled the production and distribution of these products in that country.

Вправа 24. Перекладіть текст з англійської мови на українську. Опрацюйте термінологію тексту, яка подається наприкінці тексту. Зверніть увагу на граматичні та лексичні трансформації, які вживаються під час перекладу.

Personal Computer

A personal computer (PC) (1) is a complete microcomputer that is based on a microprocessor (2), a small semiconductor chip (3) that performs the operations of a central processing unit (4), or CPU. A PC also has other integrated circuits (5). It is designated for use by a single user and usually includes a keyboard (6) and a monitor (7), or video display terminal (8).

Two of the chief measures of computing power (9) are computer memory size (10) and processing speed (11). The unit of memory is a byte, which can hold one character of a text (12). A kilobyte (Kbyte) is 1,024 bytes, a megabyte (Mbyte) is 1,024 Kbytes, and a gigabyte (Gbyte) is 1,024 Mbytes. These measures have been used to distinguish PCs from larger minicomputers (13) and mainframe computers (14), but the increasing power of the PC has blurred these distinctions. The memory capacity (15) of early PCs was often as small as 16 Kbytes, but by the late 1990s typical PCs were equipped with 16 to 64 Mbytes of memory. This can often be expanded (16) to 256 Mbytes or even several Gbytes in a workstation (17), which is the most powerful form of PC.

The processing speed of PCs is commonly specified by the speed of the electronic clock (18) that controls internal operations (19). The latter measure is most commonly used with PCs. Early PCs had clock speeds of one or two megahertz (MHz), but speeds of 450 MHz or more are possible in modern designs. A computer system consists of three parts: the CPU, input-output devices (I/O devices) (20) and memory.

(The list of Ukrainian equivalents to be used: персональний комп'ютер, мікропроцесор, напівпровідниковий чіп, центральний процесор, інтегральні схеми, клавіатура, монітор, відеотермінал, обчислювальні можливості, обсяг пам'яті, швидкість обробки даних, символ тексту, міні-станція, універсальна обчислювальна машина, розширювати, робоча станція, тактова частота, внутрішні операції, пристрої вводу-виводу.)

Вправа 25. Доберіть відповідні фрази з колонки А до їх еквівалентів з колонки В, вивчіть при цьому незнайомі лексичні одиниці та терміни, що належать до термінології офісного обладнання.

Office equipment

А	В
<p>1. Printers produce paper output of character information at high speed. Optical scanners are input devices that “capture” graphic images for digital storage. Scanners with optical character recognition software read text on paper and translate the scanned information into text files</p>	<p>(А) Іншими поширеними пристроями вводу-виводу є сканери, модеми для зв'язку між комп'ютерами, “миша” та джойстик, принтери для друку копій на папері</p>
<p>2. Although more expensive than CRTs, LCD displays are also used for high-end computers where light weight and freedom from flicker are desired</p>	<p>(В) Найбільш поширеним пристроєм виводу є дисплей на електронно-променевої трубці, або монітор. У портативних комп'ютерах використовуються плоскі дисплеї на рідких кристалах</p>
<p>3. Other common I/O devices are scanners, modems for communicating with other computers; the mouse and joystick; printers, for producing “hard,” or paper, copy</p>	<p>(С) Хоча такі дисплеї дорожчі за електронно-променевої трубки, вони також використовуються у високопродуктивних комп'ютерах, де принципове значення має мала вага та відсутність мерехтіння зображення</p>
<p>4. The most common input devices are keyboards and pointing devices, such as “mice” or “trackballs”</p>	<p>(D) Такі дисплеї працюють у текстовому або графічному, чорно-білому або повнокольоровому режимах</p>
<p>5. Such displays provide graphic and text modes, in monochrome or full color</p>	<p>(Е) Найбільш поширеними пристроями вводу є клавіатура та такі індикаторні пристрої, як маніпулятор — “миша” та кульковий маніпулятор</p>

А	В
6. The most common output device is the cathode-ray tube (CRT) display, or monitor. For portable computers, flat liquid crystal device (LCD) displays are used.	(F) Принтери відтворюють графічну інформацію на папері з високою швидкістю. Оптичні сканери — це пристрої вводу, які копіюють графічні зображення для подальшого їх зберігання у числовій формі

Вправа 26. Перекладіть текст з англійської мови на українську. Складіть 10 запитань за текстом. Перекажіть текст.

Microsoft preps online business software

SERVICE WILL PROVIDE TOOLS TO CREATE A WEB SITES,
E-MAIL ADDRESSES BY ALLISON LINN

SEATTLE — Microsoft Corp. is preparing to officially release software that helps small companies do things like build a Web site and maintain business contacts, and plans to link the product to its platform for selling online advertising.

Microsoft said Monday that it will officially release Office Live in the United States Nov. 15, and simultaneously launch test versions of the software in France, Germany, Japan and the United Kingdom.

Office Live, which has been available to U. S. companies in test form for more than eight months, is one element of Microsoft's major push to offer more Web-based products so it can compete with companies such as Google Inc. and Salesforce. com Inc. Microsoft, which makes most of its money selling desktop-bound software such as the Windows operating system and Office business suite, is feeling increased pressure from companies that offer more advanced or cheaper tools online.

A free, ad-supported version of Office Live will give very small businesses the tools to create a Web site with a company domain name, plus 25 company-branded e-mail accounts. Microsoft will charge \$19.95 or \$39.95 per month for versions with more options for managing contacts and other business tasks.

Redmond, Wash.-based Microsoft said about 160,000 small companies have used the test version of Office Live.

All the versions also will include Microsoft Office Live adManager Beta, which small companies can use to buy ads that run alongside the regular results from Microsoft's Web search engine, Live Search.

Baris Cetinok, director of product management for Office Live, said Microsoft is hoping to cash in on small companies' sales and marketing spending. Microsoft also is likely trying to gain traction for its online advertising sales platform, adCenter.

AdCenter is part of Microsoft's effort to better compete with Google, which has seen great success selling paid search links and other Web-based ads.

In recent newspaper advertisements, Microsoft admits that it was late in offering its own Web search technology, but urges people to try its product nonetheless.

Google has about 50 percent of the U. S. Web search market, compared with 9.2 percent for Microsoft, according to September data from Nielsen/Net Ratings.

Вправа 27. Перекладіть бізнес-жарти типу “one-liner” і прокоментуйте їх.

1. A donkey is a horse designed by a study team.
2. A fool and his money stabilize the economy.
3. A free agent is anything but.
4. A little ambiguity never hurt anyone.
5. A problem cannot be solved using the same level of thinking that created it. (In other words, if you screw it up, you can't fix it.)
6. A well-adjusted person is one who makes the same mistake twice without getting nervous.
7. All great discoveries are made by mistake.
8. Always listen to experts. They'll tell what can't be done and why. Then do it.
9. An ounce of application is worth a ton of abstraction.
10. Beware of altruism. It is based on self-deception, the root of all evil.
11. Confession is good for the soul, but bad for the career.
12. Creditors have better memories than debtors.
13. Don't bite the hand that has your paycheck in it.
14. Eagles may soar, free and proud, but weasels never get sucked into jet engines.
15. Eat the rich. The poor are tough and stringy.

Вправа 28. Перекладіть публіцистичний текст, що стосується проблем глобалізації та міжнародних економічних проблем. Складіть 7 запитань.

Ministers agree to resume global trade talks

DAVOS, Switzerland (Reuters) — Major powers agreed on Saturday to resume global free trade talks, suspended six months ago over their deep differences, aware that there is little time left for a deal.

World Trade Organization (WTO) chief Pascal Lamy told journalists that a Swiss-hosted meeting of some 30 trade ministers agreed the moment had come to get “back to full-negotiating mode.” “I believe we are back in business,” European Union Trade Commissioner Peter Mandelson told Reuters after the discussion on the fringes of the annual World Economic Forum gathering in the Alpine resort of Davos.

Launched in 2001 to calm an anxious world economy after the Sept 11 attacks and to ease poverty, the so-called Doha round all but collapsed last July over the politically highly sensitive issue of farm trade.

Lamy called a halt to the negotiations, saying ministers needed time to reflect. But recent bilateral discussions between the EU, the United States and other key trading states such as Japan and Brazil, have indicated they may be ready to make some of the concessions that Lamy has said are key to a breakthrough.

A deal requires Washington to make deeper cuts to farm subsidies, the EU and some leading developing country importers, such as India, to accept lower farm tariffs and for developing countries as a whole to slash industrial duties.

The WTO chief says what has already been agreed in five years of negotiations amounts to more liberalization and opening of trade than anything achieved in multilateral talks before.

Not only would this be lost, but the global trading system could suffer a crisis of confidence if the Doha became the first trade round to fail, he and other leading officials have warned.

CONCESSIONS NOW

“I think everybody is prepared to make concessions now in the interest of gaining something far greater,” British Prime Minister Tony Blair told CNN on Friday.

He said he expected the talks would be resumed after he spoke with President Bush and German Chancellor Angela Merkel, whose country holds the EU and G8 presidencies.

Business groups around the world have also increasingly called on their governments to strike a deal.

But it is not clear just how far the U. S. administration can go in offering further cuts to a farm subsidy system that was created in the Depression and costs some \$20 billion a year.

Brussels is also under pressure from France, where presidential elections are looming, and other big EU agricultural states not to give more ground over tariff cuts.

Brazil's Foreign Minister Celso Amorim told journalists that Brazil was willing to be flexible in renewed talks so long as the United States and Europe confirmed "big signals" on reforming farm trade.

"My impression is that they have leeway to move," Amorim told journalists, referring to U. S. farm subsidies. "I see a positive disposition, but if they will come as far as we need that still has to be seen."

"I think that by end March or the beginning April, some sort of breakthrough should be there. How complete, it will be difficult to say," he said, adding definitive numbers could be reached by the end of June.

The round risks years of further delay or collapse due to the June 30 expiry of Bush's fast-track powers to negotiate trade deals.

Negotiators hope that if the WTO can come up with the outline of a deal soon, the Democrat-controlled U. S. Congress might put party politics aside and grant an extension of those powers. Without them, negotiating becomes impossible.

Вправа 29. Перекладіть публіцистичний текст, що стосується проблем глобалізації та міжнародних економічних проблем. Складіть 7 запитань.

Schmoozing To Save The World

DAVOS, SWITZERLAND

For good reason, climate change is the hot topic at this year's World Economic Forum. So forgive me for saying this: I'm tired of talking about the weather. Don't get me wrong, I recycle and I reuse. But there are other pressing world issues.

One of the most unwieldy to solve is the struggle to control weapons of mass destruction. OK, the U. S. didn't find any in Iraq, but WMDs do exist and terrorists as well as nations want to possess them. Last year, North Korea tested a nuclear weapon, and Iran is aggressively pursuing the Bomb. The notion that a terrorist group could get their hands on a nuclear device isn't far-fetched.

Nonproliferation was the topic of discussion at a panel here, “Stopping the Spread of Nuclear Weapons.” I tracked down one of panelists today, Graham Allison, director of the Belfer Center for Science and International Affairs at Harvard’s Kennedy School of Government. I asked him if the possibility of nuclear terrorist attack was more likely now than the year before.

The mood is positively giddy in some parts of this packed and frenetic gathering of world leaders, business bigs, do-gooders and media. In recent years, this world-class schmoozefest has been more of a bitchfest on business, as big companies and their chief executives endured carping from all sides for their collective errors and sins in the bubble and its aftermath. That began to ease in Davos a year ago, and this week, a new optimism seems to be taking hold: that Big Business is good, and that it can help *do* good.

“There doesn’t seem to be that much to be upset about,” says Stephen Pratt, chief executive of the U. S. consulting arm of Infosys, the India-based outsourcing powerhouse. He almost misses some of the past conflict. “There needs to be a little more controversy,” he says.

To some folks at this confab, even the planet’s most intractable problems seem a bit less insurmountable this year, even fixable, if we devote enough time and focus, and if governments step up to engage businesses to help provide relief and solutions on various fronts (and let them earn a profit doing it).

The upbeat feeling is reflected in a new survey of more than a thousand chief executives that PricewaterhouseCoopers released here on Wednesday. Some 93 % of the CEOs are confident about their revenue growth prospects for the next three years, and among giants with more than \$10 billion in annual sales, almost 70 % are “very confident” about their sales growth in 2007.

Hold on now: Naysayers at the World Economic Forum lament that Iraq is a mess and strife in the Middle East is worse than ever; millions of disenfranchised refugees live in limbo; the earth is baking in the confection oven of global warming; we risk running out of oil before cheap alternatives are ready; and the U. S. government, distracted by Iraq, and other powers have made little progress in uniting to tackle these troubles.

Вправа 30. Зробіть повідомлення на одну із запропонованих тем.

1. ВТО та головні проблеми.
2. Засідання в Давосі. Світ і проблеми сьогодення.

3. Глобалізація. Проблеми міжнародної економіки.
4. Інтернет та його майбутнє.
5. Вільна тема.

Вправа 31. Перекладіть речення. Зверніть увагу на форму дієприкметника.

1. Of the three instances cited, only the last possesses a verbal suffix which is regularly found in other words.
2. The results obtained are consistent and may be summed up in one simple rule.
3. A proper noun is a name given to one particular person or thing.
4. The information gained throws a flood of light upon the mode of action of the human vocal apparatus.
5. The language processes apply not only to English, but to all languages. In all of them you will find words dying out, and words being born, words being created and old words being put together to form new words, words being taken from other languages and words changing their use and meanings.
6. Formal excavations began in 2001. From work already completed we have established that the ancient capital was correctly described in the "Outline of Historical Geography".
7. The following figures, partly covering the territory investigated, illustrate the extent of losses caused by the fire.
8. The new poetry differed from the old in other respects than in the technical form of its verse. There was also a change in the subjects treated, and in the manner of treating them.
9. The conclusion appears reasonable that Italian as spoken and written by the multitude of correct, nondialectal speakers and writers, is a compromise language, continuing the traditions of various dialects.
10. The evidence seems to show that urban life, as understood by the Romans, disappeared; the decay of the towns now became complete.
11. Broadly speaking, the subject of this literature had been man and his passions as influenced by his environment and by nature.
12. The English language as written at this time has several peculiarities which deserve to be noted.
13. This, however, does not seem to me to invalidate the general truth of the theory as here explained.
14. The first stage towards modern administrative "expertise" was in the establishment of specialized branches of the court. The first of these departments was the Exchequer as organized by Henry I.

Вправа 32. Перекладіть речення. Зверніть увагу на дієприкметники, що вживаються у формі означення.

1. The man addressed by us turned out to be a teacher.
2. All the questions answered by him concerned his work.
3. The meeting attended by us was held in a big hall.
4. The group joined by them consisted of 12 people.
5. The book referred to here was published last year.
6. The man allowed to enter the first was very old and weak.
7. At last we saw the picture so much heard about.
8. There is only one group of words influenced by this phonetic change.
9. The language spoken in this small country is of a mixed origin.
10. The two men referred to were highly-placed officials.

Вправа 33. Перекладіть речення. При перекладі визначте, чи форми на *ed* або *ing* є прикметниками чи дієприкметниками.

1. The peoples of the given area divide themselves into the following groups.
2. It is my hope that this book may prove useful to the serious student both through the great number of examples given and through the new theories advanced here and there, more particularly in chapters IV, X, XII and XV.
3. Now we proceed to the more advanced and highly specialized culture of Polynesia.
4. But as civilization increased, and it became necessary to use single languages over wide areas, an immense number of languages spoken only by small and obscure communities became extinct.
5. The relation of the written to the spoken language in English has long attracted the attention of scholars.
6. If we analyse many famous poems admired for their philosophy, we frequently discover mere commonplaces concerning man's mortality or the uncertainty of fate.
7. Another admired example of harakiri is that of a governor of Nagasaki who in 1808 committed a suicide in the approved manner because he was unable to detain and to destroy a British man-of-war which had defied his authority.
8. Speech is a human activity, the product of long continued social usage.

9. Samuel Rogers, one of the few poets undisturbed by the ideas of the French Revolution, belonged more to the eighteenth century than to the new age.
10. The latter part of this period, coinciding with the second half of the sixteenth century, was a very disturbed time in Japan.
11. Among the latter (literary language) we find a decided preference for the tone II in words with unaspirated occlusives.

Вправа 34. Перекладіть діалог. Вивчіть ключові фрази та розіграйте його у парі.

Telephone English – The Phrases

There are a number of phrases and idioms that are only used when telephoning. Let's first take a look at an example dialogue: Here are the most common:

Operator: Hello, Frank and Brothers, How can I help you?

Peter: This is Peter Jackson. Can I have extension 3421?

Operator: Certainly, hold on a minute, I'll put you through...

Frank: Bob Peterson's office, Frank speaking.

Peter: This is Peter Jackson calling, is Bob in?

Frank: I'm afraid he's out at the moment. Can I take a message?

Peter: Yes, Could you ask him to call me at. I need to talk to him about the Nuovo line, it's urgent.

Frank: Could you repeat the number please?

Peter: Yes, that's, and this is Peter Jackson.

Frank: Thank you Mr Jackson, I'll make sure Bob gets this asap.

Peter: Thanks, bye.

Frank: Bye.

As you can see, the language is rather informal and there are some important differences to everyday English.

Вправа 35. Перекладіть ключові фрази та складіть власний діалог на телефонну тематику.

Look at the chart below for key language and phrases used in telephone English

Introducing yourself This is Ken. Ken speaking	Asking who is on the telephone Excuse me, who is this? Can I ask who is calling, please?
Asking for Someone Can I have extension 321? (extensions are internal numbers at a company) Could I speak to...? (Can I – more informal / May I – more formal) Is Jack in? (informal idiom meaning: Is Jack in the office?)	Connecting Someone I'll put you through (put through – phrasal verb meaning 'connect') Can you hold the line? Can you hold on a moment?
How to reply when someone is not available I'm afraid... is not available at the moment The line is busy... (when the extension requested is being used) Mr Jackson isn't in... Mr Jackson is out at the moment...	Taking a Message Could (Can, May) I take a message? Could (Can, May) I tell him who is calling? Would you like to leave a message?

