

**М. А. Васильева**

**ИНОСТРАННЫЙ ЯЗЫК  
АНГЛИЙСКИЙ ЯЗЫК  
ЧТЕНИЕ**

**Учебное пособие для студентов 1-го курса**

**Санкт-Петербург  
2024**

**Министерство науки и высшего образования Российской Федерации**  
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**«Санкт-Петербургский государственный университет  
промышленных технологий и дизайна»  
Высшая школа технологии и энергетики**

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Утверждено Редакционно-издательским советом ВШТЭ СПбГУПТД

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*Рецензенты:*

доцент кафедры иностранных языков № 2 Санкт-Петербургского государственного  
экономического университета

*К. Н. Антонова;*

доцент кафедры иностранных языков Высшей школы технологии  
и энергетики Санкт-Петербургского государственного университета промышленных  
технологий и дизайна

*К. А. Сечина*

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обучающихся по всем направлениям подготовки.

Пособие содержит 16 уроков, каждый из которых состоит из глоссария, текста для  
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## TABLE OF CONTENT ОГЛАВЛЕНИЕ

UNIT 1.....	4
Lesson 1.....	4
Lesson 2.....	9
Lesson 3.....	13
Lesson 4.....	17
UNIT 2.....	22
Lesson 5.....	22
Lesson 6.....	26
Lesson 7.....	30
Lesson 8.....	34
UNIT 3.....	39
Lesson 9.....	39
Lesson 10.....	43
Lesson 11.....	48
Lesson 12.....	52
UNIT 4.....	56
Lesson 13.....	56
Lesson 14.....	60
Lesson 15.....	66
Lesson 16.....	71
REFERENCES / БИБЛИОГРАФИЧЕСКИЙ СПИСОК .....	76
APPENDIX / ПРИЛОЖЕНИЕ .....	78

# UNIT 1

## EVERYDAY COMMUNICATION

### *Lesson 1*

### Glossary

<b>affect</b> (v.)	[ə'fekt]	влиять
<b>affectionate</b> (adj.)	[ə'fekʃ(ə)nət]	любящий, нежный
<b>attention</b> (n.)	[ə'tenʃ(ə)n]	внимание
<b>bossy</b> (adj.)	['bɒsɪ]	властный, любящий командовать
<b>charming</b> (adj.)	['tʃɑ:mɪŋ]	обаятельный, очаровательный
<b>communicate</b> (v.)	[kə'mju:nikeɪt]	общаться, сообщать
<b>competitive</b> (adj.)	[kəm'petɪtɪv]	соперничающий, конкурирующий
<b>contribute</b> (v.)	[kən'trɪbjʊ:t]	способствовать, вносить вклад
<b>co-operative</b> (adj.)	[kəʊ'ɒpərətɪv]	сговорчивый, готовый к взаимодействию
<b>decision</b> (n.)	[dɪ'sɪʒ(ə)n]	решение
<b>exactly</b> (adv.)	[ɪ'gzæktli]	точно
<b>imaginative</b> (adj.)	[ɪ'mædʒɪnətɪv]	одаренный богатым воображением
<b>independent</b> (adj.)	[ɪndɪ'pend(ə)nt]	независимый
<b>jealous</b> (adj.)	['dʒeləs]	ревнивый, завистливый
<b>luxury</b> (n.)	['lʌkʃ(ə)rɪ]	роскошь
<b>manipulative</b> (adj.)	[mæ'nɪpjʊlətɪv]	манипулятивный
<b>moody</b> (adj.)	['mu:di]	унылый, поддающийся перепадам настроения
<b>negotiate</b> (v.)	[nɪ'gəʊʃieɪt]	вести переговоры, договариваться (with)
<b>personality</b> (n.)	[pɜ:sə'nælɪti]	личность
<b>prefer</b> (v.)	[prɪ'fɜ:]	предпочитать
<b>probably</b> (adv.)	['prɒbəbli]	вероятно
<b>psychologist</b> (n.)	[saɪ'kɒlədʒɪst]	психолог
<b>receive</b> (v.)	[rɪ'si:v]	получать
<b>relax</b> (v.)	[rɪ'læks]	расслаблять(ся)
<b>responsible</b> (adj.)	[rɪ'spɒnsɪb(ə)l]	ответственный
<b>self-confident</b> (adj.)	[,self'kɒnfɪd(ə)nt]	самоуверенный

<b>selfish</b> (adj.)	['selfɪʃ]	эгоистичный
<b>sensitive</b> (adj.)	['sensitiv]	чувствительный
<b>sociable</b> (adj.)	['səʊʃəb(ə)l]	общительный
<b>strict</b> (adj.)	['strikt]	строгий

## 1. Read and translate the text, using the glossary.

### Family Fortunes

Scientists and psychologists agree that although many factors contribute to forming your personality, for example, your sex, class, culture, or lifestyle, one of the most important is your position in the family. So how have you been affected?

Are you a **first child**, a **middle child**, the **youngest** or an **only child**?

If you are a **first-born child**, you are probably self-confident and a good leader – you came first after all. You may also be bossy and even aggressive if you don't get what you want. You are ambitious, and good at communicating, because you learned to speak from your parents, not from brothers and sisters. On the other hand, you are the oldest and so you have to be the most responsible, and this can make you the kind of person who worries a lot.

**Middle children** are usually independent and competitive. You had to fight with your brothers and sisters to get what you wanted. You are also co-operative as you always had to negotiate with either your older or your younger brothers and sisters. You are sociable, as you always had someone to play with. On the other hand, you may be jealous and insecure or moody if you felt that your parents preferred your older brother or sister.

**Youngest children** are often very charming. You learned very quickly that you could get exactly what you want by being charming – and this can make you manipulative. You are usually affectionate and relaxed because when you arrived your parents were more relaxed themselves. But you are often not very independent, as you always had so many people to help you. This makes it hard for you to take decisions. And you may be lazy, because your parents probably pushed you less and were less strict with you than with your older brothers and sisters.

**Only children** are often quite selfish. You had the wonderful luxury of not having to share your parents' attention with anybody else. In fact you received so much attention as a child that you find it difficult to be interested in other people. On the other hand, you are usually organized and responsible, and often imaginative. But you may find it difficult to communicate with others, and are very sensitive to criticism.

## 2. Answer the questions to the text.

1. What factors contribute to forming one's personality?
2. Why are first-born children good leaders, according to the text?
3. What children are said to be more cooperative? Why?
4. Are the youngest children more independent than first-born children?
5. Why are the only children in the family considered to be selfish?

### 3. Fill in the table with the following adjectives:

*Affectionate, aggressive, ambitious, bossy, charming, competitive, co-operative, imaginative, independent, jealous, lazy, moody, organized, responsible, self-confident, selfish, sociable.*

First-born children	Middle children	Youngest children	Only children

### 4. Read the following definitions and match them with an appropriate adjective from the glossary.

- a) able to create new and interesting ideas or things
- b) reacting quickly or more than usual to something
- c) angry or upset, often for no particular reason
- d) showing caring feelings and love for somebody
- e) feeling angry or unhappy because somebody you like or love is showing interest in somebody else
- f) showing skill at influencing somebody or forcing somebody to do what you want, often in an unfair way
- g) not influenced by anyone or anything else

### 5. Fill in the gaps with the missing words, using their appropriate form (two words are odd). Translate the sentences into Russian.

*Attention, communicate, contribute, decision, exactly, luxury, prefer, receive, relax, strict.*

- 1. She likes to ... with friends by e-mail.
- 2. Right now a new car is a ... that I can't afford.
- 3. I think you've made the right ... .
- 4. Let's stop working and ... for an hour.
- 5. I can't remember ... what she said.
- 6. Her parents aren't very ... .
- 7. I ... this book as a gift.
- 8. Parent's involvement ... significantly to children's learning.

### 6. Work with word formation. Identify the verbs from which the following adjectives are formed:

*Charming, competitive, co-operative, imaginative, manipulative, sensitive.*

**7. Translate the sentences from Russian into English using the words and word combinations from the glossary.**

1. Множество факторов влияют на развитие личности.
2. Психологи считают, что первые дети в семье обычно самоуверенные, общительные и ответственные.
3. Вероятно, он эгоистичен, так как является единственным ребенком в семье.
4. Моя младшая сестра очень любит командовать, при этом она невероятно обаятельна.
5. Часто дети в семье соперничают за внимание родителей.
6. Она довольно сговорчива и всегда готова идти на переговоры.

**8. Discuss the following quotations. Use expressions given in the appendix.**

The proper time to influence the character of a child is about a hundred years before he is born.

*William Ralph Inge*

I use bits and pieces of others' personalities to form my own.

*Kurt Cobain*

Every man has three characters: that which he shows, that which he has, and that which he thinks he has.

*Alphonse Karr*

**9. Let's talk about personality:**

1. What is your best personality trait?
2. What is your biggest flaw?
3. Do you try to be a friendly person? Why or why not?
4. How are male and female personalities different?
5. Are you an introvert or an extrovert?
6. Do you think people fall in love with good looks or with a great personality?
7. Is your character similar to you mother's or father's character?
8. Are you influenced by people you know? Give an example.
9. What are some characteristics of your personality?
10. If you could change any aspect of your personality, what would it be?
11. What personal trait do you consider important in a good friend?
12. Can people change their personality, if they want to?

**10. Skim the text. Think of five questions to cover its content.**

**Family**

A dictionary defines a family as "people who are closely related." Psychologists usually refer to a family consisting of mother, father and their children,



who are either twins or siblings, as a nuclear family (нуклеарная семья). Some of them are one-parent or single parent families.

They usually call all the family including aunts, uncles, nephews, cousins, nieces, grandparents, daughters-and sons-in-law as an extended family.

Family is definitely a fabulous (прекрасный) phenomenon, cemented by blood, which is thicker than water. It is really a masterpiece and as such, it constantly changes preserving its essence (суть).

Most of families start with marriages. Ancient philosopher Diogenes said, "Marriage is the greatest earthly happiness when founded on complete sympathy."

Young people nowadays are to understand that it is not enough to promise to love and cherish each other, it is important to realize that they have taken a big step both legally and financially by deciding to get married. In fact, it is such a fragile (хрупкий) social organization that a slight error can cause unpredictable (непредсказуемый) consequences.

Family is also about the relationship between parents and children, which is a very sensitive matter. For example, sometimes parents believe that their critical comments would encourage their children to greater efforts. Sadly, they have exactly the opposite effect. After a number of criticisms, the child loses not only his or her interest in the activity, but also a great deal of confidence. So being a perfect parent is a very delicate task demanding tact, patience and diligence.

A wise parent remembers that it is all too easy to be destructive while attempting to be constructive. Of course, parents must point out mistakes for the progress to be made. Yet acid remarks designed to improve performance can unintentionally (непреднамеренно) increase anxiety and undermine achievement.

It would be a mistake to think that a happy family doesn't face any problems. However, clever and understanding parents are always ready to experiment and find the way out. For example, the teenagers are very radical in their opinions. Anything less than fulsome praise is likely to provoke hostility (враждебность) and alienation. A clever parent will show how excited he or she is by the child's originality and search for ways to develop it further.

The fantastic thing about family ties is that it always stirs the best feelings in people. Everybody craves for (жаждать) a happy family reunion.

There are times in everybody's life, when everything seems to be going wrong. We all have problems we can't cope with, we feel depressed and dispirited (удрученный) and suffer from anxiety and despair. But a fatherly manly hug or a mother's loving embrace can really restore you from the ashes.

## Lesson 2

### Glossary

<b>adaptable</b> (adj.)	[ə'dæptəb(ə)l]	легко приспособляющийся
<b>adventurous</b> (adj.)	[əd'ventʃ(ə)rəs]	азартный, смелый
<b>afford</b> (v.)	[ə'fɔ:d]	иметь возможность, позволять себе
<b>amusement park</b>	[ə'mju:zm(ə)nt 'pɑ:k]	парк развлечений
<b>average</b> (adj.)	[ 'æv(ə)rɪdʒ]	средний, обычный
<b>create</b> (v.)	[kri:'eɪt]	создавать, творить, делать
<b>depend on</b> (v.)	[dɪ'pend ɒn]	зависеть от
<b>enormous</b> (adj.)	[ɪ'nɔ:məs]	огромный
<b>essential</b> (adj.)	[ɪ'senʃ(ə)l]	необходимый, существенный
<b>experience</b> (n.)	[ɪk'spiəriəns]	опыт, впечатление
<b>fee</b> (n.)	[fi:]	плата
<b>gig</b> (n.)	[ 'gɪg]	концерт, вечеринка
<b>hard-working</b> (adj.)	[ ,hɑ:d'wɜ:kɪŋ]	трудолюбивый, прилежный
<b>impatient</b> (adj.)	[ɪm'peɪʃ(ə)nt]	нетерпеливый
<b>instead</b> (adv.)	[ɪn'sted]	вместо
<b>invent</b> (v.)	[ɪn'vent]	изобретать
<b>lonely</b> (adj.)	[ 'ləʊnlɪ]	одинокий
<b>look after</b> (v.)	[lʊk 'ɑ:ftə]	следить, заботиться
<b>miss out</b> (v.)	[mɪs 'aʊt]	упускать (возможность)
<b>multi-tasking</b> (n.)	[ 'mʌltɪ 'tɑ:skɪŋ]	многозадачность
<b>passionate</b> (adj.)	[ 'pæʃ(ə)nət]	зд. увлеченный
<b>possession</b> (n.)	[pə'zeʃ(ə)n]	собственность, имущество
<b>prefer</b> (v.)	[prɪ'fɜ:]	предпочитать
<b>reason</b> (n.)	[ 'ri:z(ə)n]	причина
<b>several</b> (adj.)	[ 'sev(ə)r(ə)l]	несколько
<b>unemployment</b> (n.)	[ʌnɪm'plɔɪm(ə)nt]	безработица
<b>wearable</b> (adj.)	[ 'weərəb(ə)l]	нагельный, портативный
<b>worry</b> (v.)	[ 'wʌrɪ]	беспокоиться

## **1. Read and translate the text, using the glossary.**

### **A Brief Guide to the Generations**

#### **Generation X**

- Born between 1965 and 1980. Generation X created the Internet. When they were teenagers, mobile phones were enormous, and not many people had computers at home. They had to deal with big changes in technology. But this generation is adventurous and adaptable – they are not afraid of change. Now they use wearable technology to stay fit and healthy. Generation X believe in looking after themselves and staying young.
- Generation X grew up with both parents at work during the day. This is one of the reasons they are independent.
- Generation X are very sociable, but also hard-working. Even when they go out until late, they still get up for work.
- They're passionate about music. They invented punk, grunge and techno. When they were teenagers, they listened to music on cassette and CD players.

#### **Generation Y / Millennials**

- Born between 1980 and 2000. Generation Y, or Millennials, are the selfie generation, also known as Generation Me Me Me. Some people say they focus on themselves too much.
- They grew up with technology and they depend on their smartphones. They download and listen to music on their phones all the time.
- Generation Y have FOMO or 'fear of missing out'. They like to share experiences on social media, and they worry about being popular and having a good time. Fifty-three percent prefer to spend money on an experience than a possession.
- Lots of Generation Ys went to university, but because of unemployment they find it hard to get jobs that make them happy.
- Many of them live at home and depend on their parents. They get married later than Generation X – the average age for women is twenty-seven and for men it's twenty-nine. They would like to be more independent, but they can't afford to be.

#### **Generation Z**

- Born between 1997 and 2012. Generation Z are good at multi-tasking. They can use several screens at the same time and this is why they're called Screenagers. They're fast thinkers, and when something doesn't happen quickly, they get impatient.
- Generation Z are the 'we' generation. They don't think about themselves too much. Instead they focus on global problems like terrorism and global warming.
- They're sociable and they enjoy connecting with friends on social media, but they can also feel very lonely. Generation Z love going to gigs or amusement parks. Eighty percent prefer to spend time with their friends in person than on the phone or online.
- Generation Z believe in getting a good education, but they worry about university fees. This generation is ambitious and want to start their own businesses.
- Generation Z don't care about where you're from or the colour of your skin.
- Music is an essential part of their day.

**2. Read the text again. Match generations (X, Y or Z) with the statements. According to the text, representatives of which generation ...**

1. enjoy new experiences?
2. often don't earn as much as they'd like to?
3. can do more than one activity at the same time?
4. are independent?
5. often appear self-centred?
6. are tolerant and believe in equality?
7. enjoy using social media?

**3. Complete the questions with the correct preposition. Answer the questions.**

1. At the moment, what sort of music are you listening... ?
2. At university, which subject is hardest to focus... ?
3. What is the worst situation you have ever had to deal... ?
4. In your family, who's the person you can most depend... ?
5. Which global problems do you most worry... ?
6. Before you fall asleep, what do you think... ?

**4. Work with word formation. Complete the table with the nouns.**

Noun	Adjective
	adventurous
	ambitious
	impatient
	independent
	lonely
	passionate
	popular

**5. Read the following definitions and match them with an appropriate adjective from the glossary.**

- a) the most basic and important
- b) wanting something to happen as soon as possible
- c) capable of being worn
- d) usual and like the most common type
- e) extremely large
- f) doing a job seriously and with a lot of effort
- g) willing to try new and often difficult things

**6. Fill in the gaps with the missing words, using their appropriate form (two words are odd). Translate the sentences into Russian.**

*Create, experience, instead, invent, look after, miss out, possession, prefer, worry.*

1. Who ... the children while you go out to work?
2. I was offered a ride, but I chose to walk ... .
3. I wanted to ... an impression of success.
4. Thomas Edison ... the phonograph.
5. The house has been in the family's ... since the 1500s.
6. If you don't come to the picnic you ... on all the fun.
7. The best way to learn is by ... .

**7. Translate the sentences from Russian into English using the words and word combinations from the glossary.**

1. В свободное время я предпочитаю ходить в парки развлечений.
2. Считается, что представители поколения X азартные и легко приспосабливаются к обстоятельствам.
3. Мой друг очень увлекается музыкой, он ходит на несколько концертов в неделю.
4. Какова причина безработицы в данном регионе?
5. Он не может позволить себе такую высокую плату за обучение.
6. Взгляды на жизнь зависят от жизненного опыта человека.

**8. Discuss the following quotations. Use expressions given in the appendix.**

Every generation revolts against its fathers and makes friends with its grandfathers.  
*Lewis Mumford*

If I were given the opportunity to present a gift to the next generation, it would be the ability for each individual to learn to laugh at himself.  
*Charles M. Schulz*

Because we don't think about future generations, they will never forget us.  
*Henrik Tikkanen*

Nothing separates the generations more than music. By the time a child is eight or nine, he has developed a passion for his own music that is even stronger than his passions for procrastination and weird clothes.  
*Bill Cosby*

**9. Let's talk about a generation gap:**

1. What is a generation gap?
2. Is it possible to overcome a generation gap?
3. Do you think you can be a better parent than your own parents in future?
4. Do you ever disagree with your parents/grandparents about topics such as music, style and values?
5. Is it possible for parents and children to be friends?
6. What influences the styles, values and interests of a generation?

7. Are people from the “older” generation always more wise and correct in their ways of thinking and choices? Why or why not?
8. What is an example of a time you and your friends/parents/relatives/grandparents had an argument or disagreement? Do you think it was related to the generation gap?
9. Do you feel you have more of a generation gap with your mother, father, grandmother or grandfather? Why do you think this is the case?
10. Do you think that your life is easier/harder than that of your parents?
11. What role does technology change play in creating a generation gap?
12. If you could give one important message to the next generation, what would it be?

### ***Lesson 3***

#### **Glossary**

<b>access</b> (n.)	[ˈækses]	доступ
<b>advanced</b> (p. II)	[ədˈvɑːnst]	продвинутый, передовой
<b>available</b> (adj.)	[əˈveɪləb(ə)l]	доступный
<b>background</b> (n.)	[ˈbæˌkgraʊnd]	зд. происхождение, образование
<b>broaden</b> (v.)	[ˈbrɔːd(ə)n]	расширить
<b>citizen</b> (n.)	[ˈsɪtɪzən]	горожанин, гражданин
<b>community</b> (n.)	[kəˈmjʊːnɪtɪ]	сообщество
<b>compared to</b>	[kəmˈpeəd tə]	по сравнению с
<b>complete</b> (adj.)	[kəmˈpli:t]	полный
<b>concern</b> (n.)	[kənˈsɜːn]	интерес, забота, беспокойство
<b>convenience</b> (n.)	[kənˈviːniəns]	удобство
<b>countless</b> (adj.)	[ˈkaʊntləs]	бесчисленный
<b>dine out</b> (v.)	[ˈdaɪn ˈaʊt]	обедать вне дома
<b>disease</b> (n.)	[diˈziːz]	болезнь, заболевание
<b>diverse</b> (adj.)	[daɪˈvɜːs]	разнообразный
<b>entertainment</b> (n.)	[entəˈteɪnm(ə)nt]	развлечение
<b>exciting</b> (adj.)	[ɪkˈsaɪtɪŋ]	захватывающий, волнующий
<b>expensive</b> (adj.)	[ɪkˈspensɪv]	дорогой
<b>facilities</b> (n. pl.)	[fəˈsɪlɪtɪz]	удобства, возможности
<b>interaction</b> (n.)	[ɪntərˈækʃ(ə)n]	взаимодействие
<b>living cost</b> (n.)	[ˈlɪvɪŋ ˈkɒst]	стоимость жизни
<b>medical treatment</b>	[ˈmædɪkəl ˈtrɪtmənt]	медицинское обслуживание

<b>occur</b> (v.)	[ə'kɜ:]	происходить, случаться
<b>offer</b> (v.)	['ɒfə]	предлагать
<b>open-minded</b> (adj.)	[əʊp(ə)n'maɪndɪd]	с широким кругозором, непредубежденный
<b>opportunity</b> (n.)	[ɒpə'tju:nɪtɪ]	возможность
<b>option</b> (n.)	['ɒpʃ(ə)n]	вариант
<b>overcome</b> (v.)	[əʊvə'kʌm]	преодолеть
<b>peak time</b>	['pi:k 'taɪm]	период пиковой нагрузки, час пик
<b>pollution</b> (n.)	[pə'lu:ʃ(ə)n]	загрязнение
<b>provide</b> (v.)	[prə'vaɪd]	обеспечивать
<b>reduce</b> (v.)	[rɪ'dju:s]	уменьшать, сокращать
<b>relationship</b> (n.)	[rɪ'leɪʃə,nʃɪp]	связь, отношение
<b>rural area</b>	['rʊər(ə)l 'eəriə]	сельская местность
<b>severe</b> (adj.)	[si'veɪə]	тяжелый
<b>traffic jam</b>	['træfɪk 'dʒæm]	пробка
<b>unpleasant</b> (adj.)	[ʌn'plez(ə)nt]	неприятный
<b>vibrant</b> (adj.)	['vaɪbr(ə)nt]	живой, полный жизни

## 1. Read and translate the text, using the glossary.

### Advantages of Living in a Big City

Do you live in a big city? It is said that living in big cities is expensive because of the high living cost. There are also pollution and traffic problems that make living in big cities unpleasant. However, many people enjoy living in big cities because they offer convenience and countless options for entertainment.

Many big cities already have good public transportation systems, which make it easy for the citizens to go anywhere around the city. This also reduces and helps overcome the problem of traffic jams that often occur at peak times. With the convenience of public transportation, the citizens do not have to drive everywhere and can save money as they do not have to pay for parking charges.

Staying healthy is everybody's concern and in big cities you can find the best possible medical care for different diseases, especially the severe ones. Moreover, compared to rural areas, access to medical treatment is easier because there are always clinics or medical centers that are open 24 hours in many parts of the city so you can get medical help anytime, as soon as you need it. Reaching hospitals is also easier as public transport is usually available 24 hours a day.

There is a saying that big cities never sleep. This is true for some cities in which the nightlife begins just when people in other cities are ready to go to bed. Big cities like New York, Madrid, London and Paris have vibrant nightlife. People can still find entertainment, dine out or go shopping into the early hours.

City dwellers are usually more diverse and there are many communities that hold social events or parties, which provide interesting opportunities for social interactions and social networking. The social interactions allow you to learn about other cultures and share interests with people from different backgrounds, which makes you more open minded and able to understand individuals. On the other hand, social networking helps you to broaden not only personal but also professional relationships.

All in all, living in big cities is more convenient because of the complete facilities provided. The advanced transportation system enables the citizens to access public facilities easier, cheaper and faster. Big cities also provide better education and health service. In addition, city life is more fun and exciting because there is a wide range of entertainment to enjoy and many social events to attend.

## **2. Answer the questions to the text.**

1. Why do many people like living in big cities?
2. What is the advantage of a good public transportation system?
3. Why is it easier to get medical treatment in big cities?
4. What can people in big cities do in the early hours but people in rural areas cannot?
5. What is the benefit of attending social events?

## **3. Read the following definitions and match them with an appropriate adjective from the glossary.**

- a) making one feel very happy and enthusiastic
- b) relating to the countryside and not to towns
- c) having all necessary parts, elements, or steps
- d) full of excitement and energy
- e) ready to consider ideas and opinions that are new or different to one's own
- f) not enjoyable
- g) having the most modern and recently developed ideas, methods, etc.

## **4. Fill in the gaps with the missing words, using their appropriate form (two words are odd). Translate the sentences into Russian.**

*Background, broaden, citizen, concern, convenience, entertainment, interaction, occur, reduce, relationship.*

1. There's a chance that a similar event ... in the future.
2. I enjoy the ... of living near a post office.
3. He is a French ... by birth.
4. Respect is a very important part of any ... .
5. His interests ... to include art and music, not just sports.
6. Language may be conceived of as a process which arises from social ... .
7. It's important to understand other people, people from different ... .
8. I share your ... about these problems.



## **5. Work with word formation.**

**a) Form nouns from the following adjectives, using suffixes -ity, -ment, -ion, -ness:**

Available, diverse, exciting, complete, expensive.

**b) Form nouns from the following verbs, using suffixes -tion, -sion, -ison.**

Reduce, provide, compare.

**c) Identify the verbs, from which the following nouns are formed:**

Entertainment, interaction, treatment, pollution, relationship.

**d) Find examples of zero derivation (conversion) in the text.**

## **6. Translate the sentences from Russian into English using the words and word combinations from the glossary.**

1. В больших городах медицинское обслуживание более доступно.
2. Передовые медицинские технологии позволяют справиться даже с самыми тяжелыми заболеваниями.
3. Стоимость жизни повысилась по сравнению с предыдущим десятилетием.
4. Пробки в часы пик в больших городах – это одна из причин загрязнения воздуха.
5. Давай сегодня где-нибудь пообедаем? Какие есть недорогие варианты?
6. Отель предлагает возможность воспользоваться широким спектром удобств.

## **7. Discuss the following quotations. Use expressions given in the appendix.**

Anyone who thinks small towns are friendlier than big cities lives in a big city.

*Richard Peck*

Cities force growth and make people talkative and entertaining, but they also make them artificial.

*Ralph Waldo Emerson*

Cities are not like suburbs, only denser. They differ from towns and suburbs in basic ways, and one of these is that cities are, by definition, full of strangers.

*Jane Jacobs*

## **8. Let's talk about your native town:**

1. What springs to mind when you hear the word "hometown"?
2. What is the geography of your hometown?
3. Would you like to live in your hometown forever?
4. What are the biggest industries or employers in your hometown?
5. Is your hometown famous for anything?
6. What things would you take a visitor to see in your hometown?

7. What are the good and bad things about your hometown?
8. How proud are you of your hometown?
9. What was it like growing up in your hometown?
10. What are the people like in your hometown?
11. How would you describe your hometown in five adjectives?
12. What do you think your hometown will be like in 50 years from now?

## *Lesson 4*

### **Glossary**

<b>acquire</b> (v.)	[ə'kwaɪə]	получать, приобретать
<b>activity</b> (n.)	[æk'tɪvɪtɪ]	деятельность
<b>badge</b> (n.)	['bædʒ]	значок
<b>benefit from</b> (v.)	['benɪfɪt frəm]	извлекать пользу
<b>boring</b> (adj.)	['bɔːrɪŋ]	скучный
<b>broaden</b> (v.)	['brɔːd(ə)n]	расширять
<b>camping</b> (n.)	['kæmpɪŋ]	отдых на природе, турпоход
<b>connect</b> (v.)	[kə'nekt]	соединять, связывать
<b>consider</b> (v.)	[kən'sɪdə]	рассматривать, считать
<b>crammed full</b>	['kræmd fʊl]	набитый до отказа
<b>damage</b> (v.)	['dæmɪdʒ]	повредить
<b>deal with</b> (v.)	['diːl wɪð]	иметь дело с; обсуждать что-либо
<b>depend on</b> (v.)	[dɪ'pend ɒn]	зависеть от
<b>different</b> (adj.)	['dɪf(ə)r(ə)nt]	различный, другой
<b>enjoyment</b> (n.)	[ɪn'dʒɔɪmənt]	наслаждение
<b>escape</b> (v.)	[ɪ'skeɪp]	убегать, уходить
<b>especially</b> (adv.)	[ɪ'speʃ(ə)li]	особенно
<b>experience</b> (n.)	[ɪk'spɪəriəns]	опыт
<b>fashionable</b> (adj.)	['fæʃ(ə)nəb(ə)l]	модный
<b>fishkeeping</b> (n.)	['fɪʃ'kiːpɪŋ]	аквариумистика
<b>gain</b> (v.)	['geɪn]	получать, набирать
<b>get acquainted</b> (v.)	[get ə'kweɪntɪd]	познакомиться
<b>impression</b> (n.)	[ɪm'preʃ(ə)n]	впечатление
<b>improve</b> (v.)	[ɪm'pruːv]	улучшать
<b>knick-knack</b> (n.)	['nɪ'knæk]	безделушка, украшение
<b>knitting</b> (n.)	['nɪtɪŋ]	вязание
<b>make sure</b> (v.)	['meɪk 'ʃʊə]	убедиться
<b>matchbox</b> (n.)	['mætʃbɒks]	спичечный коробок

<b>opportunity</b> (n.)	[ɒpə'tju:nɪtɪ]	возможность
<b>prefer</b> (v.)	[prɪ'fɜ:]	предпочитать
<b>recreation</b> (n.)	[ˌrekri'eɪʃ(ə)n]	отдых, развлечение
<b>relax</b> (v.)	[rɪ'læks]	расслабляться
<b>self-expression</b> (n.)	[ˌselfɪk'spreʃ(ə)n]	самовыражение
<b>substantial</b> (adj.)	[səb'stænʃ(ə)l]	существенный
<b>thimble</b> (n.)	['θɪmb(ə)l]	наперсток
<b>unforgettable</b> (adj.)	[ʌnfə'getəb(ə)l]	незабываемый
<b>valuable</b> (adj.)	['væljuəb(ə)l]	ценный

## 1. Read and translate the text, using the glossary.

### Leisure Time and Hobbies

Our life would be hard without rest and recreation. People have quite different ideas of how to spend their free time. For some of them the only way to relax is watching TV or drinking beer, whereas other people spend their spare time getting maximum benefit from it.

If you enjoy doing some activity in your free time, than you have a hobby. Hobbies are not connected with a person's profession, but they are practiced for fun and enjoyment. A hobby gives one the opportunity of acquiring substantial skill, knowledge and experience. A hobby is a kind of self-expression and the way to understand other people and the whole world.

People's hobbies depend on their age, intelligence level, character and personal interests. What is interesting to one person can be trivial or boring to another. That's why some people prefer reading, cooking, knitting, collecting, playing a musical instrument, painting, photography, fishkeeping or playing computer games while others are fond of dancing, travelling, camping or sports.

Collecting things is a very popular hobby and it may deal with almost any subject. Some people collect stamps, coins, badges, books, clocks or toys. Other people collect beer cans, key rings, stones, matchboxes, thimbles, etc. Once you have a small collection you keep adding to it. Some people do not even remember how their collection started but now their house is crammed full of different knick-knacks which they can't use but keep for the sake of having them. However, some people collect valuable and rare things as they consider it to be a good investment of their money.

If you are active and tired of town life, if you long for changes and want to get away from civilization, than camping is for you. It is a cheap way to rest, to improve your health, to train yourself physically and to enjoy nature.

Ecotourism is becoming popular and fashionable all over the world, especially with people who try to damage the environment as little as possible. Tourists visit places of natural beauty and they usually travel on foot, by bicycle or boat so that there is no pollution. They stay in local houses or hotels and eat local food. Their aim is to enjoy nature, get acquainted with the local culture and get unforgettable

impressions without polluting, wasting or destroying natural resources. They make sure to keep places that they visit clean and safe.

A hobby plays a very important educational, stimulation and psychological role, it makes you stronger both physically and mentally, helps you escape from reality, improve your knowledge, broaden your mind, develop your skills and gain a better understanding of how the world works.

## **2. Answer the questions to the text.**

1. What definitions of the word “hobby” are given in the text?
2. What opportunities does a hobby give?
3. What do people’s hobbies depend on?
4. Is there a hobby suitable for everyone?
5. Why is collecting things a popular hobby?
6. What hobby is perfect for active people who are tired of living in a city?
7. What is ecotourism?
8. What are the functions of a hobby?

## **3. Read the following definitions and match them with an appropriate noun from the glossary.**

- a) an occasion or situation that makes it possible to do something that you want to do or have to do
- b) an idea, feeling, or opinion about something or someone
- c) the feeling of pleasure and satisfaction that you have when you do or experience something that you like
- d) something that you spend time doing
- e) a small, decorative object, especially in a house
- f) assertion of one’s individual traits
- g) a way of enjoying yourself when you are not working
- h) knowledge that you get from doing a job, or from doing, seeing, or feeling something

## **4. Fill in the gaps with the missing verbs, using their appropriate form (two words are odd). Translate the sentences into Russian.**

*Benefit from, connect, consider, damage, deal with, gain, improve, make sure, prefer, relax.*

1. We ... to travel in first class.
2. He reads to ... his mind.
3. ... you ... the possibility of retraining?
4. Monorails ... different parts of the park.
5. I wanted to ... you were all right.
6. Ecotourists try not to ... the environment.
7. Did you ... your holiday?
8. How are we going to ... this problem?