Вправа 36. Прочитайте матеріал про те, як треба залишати повідомлення. Складіть власне повідомлення.

Leaving a Message

Sometimes, there may not be anyone to answer the telephone and you will need to leave a message. Follow this outline to make sure that the person who should receive your message has all the information he/she needs.

1. Introduction – Hello, this is Ken. OR Hello, My name is Ken Beare (more formal).
2. State the time of day and your reason for calling – It's ten in the morning. I'm phoning (calling, ringing) to find out if... / to see if... / to let you know that... / to tell you that...
3. Make a request – Could you call (ring, telephone) me back? / Would you mind... ? /

4. Leave your telephone number — My number is... / You can reach me at... / Call me at...

5. Finish — Thanks a lot, bye. / I'll talk to you later, bye.

Here's an example of message.

Telephone: (*Ring... Ring... Ring...*) Hello, this is Tom. I'm afraid I'm not in at the moment. Please leave a message after the beep... (beep).

Ken: Hello Tom, this is Ken. It's about noon and I'm calling to see if you would like to go to the Mets game on Friday. Could you call me back? You can reach me at 367-8925 until five this afternoon. I'll talk to you later, bye.

As you can see, leaving a message is pretty simple. You only need to make sure that you have stated all the most important information: Your Name, The Time, The Reason for Calling, Your Telephone Number.

Вправа 37. Прочитайте матеріал про те, як бажано просити англомовних ділових людей говорити повільніше та чіткіше. Складіть власний діалог і розіграйте його.

Tips for Getting People to Slow Down!!

One of the biggest problems is speed. Native speakers, especially business people, tend to speak very quickly on the telephone. Here are some practical tips to get native speakers of English to slow down!

- *Immediately ask the person to speak slowly.*
- *When taking note of a name or important information, repeat each piece of information as the person speaks.*

This is an especially effective tool. By repeating each important piece of information or each number or letter as the spell or give you a telephone number you automatically slow the speaker down.

- *Do not say you have understood if you have not. Ask the person to repeat until you have understood.*

Remember that the other person needs to make himself/herself understood and it is in his/her interest to make sure that you have understood. If you ask a person to explain more than twice they will usually slow down.

- *If the person does not slow down begin speaking your own language!*

A sentence or two of another language spoken quickly will remind the person that they are fortunate because THEY do not need to speak a different language to communicate. Used carefully, this exercise in humbling the other speaker can be very effective. Just be sure to use it with colleagues and not with a boss :-)

Exercises for Practicing Speaking on the Telephone

The most important thing about practicing telephone conversations is that you shouldn't be able to see the person you are speaking to on the phone. You may ask, 'How can I do that if I am practicing with a friend or another classmate?' Here are a few suggestions for practicing phone calls without looking at your partner:

- If you are in the same room – Put your chairs back to back and practice speaking on the phone, you will only hear the other person's voice which will approximate a telephone situation.
- Use the telephone – This is pretty obvious, but really not used that often. Give your friend a call and practice various conversations (role plays).
- Use internal office phones at work – This is one of my favorites and great for business classes. If your class is on site (at the office) go to different offices and call one another practicing conversations. Another variation is for the students to go into another office and have the teacher telephone them pretending to be a native speaker in a hurry. It's then up to the students to make sure they have communicated what they need, or understood what the caller wants. This exercise is always a lot of fun – depending on how good your teacher is at acting!
- Tape yourself – If you are practicing alone, tape standard answers and then practice using the tape recorder stopping and starting to simulate a conversation.
- Real life situations – Businesses are always interested in telling you about their products. Find a product you are interested in and research it over the telephone. You can...
 - call a store to find out the prices and specifications.
 - ring the company representative to find out details on how the product works.
 - telephone a consumer agency to find out if the product has any defects.
 - call customer service to find out about replacement parts, etc.

Вправа 38. Прочитайте матеріал і розіграйте рольові ігри згідно із заданим матеріалом.

Role Playing Suggestions

Here are some role plays for you to use in practicing your telephone English.

Requesting Travel Information

Student A:

Choose a city in your country. You are going to travel to this city for a business meeting over the next weekend. Telephone a travel agency and reserve the following:

- Round-trip flight
- Hotel room for two nights
- Restaurant recommendation
- Prices and departure times

Student B:

You work in a travel agency. Listen to student A and offer him/her the following solutions:

- Round-trip flight: Air JW \$450 Coach, \$790 First Class
- Hotel room for two nights: Hotel City \$120 a night in the downtown area, Hotel Relax \$110 a night near the airport
- Restaurant Recommendation: Chez Marceau — downtown — average price \$70 a person

Product Information

Student A:

You need to purchase six new computers for your office. Call JA's Computer World and ask for the following information:

- Current special offers on computers
- Computer configuration (RAM, Hard Drive, CPU)
- Guaranty
- Possibility of discount for an order of six computers

Student B:

You work in at JA's Computer World answer student A's questions using the following information:

- Two special offers: Multimedia Monster — with latest Pentium CPU, 256 RAM, 40 GB Hard Drive, Monitor included — \$2,500 AND Office Taskmaster — cheaper CPU, 64 RAM, 10 GB Hard Drive, Monitor not included — \$1,200
- 1 Year guaranty on all computers
- Discount of 5 % for orders of more than five computers

Leaving a Message

Student A:

You want to speak to Ms Braun about your account with her company, W&W. If Ms Braun isn't in the office, leave the following information:

- Your name
- Telephone number: 347-8910 (or use your own)

- Calling about changing conditions of your contract with W&W
- You can be reached until 5 o'clock at the above number. If Ms Braun calls after 5 o'clock, she should call 458–2416

Student B:

You are a receptionist at W&W. Student A would like to speak to Ms Braun, but she is out of the office. Take a message and make sure you get the following information:

- Name and telephone number — ask student A to spell the surname
- Message student A would like to leave for Ms Braun
- How late Ms Braun can call student A at the given telephone number

Selling Your Product

Student A:

You are a salesperson for Red Inc. You are telephoning a client who you think might be interested in buying your new line of office supplies. Discuss the following information with your client:

- New line of office supplies including: copy-paper, pens, stationary, mouse-pads and white boards
- You know the customer hasn't ordered any new products during this past year
- Special discount of 15 % for orders placed before next Monday
- Any order placed before Monday will not only receive the discount, but also have its company logo printed on the products at no extra charge

Student B:

You work in an office and receive a telephone call from your local office supplier. As a matter fact, you need some new office supplies so you are definitely interested in what the salesperson has to offer. Talk about the following:

- New pens, stationary and white boards
- Do they have any special offers
- You would like to place an order for 200 packages of copy paper immediately

Вправа 39. Допишіть власні питання у цьому телефонному діалозі.

Telephone conversation

- 2728.
- Hello, Emily. Can you hear me? Mary here. How...?
- Oh, I'm very well, thank you. And how...?
- I'm quite well, thank you. And how...?

- Yes, of course I've got time this afternoon. Why...?
- I'd like to have a cup of coffee with you... go to a little caf?
- All right. When and where...?
- Let's say at three o'clock in front of the caf in Park Street.
- Sorry. I can't come at three o'clock... at four?
- All right, at four... a good book for me?
- Yes, I've got one. "The Sea Wolf" by Jack London. I've already read it and liked it very much.. want to read it?
- Of course I want to read it. See you later this afternoon.

Вправа 40. Використайте правильний час дієслів і розіграйте діалог у парі.

Telephone conversation

- Can I speak to Ann, please?
- Ann (speak).
- Tom here. Where you (be) Ann? I (try) to get you on the phone for the last half hour. You (not leave) your office at 5 o'clock?
- Yes, I... but today I (go) shopping, only just (get) in. It (be) nice to hear your voice, Tom. I (not know) you (be) in London.
- I only (arrive) this morning. I (ring) you before but I (be) terribly busy all day at the conference. It only just (end). You (do) anything tonight, Ann?
- Yes, I (go) to the theatre, but I (be) free tomorrow.
- Wonderful. Let's meet at 5.30 at the Lion's tea shop in Oxford street.
- Good! It (be) quite near my office.
- Till tomorrow then, Ann.
- Bye-bye, Tom!

Вправа 41. Перекладіть речення. Зверніть увагу на переклад лексичних одиниць *involved* та *concerned*.

1. The influence of the Latin style is seen in the occasional use of long sentences and involved constructions.
2. Let me say for the benefit of those not versed in Semitic philology that the phonetic changes involved in this formula are well established.
3. Each of the parties concerned became interested in the matter.
4. Future investigations may throw more light on this subject, at present involved in doubt and mystery.

5. The task involved in the foregoing classification has been accomplished by intermittent labours extending through more than twenty years of time.
6. Every known plant or animal is given a Latin scientific name to be used throughout the world regardless of the language of the country concerned.
7. Direct links were being established between Soviet and Indian Institutes concerned with questions of microbiology and epidemiology.
8. In chapter VII we recur to the consequences involved by this fact.
9. His (Coleridge's) prose style, often ornate and brilliant, is sometimes, like his thought, rather involved and difficult to follow.
10. After we have defined our terms we may next proceed to a discussion of the processes involved.

Вправа 42. Перекладіть речення. Визначте форму дієприкметника та тип обставини.

1. He painted in black and white not being fond of colours.
2. Many of these questions are fundamental to the problem of the collapse of ancient civilization, yet, having raised them, the author left them unanswered.
3. Most people, asked if they can think without speech, would probably answer, "Yes, but it is not easy for us to do so".
4. Blows fell thick and fast until one group, having lost some of its warriors, fled from the field.
5. Deprived of their leaders, the English became disorganized.
6. This letter, having been addressed to the wrong house, never reached my friend.
7. William's ship was in the van, and, being less heavily laden than the transports, outdistanced them during the night and appeared alone at dawn off the English coast.
8. Again he asked if the enemy were defeated; and being told that they were, observed: "It is a great satisfaction to me to know that we have beaten the French".
9. Given certain conditions, such work could be done by everybody.
10. His prose essays were written at various times, being as a rule prefixed to his poems and dramas.

11. Being brought to his lodging, the surgeons examined his wound but there was no hope; that very evening he died.
12. Granted different historical conditions, it is quite possible that the official language of Italy today might be a polished Sicilian, or Umbriari, or Bolognese, instead of a polished Tuscan.
13. Taken in this ordinary literary sense this phrase refers only to time, but colloquially it is often used to mean “at any circumstances”.
14. These poets developed their particular style so far that they drove from poetry all signs of natural feeling. Thus, following nature without art came art without nature, and following that, a fairly good combination of the two.
15. A cloud of suspicion had gathered about him, and he found it best to flee the country for England, closely followed by eighteen chests of books.
16. Given a minimal nonredundant valuation, as above, we can define a phoneme as a set of segments with identical values.
17. The rains in Egypt begin to fall in March, and being supplemented by the melting of the mountain snows in the following months, occasion a perceptible rise in the river about the end of June.
18. This is an extreme example of a periodic style. It demands close attention; read cursorily, it is hard to understand.
19. Given to the world in 1938 this work was translated into English only twenty years later.
20. Abandoning the study of law, Oliver Holmes graduated in medicine, finishing his course with a two years study in Paris.
21. This hospital was created by Harun-al-Rashid at the beginning of the ninth century, following the Persian model, as its name indicates.

Вправа 43. Прочитайте та перекладіть поради стосовно проведення бізнес-презентації та прокоментуйте їх. Зробіть власну презентацію.

Business Presentations Top Tips

1. Focus on Content

Think very deeply about the message you want to send to your audience. When you are preparing, MOST of your time should be spent on crafting this message. Even if your speaking style is awkward, you will be successful if the message is right.

2. Have Strong Openings and Conclusions

An interesting opening using a question, statistic or interesting quote will make the audience wonder what is next. A strong conclusion will ensure your audience remembers your message!

3. Remember Key Words, not the Whole Speech

People who try to memorize their entire speech word for word often look awkward and uncomfortable. What is worse, if they forget something, they are lost and look very unprofessional. Instead, just remember five or six keywords and fill in the sentences as you go.

4. Prepare with a Watch

Teacher Joe prepares his speeches wherever he goes – on his way to work, during a break, while sitting on the toilet. To make sure he will not waste his listeners' time, he always uses a stopwatch. By timing yourself, you will be able to cut out unnecessary parts of your speech and really fine-tune your message. (See number one above!)

5. Use Stories

Stories are one of the most powerful ways to communicate. Stories help your audience listen carefully and remember your message better. You don't need long, complex stories. Simple events from your own experience are an excellent way to show what you mean.

6. Speak with Emotion

Our schools and work environment encourage us to use our logical left brain, but most people make decisions using their imaginative right brain. When you appeal to people's emotions, you reach them in a way facts and figures can rarely do.

7. Relax!

Take some deep breaths before you speak and keep your body upright and relaxed during your presentation. Only use hand movements or body movements when they really match what you are saying. With more experience, you can add more "body language", but at first, keep it simple.

8. Speak Slowly

When you speak slowly, you have more time to think about what you want to say and how you can adapt your message to this particular audience. The audience will also be more likely to remember what you say, which is, after all, your main goal!

9. Videotape Yourself

Students are always shocked to see their first presentations but very pleasantly surprised by the improvements in later presentations. Rather than just say "Practice makes perfect", you can SEE it in a video.

Вправа 44. Проаналізуйте наведені приклади закономірностей пропусків при перекладі та складіть власні 5 речень для ілюстрації.

При перекладі для точного передавання змісту оригіналу часто потрібен пропуск того чи іншого слова або виразу, що пояснюється неспівпадінням засобів вираження у різних мовах.

Коли йдеться про пропуск слів у перекладі, то мається на увазі пропуск тільки повнозначних слів, а не допоміжних чи службових. Так, не можна вважати пропуском той факт, що ми не перекладаємо допоміжні та напівдопоміжні дієслова. Вони хоч і не перекладаються окремо, але знаходять те або інше вираження при перекладі в обраній формі слова. Наприклад:

I have read your book. — Я прочитав вашу книжку.

(Форма Present Perfect передана в українській мові доконаним видом дієслова.)

He threw the door open. — Він розчинив двері.

(Значення аналітичної конструкції *to throw open* передається вживанням суфікса *роз-*.)

Повнозначні слова пропускаються при перекладі у тих випадках, коли в англійському тексті вони потрібні як елемент структури для зв'язку окремих частин, а в українському тексті вони зайві:

He received and answer to say/saying that his friend was coming to see him.

Він отримав відповідь, що його товариш збирається відвідати його.

Six o'clock saw the President of the board enter his study.

Рівно о шостій голова правління увійшов до свого кабінету.

У більшості випадків можливість (а інколи і необхідність) пропуску слова або навіть і кількох слів залежить від умов контексту, які важко піддаються узагальненню. Інколи в перекладі є можливим пропустити цілу смислову групу, наприклад:

In summer he usually wore a flannel suite that always creased in the wrong places and never in the right ones. Влітку він звичайно ходив у фланелевому костюмі зі складками завжди не там, де треба.

Вправа 45. Перекладіть речення з дієприкметниками та дієприкметниковими зворотами.

1. My station was in that part of the house which was appropriated for the reception of books, it being my duty to perform the functions of librarian as well as secretary.

2. Salmon, deer, roots and berries are the principal food of natives, these being dried for storage.
3. In general outline the central tumulus may be regarded as quadrangular, if we disregard a slight angle to the south. That taken into account, its form is pentagonal.
4. There being no other choice, they decided to break through.
5. The Normans became the aristocracy in England of that time, and the Saxons the degraded and servile class, the former speaking a dialect of the French language, and the latter holding obstinately by their own expressive tongue.
6. According to this view pottery is an invention made early in man's history at some definite time and place and from that centre of origin all known cases of the use of pottery have been derived, it being unthinkable, according to this view, that such invention could ever have been made twice.
7. Many more of the most precious pictures having had to be moved from the East part of the Museum to the air-conditioned rooms on the West wing, it has been possible to bring up again into the rooms adjoining the dome a considerable number of Italian Renaissance pictures.
8. She is best in her short stories, for in the longer ones she is at times very unequal, there being surprising differences in the worth of both dialogue and character at different places in the same work.
9. The primary purposes for which language is employed being to think clearly and to make oneself understood, most changes made by the general will and collective intelligence are in the direction to secure these ends.
10. In comparative lexicology we constantly see how the things to be represented by words are grouped differently according to the whims of different languages, what is fused together in one being separated in another.

Вправа 46. Перекладіть речення та визначте тип дієприкметникового звороту.

1. There were various novels among them, many being English translations of Italian novels.
2. The other two bronze pieces have been a part of the open work used as antlers, probably in the middle section. They are certainly incomplete, with the upper end missing.

3. Many of the new compounds have come to Chinese by way of Japanese, the Japanese having set themselves earlier than the Chinese to assimilate the teachings of European science.
4. All the city (Madras) to the north of the old fort contains the native quarters, and the business offices of the white men, but the latter live to the south of the fort, their houses standing in large gardens.
5. The origin of several of the names in "Hamlet" having been explained in this section, we may as well note here some of the others.
6. The monkey is regarded by the natives with superstitious reverence, the power of walking erect and talking being ascribed to it, and is esteemed a clever physician.
7. By the sixteenth and seventeenth centuries fur had become Russia's most important single item in foreign and domestic commerce, Russian furs being prominent in the markets of both Europe and China.

Вправа 47. Перекладіть речення із зворотом "об'єктний відмінок з дієприкметником".

1. We see this complex process of interaction of language and thought actually taking place under our eyes.
2. The sets of ivory panels illustrated the men of Iran bringing in their vassal tribute to the king of Assyria.
3. Sometimes we find the simple present and simple past used instead of future and other compound tenses.
4. Later we find Shakespeare using this style in prose dialogue, sometimes merely in caricature, but at other times quite seriously.
5. The first plays from his hand (Shakespeare's) show him mainly concerned with perfecting his mastery of the instruments of his craft.
6. As far back as the fourth century B. C. we find Hippocrates discussing the influence of climate and concluding that every climate had its inevitable effects on man's life.
7. As men saw the old ideas passing away, the most thoughtful began to formulate and put into writing new principles of social life.
8. He had felt his own interest rising considerably as the train brought him into the West country.
9. We sometimes find a new word formed with a stem, or suffix, or prefix which has no parallel in other words.

Вправа 48. Перекладіть речення та визначте тип звороту, що вживається у реченні.

1. The Chartist movement is generally recognized as occupying an important place not only in Britain but also in international history.
2. We identified these ruins as belonging to the Chin Dynasty.
3. The author mentioned Ngoru as having in his time been inundated, though it is now eight miles from the water.
4. It is evident that Greeks peopled untamed nature, the mountains and the forests, with various daemons which were thought of as having half-animal, half-human shape.
5. However one must not consider this distinction as holding good absolutely.
6. The wholesale deforestation of the country by the natives must be reckoned as having had a detrimental effect on the rain-supply.
7. However, he viewed the glottal stop as being one type of vowel onset or release.
8. Performances given in our country by actors from different countries have testified to the great cultural advances being made by the countries concerned.
9. "You and he came here a week before me", — Here *you* refers to the person spoken to; *he* refers to some person spoken of, whose name has been mentioned in a previous sentence; *me* refers to the person speaking without naming him. So all these words are pronouns.
10. He accepted it as established that the Melanesian languages were legitimate members of the Austronesian family.
11. Across Tolland Sand we had our first view of Polperro, one of the quaintest and picturesque villages I have ever seen. Built on a rocky and steep valley, its houses push each other down along narrow streets to the sea with its boats and fishermen and screaming gulls.
12. In Finland until modern times the only literary language known was the foreign language, Swedish, used by the upper classes, the Finnish language spoken by the mass of the people being looked down.
13. The heroine's rough peasant speech, is, for instance, perfectly in keeping with her character as presented at the beginning of the play.
14. Speaking somewhat inexactly, it may be said that language is the product of the thought of a nation.

15. The cultural layers and relics such as bricks, coins and other remains found in the vicinity, enabled us to identify the draining system as having been constructed at the latest during the Chin Dynasty.
16. Semantic criteria can obviously be stated for all the functions along the lines already followed for negation, conjunction and alteration.
17. He (Robert Southey) was also a good prose writer, the best known of his prose works being "The Life of Nelson".
18. Arnold Zweig had scarcely any vision left and must have everything read to him.
19. New words are best learned in an inductive way, i. e. when found applied, when seen in their proper surroundings.
20. Some modern scholars think of the Anglo-Saxons as being substantially one people, while others adhere to the distinction drawn between the Angles and the Saxons.

Вправа 49. Перекладіть речення з герундієм українською мовою, використовуючи де можливо підрядне речення.

1. He insisted on taking part in the conference.
2. He insisted on your taking part in the conference.
3. He insisted on being taken to the concert.
4. I object to your discussing this problem now.
5. We hear of his being appointed secretary.
6. She insisted on a telegram being sent to his mother.
7. I never thought of going there without you.
8. They never complained of the conditions of their work being too hard.
9. We spoke about including her in the list.
10. We spoke about her having been included in the list.
11. Nothing can prevent him from taking this step.
12. I have no objection to your smoking downstairs, but please refrain from doing so on this floor.
13. I cannot accuse him of being lazy, but still he is rather poor at his English.
14. She took a taxi for fear of missing her train.
15. He is in the habit of getting up very early and waking all his family.

Вправа 50. Перекладіть речення. Зверніть увагу на функції, що виконує герундій у реченні.

1. He was always fond of visiting new scenes and observing strange characters and manners.
2. He was educated at Oxford, and devoted himself to the study of medicine, but his weak health prevented him from becoming a physician by profession.
3. Travelling around the above-mentioned African countries I could not help comparing their development with that of Tajikistan.
4. This book aims at acquainting advanced students of English with the language as used by the best masters of contemporary English literature.
5. It is worth noting in this connection that there are at least two kinds of analysis practised by science.
6. In the United States after the October Revolution the volumes of Mrs. Garnett's translations of Chechov kept on appearing, and his influence grew.
7. The Puritans were far from being the earliest among the English colonists of North America.
8. Since then I have thought seriously of writing an article for your magazine myself.
9. Anthropologists have been in the habit of studying man under three rubrics of race, language and culture.
10. They proceeded very cautiously for fear of being caught.
11. All these communities relied mainly on hunting, fowling and fishing.
12. Then as now, sweet potatoes were the staple food. Eyrau complains in one of his letters of having to eat them all day long.
13. The author regrets that the scope of this work precludes him from giving in a popular manner the results that they have obtained.
14. With one or two rare exceptions the novelists of the 19th century never succeeded in drawing convincing men and women of the working class.

Вправа 51. Перекладіть речення з герундіальними зворотами.

1. A good speaker, besides choosing appropriate terms from a wide vocabulary, and besides being able to utter his thoughts with fluency, uses correct sounds and employs proper intonation.
2. The volume differs from the previous in embracing a wider range

- of subjects and in making considerably greater demands on the intelligence and knowledge of the young scholar.
3. In addition to being both creative writer and critic he is also a scholar.
 4. Our eighth chapter is devoted to seeing the way in which this classification corresponds to the geologic divisions of Pleistocene time.
 5. His output of dramatic work has been great, but it shows every sign of having been thoughtfully and conscientiously carried out.
 6. Prosper Merimee realised — as many authors following his example have done since — that prose tales gain in tragic force by not being told with obvious sympathy in the exuberant manner of other Romantics.
 7. According to the ancient story, Tantalus was punished for a crime by being made to suffer from thirst and hunger, while water and fruit were seemingly within his reach.
 8. Arnold Bennet is interested not in philosophy, but in giving a realistic account of the lives of ordinary people.

Вправа 52. Перекладіть речення з герундіальними зворотами.

1. Even those who by 1905 had recognized Shaw as the outstanding British dramatist of his generation continued for many years to question the likelihood of his taking a permanent place in literature.
2. The question of the transition period is not principally a question of the adoption of a new material — bone instead of stone, but of the population going over to a new trade.
3. There are many new terms, some of which are in everybody's mouth, and are used by the man in the street without any suspicion crossing his mind of their learned origin.
4. We see that this word is an adjective from its having no ending.
5. This fact is due not so much to the mammoth and rhinoceros becoming gradually scarcer as to the change in the method of hunting.
6. The "Importance of Being Earnest" (1895) is brilliant, but the same fault lies here again in the character-drawing. Any speech in the play might almost be directly transferred from one character to another without the change being noticed.
7. The most important cause of a language splitting into dialects is not purely physical, but want of communication for whatever reason.

8. The fact that stone and silex had been abandoned, is, however, not a sign of technical skill having fallen off.
9. The high quality of style has proved sufficient to give this work a high rank amongst the Japanese classics, and has insured its being handed down to our day as a most esteemed model for the composition in the native Japanese style.
10. Without language there is no understanding among people, and without understanding there is no chance of their being able to work together.
11. Conditions of the time (end of the 18th century) led to the need for quicker communication between the towns, and this naturally led also to the literature being spread more quickly than would have been possible before.
12. This is the main contradiction of capitalism which impedes productive development, and even leads to productive powers being used to destroy nations in warfare, instead of for lightening the labour and increasing the material prosperity of mankind.
13. In view of this practice being frequent among primitive people of the present (end of the 19th century), the above mentioned "Package of bones" from the Grotte de Covillon gains immensely in interest.
14. The distinguished German linguist H. Shuchardt, has in recent years strongly insisted that similarities between different languages need not always depend on the languages being related to one another as French is related to Italian, but in some cases may be due to some element common to mankind; in other words, some phenomena, instead of being historically related may be primordially related.

Вправа 53. Перекладіть речення, в яких вживається умовний стан.

1. I should agree with him.
2. Anyone would agree with him.
3. He proposed that we should go fishing in the evening.
4. We insist that the problem be dealt with by the Security Council in its full composition.
5. Without your help the work would have had much more mistakes.
6. In the entrance exams he missed some questions which a schoolboy could have answered.
7. It is not surprising, therefore, that Rome should begin to take a greater interest in the affairs of Greece.

8. The load finally became unbearable. The people refused to pay taxes and asked that all debts be cancelled.
9. It was inevitable that William the Conqueror should feudalize England.
10. This custom would have seemed strange to us.
11. He arranged that they should be relieved of their work for that time.
12. Milton demanded three things of poetry: that it be simple, sensuous and expressive.
13. I hope that I can indicate methods that might be developed further.
14. Regrettable as that may be in view of the antiquity of our texts, the material is certainly too ambiguous.
15. They demand that their trusts and monopolies be given free access to these countries.
16. Pound (a poet) is a master of rhythmic invention in verse; there is probably no one who would want to deny this.
17. But being a Frenchman he had pushed his researches further than any Englishman at this period would have dared to.
18. The bailiff had to keep his eye on the unwilling workmen lest they should sit down for half-an-hour at a time at the end of every furrow.
19. They dared not come out in the day-time lest they should be noticed.
20. It was entirely undesirable that this information should be given away.
21. As a conclusion to this section, however, it is therefore, entirely proper that we quote one of his chapter headings.
22. The title of the first story is taken from the name of the hero. It is the best known of the series, and has been published separately, as if it were the entire work.
23. In that age of reason it was necessary that clearness of expression should be joined to precision of thought.
24. This is a hypothesis which could be proved only by the actual discovery of remains of this race.
25. It is remarkable that the common plural should be formed from the feminine singular.

26. Under whatever economic system a people may live, their language serves alike the activity of consolidating and defending that economic system, and also of changing it and replacing it by another.
27. Burns' poetry is really more universal than this distinction would imply.
28. There are three other passages where a similar cure might well be applied.
29. A main theme in Chartist history was the attempt to create a sense of class unity which would bind together these three groups.
30. Lest it should be thought that we are making an unwarranted postulate, we may cite examples in languages other than English.

Вправа 54. Перекладіть речення з емпатичними конструкціями.

1. In reciting a passage of a light and humorous character it is by no means unusual for a man with an average voice to have a range of intonation of over two octaves.
2. It is this very silence of the poet that makes the verse all the more eloquent.
3. Only in this last work does the author show what he might have done, had he used his genius rightly.
4. These plays were not high either in their humour or in literary worth, but they did represent a distinct advance towards regular drama.
5. It was not the classics themselves as much as the works of Italy and France above mentioned, which had so important an influence on the poets to be presently considered, particularly on Chaucer.
6. Fragmentary though our knowledge is of the total achievement of the Greek sculptors, we need have no doubt that from what does remain we can estimate quite accurately the full strength and weakness of Hellenistic sculpture at any point between its origins and its final decay.
7. The basis of man's social activity is labour. It is in and through labour that man first of all enlarges his perceptions and first of all begins to use his brain to think — to form ideas and to communicate them, to develop thought and language.
8. In no wise inferior in importance to the art stations of Southern France are those of Northern. Here, near Santillana del Mar is the cave of Altamira, which has been not unaptly termed "The Chapel of Palaeolithic Art".

9. However much the Emperor and the Crusader princes might quarrel over their ultimate rights and the distribution of conquests to come, there could be no dissension about the opening stages of the campaign against the infidel.
10. These novels are by no means forgotten at the present day, and might not improbably have a return of their popularity, which was at one time great.
11. It is as our perceptions increase with increased activity and social contacts that our ideas develop.
12. It is not merely in particular places that we find a beautiful effect; it is rather the continuous charm of his poetry, the sense of harmony that runs throughout that makes us feel his greatness.
13. Hunting by means of surprise in the case of sleeping or exhausted animals would also be practised – a means in common use with the Bushmen, who have brought it to the height of perfection. Neither is it impossible that the use of lasso, throwing-stick and snare was known.
14. It also not infrequently happened that the people of this period chose the suitable pieces of broken clay vessels and ground them into knives.

Вправа 55. Перекладіть текст про те, як треба писати резюме. Прокоментуйте його.

Writing resumes

Resume comes from the French word for “summary”. A resume summarizes your experience and qualifications and provides support for your letter. A letter of application or cover letter, on the other hand, emphasizes specific parts of the resume, telling how your background is suited to a particular job.

An effective resume is brief, usually one or two pages. Begin by brainstorming and taking notes, answering the following questions:

- What skills have you acquired in school, at work, and from your hobbies? Try to find a common thread in all these experiences.
- What can you do well: draw, write, speak other languages, organize, lead, instruct, sell, solve problems, think creatively?
- Are you good at making decisions?
- Are you good at original thinking, at taking initiative, or at following directions?
- Are you looking for experience, security, excitement, money, travel, power, prestige, or something else?

Research reports that employers usually spend less than sixty seconds scanning a resume. Remember that they are interested not in what they can do for you, but what you can do for them. They expect a resume to be typed or printed neatly, on high-quality paper; to read easily, with clear headings, adequate spacing, and a conventional format; and to provide all the information necessary to make a decision.

Your resume may be arranged chronologically or functionally (around skills or expertise). Either way, you will probably include the following:

1. Name, address, and phone number, usually centered at the top.
2. Career objective(s). List career goals and specific jobs for which you realistically qualify.
3. Educational background. Start with your most recent school, and list the others in reverse chronological order. Include degrees, diplomas, majors, and specific programs or courses that pertain to your field of interest. List honors and scholarships; and your grade-point average if it is high.
4. Work experience. List any jobs in reverse chronological order, identifying each with dates, names of employers, and the nature of your duties. If a job is related to the one for which you are applying, give full details. Otherwise be brief. Include any military experience in this category.
5. Personal interests, activities, awards, and skills. If space permits, list hobbies, offices held, volunteer work, and any awards.
6. References. Provide the names of two or three people who know your work well first asking their permission. Give their titles, addresses, and phone or fax numbers. Or you could simply say that your references are available on request.

Вправа 56. Перекладіть супровідний лист. Напишіть власний лист.

Sample Cover Letter

(Return address) 1432 Coventry Lane
Newton, MA 02135

(date) November 7, 2004

(one space)

(inside address) Professor Margaret Dorner
Chair, Department of Biology
Fillmore University

Fillmore, NE 68508

(one space)
(salutation)
(one space)

Dear Professor Dorner:

Professor Mark Spencer, my adviser at Newton College, has suggested I write to you regarding opportunities for graduate students at Fillmore University.

(double space
between
paragraphs)

I will graduate next June with a B. S. in biological sciences. My senior thesis examines the ecology of small stream system here in Massachusette, and I hope to continue my studies in a department with a reputation for investigating riparian communities. Professor Spenceer has told me that Fillmore might be ideal.

Could you please send me an application for your graduate school and any Brochures or other information about your master's program. Thank you For your attention. I look forward to hearing from you.

(one space)

Sincerely yours,

(four spaces) Signature

Pat McIntyre.

Вправа 57. Прочитайте та перекладіть вирази, що типово застосовуються керівником при проведенні ділового засідання. Візьміть участь у рольовій грі із застосуванням цих ключових фраз.

Useful Business English Phrases

Business English: Running a Meeting

The following phrases are used to conduct a meeting. These phrases are useful if you are called on to conduct a meeting.

Opening

Good morning/afternoon, everyone.

If we are all here, let's get started / start the meeting / start.

Welcoming and Introducing

Please join me in welcoming (name of participant)

We're pleased to welcome (name of participant)

I'd like to extend a warm welcome to (name of participant)

It's a pleasure to welcome (name of participant)

I'd like to introduce (name of participant)

Stating the Principal Objectives

We're here today to ...

I'd like to make sure that we ...

Our main aim today is to ...

I've called this meeting in order to ...

Giving Apologies for Someone Who is Absent

I'm afraid ..., (name of participant) can't be with us today. She is in ...

Unfortunately, (name of participant) ... will not be with us to day because he ...

I have received apologies for absence from (name of participant), who is in (place).

Reading the Minutes (notes) of the Last Meeting

To begin with I'd like to quickly go through the minutes of our last meeting.

First, let's go over the report from the last meeting, which was held on (date)

Here are the minutes from our last meeting, which was on (date)

Dealing with Recent Developments

Jack, can you tell us how the XYZ project is progressing?

Jack, how is the XYZ project coming along?

John, have you completed the report on the new accounting package?

Has everyone received a copy of the Tate Foundation report on current marketing trends?

Moving Forward

So, if there is nothing else we need to discuss, let's move on to today's agenda. Shall we get down to business?

Is there Any Other Business?

If there are no further developments, I'd like to move on to today's topic.

Introducing the Agenda

Have you all received a copy of the agenda?

There are X items on the agenda. First, ... second, ... third, ... lastly, ...

Shall we take the points in this order?

If you don't mind, I'd like to go in order today.

skip item 1 and move on to item 3

I suggest we take item 2 last.

Allocating Roles (secretary, participants)

(name of participant) has agreed to take the minutes.

(name of participant), would you mind taking the minutes?

(name of participant) has kindly agreed to give us a report on ...

(name of participant) will lead point 1, (name of participant) point 2, and (name of participant) point 3.

(name of participant), would you mind taking notes today?

Agreeing on the Ground Rules for the Meeting (contributions, timing, decision-making, etc.)

We will first hear a short report on each point first, followed by a discussion of ...

I suggest we go round the table first.

Let's make sure we finish by ...

I'd suggest we ...

There will be five minutes for each item.

We'll have to keep each item to 15 minutes. Otherwise we'll never get through.

Introducing the First Item on the Agenda

So, let's start with ...

I'd suggest we start with ...

Why don't we start with ...

So, the first item on the agenda is

Pete, would you like to kick off?

Shall we start with ...

(name of participant), would you like to introduce this item?

Closing an Item

I think that takes care of the first item.

Shall we leave that item?

Why don't we move on to ...

If nobody has anything else to add, lets ...

Next Item

Let's move onto the next item

Now that we've discussed X, let's now ...

The next item on today's agenda is ...