## **5. Work with word formation.**

**a) Form nouns from the following verbs, using suffixes –ion, -ation, -ment, -ence:**  
Acquire, connect, consider, depend, improve, prefer.

**b) Identify the verbs, from which the following nouns are formed:**  
Expression, enjoyment, impression, pollution, recreation.

**c) Find examples of zero derivation (conversion) in the text.**

## **6. Translate the sentences from Russian into English using the words and word combinations from the glossary.**

1. Хобби – это способ самовыражения, также это отличная возможность расслабиться и уйти от повседневных проблем.
2. Выбор хобби зависит от характера человека: кто-то предпочитает отдых на природе, кто-то – вязание или аквариумистику.
3. Путешествия позволяют расширить кругозор, а также получить незабываемый опыт.
4. Мой друг увлекается коллекционированием, его квартира до отказа забита безделушками: наперстками, коробками, значками и т. д.
5. На этой выставке можно познакомиться с модными направлениями современного искусства.
6. В наше время такой вид отдыха как экотуризм набирает популярность.

## **7. Discuss the following quotations. Use expressions given in the appendix.**

If you are losing your leisure, look out! – It may be you are losing your soul.  
*Virginia Woolf*

Happy is a man who can make a living by his hobby.  
*George Bernard Shaw*

A hobby is only fun if you don't have time to do it.  
*Leo Beenhakker*

## **8. Let's talk about hobbies:**

1. What do you do in your spare time?
2. How much time do you have each week for your hobbies?
3. Is there some other hobby or sport you would like to try? Why?
4. Do you think modern lifestyles give people enough time for leisure?
5. Can you tell something about a person by his or her hobbies?
6. What kind of new leisure activities can we see appearing in the future?
7. Do you agree that in order to be a complete person one has to have a hobby?
8. Are your generations' hobbies much different from those of your parents? If so, what are the differences?

## 9. Skim the text. Think of five questions to cover its content.

### Leisure Travel

Man has always travelled for various reasons, but visiting places as a leisure activity is a relatively recent trend. In fact, travelling imparts (давать) so much knowledge that it is considered the best teacher in the world. Here are some of the reasons why leisure travel is so popular.

First of all, travelling broadens your mind. Exposure (контакт) to new cultures, languages and people helps in expanding our mindset. A different lifestyle, distinct behavior or unique approach to life of the people you meet during your travel can help you develop a better attitude towards life.

Secondly, travelling boosts (повышает) confidence and relationship. Travelling solo or in a group as a backpacker (пеший турист) is an essential part of transition to adulthood. While overcoming diverse hurdles (преграда) on the way, backpackers mature into responsible citizens. When traveling in groups, the experience enhances the ability to bond and establish rapport (добиться взаимопонимания) with complete strangers.

Thirdly, travelling is an opportunity to get a visual and culinary treat. New places bring new sights and new food. Visiting strange places and meeting new people is an exciting experience. Every piece of land around the world is rich in picturesque (живописный) landscapes and historical monuments. Whether a gourmet or not, most of us love food. A chance to enjoy authentic dishes from local cuisines is definitely not to be missed.

Finally, travelling helps one to get rid of fatigue (усталость) and come back to work refreshed. Moreover, it brings families together and helps them to understand and enjoy each other more.

## UNIT 2

### SOCIAL AND CULTURAL SPHERE OF COMMUNICATION

#### Lesson 5

#### Glossary

<b>ability</b> (n.)	[ə'bilɪtɪ]	способность, умение
<b>arrange</b> (v.)	[ə'reɪn(d)ʒ]	организовывать
<b>athletics</b> (n.)	[æθ'letɪks]	атлетика, занятие спортом
<b>attend</b> (v.)	[ə'tend]	посещать, присутствовать
<b>brave</b> (adj.)	['breɪv]	храбрый
<b>bring up</b> (v.)	['brɪŋ ʌp]	воспитывать
<b>consider</b> (v.)	[kən'sɪdə]	считать, рассматривать
<b>correctly</b> (adv.)	[kə'rek(t)lɪ]	правильно
<b>cooperation</b> (n.)	[kəʊ'pɹə'reɪʃ(ə)n]	сотрудничество, взаимодействие
<b>cycle</b> (v.)	['saɪk(ə)l]	ездить на велосипеде
<b>develop</b> (v.)	[dɪ'veləp]	развивать, разрабатывать
<b>devote</b> (v.)	[dɪ'vəʊt]	посвящать
<b>difficulty</b> (n.)	['dɪfɪk(ə)ltɪ]	трудность, сложность
<b>enjoy</b> (v.)	[ɪn'dʒɔɪ]	получать удовольствие, наслаждаться, любить
<b>event</b> (n.)	[ɪ'vent]	событие, мероприятие
<b>exercise</b> (n.)	['eksəsaɪz]	упражнение
<b>gymnastics</b> (n.)	[dʒɪm'næstɪks]	гимнастика
<b>health</b> (n.)	[helθ]	здоровье
<b>healthy</b> (adj.)	['helθɪ]	здоровый
<b>helpful</b> (adj.)	['helpfʊl]	полезный
<b>indoor</b> (adj.)	['ɪndɔː]	происходящий в помещении
<b>meantime</b> (adv.)	['miːntaɪm]	тем временем
<b>muscle</b> (n.)	['mʌs(ə)l]	мышца
<b>outdoor</b> (adj.)	['aʊtdɔː]	уличный, на открытом воздухе
<b>overcome</b> (v.)	[əʊvə'kʌm]	преодолеть
<b>persistence</b> (n.)	[pə'sɪst(ə)ns]	настойчивость, упорство
<b>possible</b> (adj.)	['pɒsɪb(ə)l]	возможный
<b>prefer</b> (v.)	[prɪ'fɜː]	предпочитать
<b>quality</b> (n.)	['kwɒlɪtɪ]	качество
<b>responsibility</b> (n.)	[rɪ'spɒnsɪ'bɪlɪtɪ]	ответственность, обязанность
<b>skate</b> (v.)	['skeɪt]	кататься на коньках
<b>ski</b> (v.)	[skiː]	кататься на лыжах

<b>spare (time)</b> (adj.)	[speə]	свободное (время)
<b>support</b> (n., v.)	[sə'pɔ:t]	поддержка; поддерживать
<b>track-and-field</b>	[,træk ən 'fi:ld]	легкая атлетика
<b>unfortunately</b> (adv.)	[ʌn'fɔ:tʃ(ə)nətli]	к сожалению
<b>useful</b> (adj.)	['ju:sfʊl]	полезный
<b>wealth</b> (n.)	[welθ]	богатство, благосостояние
<b>wrestling</b> (n.)	['reslɪŋ]	борьба

## 1. Read and translate the text, using the glossary.

### Sports

They say “Health is above wealth”. Thousands of people consider sports to be very helpful in gaining good health. That’s why every country pays much attention to developing sports. Sport helps to bring up strong, brave and energetic people. Team games develop such qualities as responsibility and cooperation; individual sports develop persistence and ability to overcome difficulties.

Unfortunately, it is very difficult to find time for going in for sports regularly. People have become too busy nowadays. There are quite a number of people who prefer watching sporting events rather than taking part in them. They are called sports fans. They are ready to give every moral support to their favourite sportsmen or teams.

In the meantime, thousands of people devote their spare time to going in for sports. They play indoor and outdoor games: volleyball, basketball, table tennis, hockey, lawn tennis. A lot of people go in for track-and-field athletics, cycling, boxing, wrestling, and gymnastics and so on. Hockey, figure skating, skiing and snowboarding are among the most popular winter sports. In summer swimming is enjoyed by millions of people. There are many indoor swimming pools, which make swimming possible all the year round. Cycling is a useful exercise too, because it gives much work to the muscles. Physical training lessons are enjoyed by many students as they give a lot of energy, make students strong, quick and healthy. Besides students attend a lot of sports clubs and sports sections after classes, where they devote their time to their favorite kind of sport.

So, if physical fitness and health are important to you, you can arrange you day correctly and find an opportunity for going in for sports.

## 2. Answer the questions to the text.

1. What role do sports play in people’s life?
2. What moral qualities do sports develop in people?
3. Why is it difficult to find time for going in for sports regularly?
4. What are the most popular winter sports?
5. What are the most popular summer sports?



**3. Read the following definitions and match them with an appropriate sport mentioned in the text.**

- a) the sport or activity of riding a bicycle
- b) a game for two teams, usually of six players, in which a large ball is hit by hand over a high net, the aim being to score points by making the ball reach the ground on the opponent's side of the court
- c) an indoor game, played with small bats and a ball bounced on a table divided by a net.
- d) a game played on an ice rink by two teams of six players on skates whose object is to drive a puck into the opponents' goal
- e) the sport or activity of grappling with an opponent and trying to throw or hold them down on the ground, typically according to a code of rules
- f) the sport or practice of fighting with the fists, especially with padded gloves in a roped square ring according to prescribed rules
- g) a game played between two teams of five players in which goals are scored by throwing a ball through a netted hoop fixed at each end of the court

**4. Fill in the gaps with the missing words, using their appropriate form (two words are odd). Translate the sentences into Russian.**

*Attend, brave, bring up, correctly, healthy, meantime, overcome, support, unfortunately, wealth.*

- 1. The next programme starts in five minutes; in the ... , here's some music.
- 2. It was ... of you to make a jump with a parachute.
- 3. We're making sure everything is done ... .
- 4. ..., it is not easy to find time for doing sports regularly.
- 5. Most people equate ... with success.
- 6. Sport ... healthy, persistent and energetic people.
- 7. What football team ... you ...?
- 8. We were invited ... the official opening of the championship.

**5. Work with word formation.**

**a) Add negative prefixes un-, in-, im-, ir- to form adjectives with the opposite meaning:**

Able, healthy, cooperative, correct, possible, regular, responsible, fortunate, wealthy.

**b) Substitute the suffix -less for the suffix -ful to form adjectives with the opposite meaning:**

Helpful, useful, careful, harmful, painful, powerful, tactful, tasteful.

**6. Translate the sentences from Russian into English using the words and word combinations from the glossary.**

- 1. Многие люди посвящают свое свободное время спорту.

2. Спорт помогает развить такие качества, как умение взаимодействовать, ответственность, упорство, способность преодолевать трудности.
3. Даже 20 минут физических упражнений в день будут полезны для здоровья.
4. Если позволяет погода, занятия по физкультуре проводятся на улице, но мне больше нравится заниматься в помещении.
5. Легкая атлетика, велоспорт, плавание и бег на лыжах – довольно популярные виды спорта в России.
6. Университет организует различные спортивные мероприятия для студентов и сотрудников.

**7. Discuss the following quotations. Use expressions given in the attachment.**

One man practicing sportsmanship is far better than 50 preaching it.

*Knute Rockne*

Exercise not only changes your body, it changes your mind, your attitude and your mood.

*Jim Rohn*

Take care of your body. It's the only place you have to live.

*Denis Waitley*

**8. Let's talk about sport:**

1. What's your favourite sport?
2. How often do you play it?
3. How many hours of sports do you have at university? Is this enough?
4. Which sports do you think are dangerous?
5. Which sport would you like to try? Explain why.
6. Have you ever won an award or medal in a sports competition? Talk about it.
7. Name three sports played with a ball. Explain the rules for one.
8. Which sports are popular in your country? Talk about them.
9. Do you prefer playing or watching sports? Why?
10. Which do you prefer: playing sports or computer games? Why?
11. Which sports is your country good at? Name the most famous players.
12. Do you prefer individual or team sports? Explain why.

## Lesson 6

### Glossary

<b>arrogant</b> (adj.)	[ 'ærəg(ə)nt]	высокомерный
<b>assignment</b> (n.)	[ə 'saɪnm(ə)nt]	задание
<b>attitude</b> (n.)	[ 'ætɪtju:d]	отношение
<b>avoid</b> (v.)	[ə 'vɔɪd]	избегать
<b>beneficial</b> (adj.)	[benɪ 'fɪʃ(ə)l]	благотворный, полезный
<b>contribute</b> (v.)	[kən 'trɪbjʊ:t]	способствовать, вносить вклад
<b>cooperate</b> (v.)	[kəʊ 'pɒrəɪt]	сотрудничать, взаимодействовать
<b>distraction</b> (n.)	[dɪ 'strækʃ(ə)n]	отвлекающий фактор
<b>interrupt</b> (v.)	[ɪntə 'rʌpt]	прерывать, перебивать
<b>oxygen</b> (n.)	[ 'ɒksɪdʒ(ə)n]	кислород
<b>perform</b> (v.)	[pə 'fɔ:m]	выполнять
<b>proper</b> (adj.)	[ 'prɒpə]	надлежащий, правильный
<b>prove</b> (v.)	[pru:v]	доказывать; оказываться
<b>provide</b> (v.)	[prə 'vaɪd]	обеспечивать
<b>reliable</b> (adj.)	[rɪ 'laɪəb(ə)l]	надежный
<b>solution</b> (n.)	[sə 'lu:ʃ(ə)n]	решение
<b>strength</b> (n.)	[streŋkθ]	достоинство, сильная сторона
<b>successful</b> (adj.)	[sək 'sesfʊl]	успешный
<b>take care</b> (v.)	[teɪk 'keə]	заботиться
<b>take for granted</b>	[teɪk fə(r) 'grɑ:ntɪd]	принимать как само собой разумеющееся
<b>weakness</b> (n.)	[ 'wi:knəs]	слабое место, недостаток
<b>workload</b> (n.)	[ 'wɜ:kləʊd]	рабочая нагрузка

### 1. Read and translate the text, using the glossary.

#### How to Be a Good Student

Being a successful student can't be taken for granted. In many cases, you have to work hard to get there. Here are a few qualities you will need to have success and perform well at university.

First of all, you should know what kind of person you are. Look at your strengths and weaknesses. That way you will quickly find out what aspects you should concentrate on to get better.

Time management is a very important aspect of studying. As a student, your everyday life will tend to be very stressful and organizing your daily workload will surely prove to be beneficial.

Try to avoid the distractions of daily life. You should work and study in places where you aren't interrupted easily. Turn off mobile phones and other electronic devices when working. Study with groupmates who are reliable and have the same attitudes towards university as you do.

Sometimes you have to show that you are a good team player. When lecturers give you assignments that must be solved together, you must prove that you can cooperate with others. Don't be bossy and arrogant. Being a good listener also helps, as others might have good ideas about a certain topic too. Contribute solutions in order to get important work done.

Being a student, it is important to balance life and university. You should take care of your health, get enough sleep and eat the right things. Start the day with a proper breakfast that gives you the energy you need. Getting exercise is vital as it provides the brain with the oxygen it needs to get things done.

## **2. Answer the questions to the text.**

1. What aspects of being a good student are mentioned in the text?
2. Why is it so important to organize your daily workload?
3. What places should be chosen for working and studying?
4. Is it a good idea to be bossy with your groupmates? Why?
5. Why is it important to get enough physical exercise when studying?

## **3. Read the following definitions and match them with an appropriate verb or verb collocation from the glossary.**

- a) to do a job or a piece of work
- b) to fail to properly appreciate someone or something
- c) to work together with someone in order to achieve the same aim
- d) to help to cause or bring about
- e) to show that something is true
- f) to stop an action or activity, usually for a short period of time
- g) to be cautious and keep oneself safe
- h) to stay away from a person, place, situation, etc.

## **4. Fill in the gaps with the missing words, using their appropriate form (two words are odd). Translate the sentences into Russian.**

*Arrogant, assignment, beneficial, contribute, distraction, interrupt, perform, prove, strength, weakness.*

1. It is impolite to ... someone who is speaking.
2. They have a relationship that is ... to both of them.
3. Her main ... is her critical thinking ability.
4. I find it hard to work at home because there are too many ... .

5. She's first in her class, but she's not ... about it.
6. He ... an important role in our organization.
7. He did not ... to the project.
8. The ... gave him the chance to prove his talents.

## 5. Work with word formation.

### a) Form nouns from the following adjectives, using suffixes -ance and -(i)ty:

Arrogant, certain, important, reliable.

### b) Form nouns from the following verbs, using suffixes -ion and -ance:

Concentrate, contribute, interrupt, perform, provide.

### c) Identify the verbs, from which the following nouns are formed.

Assignment, distraction, organization, solution.

## 6. Translate the sentences from Russian into English using the words and word combinations from the glossary.

1. При подготовке к экзамену важно избегать отвлекающих факторов и правильно распределить рабочую нагрузку.
2. Анализ собственных слабых и сильных сторон позволяет определить аспекты, на которые стоит обратить внимание.
3. Правильное отношение к учебе обеспечит успешное окончание университета.
4. У меня есть решение этой задачи – подобное задание мы разбирали на занятиях.
5. Во время занятий полезно делать перерывы на зарядку, так как физические упражнения обеспечивают приток кислорода к мозгу.
6. Никто не любит высокомерных людей, так как с ними трудно взаимодействовать.

## 7. Discuss the following quotations. Use expressions given in the appendix.

Being a student is easy. Learning requires actual work.

*William Crawford*

The more you learn, the more you earn.

*Warren Buffett*

Education is a continual process, it's like a bicycle... If you don't pedal you don't go forward.

*George Weah*

## **8. Let's talk about education:**

1. Where did you go to school? Do you think it was a good school? Explain your point.
2. What is your favourite subject at university? Why do you like it?
3. What are the qualities of a good teacher? A good student?
4. Once you graduate, should you stop learning? How can you continue to learn?
5. Which are the best universities in your country?
6. How much homework or papers do students need to do? How much free time do they have?
7. Is studying expensive in your country? What are the costs?
8. Do you think it is easier to learn as a child or as an adult? Explain your point.
9. Does education guarantee a good job?
10. "I'd rather start making money at sixteen than continue studying." Do you agree?
11. Which is more important: the skills you learn at school/university or the ones you acquire in real life?
12. Would you consider studying abroad? Where? Why?

## **9. Skim the text. Think of five questions to cover its content.**

### **University Life in Britain**

In Britain, many university students live away from home. This gives them more freedom and the opportunity to meet lots of new people, but can also be difficult for some students who are not used to being on their own and have never learnt to cook for themselves or even iron (гладить) their clothes. In their first year, most students choose to live in student accommodation (студенческое общежитие), which is sometimes on campus. After that, they tend to rent a flat or house with other students.

Part of student life is about understanding the importance of managing your money carefully: tuition fees (плата за обучение), loans you may have taken out, money for food, and payments you have to make for your living costs, for electricity, etc. For this reason, many students find part-time jobs.

At university, you can often choose when you want to study, but you need to attend lectures, do your assignments on time, and plan your revision period before exams.

## *Lesson 7*

### **Glossary**

<b>abandoned</b> (adj.)	[ə'bənd(ə)nd]	покинутый, оставленный
<b>ability</b> (n.)	[ə'bɪlɪtɪ]	способность
<b>affect</b> (v.)	[ə'fekt]	влиять
<b>anxiety</b> (n.)	[æŋ'zæɪəti]	беспокойство, тревожность
<b>appreciate</b> (v.)	[ə'pri:ʃieɪt]	ценить, оценивать
<b>basis</b> (n.)	['beɪsɪs]	основа
<b>certainly</b> (adv.)	['sɜ:tnli]	конечно, непременно
<b>contributor</b> (n.)	[kən'trɪbjʊtə]	содействующий фактор, причина
<b>crucial</b> (adj.)	['kru:ʃ(ə)l]	решающий, ключевой
<b>effort</b> (n.)	['efət]	усилия
<b>enjoyment</b> (n.)	[ɪn'dʒɔɪmənt]	наслаждение, радость
<b>essential</b> (adj.)	[ɪ'senʃ(ə)l]	важный, существенный
<b>generosity</b> (n.)	[dʒenə'rɒsəti]	великодушие, щедрость
<b>hardships</b> (n. pl.)	['hɑ:dʃɪp]	лишения, трудности
<b>intangible</b> (adj.)	[ɪn'tæn(d)ʒɪb(ə)l]	нематериальный
<b>lack</b> (n.)	['læk]	недостаток
<b>laziness</b> (n.)	['leɪzɪnəs]	лень
<b>long-lasting</b> (adj.)	[ˌlɒŋ'la:stɪŋ]	продолжительный, долгий
<b>meet a need</b>	['mi:t ə 'ni:d]	удовлетворять потребность
<b>miserable</b> (adj.)	['mɪz(ə)rəb(ə)l]	несчастный
<b>necessity</b> (n.)	[nɪ'sesɪti]	необходимость
<b>ownership</b> (n.)	['əʊnəʃɪp]	обладание
<b>prosperity</b> (n.)	[prɒ'sperɪti]	благополучие, процветание
<b>protect</b> (v.)	[prə'tekt]	защищать
<b>recognize</b> (v.)	['rekəɡnaɪz]	ценить, признавать
<b>reason</b> (n.)	['ri:z(ə)n]	причина
<b>relationship</b> (n.)	[rɪ'leɪʃ(ə)nʃɪp]	отношение
<b>release</b> (v.)	[rɪ'li:s]	выпускать, выделять
<b>require</b> (v.)	[rɪ'kwaɪə]	требовать
<b>respect</b> (v.)	[rɪ'spekt]	уважать
<b>suffer</b> (v.)	['sʌfə]	страдать, терпеть
<b>tiredness</b> (n.)	['taɪədnes]	усталость
<b>wonder</b> (v.)	['wʌndə]	интересоваться, задаваться вопросом

## 1. Read and translate the text, using the glossary.

### The Secret of Happiness

Have you ever wondered what makes people happy? Why are some people on cloud nine while others are always down in the dumps? What's the secret?

Is it pots of money, good health, loving relationships, owning the latest gadget or simply chocolate?

1

The latest World Happiness Report says that prosperity is not the main reason for happiness. If you suffer real hardship, you are unlikely to be happy, but once your basic needs are met, money and material things become less of a necessity. Happiness depends more on recognizing the things you have and appreciating them, rather than getting more things. Yes, money can buy you the latest smartphone, tablet or fashion item, and you might get a kick out of the ownership of these material objects, but this enjoyment is usually short-lived. Remember all those presents you got for New Year when you were little? You were over the moon when you opened them, but not for long. A month later, they were lying abandoned at the bottom of a drawer. And have you forgotten those delicious chocolates that made you feel really happy when you were eating them, but ill after you'd finished them all?

2

It seems that deep, long-lasting happiness comes from intangible things rather than things like chocolates and smartphones. One essential factor is human relationships. People who have the support of family members and also have strong friendships are more likely to be happy. Feeling protected and respected and knowing you can trust in the people around you is vital. But happiness means you have to give and take. Performing acts of kindness and generosity on a regular basis, for example, listening to a friend in need or carrying a neighbour's shopping, will make you feel on top of the world. Even a simple smile can work wonders. In fact, they say that one smile makes a person feel as good as eating 2,000 bars of chocolate (not all at once, of course!).

3

It's not surprising that health is another key contributor to happiness. Poor health will certainly make you feel down in the mouth. But being healthy and staying healthy requires some effort. A healthy diet is crucial and so is regular exercise. Laziness will not make you happy. Exercising for twenty to thirty minutes a day helps to reduce stress and anxiety and makes you feel more positive and optimistic because it releases endorphins (feel-good chemicals). So, if you've been feeling blue and worrying too much about your exams, get exercising. You'll also find that you sleep better.

4

Talking of sleep, do you often wake up feeling miserable? If so, it's probably because you haven't had enough of it. Teenagers tend to go to bed too late and have to get up early, so many suffer from a lack of sleep. Tiredness will certainly affect your happiness levels and put you in a bad mood. It also affects your ability to concentrate and may slow your growth. So if you want to be happy and do well at



university, try to get at least eight hours a night. Now you know the theory, it's time to put it all into practice. Smile, everyone!

**2. Match headings a-f with paragraphs 1-4. There are two headings that you do not need.**

- a) Recharge your body and mood
- b) Short-lived happiness
- c) A natural remedy
- d) Can having more and more make you happy?
- e) Help and be helped
- f) Do well at school and be happy

**3. Answer the questions to the text.**

- 1. According to the text, what are the three basic needs which are essential for happiness?
- 2. What kind of happiness do material objects provide?
- 3. What does the sentence 'Happiness means you have to give and take' refer to? Give some examples.
- 4. What effect does exercise have on a person's mood?
- 5. According to the text, what happens if you do not get enough sleep? Is this true in your experience?
- 6. What do you agree with in the text? Is there anything you don't agree with?

**4. An idiom is a group of words which form an expression. The meaning is different from the literal meanings of the individual words. Study the underlined idioms in the text. Which ones are about happiness and which about sadness?**

**5. Read the following definitions and match them with an appropriate noun from the glossary.**

- a) the way in which people feel and behave towards each other
- b) the quality of not being willing to work or use any effort
- c) the feeling that you are in need of rest or sleep
- d) one of the causes of something
- e) the act, state, or right of possessing something
- f) the need for something
- g) the state of being successful and having a lot of money
- h) willingness to give help or support, especially more than is usual or expected

**6. Fill in the gaps with the missing words, using their appropriate form (two words are odd). Translate the sentences into Russian.**

*Abandoned, affect, crucial, effort, intangible, miserable, protect, recognize, release, respect.*

- 1. If you want to quit smoking, you have to make a serious ... .

2. Physical activity makes a person feel good, because it ... endorphins.
3. Their toys were lying ... under the bed, absolutely forgotten by the children.
4. Vitamins are ... for maintaining good health.
5. Most of us ... the importance of diet and a good night's sleep.
6. An emotional upset can ... your physical health.
7. Physical exercise can ... you against heart disease.
8. He felt lonely and ... after his divorce.

## 7. Work with word formation.

a) Form nouns from the following adjectives, using suffixes: -ness, -ity:

Lazy, kind, necessary, prosperous, tired, generous, happy, able.

b) Choose the correct answer.

Be *kind / kindness* to others. The *able / ability* to help someone will make both you and them feel good. Offer your time to people in need – *generous / generosity* will make you feel good about yourself! Try to get up early – *lazy / laziness* will make you feel *tired / tiredness* – you will feel more positive after an early start.

It's not *necessary / necessity* to have more and more things. *Prosperous / Prosperity* isn't the key to happiness. Be *happy / happiness* with what you have and who you are.

## 8. Translate the sentences from Russian into English using the words and word combinations from the glossary.

1. Недостаток сна может привести к хронической усталости и повышенной тревожности.
2. В основе счастья лежит способность ценить то, что имеешь.
3. Интересно, может ли радость от обладания материальным предметом, например, смартфоном или машиной, быть долгой?
4. Великодушие играет важную роль в человеческих отношениях.
5. Быть счастливым невозможно без удовлетворения базовых потребностей.
6. В молодости ему пришлось терпеть лишения, но сейчас его благосостоянию можно позавидовать.

## 9. Discuss the following quotations. Use expressions given in the appendix.

Nothing can bring you happiness but yourself.

*Ralph Waldo Emerson*

Happiness is when what you think, what you say, and what you do are in harmony.

*Mahatma Gandhi*

When you focus on the good, the good gets better.

*Abraham Hicks*

## 10. Let's talk about happiness:

1. What do you think 'happiness' is?
2. What are some things that make you happy?
3. Should people be happy all the time?
4. Do you think people who have more talent are happier than others?
5. Do you think money makes people happy?
6. Are the things that make people happy today the same as several decades ago?
7. Why do people feel happy when they are with members of their family?
8. What kind of people do you think are most likely to be happy?
9. Do young people and old(er) people find happiness from the same things?
10. Do you think people were happier in the past than they are now?

## Lesson 8

### Glossary

<b>ability</b> (n.)	[ə'bilɪtɪ]	способность
<b>accept</b> (v.)	[ək'sept]	принимать
<b>according to</b> (prep.)	[ə'kɔ:diŋ tə]	в соответствии с
<b>admit</b> (v.)	[əd'mɪt]	признавать, допускать
<b>arise</b> (v.)	[ə'raɪz]	возникать
<b>arrogant</b> (adj.)	[ˈærəɡ(ə)nt]	высокомерный
<b>attention</b> (n.)	[ə'tenʃ(ə)n]	внимание
<b>attribute</b> (v.)	[ə'trɪbjʊ:t]	приписать
<b>awareness</b> (n.)	[ə'weənəs]	осознание
<b>behaviour</b> (n.)	[bɪ'heɪvjə]	поведение
<b>common sense</b>	[ˈkɒmən 'sens]	здравый смысл
<b>consist</b> (v.)	[kə'nsɪst]	состоять
<b>contradictory</b> (adj.)	[kɒntrə'dɪkt(ə)rɪ]	противоречивый
<b>definitive</b> (adj.)	[dɪ'fɪnɪtɪv]	полный, точный
<b>decision</b> (n.)	[dɪ'sɪʒ(ə)n]	решение
<b>deal with</b> (v.)	[ˈdi:l wɪð]	зд. справляться с
<b>disappear</b> (v.)	[dɪsə'piə]	исчезать
<b>emergence</b> (n.)	[ɪ'mɜ:dʒ(ə)ns]	появление
<b>empower</b> (v.)	[ɪm'paʊə]	придавать силы
<b>envy</b> (n.)	[ˈenvɪ]	зависть
<b>exist</b> (v.)	[ɪg'zɪst]	существовать
<b>feel low</b> (v.)	[fi:l 'ləʊ]	чувствовать себя подавленным
<b>handle</b> (v.)	[ˈhænd(ə)l]	(зд.) управлять

<b>hinder</b> (v.)	[ˈhɪndə]	мешать, препятствовать
<b>hone</b> (v.)	[həʊn]	оттачивать
<b>identify</b> (v.)	[aɪˈdentɪfaɪ]	определять
<b>incapable</b> (adj.)	[ɪnˈkeɪpəb(ə)l]	неспособный
<b>interaction</b> (n.)	[ɪntərˈækʃ(ə)n]	взаимодействие
<b>involve</b> (v.)	[ɪnˈvɒlv]	включать, вовлекать
<b>jealousy</b> (n.)	[ˈdʒeləsi]	ревность
<b>manage</b> (v.)	[ˈmænɪdʒ]	управлять, справляться
<b>misread</b> (v.)	[mɪsˈriːd]	неправильно истолковывать
<b>mother</b> (v.)	[ˈmʌðə]	зд. заботиться
<b>obviously</b> (adv.)	[ˈɒbvɪəslɪ]	очевидно
<b>personable</b> (adj.)	[ˈpɜːs(ə)nəb(ə)l]	приятный, располагающий к себе
<b>quantify</b> (v.)	[ˈkwɒntɪfaɪ]	определять количество
<b>recognise</b> (v.)	[ˈrekəɡnaɪz]	распознавать
<b>resentment</b> (n.)	[rɪˈzentm(ə)nt]	негодование, возмущение
<b>savior faire</b> (n.)	[ˌsæv.wɑːˈfeər]	смекалка, выдержка, такт
<b>savoir vivre</b> (n.)	[ˌsæv.wɑːˈviːvrə]	житейская мудрость
<b>simultaneously</b> (adv.)	[ˌs(aɪ)mɪlˈteɪniəsli]	одновременно
<b>success</b> (n.)	[səkˈses]	успех
<b>suggest</b> (v.)	[səˈdʒest]	предлагать
<b>suppress</b> (v.)	[səˈpres]	подавлять
<b>treat oneself</b> (v.)	[ˈtriːt wʌnˈself]	баловать себя

## 1. Read and translate the text, using the glossary.

### Another Intelligence?

Emotional intelligence as a theory was first brought to public attention by the book *Emotional Intelligence, Why It Can Matter More Than IQ* by Daniel Goleman, but the theory itself is, in fact, attributed to two Americans, John D Mayer and Peter Salovey. What is emotional intelligence exactly? According to Goleman, Emotional Intelligence consists of five key elements. The first is knowing one's own emotions: being able to recognize that one is in an emotional state and having the ability to identify which emotion is being experienced, even if it is not a particularly comfortable feeling to admit to, e.g. jealousy or envy.

Emotional awareness can then lead to managing one's emotions. This involves dealing with emotions, like jealousy, resentment, anger, etc., that one may have difficulty accepting by, perhaps, giving oneself comfort food, or doing nice things when one is feeling low. Many people do this instinctively by buying chocolate or treating themselves; others are able to wrap themselves in positive thoughts or

‘mother themselves’. There are, of course, many people who are incapable of doing this, and so need to be taught. The third area is self-motivation. Our emotions can simultaneously empower and hinder us, so it is important to develop the ability to control them. Strategies can be learnt whereby emotions are set aside to be dealt with at a later date. For example, when dealing with the success or good fortune of others, it is better not to suppress any ‘negative’ emotion that arises. One just has to recognize it is there.

As social beings, we need to be able to deal with other people which brings us to the next item on Goleman’s list, namely: recognizing emotions in other people. This means, in effect, having or developing ‘social radar’, i. e. learning to read the weather systems around individuals or groups of people. Obviously, leading on from this is the ability to handle relationships. If we can recognize, understand and then deal with other people’s emotions, we can function better both socially and professionally. Not being tangible, emotions are difficult to analyze and quantify, compounded by the fact that each area in the list above, does not operate in isolation. Each of us has misread a friend’s or a colleague’s behaviour to us and other people. The classic example is the shy person, categorized by some people as arrogant and distant and by others as lively and friendly and very personable. How can two different groups make a definitive analysis of someone that is so strikingly contradictory? And yet this happens on a daily basis in all our relationships – even to the point of misreading the behaviour of those close to us! In the work scenario, this can cost money. And so it makes economic sense for business to be aware of it and develop strategies for employing people and dealing with their employees.

All common sense you might say. Goleman himself has even suggested that emotional intelligence is just a new way of describing competence; what some people might call *savoir faire* or *savoir vivre*. Part of the problem here is that society or some parts of society have forgotten that these skills ever existed and have found the need to re-invent them.

But the emergence of Emotional Intelligence as a theory suggests that the family situations and other social interactions where social skills were honed in the past are fast disappearing, so that people now sadly need to be re-skilled.