Now we come to the question of.

Giving Control to the Next Participant

I'd like to hand over to (name of participant), who is going to lead the next point.

Next, (name of participant) is going to take us through ...

Now, I'd like to introduce (name of participant) who is going to ...

Summarizing

Before we close today's meeting, let me just summarize the main points.

Let me quickly go over today's main points.

To sum up, ..., .

OK, why don't we quickly summarize what we've done today.

In brief, ...

Shall I go over the main points?

Finishing Up

Right, it looks as though we've covered the main items.

If there are no other comments, I'd like to wrap this meeting up.

Let's bring this to a close for today.

Is there Any Other Business?

Suggesting and Agreeing on Time, Date and Place for the Next Meeting

Can we set the date for the next meeting, please?

So, the next meeting will be on ... (day), the ... (date) of ... (month) at ...

Let's next meet on ... (day), the ... (date) of ... (month) at ... What about the following Wednesday? How is that?

Thanking Participants for Attending

I'd like to thank Marianne and Jeremy for coming over from London.

Thank you all for attending.

Thanks for your participation.

Closing the Meeting

The meeting is finished, we'll see each other next ...

The meeting is closed.

I declare the meeting closed.

Вправа 58. Прочитайте та перекладіть вирази, що типово застосовуються учасниками засідання при його проведенні. Візьміть участь у рольовій грі із застосуванням цих ключових фраз.

Useful Business English Phrases

Business English: Participating in a Meeting

The following phrases are used to participate in a meeting. These phrases are useful for expressing your ideas and giving input to a meeting.

Getting the Chairperson's Attention

(Mister/Madam) chairman.

May I have a word?

If I may, I think ...

Excuse me for interrupting.

May I come in here?

Giving Opinions

I'm positive that ...

I (really) feel that ...

In my opinion ...

The way I see things ...

If you ask me, ... I tend to think that ...

Asking for Opinions

Are you positive that ...

Do you (really) think that ...

(name of participant) can we get your input?

How do you feel about ...?

Commenting

That's interesting.

I never thought about it that way before.

Good point!

I get your point.

I see what you mean.

Agreeing

I totally agree with you.

Exactly!

That's (exactly) the way I feel.

I have to agree with (name of participant).

Disagreeing

Unfortunately, I see it differently.

Up to a point I agree with you, but ...

(I'm afraid) I can't agree

Advising and Suggesting

Let's ...

We should ...

Why don't you

How/What about ...

I suggest/recommend that ...

Clarifying

Let me spell out ...

Have I made that clear?

Do you see what I'm getting at?

Let me put this another way ...

I'd just like to repeat that ...

Requesting Information

Please, could you ...

I'd like you to ...

Would you mind ...

I wonder if you could ...

Asking for Repetition

I'm afraid I didn't understand that. Could you repeat what you just said?

I didn't catch that. Could you repeat that, please?

I missed that. Could you say it again, please?

Could you run that by me one more time?

Asking for Clarification

I don't quite follow you. What exactly do you mean?

I'm afraid I don't quite understand what you're getting at.

Could you explain to me how that is going to work?

I don't see what you mean. Could we have some more details, please?

Asking for Verification

You did say next week, didn't you? ('did' is stressed).

Do you mean that ...?

Is it true that ...?

Asking for Spelling

Could you spell that, please?

Would you mind spelling that for me, please?

Asking for Contributions

We haven't heard from you yet, (name of participant).

What do you think about this proposal?

Would you like to add anything, (name of participant)?

Has anyone else got anything to contribute?

Are there any more comments?

Correcting Information

Sorry, I think you misunderstood what I said.

Sorry, that's not quite right.

I'm afraid you don't understand what I'm saying.

That's not quite what I had in mind.

That's not what I meant.

Keeping the Meeting On Target (time, relevance, decisions)

We're running short of time.

Well, that seems to be all the time we have today.

Please be brief.

I'm afraid we've run out of time.

I'm afraid that's outside the scope of this meeting.

Let's get back on track, why don't we?

That's not really why we're here today.

Why don't we return to the main focus of today's meeting.

We'll have to leave that to another time.

We're beginning to lose sight of the main point.

Keep to the point, please.

I think we'd better leave that for another meeting.

Are we ready to make a decision?

Вправа 59. Прочитайте та перекладіть план проведення ділового засідання. Візьміть участь у рольовій грі згідно із запропонованим планом.

Useful Business English Phrases

Business English: Introduction to Meetings

One of the most common requirements of business English is holding meetings in English. The following sections provide useful language and phrases for conducting meetings and making contributions to a meeting.

Meetings generally follow a more or less similar structure and can be divided into the following parts:

I – Introductions

Opening the Meeting

Welcoming and Introducing Participants

Stating the Principal Objectives of a Meeting

Giving Apologies for Someone Who is Absent

II – Reviewing Past Business

Reading the Minutes (notes) of the Last Meeting
Dealing with Recent Developments

III – Beginning the Meeting

Introducing the Agenda
Allocating Roles (secretary, participants)
Agreeing on the Ground Rules for the Meeting (contributions, timing, decision-making, etc.)

IV – Discussing Items

Introducing the First Item on the Agenda
Closing an Item
Next Item
Giving Control to the Next Participant

V – Finishing the Meeting

Summarizing
Finishing Up
Suggesting and Agreeing on Time, Date and Place for the Next Meeting
Thanking Participants for Attending
Closing the Meeting

The following pages focus on each part of the meeting and the appropriate language for each situation.

Вправа 60. Прочитайте поради щодо написання ділового листа. Вивчіть лексичні одиниці, що найчастіше застосовуються при написанні такого типу листів.

Writing Business Letters – 1

The use of this lexical approach is essential for successful language acquisition in English for Specific Purposes. However, teachers are often not equipped with the exact English terminology required in very specific trade sectors. For this reason, core vocabulary sheets go a long way in helping teachers provide adequate materials for students with English for Special Purposes needs.

These core vocabulary reference sheets (here focusing on writing business letters) provide between 150 and 240 key words and phrases for each industry. Each series is divided into three pages that, when combined, form an alphabetical list. In taking this lexical approach to attaining key

vocabulary, students should be encouraged to translate the specific words and phrases into their native tongues as each phrase has a very specific translation in each language.

to	act on behalf of		on arrival of the goods
to	agree with		on behalf of
	always at your service		on condition that – provided that
	as agreed		on delivery
	as far as I'm concerned		on receipt of the order
	as far as the payment is concerned		on short notice
	as follows		on written request
	as per invoice		order to be confirmed
	as per to the conditions		our best attention
	as per your request		our offer is still open
	as requested		outside address
	as soon as possible	to	pay the maximum attention to the matter
	at your convenience		payable in advance
	at your earliest convenience		please allow us
	at your expense		please send us
	awaiting your reply		please send us your instructions
to	be able to		prices are increasing
to	be authorised to	to	reach the destination
to	be characterised by	to	refer to
to	be confident in	to	return a letter to the sender
to	be delighted to	to	sell at the best
to	be held responsible for	to	send under separate cover
to	be in arrears with payments		sender address
to	be in difficulty		short term
to	be interested in		similar to sample – up to sample

Вправа 61. Прочитайте тексти про типи ділових листів і про те, як їх ефективно писати. Прокоментуйте їх.

Types of Business Letters

The business letter is the basic means of communication between two companies. It is estimated that close to 100 million Business Letters are written each workday. It is a document typically sent externally to those outside a company but is also sent internally to those within a company.

Most business letters have a formal tone. You should write a business letter whenever you need a permanent record that you sent the information enclosed. Because you generally send business letters to other professionals, always include a formal salutation and closing.

The following are the most common types of business letters: Acknowledgement Letters; Adjustment Letters; Complaint Letters; Inquiry Letters; Order Letters; Response Letters. Keep in mind that the purpose and audience of your business letter effects which form you choose. If you are unsure about how to format your business letter, ask your instructor or review business letters your co-workers have written.

Effective Writing

Even though no one formula exists for a perfect business letter, some basic guidelines will help you, regardless of the form, purpose, and audience of the document.

Many executives still prefer a written document over other forms of communication, because the document can serve as a contract, the facts will be on record in writing, and executives do not have to rely on memory.

This is why it is important to write a good business Letter, and the principles below will help you do so.

Empathy

Persuasion

Tone

Service Perspective

Вправа 62. Прочитайте текст про один із типів ділових листів і прокоментуйте його.

Acknowledgement Letters

A letter of acknowledgement is good public relations maneuver. Though not always required, they can go along way. Remember, it's the

thought that counts. The objective is to let the reader know you are in receipt of whatever it is was they sent; usually something requested in an inquiry letter. It can be viewed as a response to a response.

The actual scope of an acknowledgement letter need only include a small detail, such as what day something arrived, and an expression of appreciation. It's most important function is to say thank you, a mark of professional courtesy.

In the sample acknowledgement letter the writer confirms receipt of information and appreciates the sender's promptness. She also references a specific point to which she is sure to return in an as yet, unscheduled appointment.

Here are the steps to follow when writing an acknowledgement letter. Each link provides tips and a blank editing box in which you can practice your writing skills. You will be able to save and edit the contents of these boxes while working on your writing project.

Identify your reader.

Establish your objective.

Determine your scope.

Organize your letter.

Draft your letter

Close Your Letter

Review and Revise Your Letter

Вправа 63. Прочитайте текст про один із типів ділових листів і прокоментуйте його.

Complaint Letters

A complaint letter, also known as a claim, advises a business that an error has been made or that a defect has been discovered. The objective is to provide detailed information regarding the error or defect. It also serves as a legal document notifying the recipient that a correction or adjustment is being requested.

Keep in mind that your reader is most likely a trained customer service professional and not the person responsible for the error or defect. Rather than being angry, use a firm but courteous tone when stating your complaint. Remember, it is results you are after.

The scope of a complaint letter should include only the relevant facts validating your claim and a request that appropriate corrective steps be

taken. The scope may also detail the options that you are willing to accept in satisfaction of the claim.

In the sample complaint letter the writer explains that an incorrect shipment was received and that a promised correction has not materialized. He then proposes two equally satisfactory solutions.

Вправа 64. Прочитайте тексти про два типи ділових листів і прокоментуйте їх.

Inquiry Letters

A letter of inquiry is a letter of request. The objective is to get the reader to respond with an action that satisfies the request. The action taken can benefit either the writer or the reader, and sometimes both. That being the case, the scope of an inquiry letter must include enough information to help the reader determine how best to respond.

In the sample inquiry letter there is a benefit to both the writer and the reader. In it the writer asks for some information and some help. She also makes an offer to the reader that provides an incentive to act.

Here are the steps to follow when writing an inquiry letter:

- Identify your reader.
- Establish your objective.
- Determine your scope.
- Organize your letter.
- Draft your letter
- Close Your Letter
- Review and Revise Your Letter

Order Letters

An order letter, also known as a PO (purchase order) begins the paper trail of a specific purchase. The objective is to provide detailed instructions to a vendor fulfilling an order. It is also serves as a legal document recording the transaction. It should be written with careful attention to detail.

Your intentions need to be clear and concise. The reader will fill your order only according to your instructions and your satisfaction will depend largely upon their accuracy.

The scope of an order letter should include only the information needed to fulfill the order. Keep in mind that in most cases the seller does not need to know why you are placing the order, what it is going to be used for or for whom it is intended. Such information is unnecessary when placing an order.

МЕТОДИЧНІ МАТЕРІАЛИ ДЛЯ ПОЗААУДИТОРНОЇ САМОСТІЙНОЇ РОБОТИ

1. Питання для самостійного опрацювання

1. Висловлення власних думок. Обговорення.
2. Підготовка ділових зустрічей.
3. Підготовка презентацій.
4. Контракти та їх підготовка.
5. Міжкультурне спілкування. Звичаї.
6. Реклама та її значення у нашому житті.
7. Робота рекламного менеджера.
8. Подання проблем і способів їх вирішення.
9. Переклад статей економічного плану (експортно-імпортних операцій) та опрацювання термінології таких статей.
10. Переклад ділових контрактів та опрацювання термінології та конструкцій такого роду матеріалів.
11. Планування майбутньої роботи. Прогнозування.
12. Інтернет та його значення у сучасному житті ділових людей.

2. Вправи для самостійної роботи

Вправа 1. Перекладіть економічний текст з англійської мови на українську. Опрацюйте термінологію. Складіть 7 запитань за текстом.

NYSE

The New York Stock Exchange (NYSE), nicknamed the “Big Board,” is a New York City-based privately-owned stock exchange by the NYSE Group (NYX). It is the largest stock exchange in the world by dollar volume and the second largest by number of companies listed. Its share volume was exceeded by that of NASDAQ during the 1990s, but the total market capitalization of companies listed on the NYSE is five times that of companies listed on NASDAQ. The New York Stock Exchange has a global capitalization of \$17.4 trillion, including \$7.1 trillion in non-U. S. companies.

The NYSE is operated by NYSE Group, which was formed by merger with the fully electronic stock exchange Archipelago Holdings. The New York Stock Exchange trading floor is located at 11 Wall Street, and is composed of five rooms used for the facilitation of trading. The main building is listed on the National Register of Historic Places and is located at 18 Broad Street, between the corners of Wall Street and Exchange Place.

NYSE Group is acquiring Euronext, and many of its operations (particularly IT and the trading platform) will be combined with that of the New York Stock Exchange and NYSE Arca.

The NYSE trades in a continuous auction format. There is one specific location on the trading floor where each listed stock trades. Exchange members interested in buying and selling a particular stock on behalf of investors gather around the appropriate post where a specialist broker, who is employed by a NYSE member firm (that is, he/she is not an employee of the New York Stock Exchange), acts as an auctioneer in an open outcry auction market environment to bring buyers and sellers together and to manage the actual auction. They do on occasion (approximately 10 % of the time) facilitate the trades by committing their own capital and as a matter of course disseminate information to the crowd that helps to bring buyers and sellers together. Most of the time natural buyers and sellers meet in a market that provides efficient price discovery in an auction environment that is designed to produce the fairest price for both parties. The human interaction and expert judgment as to order execution differentiates the NYSE from fully electronic markets. However, in excess of 50 % of all order flow is now delivered to the floor electronically. Recent proposals have been made to adopt a Hybrid market structure combining elements of open outcry and electronic markets. The frenzied commotion of men and women in colored smocks has been captured in several movies, including Wall Street.

In the mid-1960s, the NYSE Composite Index (NYSE: NYA) was created, with a base value of 50 points equal to the 1965 yearly close, to reflect the value of all stocks trading at the exchange instead of just the 30 stocks included in the Dow Jones Industrial Average. To raise the profile of the composite index, in 2003 the NYSE set its new base value of 5,000 points equal to the 2002 yearly close. (Previously, the index had stood just below 500 points, with lifetime highs and lows of 670 points and 33 points, respectively.) The lifetime high of the NYSE Composite in trading stands at 9,188.17 points, reached on December 28, 2006, while its lifetime low (as currently calculated) stands at 347.77 points, reached in October 1974.

Since September 30, 1985 the NYSE trading hours have been 9:30 – 16:00 EST. The right to directly trade shares on the exchange is conferred upon owners of the 1366 “seats”. The term comes from the fact that up until the 1870s NYSE members sat in chairs to trade; this system was eliminated long ago. In 1868, the number of seats was fixed at 533, and

this number was increased several times over the years. In 1953, the exchange stopped at 1366 seats. These seats are a sought-after commodity as they confer the ability to directly trade stock on the NYSE. Seat prices have varied widely over the years, generally falling during recessions and rising during economic expansions. The most expensive seat, adjusted for inflation, was sold in 1929 for \$625,000, which is over six million in today's dollars. In recent times, seats have sold for as high as \$4 million in the late 1990s and \$1 million in 2001. In 2005, seat prices shot up to \$3.25 million as the exchange was set to merge with Archipelago and become a for-profit, publicly traded company. Seat owners received \$500,000 cash per seat and 77,000 shares of the newly formed corporation. The NYSE now sells one-year licenses to trade directly on the exchange.

Вправа 2. Перекладіть економічний текст з англійської мови на українську. Опрацюйте термінологію, поставте 7 запитань.

NASDAQ

NASDAQ (originally an acronym for National Association of Securities Dealers Automated Quotations system) is an American electronic stock exchange. It was founded in 1971 by the National Association of Securities Dealers (NASD), who divested it in a series of sales in 2000 and 2001. It is owned and operated by The Nasdaq Stock Market, Inc. (NASDAQ: NDAQ) the stock of which was listed on its own stock exchange in 2002. NASDAQ is the largest electronic screen-based equity securities market in the United States. With approximately 3,200 companies, it lists more companies and, on average, trades more shares per day than any other U. S. market. The current chief executive officer is [Curtis Jackson].

History

When it began trading on February 8, 1971, it was the world's first electronic stock market. At first, it was merely a computer bulletin board system and did not actually connect buyers and sellers. The NASDAQ helped lower the spread (the difference between the bid price and the ask price of the stock) but somewhat paradoxically was unpopular among brokerages because they made much of their money on the spread. Over the years, NASDAQ became more of a stock market by adding trade and volume reporting and automated trading systems. NASDAQ was also the first stock market to advertise to the general public, highlighting

NASDAQ-traded companies (usually in technology) and closing with the declaration that NASDAQ is “the stock market for the next hundred years.”

Until 1987, most trading occurred via the telephone, but during the October 1987 stock market crash, market makers often didn't answer their phones. To counteract this, the Small Order Execution System (SOES) was established, which provides an electronic method for dealers to enter their trades. NASDAQ requires market makers to honor trades over SOES.

On July 17, 1995, the NASDAQ Composite index closed above the 1,000 mark for the first time. The index peaked at an intra-day high of 5,132.52 on March 10, 2000, which signaled the beginning of the end of the dot-com stock market bubble. The index declined to half its value within a year, and finally found a bear market bottom at its intra-day low of 1,108.49 on October 10, 2002. While the index has gradually recovered since then, reaching a six-year monthly closing high above the 2,400 level on November 30, 2006, it is still (as of early 2007) trading for less than half of its peak value.