## **2. Answer the questions to the text.**

1. What is emotional intelligence?
2. What does managing one’s emotions mean?
3. Why is it important to develop the ability to control one’s emotions?
4. What is meant by the concept of ‘social radar’?
5. What classic example of misreading people’s behaviour is provided in the text?
6. Can we say that Emotional Intelligence is the same as *savoir faire*?

## **3. Read the following definitions and match them with an appropriate noun from the glossary:**

- a) the process of coming into existence
- b) a feeling of anger or unhappiness about something that you think is unfair

- c) the basic level of practical knowledge and judgment that we all need to help us live in a reasonable and safe way
- d) a situation where two or more people or things communicate with each other or react to each another
- e) knowing that something exists, or having knowledge or experience of a particular thing
- f) notice taken of someone or something
- g) a choice that you make about something after thinking about several possibilities
- h) the way in which one acts or conducts oneself, especially towards others.

**4. Fill in the gaps with the missing verbs and verb collocations, using their appropriate form (two verbs are odd). Translate the sentences into Russian.**

*Accept, arise, attribute, disappear, empower, feel low, hone, quantify, suppress, treat oneself.*

1. By repeating this process hundreds and thousands of times, we naturally ... our decision-making skills.
2. These problems won't just ... by themselves.
3. She refused to ... my apology.
4. Many wise people believe that accepting shortcomings can ... you.
5. He struggled to ... his feelings of jealousy.
6. We need to understand how these negative emotions ... and how they work.
7. He ... and tried to kill his loneliness with a book.
8. It is difficult to ... intelligence.

**5. Work with word formation.**

**a) Add prefix mis- with the meaning “badly, wrongly” to the following verbs, translate the verbs you get:**

Behave, define, employ, function, handle, lead, manage, read, treat.

**b) Add prefix dis- with the meaning “opposite of” to the following verbs, translate the verbs you get:**

Agree, allow, appear, believe, empower, respect.

**c) Add prefix re- with the meaning “again” to the following verbs, translate the verbs you get:**

Appear, do, consider, invent, relearn, skill, use.

**6. Translate the sentences from Russian into English using the words and word combinations from the glossary.**

1. Очевидно, что не все обладают способностью правильно распознавать и определять эмоции других людей.
2. Важно научиться справляться с отрицательными эмоциями, такими как зависть, ревность, негодование.

3. Часто мы неверно истолковываем поведение других людей, например, застенчивый человек может показаться нам высокомерным.
4. Сильные эмоции могут и придавать силы, и мешать одновременно.
5. Стоит признать, я испытываю достаточно противоречивые чувства по поводу данного решения.
6. Согласно Д. Гоулману, в целом, эмоциональный интеллект – это то, что некоторые называют смекалкой или житейской мудростью.

**7. Discuss the following quotations. Use expressions given in the appendix.**

I don't want to be at the mercy of my emotions. I want to use them, to enjoy them, and to dominate them.

*Oscar Wilde*

Education is the ability to listen to almost anything without losing your temper or your self-confidence.

*Robert Frost*

Emotion can be the enemy, if you give into your emotion, you lose yourself. You must be at one with your emotions, because the body always follows the mind.

*Bruce Lee*

**8. Let's talk about emotions:**

1. Can you control your emotions well? How?
2. When are emotions a problem?
3. Do you find it easy to explain your feelings to another person? If not, why is it difficult?
4. If you're feeling down, how can you make yourself feel better?
5. Do people know how you feel by looking at your face? Are you good at hiding your emotions?
6. What is the best way to deal with feelings of anger?
7. Can you read another person's emotions? Can you easily tell how other people are feeling? How useful is this ability?
8. What is emotional intelligence? How emotionally intelligent are you?
9. Are women more emotional than men? Or is that just a stereotype?

## UNIT 3

### SOCIAL AND CULTURAL ASPECTS OF COMMUNICATION

#### *Lesson 9*

#### **Glossary**

<b>adopt</b> (v.)	[ə'dɒpt]	принимать
<b>advertising</b> (n.)	['ædvətæɪzɪŋ]	реклама
<b>application</b> (n.)	[æplɪ'keɪʃ(ə)n]	применение; приложение
<b>attempt</b> (n., v.)	[ə'tem(p)t]	попытка; пытаться
<b>audience</b> (n.)	['ɔ:diəns]	аудитория
<b>beneficial</b> (adj.)	[benɪ'fɪʃ(ə)l]	выгодный, полезный, благотворный
<b>cater</b> (v.)	['keɪtə]	обслуживать, удовлетворять потребности
<b>charge</b> (v.)	[tʃɑ:dʒ]	взимать плату
<b>currently</b> (adv.)	['kʌrəntli]	в настоящий момент
<b>detrimental</b> (adj.)	[,detri'ment(ə)l]	пагубный, вредный
<b>disseminate</b> (v.)	[di'semineɪt]	распространять
<b>entrepreneur</b> (n.)	[,ɒntrəprə'nɜ:]	предприниматель
<b>establish</b> (v.)	[ɪ'stæblɪʃ]	учреждать, устанавливать
<b>expand</b> (v.)	[ɪk'spænd]	расширять(ся)
<b>faculty</b> (n.)	['fæk(ə)lti]	профессорско-преподавательский состав
<b>firmly</b> (adv.)	['fɜ:mlɪ]	твердо
<b>highlight</b> (v.)	['haɪlaɪt]	особо отмечать, делать акцент
<b>increasingly</b> (adv.)	[ɪn'kri:ʃnɪli]	все больше; все чаще
<b>institution</b> (n.)	[ɪnstɪ'tju:ʃ(ə)n]	учреждение
<b>interact</b> (v.)	[ɪntər'ækt]	взаимодействовать
<b>keep in touch</b>	[,ki:p ɪn 'tʌtʃ]	оставаться на связи, поддерживать связь
<b>membership</b> (n.)	['membəʃɪp]	членство
<b>otherwise</b> (adv.)	['ʌðəwaɪz]	в другом случае
<b>passionate</b> (adj.)	['pæʃ(ə)nət]	зд. увлеченный
<b>perceive</b> (v.)	[pə'si:v]	воспринимать
<b>practitioner</b> (n.)	[præk'tɪʃ(ə)nə]	практикующий врач или юрист
<b>privacy</b> (n.)	['pr(a)ɪvəsi]	конфиденциальность
<b>relatively</b> (adv.)	['relatɪvli]	относительно
<b>screen</b> (v.)	[skri:n]	тщательно отбирать
<b>spring up</b> (v.)	[sprɪŋ 'ʌp]	появляться, возникать



<b>tap into</b> (v.)	[tæp 'ɪntə]	задействовать, подключать(ся)
<b>power</b> (n.)	['paʊə]	сила, мощь
<b>threat</b> (n.)	[θret]	угроза

## 1. Read and translate the text, using the glossary.

### Social Networks

#### Business applications

Social networks connect people at low cost; this can be beneficial for entrepreneurs and small businesses looking to expand their contact base. These networks often act as a customer relationship management tool for companies selling products and services. Companies can also use social networks for advertising in the form of banners and text ads. Since businesses operate globally, social networks can make it easier to keep in touch with contacts around the world.

#### Medical applications

Social networks are beginning to be adopted by healthcare professionals as a means to manage institutional knowledge, disseminate peer-to-peer knowledge and to highlight individual physicians and institutions. The advantage of using a dedicated medical social networking site is that all the members are screened against the state licensing board list of practitioners. The role of social networks is especially of interest to pharmaceutical companies who spend approximately 32 percent of their marketing dollars attempting to influence the opinion leaders of social networks.

#### Languages, nationalities and academia

Various social networking sites have sprung up catering to different languages and countries, some specializing in connecting students and faculty.

#### Social networks for social good

Several websites are beginning to tap into the power of the social networking model for social good. Such models may be highly successful for connecting otherwise fragmented industries and small organizations without the resources to reach a broader audience with interested and passionate users. Users benefit by interacting with a like-minded community and finding a channel for their energy and giving.

#### Business model

Few social networks currently charge money for membership. In part, this may be because social networking is a relatively new service, and the value of using them has not been firmly established in customers' minds. Companies sell online advertising on their site. Hence, they are seeking large memberships, and charging for membership would be counterproductive. Some believe that the deeper information that the sites have on each user will allow much better targeted advertising than any other site can currently provide. Sites are also seeking other ways to make money, such as by creating an online marketplace or by selling professional information and social connections to businesses.

## **Privacy issues**

On large social networking services, there have been growing concerns about users giving out too much personal information. Users of these services need to be aware of data theft or viruses. In addition, there is a perceived privacy threat in relation to placing too much personal information in the hands of large corporations or governmental bodies, allowing a profile to be produced on an individual's behavior on which decisions, detrimental to an individual, may be taken.

### **2. Answer the questions to the text.**

1. Why are social networks beneficial for business?
2. What are the uses of social networks adopted by healthcare services?
3. Are social networks of special interest for pharmaceutical companies? Why?
4. What examples of using social networks for social good are mentioned in the text?
5. Do many social networks charge money for membership at present?
6. How do businesses benefit from using social networks?
7. Why are social networks associated with a privacy threat?

### **3. Find the opposites of the following words in the text:**

*Separate, harmful, locally, belittle, precisely, disinterested, safety, useful.*

### **4. Form the opposites of the following adjectives using appropriate prefixes. Translate them into Russian.**

*Beneficial, dedicated, easy, interested, successful, passionate, personal, professional, social, targeted.*

### **5. Fill in the gaps with the missing verbs, using their appropriate form (two words are odd). Translate the sentences into Russian.**

*Adopt, attempt, charge, disseminate, establish, expand, highlight, perceive, spring up, tap into.*

1. Dozens of websites ... to provide information and booking services to travelers.
2. I ... a good working relationship with my boss.
3. There is little or no incentive to ... such measures.
4. We are hoping to be able to ... this rich store of data.
5. The company ... its customer base using social media advertising.
6. I can't ... any difference between these concepts.
7. The doctors ... information about preventive medicine.
8. They ... to rationalize the new working method.

### **6. Translate the sentences from Russian into English using the words and word combinations from the glossary.**

1. Использование социальных сетей может быть выгодным как для предпринимателей, так и для крупных корпораций.

2. Компании используют социальные сети для размещения рекламы, а также для того, чтобы поддерживать связь с клиентами по всему миру.
3. В медицине социальные сети позволяют распространять знания среди коллег.
4. Некоторые образовательные учреждения создают свои приложения, чтобы обеспечить общение между студентами и профессорско-преподавательским составом.
5. В настоящее время возникают новые социальные сети, в некоторых необходимо платить за членство.
6. Чрезмерное использование социальных сетей может оказывать пагубное влияние на жизни людей.
7. В последнее время все чаще возникают вопросы, связанные с угрозой нарушения конфиденциальности пользователей.

**7. Discuss the following quotations. Use expressions given in the appendix.**

Privacy is dead, and social media hold the smoking gun.

*Pete Cashmore, Mashable CEO*

You don't need a corporation or a marketing company to brand you now: you can do it yourself. You can establish who you are with a social media following.

*Ray Allen*

Don't use social media to impress people; use it to impact people.

*Dave Willis*

**8. Let's talk about social networks:**

1. What kind of social networking websites do you like to use?
2. How often do you use social networking applications?
3. Are there any disadvantages of using social networking applications? What are they?
4. Is it easy to find real friends on a social networking website?
5. What kinds of people do you communicate with on those websites?
6. Do you think you and your friends use too much social media?
7. What is the most popular social media platform in your country?
8. Would you like to work in social media? Why?

## Lesson 10

### Glossary

<b>agreement</b> (n.)	[ə'gri:m(ə)nt]	согласие; соглашение
<b>appear</b> (v.)	[ə'piə]	появляться
<b>avoid</b> (v.)	[ə'vɔɪd]	избегать
<b>carefully</b> (adv.)	['keəf(ə)li]	внимательно, тщательно
<b>communicate</b> (v.)	[kə'mju:nikeɪt]	общаться, сообщать
<b>compare</b> (v.)	[kəm'peə]	сравнивать
<b>conversation</b> (n.)	[kɒnvə'seɪʃ(ə)n]	разговор
<b>conversationalist</b> (n.)	[kɒnvə'seɪʃ(ə)n(ə)list]	интересный собеседник
<b>express</b> (v.)	[ɪk'spres]	выражать
<b>fascinating</b> (adj.)	['fæsineɪtɪŋ]	очаровательный
<b>impress</b> (v.)	[ɪm'pres]	производить впечатление
<b>introduce</b> (v.)	[ɪntrə'dju:s]	вводить, представлять;
<b>introduce oneself</b>		представляться
<b>instead</b> (adv.)	[ɪn'sted]	вместо
<b>mumble</b> (v.)	['mʌmb(ə)l]	бормотать
<b>obvious</b> (adj.)	['ɒbvɪəs]	очевидный
<b>posture</b> (n.)	['pɒstʃə]	поза
<b>probably</b> (adv.)	['prɒbəbli]	вероятно
<b>properly</b> (adv.)	['prɒp(ə)li]	правильно, должным образом
<b>recall</b> (v.)	[rɪ'kɔ:l]	вспоминать
<b>receive</b> (v.)	[rɪ'si:v]	получать
<b>small talk</b>	[smɔ:l' tɔ:k]	светская беседа; разговор о пустяках
<b>soften</b> (v.)	['sɒf(ə)n]	смягчать
<b>statement</b> (n.)	['steɪtm(ə)nt]	заявление, формулировка, утверждение

#### 1. Read and translate the text, using the words from the glossary.

##### The Secret of Successful Small Talk

You're at a cocktail party. There are lots of people there, but there's nobody that you know. What do you do?

- Turn around and leave.
- Walk up to someone and introduce yourself.
- Wait patiently until somebody comes to talk to you.

d. Try to think of something interesting to say to someone.

The good conversationalist would choose *b*. We all know people like that – people who can talk to anyone about anything. How do they do it? Well, the good news is that there is no great secret to small talk. There are just some simple techniques that anyone can use to start a conversation and keep it going.

1

In the film *Annie Hall*, Diane Keaton and Woody Allen have just met and they want to impress each other. While they are talking, their inner thoughts appear in subtitles on the screen. ‘Listen to me – what a jerk.’ ‘He probably thinks I’m stupid.’ Thoughts like these kill a conversation. So don’t try to impress other people. Just relax and be yourself.

2

When you talk to someone, you show that you are interested in them. So you don’t have to talk about deeply important things. Just talk about simple things like the weather or a television programme that you saw last night. If the other person wants to talk, these obvious things will soon lead into other more interesting topics.

3

TV journalist Barbara Walters recalls that when she was younger she met the author, Truman Capote. She wanted to tell him that she liked his book. However, she thought that he must be tired of hearing that, so she just mumbled ‘How do you do?’ and turned away. She forgot that everybody likes to receive a compliment and it’s an easy way into a conversation, especially if you follow it up with a question: ‘I really liked your book. How long did it take you to write it?’ ‘That’s a nice jacket. Where did you buy it?’

4

Your face and your body can communicate much more than your words. If you stand with your arms folded or if you keep looking around the room, the conversation will quickly end, because you will look uninterested. Instead, you should make eye contact, keep an open posture and smile. If you send out friendly messages, you will get friendly messages back.

5

A Victorian lady once compared the two British prime ministers, Gladstone and Disraeli. ‘When you speak to Mr. Gladstone,’ she said, ‘you think he is the most interesting man in the world. But when you speak to Mr. Disraeli, you feel that you are the most interesting woman in the world.’ People like to talk about themselves and they will think you are fascinating if you ask questions that allow them to do so.

6

But people often don’t listen properly. They are too busy thinking about the next thing that they themselves want to say. Good conversationalists listen carefully and they show that they are listening, too. They ask questions, nod their head in agreement or say things like ‘Oh, that sounds exciting’.

7

There are some topics that you should avoid. Don’t ask people about personal problems, money or religion. It’s also a good idea to avoid the kind of statements that

say 'I'm right. You're wrong.' It's all right to express your opinions, but soften your comments with expressions such as 'I'm afraid I have to disagree with you there.' So, there is no secret to successful small talk, just follow these simple rules and you'll soon find that you can hold a pleasant conversation with anybody about anything.

**2. Look at the seven headings from the article. Choose the appropriate heading for each paragraph.**

- a) Pay compliments
- b) Turn the spotlight on others
- c) Keep it light
- d) Silence your inner critic
- e) Use friendly body language
- f) Start with the obvious
- g) Pay attention

**3. Read the text again. Decide whether you should or shouldn't do the things mentioned below. Explain your choice.**

- a) try to impress people
- b) only talk about important things
- c) pay compliments
- d) stand with your arms folded
- e) ask questions
- f) think about what you're going to say next
- g) ask people about their personal problems
- h) express your opinions forcefully

**4. The article is written for a British or American audience. How appropriate is the advice to your culture? Discuss these questions with regard to your culture.**

- 1. Who should start conversations?
- 2. Is it acceptable to talk to strangers?
- 3. What things should or shouldn't you talk about?
- 4. Is it acceptable to maintain eye contact with someone you are talking to?
- 5. Is it polite to disagree with someone publicly?

**5. Read the following definitions and match them with the verbs from the glossary.**

- a) to get or accept something that is sent or given to you
- b) to show a feeling, opinion, or fact
- c) to bring the memory of a past event into your mind
- d) to prevent something from happening or to not allow yourself to do something
- e) to speak quietly and in a way that is not clear so that the words are difficult to understand

- f) to make something less severe or critical
- g) to examine or look for the difference between two or more things
- h) to start to be seen or to be present

**6. Fill in the gaps with the missing words, using their appropriate form (two words are odd). Translate the sentences into Russian.**

*Agreement, carefully, conversation, conversationalist, fascinating, obvious, posture, probably, properly, statement.*

1. If you aspire to be a good ... , be an attentive listener.
2. ... is all-important when you are sitting at a desk.
3. Clearness of ... is very important for you.
4. There are only two kinds of people who are really ... , people who know absolutely everything, and people who know absolutely nothing.
5. She completely dominated the ... .
6. Avoid making intuitively ... but unfounded assertions.
7. I listened ... to her story.
8. He's always moaning about not being treated ... .

**7. Translate the sentences from Russian into English using the words and word combinations from the glossary.**

1. Хороший собеседник всегда готов представиться первым и начать разговор.
2. Важно правильно и уверенно выражать свои мысли: если вы будете что-то невнятно бормотать, вряд ли вас поймут.
3. Не пытайтесь произвести впечатление во время беседы, вместо этого проявите заинтересованность в собеседнике (interlocutor).
4. Ваша поза во время разговора может сообщить собеседнику гораздо больше, чем слова.
5. Вероятно, всем приятно получать комплименты.
6. Во время светской беседы желательно избегать тем, связанных с политикой, религией и финансовыми вопросами.
7. Мы попытались смягчить формулировку вопроса, но согласия так и не удалось достичь.

**8. Discuss the following quotations. Use expressions given in the appendix.**

Small talk needs to get big at some phase.

*Maeve Higgins*

I like people who can keep the conversation going, no matter how random the topics get.

*Unknown*

**9. Let's talk about small talk:**

1. How is communication changing between people?

2. It used to be common to talk to strangers. Do you think it's okay to talk to people you don't know?
3. How often do you start up a conversation with people you don't know?
4. What are the main differences between spoken and written communication?
5. To what extent do you think the media influences how people communicate with each other?
6. Do you think there are differences in the way men and women communicate?
7. Do you think that people become better communicators as they get older?
8. Do you agree that education has a strong and positive effect on people's ability to communicate effectively?
9. What impact has the growth of technology had on the way people communicate and how do you think this will develop in the future?

**10. Skim the text. Think of five questions to cover its content.**

### **What Do People Make Small Talk About?**

There are certain "safe" topics that people usually make small talk about. The weather is probably the number one thing that people who do not know each other well discuss. Sometimes even friends and family members discuss the weather when they meet or start a conversation. Another topic that is generally safe is current events. As long as you are not discussing a controversial (противоречивый) issue, such as a recent law concerning equal rights, it is usually safe to discuss the news. Sports news is a very common topic, especially if a local team or player is in a tournament or play-off or doing extremely well or badly. Entertainment news, such as a celebrity who is in town, is another good topic. If there is something that you and the other speaker has in common, that may also be acceptable to talk about. For example, if the bus is extremely full and there are no seats available you might talk about reasons why. Similarly, people in an office might casually discuss the new paint or furniture. There are also some subjects that are not considered acceptable when making small talk. Discussing personal information such as salaries or a recent divorce (развод) is not done between people who do not know each other well. Compliments on clothing or hair are acceptable; however, you should never say something (good or bad) about a person's body. Negative comments about another person not involved in the conversation are also not acceptable: when you do not know a person well you cannot be sure who their friends are. You do not talk about private issues either, because you do not know if you can trust the other person with your secrets or personal information. Also, it is not safe to discuss subjects that society deems controversial such as religion or politics. Lastly, it is not wise to continue talking about an issue that the other person does not seem comfortable with or interested in.

**11. Compile the list of topics, which are acceptable during the small talk, according to the text.**



## Lesson 11

### Glossary

<b>accept</b> (v.)	[ək'sept]	принимать, допускать
<b>background</b> (n.)	[ˈbækgrænd]	зд. опыт, происхождение
<b>behave</b> (v.)	[bi'heɪv]	вести себя
<b>counterpart</b> (n.)	[ˈkaʊntəpɑ:t]	коллега
<b>crack a joke</b>	[ˈkræk ə ˈdʒəʊk]	пошутить
<b>cursory</b> (adj.)	[ˈkɜ:s(ə)rɪ]	беглый, поверхностный
<b>encourage</b> (v.)	[ɪn'kʌrɪdʒ]	способствовать, поддерживать
<b>favorably</b> (adv.)	[ˈfeɪvərəbli]	благосклонно, благоприятно
<b>fit into pattern</b>	[ˈfɪt ˈɪntə ˈpæt(ə)n]	вписываться в шаблон
<b>flexible</b> (adj.)	[ˈfleksɪb(ə)l]	гибкий
<b>glance</b> (n.)	[glɑ:ns]	взгляд
<b>greet</b> (v.)	[gri:t]	приветствовать
<b>immediately</b> (adv.)	[ɪ'mi:diətli]	немедленно
<b>improve</b> (v.)	[ɪm'pru:v]	улучшать
<b>inedible</b> (adj.)	[ɪn'edɪb(ə)l]	несъедобный
<b>mode</b> (n.)	[məʊd]	способ, форма
<b>offer</b> (v.)	[ˈɒfə]	предлагать
<b>offence</b> (n.)	[ə'fens]	оскорбление;
<b>cause offence</b>		оскорбить
<b>perceive</b> (v.)	[pə'si:v]	воспринимать
<b>prediction</b> (n.)	[prɪ'dɪkʃ(ə)n]	предсказание, прогноз
<b>put one's foot into it</b>		совершить бестактный поступок
<b>refuse</b> (v.)	[rɪ'fju:z]	отказываться
<b>regard</b> (v.)	[rɪ'gɑ:d]	считать
<b>relationship</b> (n.)	[rɪ'leɪʃ(ə)nʃɪp]	отношение
<b>transaction</b> (n.)	[træn'zækʃ(ə)n]	сделка
<b>uneasy</b> (adj.)	[ʌn'i:zi]	неловкий, неудобный
<b>vital</b> (adj.)	[ˈvaɪtəl]	существенный, жизненно/очень важный

## **1. Read and translate the text, using the glossary.**

### **Cultural Differences**

Is the sun red or yellow? Should you crack a joke in a business presentation? Are such questions important? Is it only language you need to learn?

International business people often invest time and money in improving their knowledge of foreign languages in order to be able to communicate with colleagues from around the world. Language, of course, is vital, but it is only half the problem.

There are hidden rules for playing the game of doing business with people of other cultures. It is all too easy to “put your foot in it” by making mistakes which can upset your foreign counterparts.

An American, greeting a mid-European businessman by saying ‘Hi Dieter, great to meet you!’ may not be favorably regarded in a country where more formal modes of address are usual.

In the West, business cards are given a cursory glance and pocketed. In Japan, they are highly regarded, looked at closely and left on the table during a business meeting.

In Britain, most business presentations would include a joke. In many other countries, this would be unheard of.

Will you cause offence if you refuse to eat something generally regarded as inedible in your country? Your counterpart may be watching your reaction when he offers you this local delicacy.

Small talk and relationship building are considered highly important in some parts of the world; talking about the weather, the wine and the local area come before business. In other places, people get down to business immediately.

It is important to know the way things are usually dealt with in your host country. Problems arise because we see things differently. It helps to be aware of how other nationalities perceive certain things.

The Japanese see the sun as red. It is an important national symbol which appears on their flag. When Japanese children paint pictures, they paint a red sun.

European and American children paint the sun yellow. When children travel and see the sun painted in a different colour, they are surprised and find it very strange.

Adults find these differences harder to accept. Both sides may feel uneasy because they are unsure of the rules of the game in the opposite culture.

It is, however, very dangerous to have stereotyped views of what the other culture is like. Such views are often narrow and can cause criticism and intolerance. “A little knowledge is a dangerous thing” and can encourage you to make predictions about what will happen in your business transactions. If your ideas are too narrow, you may be surprised at all the people you meet who do not fit into your pattern and who behave differently from the way you predicted they would.

Our ideas then, have to be flexible and constructed from thorough research and observation. We should also recognise that it is not only people’s national background that influences their behaviour and personality, but also their particular regional background, their personal background and their company culture.

## **2. Answer the questions to the text.**

1. Why is it not enough to know a foreign language in order to communicate with people from all over the world?
2. Is the greeting 'Hi Dieter, great to meet you!' a suitable way to say hello?
3. What is the difference in the attitude to business cards in the European and Asian countries?
4. What are other examples cultural differences mentioned in the text?
5. Why is it dangerous to have stereotyped views of what the other culture is like?
6. What does the statement "A little knowledge is dangerous thing" mean?
7. Is people's national background the only thing that influences their behavior and personality?

## **3. Read the following definitions and match them with the verbs from the glossary.**

- a) to think of something or someone in a particular way
- b) to make someone more likely to do something, or make something more likely to happen
- c) to agree to or approve of something
- d) to welcome someone
- e) to show or express unwillingness to do or comply with
- f) to consider and appraise usually from a particular point of view
- g) to become better than before; to make something/somebody better than before
- h) to do or say things in a particular way

## **4. Fill in the gaps with the missing words, using their appropriate form (two words are odd). Translate the sentences into Russian.**

*Counterpart, cursory, favourably, flexible, immediately, inedible, mode, offence, prediction, transaction.*

1. Their ... turned out to be half right.
2. I think they were ... impressed by your presentation.
3. Our plans need to be ... enough to cater for the needs of everyone.
4. It was advisable to leave ... .
5. All the details of the ... are on file.
6. I hope I didn't cause ... to anyone when I left early.
7. Even the most ... look at the organization's records shows problems.
8. The Foreign Minister held talks with his Chinese ... .

## **5. Work with word formation.**

**a) Form adjectives and nouns from the following words, using the suffix "inter". Translate the words you get into Russian.**

National, dependent, individual, relation, state, company, activity, communication.

**b) Form nouns from the following verbs using appropriate suffixes:**

Invest, improve, present, include, offend, react, differ, perceive, predict, recognise.

*c) Find examples of zero derivation in the text.*

**6. Translate the sentences from Russian into English using the words and word combinations from the glossary.**

1. Не зная правил межкультурной коммуникации, можно случайно совершить бестактный поступок и оскорбить представителя другой культуры.
2. Если вы пошутите на деловой встрече с коллегами из восточных стран, они могут посчитать это странным и неуместным.
3. В некоторых странах визитки бегло просматриваются и сразу же убираются в карман.
4. Очень важно понимать, что попытки спрогнозировать ход сделки не всегда могут оказаться успешными.
5. Поведение окружающих далеко не всегда будет вписываться в привычный для вас шаблон.
6. Неловкая ситуация может возникнуть, если, например, на фуршете вам предложат что-то, на ваш взгляд, несъедобное.

**7. Discuss the following quotations. Use expressions given in the appendix.**

When in Rome do as Romans do.

*Proverb*

Understanding languages and other cultures builds bridges.

*Suzy Wassen*

We may have different religions, different languages, different coloured skin, but we all belong to one human race.

*Kofi Annan*

**8. Let's talk about cultural differences.**

1. "Cultural differences cause problems. It is better for people to stay in their own countries rather than to migrate to other ones". Do you agree?
2. "It is better to study major international languages like English rather than to spend time on minority languages for the sake of regional identity". Do you agree?
3. Is it better to marry someone of the same cultural background?
4. What stereotypes or misconceptions do people from your culture often face?
5. What is the best thing about your culture?
6. How do you express your cultural identity?
7. Do you think there is something unique or special about your culture that people may not know?
8. What advice would you give to someone who wants to learn more about your culture?

## 9. Skim the text. Think of five questions to cover its content.

The differentiation between high and low context cultures is meant to highlight differences in verbal and nonverbal communication. High-context cultures will use communication that focuses on underlying context, meaning, and tone in the message, and not just the words themselves.

On the flipside, low-context cultures expect communications to be explicitly stated so that there's no risk of confusion, and if a message isn't clear enough, it will slow down the process of communication. In the most extreme cases, leaving any sort of wiggle room for interpretation can be disastrous.

Cultures typically can't be organized strictly into either high or low context. Most cultures fall between the extremes on the spectrum and can share characteristics of both high and low context traits to varying degrees.

## 10. Is Russia a high or low context culture? Provide more examples of high and low context cultures.

### *Lesson 12*

#### **Glossary**

<b>accommodate</b> (v.)	[ə'kɒmədeɪt]	зд. мириться с чем-л., приспосабливаться
<b>arise</b> (v.)	[ə'raɪz]	возникать; происходить
<b>background</b> (n.)	['bækgraʊnd]	зд. происхождение
<b>belief</b> (n.)	[bɪ'li:f]	вера, убеждение
<b>cause</b> (n., v.)	[kɔ:z]	причина; вызывать
<b>common ground</b>	['kɒmən 'graʊnd]	точки соприкосновения, общность взглядов
<b>culture clash</b>	['kʌltʃə 'klæʃ]	культурные разногласия, столкновение культур
<b>difference</b> (n.)	['dɪf(ə)r(ə)ns]	отличие
<b>difficulty</b> (n.)	['dɪfɪk(ə)ltɪ]	трудность
<b>engender</b> (v.)	[ɪn'dʒendə]	зарождавать, вызывать
<b>evidence</b> (n.)	['eɪd(ə)ns]	свидетельство
<b>exist</b> (v.)	[ɪg'zɪst]	существовать
<b>experience</b> (n.)	[ɪk'spiəriəns]	опыт
<b>external</b> (adj.)	[ɪk'stɜ:n(ə)l]	внешний
<b>foster</b> (v.)	['fɒstə]	способствовать, поощрять
<b>identify</b> (v.)	[aɪ'dentɪfaɪ]	устанавливать
<b>ignore</b> (v.)	[ɪg'nɔ:]	не обращать внимание на что-л.
<b>inevitably</b> (adv.)	[ɪ'nevɪtəblɪ]	неизбежно

<b>inner</b> (adj.)	['ɪnə]	внутренний
<b>issue</b> (n.)	['ɪʃu:]	проблема, вопрос
<b>mutual</b> (adj.)	['mju:tʃʊəl]	взаимный
<b>noticeable</b> (adj.)	['nəʊtɪsəb(ə)l]	заметный
<b>obvious</b> (adj.)	['ɒbvɪəs]	очевидный
<b>once</b> (adv.)	[wʌns]	когда, как только
<b>occur</b> (v.)	[ə'kɜ:]	происходить
<b>respect</b> (n., v.)	[rɪ'spekt]	уважение; уважать
<b>similarity</b> (n.)	[sɪmə'lærəti]	сходство
<b>stumbling block</b>	['stʌmbəlɪŋ 'blɒk]	камень преткновения, препятствие
<b>sublimate</b> (v.)	['sʌblɪmeɪt]	возвышать, идеализировать

### 1. Read and translate the text, using the glossary.

Cross-cultural issues exist everywhere; they exist in every aspect of our lives.

A culture clash of some sort occurs as soon as two people get together, since no two people, even family members, have the same inner world or the same view of the external world. In the broadest sense, you “cross” cultures with every person you come into contact with, whether they are the “same” as you nor not.

Most of the time, people accommodate to, sublimate or ignore these different “cultures” because of common ground, shared goals, like interests. When people concentrate on similarities, the differences are less noticeable, or at any rate, less important. Once we get a certain amount of common ground, we can get along.

Difficulties usually arise when the differences appear to be all there, or you experience or imagine the differences as stumbling blocks. Indeed, differences appear like rocks at low tide! Obvious ones are language, ethnic or racial background, religious beliefs, gender, age, education.

In the workplace all these may be the cause of culture clashes, but you can then add differences in working practices and communication styles between departments, with clients, with other companies and between senior management and other people in the workforce.

When cultures clash, no matter what the cause, things inevitably evolve into a “them” and “us” environment; and then people go around collecting “evidence” to prove that they are right and the other guys are wrong.

There are many avenues to take that will help cultures “get along” better: identifying and concentrating on improved communication, fostering mutual respect, engendering cooperation and shared visions. Then, all kinds of cultures can work side by side to everyone's benefit.

## 2. Answer the questions to the text.

1. When does a culture clash occur?
2. Why do people reconcile themselves with or try to ignore these different “cultures” most of the time?
3. What is meant by the ““them” and “us” environment’?
4. What can be done in order to help different cultures get along?

## 3. Read the following definitions and match them with an appropriate verb from the glossary.

- a) to make people have a particular feeling or make a situation start to exist
- b) to admire someone because of their knowledge, achievements, etc.
- c) to make something happen
- d) to recognize somebody/something and be able to say who or what they are
- e) to change your behaviour so that you can deal with a new situation better
- f) to pay no attention to something
- g) to encourage a particular feeling, situation, or idea to develop
- h) to happen as a result of a particular situation

## 4. Fill in the gaps with the missing words, using their appropriate form (two words are odd). Translate the sentences into Russian Work with word formation.