Вправа 3. Перекладіть економічний текст з англійської мови на українську. Опрацюйте термінологію, поставте 7 запитань.

Merger attempt with London Stock Exchange

In December of 2005, the London Stock Exchange (LSE) rejected a £1.6 billion takeover offer from Macquarie Bank. The LSE described the offer as “derisory.” It then received a bid in March of 2006 for £2.4 billion from NASDAQ, which was also rejected by the LSE. NASDAQ later pulled its bid, and less than two weeks later on April 11, 2006, struck a deal with LSE's largest shareholder, Ameriprise Financial's Threadneedle Asset Management unit, to acquire all of that firm's stake, consisting of 35.4 million shares, at £11.75 per share.[2] NASDAQ also purchased 2.69 million additional shares, resulting in a total stake of 15 %. While the seller of those shares was undisclosed, it occurred simultaneously with a sale by Scottish Widows of 2.69 million shares. The move was seen as an effort to force LSE to negotiate either a partnership or eventual merger, as well as to block other suitors such as NYSE.

Subsequent purchases increased NASDAQ's stake to 25.1 %, holding off competing bids for several months. United Kingdom financial rules

required that NASDAQ wait for a period of time before renewing its effort. Within a month or two of the expiration of this period, NASDAQ increased its stake to 28.75 % and relaunched a formal tender offer at the minimum permitted bid of £12.43 per share, which was the highest NASDAQ had paid on the open market for its existing shares. On prior occasions, NASDAQ had been spurned by LSE chief Clara Furse, and this time elected to go directly to the board of the London exchange. LSE's options had diminished by this time as two of the three most likely competing bidders, NYSE Group and Euronext, were close to finalizing their own merger, while Deutsche Börse, the third, had dropped out of the contest. The LSE immediately rejected this bid, stating that it "substantially undervalues" the company.

NASDAQ revised its offer (characterized as an "unsolicited" bid, rather than a "hostile takeover attempt") on December 12, 2006, indicating that it would be able to complete the deal with 50 % (plus one share) of LSE's stock, rather than the 90 % it had been seeking. The U. S. exchange did not, however, raise its bid. Many hedge funds had accumulated large positions within the LSE, and many managers of those funds, as well as Furse, indicated that the bid was still not satisfactory. One fund manager, echoing the sentiments of many of the rest of LSE's stockholders, stated "It's not a bad price, but the LSE's board tells us it is worth more and I am inclined to agree with them at the moment." NASDAQ's bid was made more difficult due to British bidding rules, which restricted their ability to raise its offer except under certain circumstances, though currency hedging had partially protected NASDAQ against the British pound's 3 % value increase (relative to the dollar) during the bidding process.

Вправа 4. Перекладіть економічний текст з англійської мови на українську. Опрацюйте термінологію, поставте 7 запитань.

FOREX

The foreign exchange (currency or forex or FX) market exists wherever one currency is traded for another. It is by far the largest market in the world, in terms of cash value traded, and includes trading between large banks, central banks, currency speculators, multinational corporations, governments, and other financial markets and institutions. The trade happening in the forex markets across the globe currently exceeds \$1.9 trillion/day (on average). Retail traders (individuals) are currently a

very small part of this market and may only participate indirectly through brokers or banks and may be targets of forex scams.

According to David Krutz from the Financial Times website (Published: October 9 2006 20:48) “ The foreign exchange market will have doubled in size in just three years next year, thanks to increased participation by fund managers and pension funds, says research out on Monday. TowerGroup, a financial services research consultancy, said it expected total global average daily volumes on the FX market to exceed \$3,000bn in 2007. FX volumes, which rose from \$1,770bn in 2004 to \$2,000bn in 2005, were set to rise to \$2,600bn in 2006 and \$3,600bn for 2007, as foreign exchange became accepted as an asset class in its own right according to TowerGroup.

History

The forex market is a cash inter-bank or inter-dealer market, which was established in 1971 [citation needed] when floating exchange rates began to appear. The foreign exchange market is huge in comparison to other markets. For example, the average daily trading volume of US Treasury Bonds is \$300 billion and the US stock market has an average daily volume of less than \$10 billion. Ten years ago the Wall Street Journal estimated the daily trading volume in the forex market to be in excess of \$1 trillion. Today that figure has grown to exceed \$1.8 trillion a day.

Prior to 1971 an agreement called the Bretton Woods Agreement prevented speculation in the currency markets. The Bretton Woods Agreement was set up in 1945 with the aim of stabilizing international currencies and preventing money fleeing across nations. This agreement fixed all national currencies against the dollar and set the dollar at a rate of \$35 per ounce of gold. Prior to this agreement the gold exchange standard had been used since 1876. The gold standard used gold to back each currency and thus prevented kings and rulers from arbitrarily debasing money and triggering inflation. Institutions like the Federal Reserve System of the United States have this kind of power.

The gold exchange standard had its own problems however. As an economy grew it would import goods from overseas until it ran its gold reserves down. As a result the country's money supply would shrink resulting in interest rates rising and a slowing of economic activity to the extent that a recession would occur.

Eventually the recession would cause prices of goods to fall so low that they appeared attractive to other nations. This in turn led to an inflow of gold back into the economy and the resulting increase in money supply saw interest rates fall and the economy strengthen. These boom-bust patterns prevailed throughout the world during the gold exchange standard years until the outbreak of World War I which interrupted the free flow of trade and thus the movement of gold.

After the war the Bretton Woods Agreement was established, where participating countries agreed to try and maintain the value of their currency with a narrow margin against the dollar. A rate was also used to value the dollar in relation to gold. Countries were prohibited from devaluing their currency to improve their trade position by more than 10%. Following World War II international trade expanded rapidly due to post-war construction and this resulted in massive movements of capital. This destabilized the foreign exchange rates that had been set-up by the Bretton Woods Agreement.

Вправа 5. Перекладіть економічний текст з англійської мови на українську. Опрацюйте термінологію, складіть 7 запитань.

Financial Instruments

There are several types of financial instruments commonly used.

Forward transaction: One way to deal with the Forex risk is to engage in a forward transaction. In this transaction, money does not actually change hands until some agreed upon future date. A buyer and seller agree on an exchange rate for any date in the future, and the transaction occurs on that date, regardless of what the market rates are then. The duration of the trade can be a few days, months or years.

Futures: Foreign currency futures are forward transactions with standard contract sizes and maturity dates – for example, 500,000 British pounds for next November at an agreed rate. Futures are standardized and are usually traded on an exchange created for this purpose. The average contract length is roughly 3 months. Futures contracts are usually inclusive of any interest amounts.

Swap: The most common type of forward transaction is the currency swap. In a swap, two parties exchange currencies for a certain length of time and agree to reverse the transaction at a later date. These are not contracts and are not traded through an exchange.

Spot: A spot transaction is a two-day delivery transaction, as opposed to the Futures contracts, which are usually three months. This trade represents a “direct exchange” between two currencies, has the shortest time frame, involves cash rather than a contract; and interest is not included in the agreed-upon transaction. The data for this study come from the Spot market.

Вправа 6. Перекладіть економічний текст з англійської мови на українську. Зверніть увагу на використання лексичних і граматичних трансформацій. Складіть 10 запитань.

Market Participants

Unlike a stock market, where all participants have access to the same prices, the Forex market is divided into levels of access. At the top is the inter-bank market, which is made up of the largest investment banking firms. Within the Inter-bank market, spreads, which are the difference between the bid and ask prices, are razor sharp and usually unavailable, and not known, to players outside the inner circle. As you descend the levels of access, the difference between the bid and ask prices widens. This is due to volume. If a trader can guarantee large numbers of transactions for large amounts, they can demand a smaller difference between the bid and ask price, which is referred to as a better spread. The levels of access that make up the Forex market are determined by the size of the “line” (the amount of money with which they are trading). The top-tier inter-bank market accounts for 53 % of all transactions. After that there are usually smaller investment banks, followed by large multi-national corporations (which need to hedge risk and pay employees in different countries), large hedge funds, and even some of the retail Forex market makers. According to Galati and Melvin, “Pension funds, insurance companies, mutual funds, and other institutional investors have played an increasingly important role in financial markets in general, and in FX markets in particular, since the early 2000s.” (2004) In addition, he notes, “Hedge funds have grown markedly over the 2001–2004 period in terms of both number and overall size” Central banks also participate in the Forex market in order to align currencies to their economic needs.

Вправа 7. Зробіть повідомлення на одну із запропонованих тем.

1. NYSE and its role in the present day business world.
2. NASDAQ. History and perspectives.

3. Forex. Advantages and disadvantages.
4. Financial instruments and their development.
5. Free topic on economic issues.

Вправа 8. Перекладіть речення з конструкціями логічної емфазы.

Приклад. *It is here* that he has perhaps made his most original contribution. — Якраз у цьому напрямку він зробив, можливо, свій найоригінальніший внесок.

1. And this is where problems begin. 2. This is what I shall in fact argue. 3. This is what is generally called their “function.” 4. It is this last claim that needs to be questioned. 5. It is mostly for this second case that we find disagreement. 6. It is precisely for this reason that I have not adhered to his use of this term. 7. It is here that active cooperation with other scientists is most desirable. 8. It is precisely in this seemingly non-strategic form that normal strategies are elaborated. 9. It is fact which leads me to conclusion that falsity of suggestions of this type has no consequences at all at both levels. 10. This is presumably why some authors refuse to accept this proposal.

Вправа 9. Перекладіть речення з порівняльними та псевдопорівняльними конструкціями.

Приклади. The rate dropped to *as low as* 1:5. — Співвідношення впадо аж до 1:5.

This element was discovered as recently as 1987. — Цей елемент було відкрито ще в 1987 році.

1. This restriction must be removed as soon as possible. 2. Some birds can hear sounds as high as 25,000 herz. 3. The importance of reducing the weight of airplanes as far as possible is generally appreciated. 4. This can be accomplished mechanically as well as by pressure. 5. The flight will continue as long as the power plant functions properly. 6. In this furnace the temperature of gases may be as high as 3,500 degrees Centigrade. 7. Some limitations are present, but are not as severe as those imposed on other rules. 8. The rarer the form, the more likely it is to conform to a regular pattern. 9. The higher a person’s position on the social scale, the less his speech is regionally marked. 10. The more frequent a form, the more likely it is to be irregular.

Вправа 10. Перекладіть речення з каузативними конструкціями to have/get smth done, to have/het/make smb. do smth.

Приклади. You must get all the students to read this article. — Вам необхідно домогтися того, аби всі студенти прочитали цю статтю. He had the money transferred to Spain. — Він переказав гроші в Іспанію.

1. We had a note handed to us. 2. Do you want me to have the lease contract copied? 3. Their whispers became so loud that the judge angrily threatened to have the court cleared. 4. He was anxious to have no scandal revived. 5. We hope to get that done before April as well. 6. He made this reaction run at reduced pressure. 7. All sides agree to have the conference convened immediately. 8. The new findings make it urgent for us to review some basic postulates. 9. It is difficult to have this message transmitted. 10. She has this cute dragon tattooed on her arm.

Вправа 11. Перекладіть текст суспільно-політичного напрямку. Зверніть увагу на особливості стилю. Поставте 7 запитань.

The **World Trade Organization (WTO)**, French: *Organisation mondiale du commerce*, German: *Welthandelsorganisation*, Spanish: *Organización Mundial del Comercio*) is an international organization that establishes rules for international trade through consensus among its member states. It also resolves disputes between the members, which are all signatories to its set of trade agreements.

The organization's headquarters are located in Geneva, Switzerland. There are 150 member states in the organization, the latest to join being Vietnam on January 11, 2007. Pascal Lamy is the current Director-General of the World Trade Organization.

Since its inception in 1995, the WTO has been a major focus for protests by civil society groups in many countries.

The Bretton Woods Conference of 1944 proposed the creation of an International Trade Organization (ITO) to establish rules and regulations for trade between countries. Members of the UN Conference on Trade and Employment in Havana agreed to the ITO charter in March 1948, but ratification was blocked by the U. S. Senate (WTO, 2004b). Some historians have argued that the failure may have resulted from fears within the American business community that the International Trade Organization could be used to regulate big business (Lisa Wilkins, 1997; Helen Milner 1993).

Only one element of the ITO survived: the General Agreement on Tariffs and Trade (GATT). Seven rounds of negotiations occurred under the

GATT before the eighth round — known as the Uruguay Round — which began in 1986 and concluded in 1995 with the establishment of the WTO. The GATT principles and agreements were adopted by the WTO, which was charged with administering and extending them and approximately 30 other agreements and resolving trade disputes between member countries. Unlike the GATT, the WTO has a substantial institutional structure.

Вправа 12. Перекладіть публіцистичний текст, що стосується проблем стресів. Зверніть увагу на особливості стилю. Поставте 7 запитань за текстом.

Mood

I'M USUALLY A PRETTY UPBEAT PERSON, BUT LATELY I'VE BEEN BARKING AT EVERYONE I KNOW AND SHIFTING FROM NEUTRAL TO SUPERCRAUNKY IN LESS THAN FIVE SECONDS.

I KNOW I'M BEING UNREASONABLE, BUT I CAN'T SEEM TO HELP MYSELF.

Jan. 15, 2007 issue — While you might think everyone gets a little irritable (OK, bitchy) during menopause, research proves that menopause doesn't cause a major mood problem in most midlife women. While women are twice as likely to suffer from depression as men, you're more likely to be diagnosed with depression before the age of 44 than when you're older. In fact, here's a surprise: the majority of women between 45 and 55 describe these years as the best of their lives.

But there's no denying that some of us are in for a bumpy ride, even clinical depression, maybe for the first time in our lives. Some women's moods are much more sensitive to hormonal changes than others, and they have a particularly rough time during perimenopause, when zig-zagging hormones are the rule. Hot flashes, night sweats and insomnia have been known to leave more than a few women moody and depressed. Side effects of medications or an undiagnosed thyroid problem could be the culprits. Or maybe the stresses that many of us are dealing with at midlife are just too much—work, coping with kids or teenagers, caring for elderly parents.

If you have a range of bothersome symptoms (irritability, trouble concentrating or making decisions, headaches, sleep or appetite changes, or just not enjoying your usual activities anymore), you don't have to wait until you have a full-blown case of anxiety or depression to take action. Increasing your exercise level, exposing yourself to more light and even making a concerted effort to be happy can make a difference. If that's

not enough, talk to your doctor about whether a short course of low-dose antidepressants or talk therapy (or both) could help you get back on track. Some of these drugs (Prozac, Paxil and Effexor) have the side benefit of reducing the frequency and intensity of hot flashes, but they can also cause other side effects.

If you've got a history of mood problems, take the initiative and talk to your doctor early about ways to monitor and manage your mood. A minority of women experience severe mood swings closely tied to hormonal changes. These women may be at higher risk for mood fluctuations during perimenopause and should consult their doctor about whether a short course of hormone therapy or a combination of hormones and antidepressants could be the most effective treatment.

Don't ignore these problems. Depressive symptoms put you at higher risk for many long-term health problems, including cardiovascular disease, dementia, stroke and osteoporosis.

Вправа 13. Напишіть публіцистичні статті англійською мовою з наступними заголовками.

1. Стреси та як з ними боротися.
2. Найефективніший менеджер.
3. Системи вправ та їх вплив на стан здоров'я.
4. Робоче місце менеджера та його вплив на здоров'я.
5. Вільна тема з проблем здоров'я.

Вправа 14. Доберіть відповідні фрази з колонки А до їх еквівалентів з колонки В, вивчіть при цьому незнайомі лексичні одиниці та терміни, що належать до економічної термінології комерційних операцій.

Business Transactions

А	В
<p>1. The Uniform Commercial Code (UCC) governs wide range of commercial practices: (1) sales of goods and merchandise, other than consumer transactions; (2) commercial paper, such as checks, promissory notes, and the like; and</p>	<p>(a) Комерційні векселі є також обіговими, якщо вони (3) виплачуються за вимогою або у визначений термін; (4) виплачуються за розпорядженням конкретної особи або пред'явнику. За умови дотримання вимог до їх</p>

<p>(3) secured transactions (sales of goods on credit, or loans secured by an agreement roughly similar to a mortgage but on personal property, not real estate</p>	<p>оформлення, комерційні векселі є обіговими документами</p>
<p>2. Many commercial transactions are the subject of separate statutes: (1) retail installment sales; (2) charge accounts; (3) home solicitation sales; (4) small loans; and (5) interest. The most common forms of commercial paper are checks and promissory notes, drafts, bills of exchange, and certificates of deposit</p>	<p>(b) Комерційні векселі є обіговими, якщо вони зафіксовані у письмовій формі та відповідають чотирьом критеріям: (1) підписані особою, яка виписала цей документ (векседавець), або особою, на яку його виписано (векселедержач); (2) містять безумовне зобов'язання або наказ сплатити конкретну суму грошей</p>
<p>3. Commercial paper is negotiable if it is in writing and meets four criteria: (1) it is signed by the person making it (the maker) or by the person making it (the maker) or by the person on whose account it is drawn (the drawer); (2) it contains an unconditional promise or order to pay a specified sum of money</p>	<p>(c) Комерційний вексель передається або вводиться в обіг за допомогою індосаменту. Індосамент може бути безумовним або може встановлювати обмеження щодо його майбутнього використання в обігу</p>
<p>4. Commercial paper is negotiable if (3) it is payable either on demand, or at a definite time; and (4) it is payable either to the order of a particular person, or to the bearer. When properly executed, commercial paper is a negotiable instrument</p>	<p>(d) Уніфікований комерційний кодекс (УКК) регулює широке коло видів комерційної діяльності: (1) продаж товарів, за винятком товарів широкого вжитку; (2) комерційні векселі, такі як чеки, звичайні векселі тощо; (3) забезпечені ділові операції (продаж товарів у кредит або під позику,</p>

	забезпечену угодою, зміст якої загалом відповідає умовам угоди про іпотечну заставу, але під особисту власність, а не нерухомість)
5. Commercial paper is transferred or negotiated by endorsement. An endorsement be unconditional, or it may place some limit on how the instrument can be negotiated in the future	(е) Багато комерційних операцій регулюються окремими законами: (1) про роздрібний продаж у розстрочку; (2) про кредитні рахунки; (3) про купівлю-продаж товару у помешканні покупця; (4) про невеликі позики; (5) про відсотки прибутку. Найпоширенішими формами комерційних векселів є чеки. Звичайні векселі, переказні векселі (тратти) та депозитні сертифікати

Вправа 15. Знайдіть українські еквіваленти до наступних економічних термінів комерційних операцій.

1) acceleration of payments; 2) to accrue; 3) to acknowledge receipt; 4) amount of surcharge; 5) annual percentage rate; 6) annual statement of billing rights; 7) applicable express warranty; 8) automatic teller machine; 9) balloon note; 10) bearer; 11) bill of exchange; 12) billing period; 13) business transaction; 14) cardholder; 15) challenging billing errors; 15) charge account; 16) cognovit note; 17) delivery.

(The list of words to be used: доставка; вексель про визнання ви року “винний”; кредитний рахунок; опротестування помилок щодо нарахувань; власник картки; підприємницька операція; розрахунковий період; пред’явник; балонна угода; банкомат; безпосередньо обумовлена гарантія; щорічне повідомлення про права щодо виставлення рахунків; річна процентна ставка; розмір додаткового збору; підтвердити отримання; накопичуватися; прискорення виплат.)

Вправа 16. Доберіть відповідні фрази з колонки А до їх еквівалентів з колонки В, вивчіть при цьому незнайомі лексичні одиниці та терміни, що належать до термінології електричного та електронного устаткування широкого вжитку.

Business Transactions

А	В
<p>1. A “cognovit note” is a promissory note in which the maker grants a warrant of attorney to the holder of the note to confess judgment against the maker of the note. This means that in case of default, the holder of the note is authorized to go to court and have a judgment entered against the maker, without the formalities of notice and trial</p>	<p>(а) Припустимо, що покупець сплачує поставки у кредит і видає постачальнику простий вексель терміном на шість місяців. Постачальник дисконтує вексель у банку, а банк редисконтує його в іншому фінансовому закладі. В усіх випадках вексель передається за допомогою індосаменту</p>
<p>2. Suppose a buyer purchases supplies on credit and gives the supplier a promissory note due in six months. The supplier takes the note to the bank to have it “discounted”. The bank then takes the note to another financial institution and has it rediscounted. In each case, the note is transferred by endorsement</p>	<p>(б) Вексель про визнання вироку “винний” є видом простого векселя, в якому векселедавець дає доручення тримачу векселя визнати вирок “винний” проти векселедавця. Це означає, що у випадку невиконання, тримач такого векселя уповноважений зафіксувати у суді вирок з визнанням вини векселедавця без додержання інших судових процедур і без судового процесу</p>
<p>3. If the supplier to whom the note was originally given furnished improper, unsatisfactory, or insufficient supplies, the maker of the note has a valid excuse for nonpayment, but it is only valid against the supplier. The maker cannot assert this as defense against the holder in due course</p>	<p>(с) Аби стати правомочним тримачем, особа, якій передали обіговий документ має: (1) дати щось цінне в обмін на передачу йому документа; (2) сумлінно завершити комерційну операцію; (3) завершити операцію без зауважень або заяв щодо правочинності документа</p>

<p>4. To become a holder in due course, a person to whom a negotiable instrument is transferred must: (1) give something of value in return for having the instrument transferred to him; (2) complete the transaction in good faith; and (3) complete the transaction without notice of any claim or defense against the instrument</p>	<p>(d) Векселедавець є відповідальним у першу чергу. Правомірний тримач не має шукати векселедавця, аби одержати виплату. Векселедавець і два індосанти відповідають поодинці або разом перед правомірним тримачем векселя</p>
<p>5. The maker of the note is primarily liable. The holder in due course does not have to look to the maker for payment. The maker and both endorsers are liable separately or together to the holder in due course</p>	<p>(e) Якщо постачальник, на якого спочатку був виписаний вексель, здійснить неналежні, незадовільні або неповні поставки, то векселедавець має достатню підставу, аби не сплачувати за них, проте таке звільнення від оплати діє тільки стосовно постачальника. Векселедавець не може посилатися на цю причину як на підставу для відмови сплатити векселя правомірному тримачу</p>

Вправа 17. Знайдіть англійські еквіваленти до наступних економічних термінів комерційних операцій.

1) анулювання; 2) без будь-яких відсотків; 3) безумовне зобов'язання; 4) брати на себе зобов'язання; 5) векселетримач; 6) вести точний облік; 7) відсотки за прострочення виплат; 8) відсотки прибутку; 9) відстрочувати оплату; 10) відшкодування процентів; 11) дата набуття чинності; 12) депозитний сертифікат; 13) доручення; 14) достатня підстава; 15) забезпечені ділові операції; 16) завдаток; 17) іпотечна застава.

(The list of words to be used: mortgage; down payment; secured transactions; valid excuse; warrant of attorney; certificate of deposit; effective date; interest refund; to delay payment; interest; late payment charges; keep accurate records; drawer; obligate oneself; unconditional promise; without charge; rescission.)

Вправа 18. Запропонуйте власний варіант перекладу тексту англійської мови на українську. Знайдіть трансформації, використані в українському тексті.

Small Loans

Loan companies must be licensed by the state. They are permitted to make small loans — loans up to \$5,000 — at a special interest rates. They may charge up to 28 % per year for the first \$1,000, or part thereof, and up to 22 % per year on the remainder of any loan. The loan company use 25 % as the maximum rate. Further, interest rates are negotiable. Buyers should not blindly accept the interest which is offered. They should shop for the best possible interest rate and terms. Further, they should negotiate. Just because an interest rate figure, or any other item, is in writing or is printed does not mean that it cannot be changed. Sellers of money as well as sellers of merchandise can change the terms of their documents.

Невеликі позики

Кредитні компанії мають одержати державні ліцензії, їм дозволяється надавати невеликі позики (до 5000 доларів) на особливих умовах щодо процентної ставки. Вони можуть призначити до 28 % річних за перші 1000 доларів (або частину цієї суми) та до 22 % річних за решту суми позики, якою б вона не була. Максимальним розміром процентної ставки для кредитних компаній є 25 %. Крім цього, розмір процентної ставки може бути знижений внаслідок переговорів. Покупцям не слід безумовно погоджуватися із запропонованим розміром процентної ставки. Вони повинні торгуватися за найкращі умови та розмір процентної ставки. Взагалі, треба торгуватися. Розмір процентної ставки або будь-яка інша умова не є незмінними тільки тому, що вони запропоновані вам у письмовій або друкованій формі. Продавці грошей можуть змінювати умови власних документів таким же чином, як і продавці товарів.

Вправа 19. Доберіть відповідні фрази з колонки А до їх еквівалентів з колонки В, вивчіть при цьому незнайомі лексичні одиниці та терміни, що належать до економічної термінології.

**State-owned companies.
(Державні компанії)**

A	B
1. Each public corporation has a board of managers these managers have duties and responsibilities which are similar to those of the directors of a company	(a) Вважається, що державні корпорації, які керують націоналізованими галузями промисловості, мають окупуватися, тобто вони не повинні зазнавати постійних збитків
2. The main objective of the public corporations, however, is to operate “in the public interest”, which means that the managers should run the businesses in such a way as to bring benefits to the whole country	(b) Важлива відмінність полягає у способі обрання керівників: у разі державної корпорації вони призначаються Королівським міністром, тоді як у компанії з обмеженою відповідальністю керівників обирають акціонери
3. The managers of a public corporation are responsible for the day-to-day running of the enterprise but they are accountable to the government and not to a body of shareholders	(c) Будь-яка державна корпорація має своє правління; керівники цього правління мають повинності та обов'язки, схожі до повинностей та обов'язків директорів компаній
4. The public corporation is the form of business organization which is used for the management of a nationalized industry	(d) Керівники державної корпорації відповідають за повсякденне функціонування підприємства, але вони є підзвітними урядові, а не акціонерному органу
5. The public corporation which run the nationalized industries are expected to “pay their way”; that is, they should not make persistent losses	(e) Однак основною метою державних корпорацій є функціонування в інтересах суспільства, тобто керівники повинні керувати своєю справою таким чином, щоб приносити прибуток усій країні

6. An important difference lies in the way the managers are selected. In a public corporation they are appointed by a Minister of the Crown, whereas in a limited company they are elected by the shareholders	(f) На зразок компанії з обмеженою відповідальністю державна корпорація є юридичною особою, але на відміну від компанії з обмеженою відповідальністю у цьому разі немає акціонерів
7. Like a limited company, a public corporation is a legal “person”, but unlike the limited company, there no shareholders	(g) Державна корпорація є формою організації підприємництва, що використовується в управлінні націоналізованою промисловістю

Вправа 20. Знайдіть українські еквіваленти до наступних економічних термінів, лексичних одиниць і виразів.

1) transferring; 2) private ownership; 3) public ownership; 4) to convert; 5) peculiar to; 6) spur of competition; 7) common feature; 8) complacent; 9) lack of competition; 10) consumer’s choice.

(The list of words to be used: споживацький вибір, брак конкуренції, самовдоволеній, загальна властивість, підштовхування конкуренції, властивий, перетворити, усупільнена власність, приватна власність, перехід.)

Вправа 21. Доберіть відповідні фрази з колонки А до їх еквівалентів з колонки В, вивчіть при цьому незнайомі лексичні одиниці та терміни, що належать до економічної термінології.

Privatization.
(Приватизація)

А	В
1. Через брак конкуренції зменшується споживчий вибір	A. Among the better-known industries which were privatized were British Gas, British Telecom and British Airways
2. Держава купує компанії в певній галузі промисловості, сплачуючи акціонерам ціну, що	B. Without the spur of competition, it is argued, management will become complacent and inefficient

приблизно дорівнює ринковій вартості їхніх акцій	
3. Звичайно, націоналізація не властива лише для сполученого Королівства, вона є загальною властивістю багатьох економік	C. The public corporations which ran these industries were converted into limited companies, and the shares were sold to the general public
4. Державні корпорації, що керували цими галузями, перетворилися на компанії з обмеженою відповідальністю, а акції було продано громадськості	D. The state buys the companies in an industry by paying shareholders a price which approximates to the market value of their shares
5. Термін “націоналізація” означає процес переходу промисловості від приватної власності до усупільненої власності	E. Lack of competition reduces consumer’s choice
6. Серед найвідоміших галузей були Британське газопостачання, Британський телеком і Британські авіалінії	F. The Conservative government carried out a major program of privatization, in other words, it returned many state-owned industries to the private sector
7. Якби конкуренція не підштовхувала керівництво, останні стали б самовдоволеними та неефективними	G. The term “nationalization” describes the process of transferring industry from private ownership to public ownership
8. Консервативний уряд здійснив основну програму приватизації; іншими словами, багато державних галузей було повернуто до приватного сектору	H. Nationalization, of course, is not peculiar to the UK, it is a common feature of many economies

Вправа 22. Знайдіть українські еквіваленти до наступних економічних термінів, лексичних одиниць і виразів.

1) unfettered private sector; 2) implementation; 3) cut back; 4) push deregulation efforts; 5) voluntary approach; 6) targeted safety programs; 7) assure economic prosperity; 8) flexible in applying regulations; 9) rapid technological change; 19) interfere with free enterprise.

(The list of words to be used: заважати вільному підприємництву, стрімкий розвиток науки й техніки, гнучкий у застосуванні регуляційних заходів, дбати про економічне процвітання, загальні стандарти безпеки, принцип добровільності, просувати справу роздержавлення економіки, зупиняти, реалізація, відносно вільний приватний сектор.)

Вправа 23. Доберіть відповідні фрази з колонки А до їх еквівалентів з колонки В, вивчіть при цьому незнайомі лексичні одиниці та терміни, що належать до економічної термінології.

Monopolies and Mergers. (Монополії та злиття)

А	В
1. Fierce competition will drive the weaker and less efficient firms out of an industry	(а) Більшість націоналізованих галузей є законними монополіями
2. A monopolist supplies the total market and, therefore, does not have to worry about the prices charged by competitors, because there are no competitors	(б) Там, де рентабельні родовища певних корисних копалин зосереджені в окремих регіонах, власники таких родовищ матимуть значну монопольну владу
3. Where the workable deposits of certain minerals are concentrated in a particular region, the owners of such deposits will have considerable monopoly power	(в) Картель утворюється, коли окремі фірми у галузі укладають угоди про обмеження випуску своєї продукції до певних узгоджених обсягів та про призначення загальної ціни

4. A monopoly exists when there is a sole supplier of a good or service; in this type of market there is an absence of competition- there are no competitors	(d) Монополіст здійснює постачання для всього ринку, тобто він не повинен турбуватися про ціни, що їх призначають конкуренти, тому що конкуренція тут відсутня
5. A cartel is created when the individual firms in an industry make an agreement to restrict their outputs to some agreed amounts, and to charge a common price	(e) Зразки монополії можна знайти на ринках електрики, залізничного транспорту та поштових послуг – усе це здійснюється державними галузями, що мають монопольну владу
6. The government can grant monopoly powers to a firm by making it illegal for other firms to enter the industry	(f) Коли галузь складається з кількох порівняно великих фірм, серія злиттів і поглинань призведе до появи монополії
7. Most of the nationalized industries are legal monopolies	(g) Запекла конкуренція витисне з галузі слабкіші та менш ефективні фірми
8. The law can also grant the holders of patents the sole right to supply the products they have patented	(h) Уряд може надавати фірмі монопольної влади шляхом заборони вступу до галузі інших фірм
9. Examples of monopoly can be found in the markets for electricity, rail transport and postal services- all these are supplied by publicly-owned industries which have monopoly powers	(i) Монополія пов'язана з існуванням єдиного постачальника товару чи послуги; при такому типі ринку відсутня конкуренція – тобто немає конкурентів
10. When an industry is made up of a few relatively large firms, a series of mergers or take-overs could lead to a monopoly situation	(h) Закон може також надавати власникам патентів виняткове право на постачання продуктів, що вони запатентували

Вправа 24. Знайдіть українські еквіваленти до наступних економічних термінів, лексичних одиниць і виразів.

1) sole supplier; 2) to set the price; 3) to grant monopoly power; 4) fierce competition; 5) to drive out of an industry; 6) workable deposits; 7) to charge a common price; 8) to restrict their outputs to some agreed amounts; 9) merger; 10) take-over.

(The list of words to be used: витиснути з галузі; запекла конкуренція; надавати монопольну владу; призначати ціну; єдиний постачальник; злиття; поглинання; обмежити випуск своєї продукції до певного узгодження; призначити загальну ціну; рентабельні родовища.)

Вправа 25. Виконайте тест з дієсловами *let, help* і каузативними дієсловами. Перекладіть речення.

1. Instead of buying a new pair of shoes, I had my old ones _____
A. repair B. to repair C. repaired
2. I helped my daughter _____ her homework.
A. finish B. to finish C. finished
3. I made my son _____ the windows before he could go outside to play with his friends.
A. wash B. to wash C. washed
4. Maria had her landlord _____ the broken window before winter.
A. fix B. to fix C. fixed
5. To please my daughter, I had her old bicycle _____ bright red.
A. paint B. to paint C. painted
6. Sam was reluctant, but we finally got him _____ his guitar for us.
A. play B. to play C. played
7. When I had to make an emergency phone call, the secretary let me _____ her phone.
A. use B. to use C. used
8. Jack, could you help me _____ a place in the garden to plant some tomatoes?
A. dig B. to dig C. dug
9. Before we leave, let's have Shelley _____ a map for us so we won't get lost.
A. draw B. to draw C. drawn

Вправа 26. Заповніть пропуски відповідними прийменниками для фразових дієслів.

1. A: Where did you grow ___?
B. In Seattle, Washington.
2. A: I'm trying to find yesterday's newspaper. Have you seen it?
B. I'm afraid I threw it _____. I thought you had finished reading it.
3. A: Don't forget to turn the lights _____ before you go to bed.
B. I won't.
4. A: I have a car, so I can drive us to the festival.
B. Good.
A: What time should I pick you _____?
B. Any time after five would be fine.
5. A: We couldn't see the show at the outdoor theater last night.
B. Why not?
A: It was called _____ on account of rain.
B. Did you get a raincheck?
6. A: Thomas looks sad.
B. I think he misses his girlfriend. Let's try to cheer him _____.
7. A: I would like to check this book _____. What should I do?
B. Take the book to the circulation desk and give the librarian your student I. D.
8. A: What brought _____ your decision to quit your present job?
B. I was offered a better job.
9. A: How many people showed _____ for the meeting yesterday?
B. About twenty.
10. A: How was your vacation?
B. I had a great time.
A: When did you get _____ home?
B. A couple of days ago, I had planned to stay a little longer, but I ran _____.

(The list of prepositions to be used: back...out of; up; about; out; up; off; out/off; away/out; up.)

Вправа 27. Заповніть пропуски відповідними прийменниками для фразових дієслів.

1. A: Omar, would you please pass these papers ___ to the rest of the class?
B. I'd be happy to.

2. A. When are we expected to be at the hotel?
B. According to our reservation, we are supposed to check _____ the hotel before 6 p. m. Monday and check _____ before noon Tuesday.
3. A. How do you get _____ with your roommate?
B. Fine. He's nice guy.
4. A. Thanks for the ride. I appreciate it.
B. Where should I drop you _____?
A. The next corner would be fine.
5. A. I'm going to be out of town for a couple of days. Would you mind looking _____ my cat?
B. Not at all. I'd be happy to. Just tell me what I'm supposed to do.
6. A. I think I'm going to turn _____ now. Good night.
B. Night. See you in the morning. Sleep well.
7. A. Don't you think it's hot in here?
B. Not especially. If you're hot, why don't you take your sweater _____?
8. A. How do you spell "occasionally"?
B. I'm not sure. You'd better look it _____ in your dictionary.
9. A. How much lettuce should we get?
B. I think we could use two heads. Pick _____ two that feel fresh and firm.
10. A. Why are you sniffing?
B. I had a cold last week, and I can't seem to get _____ it.
(The list of prepositions to be used: over; out, up, off; in; after; off; along; in/into..; out/around.)