*Belief, difference, difficulty, evidence, external, inevitable, inner, mutual, noticeable, similarity.*

1. We get together once a month for a ... exchange of ideas.
2. That is the fundamental ... between the two societies.
3. The most ... effect of these changes is in the way people are now working together.
4. Can you show me any ... for your statement?
5. They found marked points of ... .
6. Her artificial happiness disguised an ... sadness.
7. When you get something wrong, it can shake your ... in yourself.
8. Life is full of ... highs and lows. Don't complain, don't explain, just maintain.

## 5. Work with word formation. Fill in the table with the appropriate nouns, verbs and adjectives. Translate them into Russian.

Noun	Verb	Adjective
similarity		
	exist	
		broad
person		
	ignore	
		noticeable
difference		
	evolve	
		external

**6. Translate the sentences from Russian into English using the words and word combinations from the glossary.**

1. Для того чтобы произошло столкновение культур, достаточно двух людей с разным внутренним миром.
2. Часто люди готовы мириться с культурными разногласиями или не обращают на них внимание.
3. Когда у людей есть точки соприкосновения, отличия между ними становятся менее заметными, чем сходства.
4. Очевидными препятствиями при межкультурном взаимодействии могут послужить гендерные и возрастные особенности, различия в образовании, убеждениях и этнической принадлежности.
5. Опыт показывает, что взаимопонимание и уважение способствуют преодолению межкультурных разногласий.
6. Важно выявить причину, по которой возникает данная проблема.

**7. Discuss the following quotations. Use expressions given in the appendix.**

All communication is more or less cross-cultural. We learn to use language as we grow up, and growing up in different parts of the country, having different ethnic, religious, or class backgrounds, even just being male or female - all result in different ways of talking ...

*Deborah Tannen*

“Strength lies in differences, not in similarities”

*Stephen R. Covey*

Everybody believes that their reality is the real reality.

*Paul Watzlawick*

The stranger sees only what he knows.

*African proverb*

**8. Let's talk about cross-cultural issues:**

1. Do you think it is important to know about other cultures?
2. How can we benefit from learning about other cultures?
3. What do you think is the best way to learn about another culture?
4. Do you think that learning foreign languages can help us understand foreign cultures?
5. Do you think it is better to go overseas to study a foreign language or to study it in your home country?
6. What is your understanding of the term “globalization”?
7. Do you think globalization is a good thing?
8. Do you think it is easier to learn about other cultures today than it was before?



## UNIT 4

### FUNDAMENTALS OF BUSINESS COMMUNICATION

#### Lesson 13

#### Glossary

<b>ad (advertisement) (n.)</b>	[æd / əd'vɜ:tismənt]	объявление
<b>achievement (n.)</b>	[ə'tʃi:vm(ə)nt]	достижение
<b>aim (n.)</b>	['eɪm]	цель
<b>application package</b>	[æplɪ'keɪʃ(ə)n 'pækɪdʒ]	комплекс предоставляемых с заявлением документов
<b>complex (adj.)</b>	['kɒmpleks]	сложный
<b>cover letter</b>	[ˌkʌvə 'letə]	сопроводительное письмо
<b>CV (Curriculum Vitae)</b>	[kə'rɪkjʊləm 'vɪ:taɪ]	резюме
<b>determine (v.)</b>	[dɪ'tɜ:mɪn]	определять
<b>direct (v.)</b>	[daɪ'rekt / də'rekt]	направлять
<b>emphasis (n.)</b>	['emfəsis]	акцент
<b>employer (n.)</b>		работодатель
<b>emphasize (v.)</b>	['emfəsaɪz]	подчеркивать, делать акцент
<b>evidence (n.)</b>	['eɪd(ə)ns]	доказательство
<b>hire (v.)</b>	['haɪə]	нанимать
<b>impression (n.)</b>	[ɪm'preʃ(ə)n]	впечатление
<b>interaction (n.)</b>	[ɪntər'ækʃ(ə)n]	взаимодействие
<b>internal address</b>	[ɪn'tɜ:n(ə)l ə'dres]	внутренний адрес
<b>look for (v.)</b>	[lʊk 'fɔ:(r)]	искать, подыскивать
<b>omit (v.)</b>	[ə'mɪt]	упускать, не включать
<b>politely (adv.)</b>	[pə'laɪtlɪ]	вежливо
<b>qualification (n.)</b>	[ˌkwɒlɪfɪ'keɪʃ(ə)n]	квалификация
<b>recognizable (adj.)</b>	[rekəg'naɪzəbl]	узнаваемый
<b>reference (n.)</b>	['ref(ə)r(ə)ns]	рекомендация
<b>relate to (v.)</b>	[rɪ'leɪt]	относиться
<b>reverse (adj.)</b>	[rɪ'vɜ:s]	обратный
<b>revise (v.)</b>	[rɪ'vaɪz]	вносить исправления
<b>salutation (n.)</b>	[ˌsælju'teɪʃ(ə)n]	приветствие
<b>shorten (v.)</b>	['ʃɔ:t(ə)n]	сокращать
<b>skimpy (adj.)</b>	['skɪmpɪ]	короткий, скудный
<b>speculative letter</b>	['spekjʊlətɪv]	письмо в свободной форме с предложением своей кандидатуры на вакансию

<b>substantial</b> (adj.)	[səb'stænʃ(ə)l]	существенный, большой
<b>tailor</b> (v.)	['teɪlə]	адаптировать
<b>update</b> (v.)	[,ʌp'deɪt]	обновлять

## 1. Read and translate the text, using the glossary.

### Cover Letters and Resumes

Your cover letter and resume may be the most important documents you write during your time at university – and being able to write good applications will keep on being important during your working life. Here's some advice on starting out well.

Employers say they want to hire people who can communicate clearly, handle personal interactions, and analyse complex situations. Use your application package to demonstrate these qualities.

**Keep the reader's interests in mind.** Your message is 'you need me', not just 'I want a job'. Know enough about the organization or company to recognize what readers will be looking for. Then the focus of your documents will be where you fit and what you can contribute. This principle will also determine your choice of emphasis and even your wording (not 'I have had four years experience' but 'My experience will help me do X').

**Balance facts and claims.** Your documents will be boring and meaningless if they're just bare lists of facts. They will be empty and unbelievable if they are just grand claims about yourself. Use each of the two or three paragraphs in the body of your letter to make a few key statements ('I enjoy selling aggressively'). Back up each one with some examples (e.g. 'achieved highest sales figure of 10 employees for first quarter of 2023'). Mention that the resume gives further specifications and make sure that it does.

**Write concisely.** There's no space available for word-spinning.

#### *Specific Points about the Cover Letter*

1. Write a letter for each application, tailored for the specific situation. Even if the ad calls only for a resume, send a letter anyway. The letter makes a first impression, and it can direct the reader to notice key points of the resume.

2. Use standard letter format, with internal addresses (spell names correctly!) and salutations. Use specific names wherever possible (call the company or check its website).

3. Most cover letters for entry-level jobs are one page in length – a substantial page rather than a skimpy one.

4. Start strong and clear. For an advertised position, name the job and say where you saw the ad. For a speculative letter, name a specific function you can offer and relate it to something you know about the organization.

5. Use paragraph structure to lead your reader from one point to another. Refer to specific information in terms of examples for the points you're making, and mention that your resume gives further evidence.

6. Say when you'd be available for an interview and how you can best be contacted. Finish politely.

### *Specific Points about the Resume/CV*

1. Have more than one on hand, emphasizing different aspects of your qualifications or aims. Then you can update and revise them quickly when opportunities arise.

2. Make them easy to read by using headings, point form, and lots of white space. Look at a few current books of advice or websites to see the range of page formats available.

3. List facts in reverse chronological order, with the most recent ones first. Shorten some lists by combining related entries (e.g. part-time jobs). In general, omit details of high-school achievements.

You also don't have to include personal details or full information for references. But don't try to save space by relying on acronyms (even for degrees): they aren't always recognizable by readers or electronic searches.

### **2. Answer the questions to the text.**

1. Why is the ability to write good cover letters and resumes an important skill?
2. Why is it advisable to know something about the organization you are applying to before sending your application package?
3. What does balancing facts and claims mean?
4. Why is it recommended to send a cover letter even when it is not required?
5. What is a perfect length for a standard cover letter?
6. What is the structure of a good cover letter?
7. Is it enough to have one resume on hand? Why?
8. What order should be used when listing facts in a resume?
9. Why is it a bad idea to use acronyms in a resume?

### **3. Find the synonyms of the following words in the text.**

*Guidelines, illustrate, idea, provide, senseless, unthinkable, opinion, greeting, refer to, change, exclude, identifiable.*

### **4. Fill in the gaps with the missing verbs, using their appropriate form (two words are odd). Translate the sentences into Russian.**

*Determine, direct, emphasize, hire, look for, omit, relate to, revise, shorten, tailor.*

1. Efficiency ... the cost in resources of attaining objectives.
2. The company ... a variety of talented professionals with advanced network technology background.
3. The level of formality ... the precise mode of expression.
4. In order to progress their project smoothly, they ... the plan several times.
5. You should tailor your spending to your income.
6. We ... for someone with experience in administration.
7. This latter step ... the importance which you attach to the whole process.
8. ... any mention of a short-term job that you left on poor terms.

**5. Work with word formation. Fill in the table with the appropriate verbs, nouns and adjectives. Translate them into Russian.**

Noun	Verb	Adjective
application		
	interact	
		boring
advice		
	recognize	
		strong
reference		
	achieve	
		general

**6. Translate the sentences from Russian into English using the words and word combinations from the glossary.**

1. Если вы ищете работу, вам стоит регулярно просматривать объявления о приеме на работу на соответствующих сайтах.
2. Не существует универсального резюме: оно должно быть адаптировано для конкретного места работы, и необходимо делать акцент на требуемых навыках и достижениях.
3. Информация о предыдущем опыте работы указывается в обратном хронологическом порядке.
4. При составлении резюме вы можете не включать информацию о школьном образовании или все возможные рекомендации, которые у вас есть.
5. Хорошо написанное сопроводительное письмо позволяет произвести правильное впечатление на потенциального работодателя.
6. В сопроводительном письме, написанном в свободной форме, следует указать, что именно вы можете предложить компании.
7. Работодатели не всегда стремятся нанимать людей с большим опытом.

**7. Discuss the following quotations. Use expressions given in the appendix.**

Opportunities don't happen, you create them.

*Chris Grosser*

One important key to success is self-confidence. An important key to self-confidence is preparation.

*Arthur Ashe*

If you're offered a seat on a rocket ship, don't ask what seat! Just get on.

*Sheryl Sandberg*

## 8. Let's talk about finding a job:

1. What skills should a person have to have more chances of getting a job in the future?
2. What workplace of the future might look like?
3. How can schools help young people choose their careers?
4. Is it better to change your job frequently or work at the same place as long as possible?
5. Do you think job satisfaction is more important than salary when choosing a job?
6. What skills do you think are needed to get a good job these days?
7. Should a person do what he or she likes for a living?
8. Is it a good idea to work more while you are young and more energetic? Why?
9. What is your idea of making a good first impression in a job interview?
10. What is the job you would most like to have?

## Lesson 14

### Glossary

<b>ability</b> (n.)	[ə'bilɪtɪ]	способность
<b>achieve</b> (v.)	[ə'tʃi:v]	достигать
<b>appropriately</b> (adv.)	[ə'prəʊpriətli]	соответственно, уместно
<b>appropriateness</b> (n.)	[ə'prəʊpriətnəs]	соответствие
<b>aspiration</b> (n.)	[æspə'reɪʃ(ə)n]	стремление
<b>capability</b> (n.)	[keɪpə'bɪlɪtɪ]	способность
<b>complaint</b> (n.)	[kəm'pleɪnt]	жалоба
<b>comprise</b> (v.)	[kəm'praɪz]	составлять
<b>convince</b> (v.)	[kən'vɪns]	убеждать
<b>cope with</b> (v.)	['kəʊp wɪð]	справляться
<b>creativity</b> (n.)	[,kri:ei'tɪvɪtɪ]	творческий подход, креативность
<b>crucial</b> (adj.)	[ 'kru:ʃ(ə)l]	решающий, очень важный
<b>diversity</b> (n.)	[d(a)ɪ'vɜ:sɪtɪ]	разнообразие
<b>employer</b> (n.)	[ɪm'plɔɪə]	работодатель
<b>engage in harassment</b> (v.)	[hə'rasmənt]	оскорблять, притеснять
<b>executive</b> (n.)	[ɪg'zekjʊtɪv]	руководитель
<b>expectation</b> (n.)	[ekspek'teɪʃ(ə)n]	ожидание
<b>fatigue</b> (n.)	[fə'ti:g]	усталость
<b>inadmissible</b> (adj.)	[ɪnəd'mɪsɪb(ə)l]	недопустимый, неприемлемый
<b>maintain</b> (v.)	[meɪn'teɪn]	поддерживать

<b>measure</b> (v.)	[ 'meʒə]	измерять, определять
<b>misunderstanding</b> (n.)	[ ,mɪsʌndə'stændɪŋ]	недопонимание
<b>need</b> (n.)	[ni:d]	необходимость
<b>offence</b> (n.)	[ə'fens]	нарушение, оскорбление
<b>part and parcel</b>	[ 'part ənd 'pɑ:s(ə)l]	неотъемлемая часть
<b>peer</b> (n.)	[piə]	равный по уровню, коллега
<b>preoccupied</b> (p II)	[ ,pri:'ɒkjʊpaɪd]	занятый, поглощенный мыслями
<b>promotion</b> (n.)	[prə'məʊʃn]	продвижение по службе, повышение
<b>quality</b> (n.)	[ 'kwɒləti]	качество
<b>reasonable</b> (adj.)	[ 'ri:z(ə)nəb(ə)l]	разумный
<b>requirement</b> (n.)	[rɪ'kwaɪəmənt]	требование
<b>respect</b> (v.)	[rɪ'spekt]	уважать
<b>respectfully</b> (adv.)	[rɪ'spektfəli]	уважительно
<b>result in</b> (v.)	[rɪ'zʌlt ɪn]	приводить к
<b>sociability</b> (n.)	[ ,səʊʃə'bɪləti]	коммуникабельность, общительность
<b>succeed in</b> (v.)	[sək'si:d ɪn]	добиться успеха
<b>supervisor</b> (n.)	[ 'su:pəvaɪzə]	руководитель
<b>take into account</b>	[ 'teɪk 'ɪntə ə'kaʊnt]	принимать во внимание
<b>take into consideration</b>	[ 'teɪk 'ɪntə kənsɪdə'reɪʃ(ə)n]	учитывать
<b>transferable skill</b>	[træns'fɜ:rəb(ə)l 'skɪl]	универсальный навык
<b>well-paid</b> (adj.)	[ 'wel'peɪd]	хорошо оплачиваемый
<b>work experience</b>		опыт работы

## 1. Read and translate the text, using the glossary.

### What Skills Do You Need to Get a Good Job?

Making a positive career choice is a problem which worries many people nowadays. What am I good at? How can I find a well-paid job? What kind of knowledge and what traits of character should I have to succeed? These are the questions that people often ask themselves. Nowadays employers demand perfect knowledge, work experience, a range of transferable skills and such qualities as efficiency, punctuality, practicality, creativity and many others. If you want to get a good job, you must convince your employer that you are the best candidate for it. Choosing your future job you should take into consideration your interests, abilities and opportunities. Besides, you should know your employer's requirements.

If you want to become a good specialist, to keep your job and to get a promotion, you should be competent. Competence is a requirement for a person to

properly perform a specific job. In other words, it is a combination of knowledge, skills and behaviours, the ability to perform a specific role. Today executives and managers don't only speak of skills and qualifications of their employees, but of their competencies that measure a person's appropriateness for a particular job. There are a lot of competencies but as a rule they are divided into two large groups: technical competencies and personal competencies. Technical competencies comprise the skills and knowledge that are essential in order for a person to do a particular job appropriately (for example word processing). Personal competencies include characteristics that people use together with their technical competencies in order to do their work well (for example, initiative and sociability). Competence development is a long process that requires training and personal development. Competence grows through experience.

The ability to make the right decision is crucial in the world of business. A well considered decision will lead your team to success; a poor decision can result into failure. A good employee should demonstrate problem-solving capability and think about what is to be achieved and how it is to be achieved. Many companies need people who can work effectively in different countries and cultures, in other words, people who can function in a global context. Therefore, it is important to develop intercultural competence. This requirement stems from the mass globalization of business and the development of cross-cultural contacts. Intercultural competence is the ability to understand people of other cultures and to work effectively with them. A person must remember that the traditions and customs that he or she is used to may be inadmissible in another country. That is why one should be aware of intercultural differences to avoid mistakes, misunderstanding or offence and to achieve one's business goals.

Negotiating is part and parcel of working life that is why negotiating skills are essential no matter what kind of job a person has. The most important thing is to take into consideration your personal style and your partner's expectations and reaction. You should be calm, reasonable, self-confident and convincing. You should try to win your partner's favour and make him or her trust you. It is useful to take into account all details: your speech, body language, physical contact, eye contact, etc.