Вправа 28. Заповніть пропуски відповідними прийменниками для фразових дієслів.

1. A. I think we should increase the membership dues from one dollar to two.
B. That might solve some of our financial problems. Why don't you bring that _____ at the next meeting?
2. A. Did you hand _____ your composition?
B. No. I didn't like it, so I decided to do it _____.
3. A. What time did you get _____ this morning?
B. I slept late. I didn't drag myself out of bed until after nine.
4. A. What's the baby's name?
B. Helen. She was named _____ her parental grandmother.

5. A. I need to get more exercise.
B. Why don't you take _____ tennis?
6. A. You can't go in there.
B. Why not?
A. Look at that sign. It says, "Keep _____." No trespassing."
7. A. I can't reach Fred. There's a busy signal.
B. Then hang _____ and try again later.
8. A. The radio is too loud. Would you mind if I turned it _____ a little?
B. No.
9. A. I can't hear the radio. Could you turn it _____ a little?
B. Sure.
10. A. What are you doing Saturday night, Bob?
B. I'm taking Virginia _____ for dinner and a show.
(The list of prepositions to be used: out, up, down, up, out, up, after/ for, up, in...over, up.)

Вправа 29. Заповніть пропуски відповідними прийменниками для фразових дієслів.

1. A. Who do you take _____ the most, your father or your mother?
B. My mother, I think. I can see many similarities between the two of us.
2. A. Hey, cut it _____, you guys! I'm trying to sleep.
B. What's the matter? Are we making too much noise?
3. A. Could I help you clean _____?
B. Sure. Would you mind taking _____ the garbage?
4. A. Miss Ward, what seems to be the problem?
B. Well, Doctor, for the last two days I haven't been able to keep any food down. Every time I try to eat something, I throw _____ soon afterward.
5. A. Where's my jacket?
B. I hung it _____ the closet.
6. A. Why are you going to see Professor Kelly?
B. He called me _____ to talk about my research project.
7. A. Is that man's story true?
B. Yes. A newspaper reporter checked _____ his story and found that it was true.

8. A. The city government is planning to redevelop a large section of the inner city.

B. What's going to happen to the buildings that are there now?

A. They are going to be torn _____

9. A. Some people tried to crash our party last night.

B. What did you do?

A. We kicked them _____

10. The test is about to begin. Please put _____ all of your books and notebooks.

(The list of prepositions to be used: away, out, down, out/into; in; up; up...out; out; after.)

Вправа 30. Заповніть пропуски відповідними прийменниками для фразових дієслів.

1. A. When do we have to turn _____ our assignments?

B. They're due next Tuesday.

2. A. How does this tape recorder work?

B. Push this button to turn it _____, and push that button to shut it _____

3. A. May I borrow your dictionary?

B. Sure. But please be sure to put it _____ on the shelf when you are finished.

4. A. I'm going to be in your neighborhood tomorrow.

B. Oh? If you have time, why don't you drop _____ to see us?

5. A. Look _____! A car is coming!

6. A. I got very irritated at one of my dinner guests last night.

B. Why?

A. There was an ashtray on the table, but she put her cigarette _____ on one of my good plates!

7. A. I need to talk to Karen.

B. Why don't you call her _____? She's probably at home now.

8. A. Oh-oh. I made a mistake on the check I just wrote.

B. Don't try to correct the mistake. Just tear _____ the check and throw it _____

9. A. Are you here to apply for a job?

B. Yes.

A. Here is an application form. Fill it _____ and then give it _____ to me when you are finished.

10 A. Look. There's Mike.

B. Where?

A. At the other end of the block, walking toward the administration building. If we run, we can catch ___ with him.

(The list of prepositions to be used: up, out...back, up..., away/out, up, up, out, in/by, back, on... off, in.)

Вправа 31. Перекладіть текст з англійської мови на українську. Опрацюйте суспільно-політичну лексику тексту. Зверніть увагу на граматичні та лексичні трансформації, які вживаються під час перекладу.

The **European Union** (EU) was created by six founding states in 1958 (following the earlier establishment by the same six states of the European Coal and Steel Community in 1952) and has grown to 27 member states. There have been five enlargements, with the largest occurring on May 1, 2004, when 10 states joined, and the most recent on January 1, 2007, when Bulgaria and Romania joined.

Currently, accession negotiations are underway with several states. The process of enlargement is sometimes referred to as European integration. However, this term is also used to refer to the intensification of cooperation between EU member states as national governments allow for the gradual centralising of power within European institutions.

In order to join the European Union, a state needs to fulfill the economic and political conditions generally known as the Copenhagen criteria (after the Copenhagen summit in June 1993). That basically requires a secular, democratic government, rule of law and corresponding freedoms and institutions. According to the EU Treaty, each current member state and also the European Parliament have to agree to any enlargement.

The present EU Treaty – the Treaty of Nice – does not provide for the voting arrangements to be adopted for more than the present 27 members. Although the proposed European Constitution did provide such a mechanism, the ratification of this Treaty is currently on hold. New arrangements would therefore be needed to be agreed prior to any expansion.

Вправа 32. Перекладіть текст з англійської мови на українську. Опрацюйте суспільно-політичну лексику тексту. Зверніть увагу на граматичні та лексичні трансформації, які вживаються під час перекладу.

Ukraine and the European Union

Most political factions of Ukraine advocate joining the EU and developing ties with Europe. However, some in the EU are more doubtful concerning Ukraine's prospects. In 2002, EU Expansion Commissioner Günter Verheugen said that "a European perspective" for Ukraine does not necessarily mean membership in 10 or 20 years, however, that does not mean it is not a possibility. A Ukraine-EU Troika meeting in April 2004, on the eve of the newest wave of expansion, dealt a blow to Ukraine's European aspiration when the EU ministers failed to grant market economy status to Ukraine; however, this was before the Orange Revolution in Ukraine.

For the time being, Ukraine will most likely develop intermediate relation with the EU as it is strongly backed by all major political forces in Poland, an EU member with strong historical ties with Ukraine (through the Polish-Lithuanian Commonwealth).

The Orange Revolution of late 2004 improved Ukraine's European prospects: Opposition leader Viktor Yushchenko hinted that he would press the EU for deeper ties, and described a four-point plan: the acknowledgment of Ukraine as a market economy, entry in the World Trade Organization, associate membership with the European Union, and lastly full membership. In a similar way, the Ukrainian government asked Brussels to give Ukraine a clearer prospect for membership, saying that "The approved Action Plan reflects only the level of Ukraine-EU relations that we could have reached before the presidential elections in 2004."

On January 13, 2005 the European Parliament almost unanimously (467 votes to 19 in favour) passed a motion stating the wish of the European Parliament to establish closer ties with Ukraine with the possibility of EU membership. Though there is still a long way to go before negotiations about EU membership can start, the European Commission has stated that future EU membership will not be ruled out. Yushchenko has responded to the apathetic mood of the Commission by stating that he intends to send an application for EU membership "in the near future" and that he intends to scrutinise Ukraine's relationship with the CIS in order to assure EU integration is possible and if not to make it possible. Several EU leaders have already stated strong support for closer economic ties with Ukraine

but have stopped short of direct support for such a bid. On 21 March 2005, Polish Foreign Minister Adam Daniel Rotfeld noted that Poland will in every way promote Ukraine's desire to be integrated with the EU, get the status of a market-economy country and join the WTO. He also said "At the present moment, we should talk concrete steps in cooperation instead of engaging in empty talk about European integration". Three days later, a poll of the six largest EU nations conducted by a French research company showed that the European public would be more likely to accept Ukraine as a future EU member than any other country that is not currently an official candidate.

In October 2005, Commission president José Manuel Durão Barroso said that the future of Ukraine is *in* the EU. On November 9, 2005, however, the European Commission has in a new strategy paper suggested that the current enlargement agenda (Croatia followed by the other ex-Yugoslav countries and Albania) could block the possibility of a future accession of Ukraine, Belarus and Moldova. Commissioner Olli Rehn said that the EU should avoid overstretch, adding that the current enlargement agenda is already very heavy.

Вправа 33. Перекладіть бізнес-жарти типу "one-liner" та прокоментуйте їх.

1. Everyone hits a brick wall now and then; the trick is not to do it with your head.
2. Opportunity always knocks at the least opportune moment.
3. People tend to make rules for others and exceptions for themselves.
4. Pick good people; talent never wears out.
5. Sometimes you're the bird, and sometimes you're the windshield.
6. Success is the active process of making your dreams real and inspiring others to dream.
7. Teamwork is essential; it allows you to blame someone else.
8. The business world worships mediocrity. Officially, we revere free enterprise, initiative, and individuality. Unofficially, we fear it.
9. The early bird who catches the worm usually works for someone who comes in late and owns the worm farm.
10. The least experienced fisherman always catches the biggest fish.
11. The light at the end of the tunnel is the headlamp of an oncoming train.
12. There are no winners in life ... only survivors.
13. Go where the money is.

14. He who walks in another's tracks leaves no footprints.
15. If at first you don't succeed, skydiving is not your sport.

Вправа 34. Перекладіть наступні одночленні номінативні та інфінітивні речення, визначивши адекватний спосіб їх перекладу.

Приклади. Finally, a note on derictionality. — Нарешті, одне зауваження щодо напрямку процесу.

To get back to the matter. — Але повернімося до нашої теми.

1. So much for the general remarks.
2. One last point.
3. Two final comments.
4. So much for the results obtained.
5. To summarize main points.
6. One final general point.
7. Some more critical notes.
8. To take just one example from the history of science.
9. To recapitulate major points of our analysis.
10. Just to remind some of my introductory statements.
11. First, some general approving comments.
12. Hence my avoidance of questions of this kind.

Вправа 35. Перекладіть речення, визначивши вид заперечення та адекватний спосіб його перекладу.

Приклади. Do not fail to define main notions. — Обов'язково визначте основні терміни. (Речення з подвійним запереченням.)

It is a light, not heavy, metal. — Це легкий, а не важкий метал. (Часткове заперечення.)

We cannot normally accept articles over 4,000 words long. — Як правило, ми не приймаємо статті обсягом більше 4 тисяч слів. (Загальне заперечення.)

1. This is not the correct objection to raise.
2. It does not seem to me that there is much of interest to be learnt from the text by the specialist in the field.
3. This tendency, however, has not gone unnoticed.
4. For example, one cannot help but struck by certain similarities of the paper to the Jackson work.
5. There is not much point in proposing that this is an ordinary operator.
6. Not a single attempt to enumerate regular and exceptional cases has ever been made.
7. I know of no counter-argument to this claim.
8. No proof of this assertion is offered.
9. Nothing can be obtained in this case.
10. Nor is it always clear that he is making a specifically Newton point.
11. However long and complex the unit may be, it has to be next to the beginning.
12. Whatever the value of the theory in describing other objects, it is totally unsuited to the description of this one.

Вправа 36. Перекладіть речення, визначивши вид заперечення та адекватний спосіб його перекладу.

1. Despite this, many problems remain to be solved. 2. In spite of the above critical comments, this volume offers several valuable contributions. 3. The approach essentially ignores these factors. 4. The distinction seems to lack not only psychological reality. 5. The velocity affects the nature of the orbit, not its general size. 6. The reaction did not start until the next morning. 7. No further significance should be attached to the hypothesis. 8. No final decision between all these alternatives is possible at present. 9. No position will be taken on this matter here. 10. I know of no evidence to support this possibility, and the author offers none. 11. A-priori, I would suspect that such evidence does not, and probably cannot exist. 12. This is not to imply that the analysis of these two researchers are identical in every respect.

Вправа 37. Перекладіть наступні бізнес-жарти та прокоментуйте їх.

Travel in a sailboat

The banker fell overboard from a friend's sailboat. The friend grabbed a life preserver, held it up, not knowing if the banker could swim, and shouted, "Can you float alone?" "Obviously," the banker replied, "but this is a heck of a time to talk business."

Wealthy investors

A wealthy investor walked into a bank and said to the bank manager, "I would like to speak with Mr. Reginald Jones, who I understand is a tried and trusted employee of yours." The banker said, "Yes he certainly was trusted. And he will be tried as soon as we catch him."

Bank customer service

"I'm not saying that the customer service in my bank is bad, but when I went in the other day and asked the clerk to check my balance... she leaned over and pushed me."

A walking economy

This guy is walking with his friend, who happens to be a psychologist. He says to this friend, "I'm a walking economy." The friend asks, "How so?" "My hair line is in recession, my stomach is a victim of inflation, and both of these together are putting me into a deep depression!"

Вправа 38. Знайдіть еквіваленти англійським технічним термінам з правої колонки, що стосуються такого технічного пристрою, як телефон.

A	B
Handset, receiver, display, receiver volume control, transmitter, handset cord, push buttons, telephone index, automatic dialer index, memory button, function selectors, ringing volume control	Кнопка пам'яті, шнур телефонної трубки, телефонна трубка, селектори функцій, дисплей, регулятор гучності телефонного дзвінка, приймальний пристрій, регулятор гучності приймального пристрою, автоматичний набирач номера, передавальний пристрій, кнопки набору номера

Вправа 39. Доберіть відповідні фрази з колонки А до їх еквівалентів з колонки В, вивчіть при цьому незнайомі лексичні одиниці та терміни, що належать до термінології устаткування для забезпечення комунікації.

Бездротові телефони (wireless telephones)

A	B
A. Cordless telephones are devices that take the place of a telephone instrument within a home or office and permit very limited mobility	1. Сучасні засоби бездротового зв'язку загалом підпадають під одну з трьох головних категорій: радіотелефони, стільникові телефони та персональні системи зв'язку
B. In addition to the wireless telephones described in development of the telephone instrument, there exist a number of wireless instruments that are connected to the public switched telephone network (PSTN)	2. Бездротовий приймач-передавач здійснює зв'язок з підключеною до телефонної лінії базою на двох частотах: у діапазоні 46–48 мегагерц або на єдиній частоті в діапазоні 902–928 мегагерц
C. Because they are plugged directly into existing telephone jack,	3. Окрім бездротових телефонів, які розглядалися в огляді

they essentially serve as a wireless extension to the existing home or office wiring	розвитку засобів телефонної комунікації, існує також низка бездротових апаратів, які підключаються до телефонної мережі загального користування
D. At the present time, these wireless telephones generally fall into one of three categories: cordless telephones, cellular radio systems, or personal communication systems	4. З часом перелік цих засобів доповнять системи глобальної супутникової телефонії
E. Eventually these systems will be expanded to include global satellite based telephony	5. Радіотелефони – це пристрої, які вже сьогодні замінюють звичайні телефонні апарати на роботі та вдома, але радіус їх дії дуже обмежений
F. Cordless transceivers communicate with the plugged-in base unit over a pair of frequencies in the 46–48 megahertz bands or over a single frequency in the 902–928 megahertz band	6. Самі бази підключені безпосередньо до звичайних телефонних гнізд, а тому радіотелефони, по суті, є бездротовим продовженням звичайної телефонної лінії

Вправа 40. Перекладіть науково-технічний текст про стільникові (мобільні) телефони. Зверніть увагу на переклад науково-технічних термінів.

Cellular telephones

Cellular telephones are transportable by vehicle or personally portable devices that may be used in motor vehicles or by pedestrians. Communicating by radiowave in the 800–900 megahertz band, they permit a significant degree of mobility within a defined serving region that may be hundreds of square kilometers in area. All cellular radio systems exhibit several fundamental characteristics, as summarized in the following: the geographic area served by a cellular radio system is broken up into smaller geographic areas, or cells. All communication with a mobile or portable instrument within a given cell is made to the base station that serves the cell. With a significant advances in component technology the weight and size of portable transceivers have been significantly reduced. For

example, they weighed as little as little as 120 grams. In 1988 a group of government owned public telephone bodies within the European Community announced the digital global system for mobile (GSM) communications, the first such system that would permit a cellular user in one European country to operate in another European country with the same equipment.

Вправа 41. Перекладіть текст економічного плану. Запам'ятайте виділені лексичні одиниці. Складіть 5 запитань.

Online gambling

Shares in online gambling companies have lost more than half of their value on the London Stock Exchange, following a move by the United States Congress aimed at banning Internet betting.

While there have been moves *to clamp down* on Internet gambling in the United States for some time, this latest action by Congress was a little unexpected. The *legislation* was actually tacked onto an unrelated bill regarding security at American ports. All the bill needs *to come into effect* is the signature of President George Bush — and that's likely to happen within the next two weeks.

As a result, shares in some of the big companies involved in this sector *have taken a significant battering*, losing more than half of their value. The world's largest online casino, 888, has already suspended its operations in the US — and another company, PartyGaming says it *will follow suit* once the bill is signed into law.

It's a huge *blow* for these companies — this is a six billion dollar a year market — PartyGaming generates as much as 78 percent of its *revenues* from the United States. For 888, the figure is around 50 percent. However, while the immediate future of these firms looks *bleak*, many experts say that the desire on the part of punters to gamble means that, in time, ways around these new laws will probably be found.

to clamp down — прийняти жорсткі міри;

legislation — законодавство;

to come into effect — вступити в силу;

have taken a significant battering — серйозно подешевшали;

will follow suit — наслідує приклад;

blow — удар;
revenues — доходи;
bleak — похмурий.

Вправа 43. Перекладіть текст про рекламу. Прокоментуйте його. Складіть 10 запитань.

Advertising is paid communication through a non-personal medium in which the sponsor is identified and the message is controlled. Variations include publicity, public relations, product placement, sponsorship, underwriting, and sales promotion. Every major medium is used to deliver these messages: television, radio, movies, magazines, newspapers, the internet, and billboards. Advertisements can also be seen on the seats of grocery carts, on the walls of an airport walkway, and the sides of buses, or heard in telephone hold messages or in-store PA systems — nearly anywhere a visual or audible communication can be placed.

Advertising clients are predominantly, but not exclusively, for-profit corporations seeking to increase demand for their products or services. Other organizations that frequently spend large sums of money on advertising include political campaigns, interest groups, religion-supporting organizations, and the military of the United States. Other non-profit organizations are not typical advertising clients, and rely upon free channels, such as public service announcements.

The advertising industry is large and growing. In the United States alone in 2005, spending on advertising reached \$144.32 billion, reported TNS Media Intelligence. That same year, according to a report titled Global Entertainment and Media Outlook: 2006–2010 issued by global accounting firm PriceWaterhouseCoopers, worldwide advertising spending was \$385 billion. The accounting firm's report projected that worldwide ad spending would exceed half-a-trillion dollars by 2010.

While advertising can be seen as necessary for economic growth, it is not without social costs. Unsolicited Commercial Email and other forms of spam have become so prevalent as to have become a major nuisance of users of these services, as well as being a financial burden on internet service providers. Advertising is increasingly invading public spaces, such as schools, which some critics argue is a form of child exploitation. One scholar has argued that advertising is a toxic by-product of industrial society which may bring about the end of life on earth.

Вправа 44. Перекладіть текст про рекламу. Прокоментуйте його. Складіть 10 запитань.

Public service advertising

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as AIDS, political ideology, energy conservation, religious recruitment, and deforestation.

Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. “Advertising justifies its existence when used in the public interest – it is much too powerful a tool to use solely for commercial purposes.” – Attributed to Howard Gossage by David Ogilvy

Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives.

“In the United States, the granting of television and radio licenses by the FCC is contingent upon the station broadcasting a certain amount of public service advertising. To meet these requirements, many broadcast stations in America air the bulk of their required Public Service Announcements during the late night or early morning when the smallest percentage of viewers are watching, leaving more day and prime time commercial slots available for high-paying advertisers.”

Public service advertising reached its height during World Wars I and II under the direction of several governments.

Famous comments on advertising include: “Don’t tell my mother I work in an advertising agency – she thinks I play piano in a whorehouse.” ~ Jacques Seguela

Вправа 45. Перекладіть тексти про рекламу. Прокоментуйте їх. Зробіть повідомлення про один з типів реклами.

Media advertising

Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema

and television ads, web banners, web popups, skywriting, bus stop benches, magazines, newspapers, town criers, sides of buses, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, stickers on apples in supermarkets, the opening section of streaming audio and video, posters, chicken niblets, and the backs of event tickets and supermarket receipts. Any place an “identified” sponsor pays to deliver their message through a medium is advertising.

Covert advertising

Covert advertising embedded in other entertainment media is known as product placement. For example, in a film, the main character can use an item or other of a definite brand, as in the movie *Minority Report*, where Tom Cruise’s character Tom Anderton owns a computer with the *Nokia* logo clearly written in the top corner, or his watch engraved with the *Bulgari* logo. Another example of advertising in film is in *I, Robot*, where main character played by Will Smith mentions his *Converse* shoes several times, calling them “classics,” because the film is set far in the future. *I, Robot* also showcases futuristic cars with the *Audi* logo clearly displayed on their grill. Cadillac chose to advertise in the movie *The Matrix Reloaded*, which as a result contained many scenes in which Cadillac cars were used. Similarly, product placement for Omega Watches, Vaio, BMW and Aston-Martin cars are featured in recent James Bond films, most notably, *Casino Royale*.

Television commercials

The TV commercial is generally considered the most effective mass-market advertising format and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual Super Bowl football game in the United States is known as much for its commercial advertisements as for the game itself, and the average cost of a single thirty-second TV spot during this game has reached \$2.7 million (as of 2007).

Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none existing in real-life. Virtual product placement is also possible.

Вправа 46. Прочитайте текст про ділові листи, що надсилають електронною поштою. Прокоментуйте його.

Writing Business Email

Email is an electronic, computer-assisted online communication tool. In the business world it is used to transmit virtually every type of correspondence the daily conduct of business requires. Simple messages, memos and letters, complex reports, tables of data, graphs and charts, blueprints, pictures, you name it. If it can be generated by, scanned into, or downloaded onto a computer, it can be electronically sent through cyberspace to another computer.

Whether delivered to the inbox of a computer located on the other side of the building, or on the other side of the world, the correspondence an email contains arrives at its destination faster than a speeding bullet. Well, that might be a slight exaggeration but the point is, email is communication at the click of a button and a speedy delivery system all in one.

In this guide you will read about writing business emails, helpful tips on formatting business email, the law and business email, and business netiquette (yes folks, Internet etiquette). Each section provides useful information and samples to assist you in becoming more proficient at using email to communicate in the business world.

Вправа 47. Прочитайте текст про формат і структуру ділових листів, що надсилають електронною поштою. Прокоментуйте його.

Formatting Business Email

The format of business email is very similar to that of a business memo. So similar, in fact, that the basic heading elements found in a business memo are programmed into the computer generated template of every email program. The communication role of business email goes beyond that of a memo, however. In order not to overlook its versatility, the formatting elements of a business letter can be inserted manually into the body of an email.

Business email functions as both an internal and an external method of communication; its three main formatting elements are the heading, the body, and a signature block. Depending upon the nature of its correspondence and, at the discretion of the writer, business email may also include a salutation and a complimentary close. Each of these elements is governed by standard rules.

Вправа 48. Прочитайте текст про стандартний початок ділових листів, що надсилають електронною поштою. Прокоментуйте його.

Business Email Heading

The heading of a business email consists of up to six distinct information fields. They are located at the corner of the email template, just below the tool bar.

The template itself appears automatically whenever you click on the New Mail, Reply, Reply to All, or the Forward button found on the tool bar of any email program.

Each field in the template is designed to hold specific information, the definitions of which are preprinted on the left hand margin as follows:

TO:
FROM:
CC:
DATE:
SUBJECT:
ATTACHED:

Some of these fields are not always visible. The ATTACHED fields, for instance, are visible only when activated by the sender and, depending on the email program, the FROM and DATE fields may not be visible on the sender's template.

(CC: CC stands for carbon copy and, although carbon paper is no longer used for copying, the term CC is still in use and its connotation is still the same. It informs the reader that copies have been distributed to the individuals named in the space following the CC notation. Unlike memos and letters, the CC field of an email template is meant for email addresses, rather than proper names.

The CC field in a business email may contain one or more addresses. The blank field will expand as the addresses are inserted.)

Вправа 49. Прочитайте текст про стандартну головну частину ділових листів, що надсилають електронною поштою. Прокоментуйте його.

Business Email Body

The body of a business email is no different than that of a business letter or memo. The one formatting distinction is this; email programs automatically format the body in single spaced, full block style. It's a

design function of the program and meant to ensure that the text of an email appears on the recipient's screen exactly as it does on the sender's.

Short paragraphs are the rule, particularly as online readers often just scan the text. Many monitors display twenty to twenty five lines at one time, making shorter paragraphs more suitable. Besides, long paragraphs are hard on the eyes and more difficult to read.

Always be considerate of your reader's time; an email that goes on for more than two pages may be better off as a letter or memo. Delivered as an attachment, a lengthy letter or memo can be printed and read when time permits.

Generally speaking, business email is sent in plain text rather than HTML. Using different font faces, colors, sizes, and styles, such as bold or italic, is extremely useful when creating documents within a word processor, but they are problematic when sent between email programs.

Besides the possibility of increasing the download time on your recipient's computer, HTML documents may not appear on one screen as they do on another. If you are unfamiliar with the distinction and are offered a choice, just select plain text and move on.

Вправа 50. Прочитайте текст про стандартну заключну частину ділових листів, що надсилають електронною поштою. Прокоментуйте його.

Business Email Signature Block

The signature block in a business email does the work of the heading or letterhead found in the format of a business letter. In other words, it supplies the contact information belonging to the sender.

This is the last item in an email. It is always located on the left hand margin below the signature line and is often separated from the body with a short line of keyboard characters. For example:

Equal Sign =====
Asterisks *****
Minus Sign -----
Underscore _____

A signature block should contain all the contact information a recipient might require in order to respond to an email. It should begin with the SendersName, Title, and Business Organization. A Physical Location, Phone Numbers, Email Address, and Web site should follow. Here is an example:

Peter Connor
Owner/Managing Editor
The Write Company
Fort Collins, CO 80521
Voice: 970.493.84XX
Fax: 970.493.84XX
Email: Peter. Connor@TheWriteCompany.com
Web site: <http://thewritecompany.com>

Вправа 51. Прочитайте текст про стандартні привітання у ділових листах, що надсилають електронною поштою. Прокоментуйте його.

Business Email Salutations and Complimentary Closes

Including a salutation and complimentary close in a business email is governed by the same rules as those governing business letters and memos.

Formal expressions such as Dear Ms. Ortiz and Sincerely yours are suitable for letter style business emails addressed to individuals with whom you are unfamiliar. When business email functions as a memo, on the other hand, a salutation and complimentary close should be omitted altogether.

More often than not, the salutation and complimentary close will be written informally, particularly after the protocols of an initial contact have been observed. For example, the simple, friendly expression in the following example:

Salutation:	Hi Luann,
Body:	I appreciate your work on... and I look forward to... and so forth and so on...
Complimentary Close:	Thanks again,
Signature Line:	Peter

Вправа 52. Прочитайте поради стосовно формату листа про правцелаштування. Складіть власний лист.

Job search letter Via E-mail

These guidelines apply similarly to both hard copy correspondence and email.

The main difference between the two is format: your signature block (your address, etc.) goes below your name in email versions, while it goes

at the top of the page on hard copy. You won't have a handwritten signature on email, but don't forget this important detail on a hard copy letter.

Month, Day, Year

Mr./Ms./Dr. FirstName LastName

Title

Name of Organization

Street or P. O. Box Address

City, State Zip Code

Dear Mr./Ms./Dr. LastName:

Opening paragraph: State why you are writing; how you learned of the organization or position, and basic information about yourself.

2nd paragraph: Tell why you are interested in the employer or type of work the employer does (Simply stating that you are interested does not tell why, and can sound like a form letter). Demonstrate that you know enough about the employer or position to relate your background to the employer or position. Mention specific qualifications which make you a good fit for the employer's needs. This is an opportunity to explain in more detail relevant items in your resume. Refer to the fact that your resume is enclosed. Mention other enclosures if such are required to apply for a position.

3rd paragraph: Indicate that you would like the opportunity to interview for a position or to talk with the employer to learn more about their opportunities or hiring plans. State what you will do to follow up, such as telephone the employer within two weeks. If you will be in the employer's location and could offer to schedule a visit, indicate when. State that you would be glad to provide the employer with any additional information needed. Thank the employer for her/his consideration.

Sincerely,

Your name typed

Your Street Address

City, State Zip Code

Telephone Number

Email Address

Вправа 53. Прочитайте жарти про американських бізнесменів і прокоментуйте їх.

1. We Deliver.

"The owner of a small deli was being questioned by an IRS agent about his tax return. He had reported a net profit of \$80,000 for the year.

“Why don’t you people leave me alone?” the deli owner said. “I work like a dog, everyone in my family helps out, the place is only closed three days a year ... and you want to know how I made \$80,000?”

“It’s not your income that bothers us,” the agent said. “It’s these deductions. You listed six trips to Bermuda for you and your wife.”

“Oh, that,” the owner said smiling. “Didn’t I mention? We deliver anywhere ...”

2. I’m the Boss.

“The boss was complaining in our staff meeting the other day that he wasn’t getting any respect. The next day, he brought a small sign that read:

“I’m the Boss!”

He then taped it to his office door.

Later that day when he returned from lunch, he found that someone had taped a note to the sign that said:

“Your wife called, she wants her sign back!”

3. A real estate salesman and his boss.

A real estate salesman had just closed his first deal, only to discover that the piece of land he had sold was completely under water.

“That customer’s going to come back here pretty mad,” he said to his boss. “Should I give him his money back?”

“Money back?” roared the boss. “What kind of salesman are you? Get out there and sell him a houseboat.”

Вправа 54. Прочитайте жарти про американських бізнесменів і прокоментуйте їх.

A. The boss called an employee into the office...

The boss called one of his employees into the office. “Rob,” he said, “you’ve been with the company for a year. You started off in the post room, one week later you were promoted to a sales position, and one month after that you were promoted to district manager of the sales department. Just four short months later, you were promoted to vice-chairman. Now it’s time for me to retire, and I want you to take over the company. What do you say to that?”

“Thanks,” said the employee.

“Thanks?” the boss replied. “Is that all you can say?”

“I suppose not,” the employee said. “Thanks, Dad.”

B. Tips for managers.

1. Never give me work in the morning. Always wait until 4:00pm and then bring it to me. The challenge of a deadline is refreshing.
 2. If it's really a "rush job", run in and interrupt me every 10 minutes to inquire how it's going. That helps. Or even better, hover behind me, advising me at every keystroke.
 3. Always leave without telling anyone where you're going. It gives me a chance to be creative when someone asks where you are.
 4. Wait until my yearly review and THEN tell me what my goals SHOULD have been. Give me a mediocre performance rating with a cost of living increase. I'm not here for the money anyway.
 5. If you give me more than one job to do, don't tell me which is the priority. I like being a psychic.
- C. Q: Why is a BMW a banker's favorite car? A: Because he can't spell Porsche.
- D. Q: What is the difference between big foot and a socially responsible banker? A: Big foot has been sighted.

РЕКОМЕНДОВАНІ ТЕМИ ДЛЯ ДОПОВІДЕЙ І РЕФЕРАТИВ

1. Your tips for business letter writing.
2. Types of business letters.
3. Business e-mails. Tips for their writing.
4. Resume and tips for its writing.
5. Import and export activity.
6. Business contracts and their terminology.
7. Internet and its future.
8. The peculiarities of telephone conversations.
9. Advertising and its types.
10. The work of an advertising manager.
11. WTO and its role in the present day international business.
12. Ukraine and the EU. The perspectives for the future.

СПИСОК ЛІТЕРАТУРИ

Основна

1. *Hollett V.* Business Objectives. — Oxford: Oxford University Press, 1997. — 220 p.
2. *Hollett V.* Business Opportunities. — Oxford: Oxford University Press, 1998. — 225 p.
3. *Cotton D.* Market Leader. — Oxford: Longman, 2001. — 227 p.
4. *Mascull B.* Business Vocabulary in use. — Cambridge: Cambridge University Press, 2003. — 325 p.
5. *Brieger N.* Early Language of Business English. — London: Prentice Hall, 1994. — 225 p.
6. *Brieger N.* The Language of Business English. — London: Prentice Hall, 1994. — 225 p.
7. *Jones L.* New International Business English. — Cambridge University Press, 2001. — 235 p.
8. *Wallwork A.* Business Vision. — Oxford: Oxford University Press, 1999. — 229 p.
9. *Wallwork A.* Business Options. — Oxford: Oxford University Press, 1999. — 249 p.
10. *Бахов И. С., Гринько Е. В.* Деловой английский: Практикум. — К.: МАУП, 2003. — 429 с.
11. *Богоцкий И. С., Дюканова Н. М.* Бизнес-курс английского языка. — К.: Логос, 1997.
12. *Коптілов В.* Теорія і практика перекладу. — К.: Юніверс, 2003. — 280 с.
13. *Зорівчак Р. П.* Реалія і переклад. — Львів: Радуга, 1989. — 235 с.
14. *Комиссаров В. П.* Слово о переводе. — М.: Гнозис, 1980. — 245 с.
15. *Карaban В. І.* Переклад англійської наукової і технічної літератури. — Вінниця: Нова кн., 2002. — 562 с.
16. *Корунець І. В.* A Course in the Theory and Practice of translation/ Теорія і практика перекладу. — К.: Вища освіта, 1986. — 435 с.
17. *Корунець І. В.* Theory and Practice of Translation. — Вінниця: Нова кн., 2001. — 447 с.
18. *Муравьев В. Л.* Ложные друзья переводчика. — М.: Прогресс, 1969. — 270 с.

Додаткова

19. *Ивашкина М. П.* Учебник коммерческого перевода. Английский язык. — М.: Восток. Запад, 2005. — 287 с.
20. *Людвигова Е. В.* Руководство по переводу технических текстов. — М.: Прогресс, 1964. — 275 с.
21. *Циткина Ф. А.* Терминология и перевод. — Львов: Радуга, 1988. — 385 с.
22. *Швейцер А. Д.* Теория перевода. Статус, проблемы, аспекты. — М.: Альфа, 1988. — 285 с.
23. *Мирам Т.* Профессия — переводчик. — К.: Юниверс, 1999. — 195 с.
24. *Bell R. T.* Translation and Translating. — London: Cambridge Press, 1991. — 480 p.
25. *Hatim B., Mason I.* Discourse and the Translator. — New York: Brooklyn Bridge, 1988. — 490 p.
26. *Newmark P. A.* Textbook of Translation. — New York: Harrison Press, 1988. — 390 p.
27. *Reed C.* A Teacher's Guide and Glossary to The United States Constitution. — Washington: US Informational Agency.
28. *Teaching English for Business ESP English Classes.* <http://esl.about.com/library>

МАУП

ЗМІСТ

Пояснювальна записка.....	3
Методичні матеріали для аудиторної самостійної роботи.....	4
Методичні матеріали для позааудиторної самостійної роботи.....	67
Рекомендовані теми для доповідей і рефератів.....	111
Список літератури	112



Відповідальний за випуск	<i>А. Д. Везеренко</i>
Редактор	<i>О. Л. Лебідь</i>
Комп'ютерне верстання	<i>М. М. Соколовська</i>

Зам. № ВКЦ-3027
Міжрегіональна Академія управління персоналом (МАУП)
03039 Київ-39, вул. Фрометівська, 2, МАУП