Relationship-building is a new popular term that means building good relationships with partners and clients. You should understand their needs and respect their rights. You should also maintain good relationships with supervisors and peers. It is very important to handle appropriately criticism and complaints, to deal respectfully with cultural and racial diversity and never to engage in harassment of any kind.

Modern life is full of stress that is why it is essential to be able to cope with stress and fatigue. When a person is busy achieving his/her aspirations, s/he often forgets about work-life balance. Many people suffer from the conflict between work and family. They are too much preoccupied with their career and they have no time for rest, pleasure and spiritual development. Don't forget that if you want to make a career, you should be healthy and happy. And if you want to be healthy and happy, you should not forget a simple rule: don't overwork, take breaks and remember that we work to live but not vice versa.

## **2. Answer the questions to the text.**

1. Why is it difficult to make a positive career choice?
2. What should a person do if he or she wants to get a good job?
3. Why is it important to be competent?
4. What is the classification of competencies provided in the text?
5. Why is the ability to make the right decision essential in the modern business world?
6. What competency do the mass globalization of business and the development of cross-cultural contacts require?
7. What factors should be taken into account during negotiations?
8. Do you agree that the ability to cope with stress and fatigue are vital for building one's career?

## **3. Complete each sentence with an appropriate ending.**

1. Nowadays employers demand ...
  2. Competence is ...
  3. Today executives and managers don't only speak of skills and qualifications of their employees, but of ...
  4. Competence development is a long process that requires ...
  5. A good employee should demonstrate problem-solving capability and think about ...
  6. Intercultural competence is the ability ...
  7. Relationship-building is a new popular term that means ...
  8. Modern life is full of stress that is why it is essential to be able ...
- 
- a) their competencies that measure a person's appropriateness for a particular job.
  - b) to understand people of other cultures and to work effectively with them.
  - c) a combination of knowledge, skills and behaviour, the ability to perform a specific role.
  - d) what is to be achieved and how it is to be achieved.
  - e) to cope with stress and fatigue.
  - f) perfect knowledge, work experience, a range of transferable skills and such qualities as efficiency, punctuality, practicality, creativity and many others.
  - g) building good relationships with partners and clients.
  - h) training and personal development.



**4. Work with word formation. Fill in the table with the appropriate verbs, nouns and adjectives. Translate them into Russian.**

Verb	Noun	Adjective
convince		
	aspiration	
		admissible
	diversity	
execute		
	promotion	
require		
	respect	
succeed		transferable
	experience	

**5. Match the following definitions with an appropriate verb from the glossary.**

- to make something continue in the same way or at the same level
- to achieve something that you have been aiming for
- to make someone believe that something is true
- to treat something or someone with kindness and care
- to succeed in doing something good, usually by working hard
- to deal successfully with a difficult situation
- to judge the quality, effect, importance, or value of something
- to form part of something, especially a larger group

**6. Fill in the gaps with the missing words, using their appropriate form (two words are odd). Translate the sentences into Russian.**

*Appropriately, appropriateness, aspiration, complaint, diversity, expectation, inadmissible, offence, reasonable, respectfully.*

- The company has ... of making a profit next year.
- I would ... agree with this comment.
- He has never had any ... to earn a lot of money.
- I'm sure he meant no ... when he said that.
- The most common ... is about poor service.
- Any ... person should be expected to know the difference between right and wrong.
- There is a need for greater ... and choice in education.
- He questioned the ... of their methods.

**7. Translate the sentences from Russian into English using the words and word combinations from the glossary.**

1. Чтобы получить высокооплачиваемую должность, помимо опыта работы также важны универсальные навыки и такие качества, как общительность и креативность.
2. На прошлой работе у него часто возникали разногласия (misunderstanding) с руководителем, из-за этого ему не удалось добиться повышения.
3. Ваша задача – убедить будущего работодателя, что вы идеально подходите для этой работы.
4. Умение вести переговоры (договариваться) – это неотъемлемая часть любого рабочего процесса.
5. Очень важно поддерживать хорошие отношения как с руководителем, так и с коллегами (равными по уровню).
6. Способность быстро справляться со стрессом и усталостью – это важное требование для современного руководителя.

**8. Read and translate the following proverbs and sayings. Explain their meaning.**

- Business first, pleasure afterwards.
- All work and no play makes Jack a dull boy.
- A bad workman quarrels with his tools.
- Jack of all trades is master to none.
- Busiest men find the most time.

**9. Skim the text. Think of five questions to cover its content.**

**Soft Skills**

Soft skills are character traits and interpersonal skills that characterize a person's ability to interact effectively with others. In the workplace, soft skills are considered to be a complement (дополнение) to hard skills, which refer to a person's knowledge and occupational skills.

Soft skills benefit businesses when they are practiced on a company-wide basis. For example, a collaborative spirit among workers is important. Team members who are able to work well with people of different generations and backgrounds are generally more productive and better able to focus on common priorities. Efficiency and output improve when workers collaborate by sharing knowledge and tools to get jobs done. The ability to learn new methods and technologies is also a desired soft skill for all workers.

Companies that value learning as a soft skill recognize various learning styles and encourage workers to pursue the methods that work best for them. Good troubleshooting (выявление неисправностей) is another soft skill that companies value. For example, companies can operate more efficiently and increase productivity

when all workers know how to troubleshoot software problems instead of relying on the information technology (IT) department for every fix.

Soft skills can also be thought of as people skills. These can include good communication and interpersonal skills, leadership, problem solving, work ethic, time management, and teamwork. These are characteristics that can be carried over to any position.

**11. Summarize the soft skills mentioned in the text. Can you provide other examples of soft skills?**

## *Lesson 15*

### **Glossary**

<b>accomplish</b> (v.)	[ə'kʌmplɪʃ]	осуществлять, выполнять, завершать
<b>accomplishment</b> (n.)	[ə'kʌmplɪʃm(ə)nt]	достижение, выполнение;
<b>sense of accomplishment</b>		чувство выполненного долга/самореализации
<b>allocate</b> (v.)	['æləkeɪt]	распределять
<b>boost</b> (v.)	[bu:st]	стимулировать, повышать
<b>budget</b> (v.)	['bʌdʒɪt]	планировать
<b>complicated</b> (adj.)	['kɒmplɪkeɪtɪd]	сложный
<b>confidence</b> (n.)	['kɒnfɪd(ə)ns]	уверенность
<b>consistent</b> (adj.)	[kən'sɪst(ə)nt]	последовательный
<b>deconstruct</b> (v.)	[,di:k(ə)n'strʌkt]	разбирать
<b>digestible</b> (adj.)	[daɪ'dʒestəbl]	удобоваримый, простой (для восприятия)
<b>distinguish</b> (v.)	[dɪ'stɪŋɡwɪʃ]	различать
<b>efficacy</b> (n.)	['efɪkəsi]	эффективность
<b>ensure</b> (v.)	[ɪn'ʃʊə]	гарантировать, обеспечивать
<b>fast-paced</b> (adj.)	[,fɑ:'steɪst]	быстрый, быстро развивающийся
<b>immense</b> (adj.)	[ɪ'mens]	огромный
<b>impact</b> (v.)	[ɪm'pækt]	влиять, воздействовать
<b>in advance</b>	[ɪn əd'vɑ:ns]	заранее
<b>master</b> (v.)	['mɑ:stə]	освоить
<b>mindfully</b> (adv.)	['maɪndfəli]	внимательно, обдуманно
<b>multiple</b> (adj.)	['mʌltɪp(ə)l]	множественный, несколько
<b>overall</b> (adj.)	[,əʊvər'ɔ:l]	общий
<b>recoup</b> (v.)	[rɪ'ku:p]	компенсировать, возмещать

<b>rewarding</b> (adj.)	[rɪ'wɔːdɪŋ]	вознаграждающий, приносящий внутреннее удовлетворение
<b>satisfaction</b> (n.)	[sætɪs'fækʃ(ə)n]	удовлетворение
<b>schedule</b> (n.)	['ʃedjuːl, 'ske-]	график
<b>skillfully</b> (adv.)	['skɪlfəli]	умело
<b>tick off</b> (v.)	[tɪk 'ɒf]	делать отметку, ставить галочку
<b>urgency</b> (n.)	['ɜːdʒ(ə)nsɪ]	срочность
<b>urgent</b> (adj.)	['ɜːdʒ(ə)nt]	срочный
<b>workload</b> (n.)	['wɜːkləʊd]	нагрузка

## 1. Read and translate the text, using the glossary.

### The Importance of Time Management

In today's fast-paced world and competitive business environment, there is always a lot of work to be done and not enough time to do it. This is where time management steps in.

When practiced mindfully and over a longer period of time, time management can help us stay on top of our workload stress-free and balance our personal and professional responsibilities.

So, what is time management? Time management is a set of strategies designed to help you plan how to divide your time between specific activities to achieve maximum productivity, efficacy, and results on a daily and weekly level, as well as long term. Time management can help you learn how to make decisions, set goals, and budget your time skillfully. It's a way to stay organized and learn to prioritize your activities based on their importance.

Effective time management can lead to increased productivity and efficiency. By prioritizing tasks and setting realistic deadlines, you can focus your energy on the most urgent tasks and accomplish them in a timely fashion. This, in turn, will increase your overall job satisfaction.

Good time management can also help you in your leisure life. Once you master it, you'll have no trouble making room for activities you enjoy (e.g., hobbies, family time, and hanging out with friends). A well-balanced routine helps reduce stress and positively impacts your physical and mental health.

Here are some of the benefits of time management:

#### *Increased Productivity*

Good and effective time management can help you prioritize your tasks and tick them off one by one while increasing your overall productivity.

#### *Improved Confidence*

Being consistent when it comes to managing your time, completing your daily to-dos, and staying on top of all your responsibilities can give you an immense sense of accomplishment and significantly boost your confidence.

#### *Improved Self-Discipline*

Having enough discipline to create and then stick to a specific plan or schedule is another benefit of successful time management. The greater your effort, the more rewarding the whole experience becomes as you see yourself transforming into a more organized person who simply gets things done.

#### *Things Seem Easier*

One of the main ideas behind effective time management is categorizing your tasks and prioritizing them based on their importance, urgency, difficulty, and more. By managing your time efficiently, you can find ways to deconstruct more complicated projects into a group of easier-to-do, smaller tasks. This will make complicated things much less difficult to complete, as they'll be divided into more "digestible" parts.

#### *Good Work-Life Balance*

A huge part of time management focuses on learning how to balance your work-related and outside-of-work responsibilities. It teaches you the importance of allocating daily time to things you enjoy to regulate stress, recoup, and/or increase your energy levels.

#### *Better Work Reputation/More Career Opportunities*

Effective time management can help you distinguish yourself from your colleagues as a high performer. By mastering the way you spend your time at work, you can ensure you always send your deliverables by their due date or even earlier.

In a lot of cases, companies hire or promote people with a good work reputation as opposed to people who just have better qualifications or skills for a particular job.

#### *No More Missed Deadlines*

When dealing with multiple tasks at once, it's easy to lose your cool and start stressing over how much work you have ahead of you. As soon as you start to organize your work and schedule your tasks in advance, you become confident you will complete your daily/weekly/monthly goals on time.

## **2. Answer the questions to the text.**

1. Why is time management essential in today's fast changing environment?
2. What definitions of time management are given in the text?
3. How can one increase one's overall job satisfaction?
4. Can time management be helpful in leisure life?
5. How can good time management boost one's confidence level?
6. What practice is recommended to complete complicated tasks in time?
7. Why does good time management offer better career opportunities?

## **3. Match the following benefits of good time management (1-7) with their implications (a-g).**

1. Boosting one's confidence
2. Better work reputation
3. Meeting deadlines
4. Tasks seem easier

5. Higher productivity
6. Good balance of work and life
7. Better self-discipline

- a) Allocating daily time to things you enjoy, you will recoup your energy levels.
- b) Organizing your work and scheduling your tasks in advance, you will be able to complete your goals on time.
- c) Transforming into a more organized person, you will feel rewarded.
- d) Completing your daily responsibilities can give you an immense sense of accomplishment.
- e) Deconstructing more complicated projects into several easier-to-do tasks will make them easier to complete.
- f) Mastering the way you spend your time at work, you can ensure you get better career opportunities.
- g) Prioritizing your tasks and ticking them off, you will improve your performance.

**4. Find the synonyms of the following words in the text:**

*Rapid, carefully, efficiency, proficiently, essential, influence, punctual, enormous, increase, distribute.*

**5. Find the opposites of the following words in the text:**

*Unambitious, challenging, insignificance, particular, disadvantage, discouraging, demote, fail, belatedly.*

**6. Work with word formation. Fill in the table with the appropriate nouns, verbs, and adjectives. Translate them into Russian.**

Noun	Verb	Adjective
		competitive
management		
	prioritize	
		confident
decision		
	promote	
		urgent
satisfaction		
	multiply	

**7. Fill in the gaps with the missing words. Two words are odd.**

*Complicated, consistent, digestible, fast-paced, immense, mindful, multiple, overall, rewarding, skillful.*

1. These issues require ... handling.
2. The book's aim was to make economic theory more ... .
3. Sometimes the questions are ... and the answers are simple.

4. Have the ability to handle ... tasks and conflicting objectives with a sense of balance.
5. We need to be more ... in handling this problem.
6. I did not expect the job to be really ... .
7. The ... situation is good, despite a few minor problems.
8. The idea aroused ... enthusiasm among the workers.

**8. Translate the sentences from Russian into English using the words from the glossary.**

1. В современном быстро развивающемся мире важно освоить навыки тайм-менеджмента.
2. Тайм-менеджмент – это набор стратегий, позволяющих обдуманно распределить время, нагрузку и повысить общую эффективность.
3. Способность сосредоточиться на срочных задачах и выполнить их в срок – один из аспектов тайм-менеджмента.
4. Чтобы справиться с несколькими задачами одновременно, важно заранее составить график их выполнения.
5. Некоторые рекомендуют ставить галочку напротив выполненной задачи, так как чувство выполненного долга повышает уверенность.
6. Если разбить сложный проект на несколько более простых задач, то его будет легче завершить.

**9. Discuss the following quotations. Use expressions given in the appendix.**

The common man is not concerned about the passage of time, the man of talent is driven by it.

*Arthur Schopenhauer*

He who every morning plans the transactions of that day and follows that plan carries a thread that will guide him through the labyrinth of the most busy life.

*Victor Hugo*

The bad news is time flies. The good news is you're the pilot.

*Michael Altshuler*

**10. Let's talk about time management:**

1. Are you good at organizing time?
2. How do you usually organize your time?
3. Are you ever late for anything?
4. How do you feel when you are late for an appointment?
5. How do you feel when others are late?
6. How can people learn to manage their time properly?
7. What do people do that is a waste of time?
8. Why do some people find it hard to follow plans?
9. Do old people and young people manage time in a similar way?
10. Do you think children should learn to manage time?

## Lesson 16

<b>alike</b> (adv.)	[ə'laɪk]	в равной степени, одинаково
<b>appreciate</b> (v.)	[ə'pri:ʃieɪt]	ценить, принимать во внимание
<b>appropriately</b> (adv.)	[ə'prəʊpriətli]	грамотно, должным образом
<b>attentively</b> (adv.)	[ə'tentɪvli]	внимательно
<b>benefit</b> (n., v.)	['benɪfɪt]	польза, выгода; получать пользу
<b>brief</b> (adj.)	['brɪf]	краткий
<b>businessperson</b> (n.)	['bɪznɪs,pɜ:sən]	предприниматель, деловой человек
<b>calm</b> (adj.)	[kɑ:m]	спокойный
<b>carefully</b> (adv.)	['keəf(ə)li]	внимательно
<b>collected</b> (adj.)	[kə'lektɪd]	спокойный, выдержанный
<b>complaint</b> (n.)	[kəm'pleɪnt]	жалоба
<b>compose</b> (v.)	[kəm'pəʊz]	составлять, компоновать
<b>concise</b> (adj.)	[kən'saɪs]	краткий
<b>concern</b> (n.)	[kən'sɜ:n]	интерес, вопрос
<b>considerable</b> (adj.)	[kən'sɪd(ə)rəb(ə)l]	значительный
<b>consistently</b> (adv.)	[kən'sɪst(ə)ntli]	последовательно
<b>convenient</b> (adj.)	[kən'vi:nɪənt]	удобный
<b>courteous</b> (adj.)	['kɜ:tiəs]	вежливый
<b>coworker</b> (n.)	['kəʊwɜ:kə(r)]	коллега, сотрудник
<b>craft</b> (v.)	[krɑ:ft]	создавать, составлять
<b>customer</b> (n.)	['kʌstəmə]	клиент
<b>digest</b> (v.)	[daɪ'dʒest]	зд. воспринимать
<b>efficient</b> (adj.)	[ɪ'fɪʃ(ə)nt]	эффективный
<b>enclose</b> (v.)	[ɪn'kləʊz]	прилагать
<b>enhance</b> (v.)	[ɪn'hɑ:ns]	улучшать, повышать
<b>exchange</b> (v.)	[ɪks'tʃeɪndʒ]	обменивать(ся)
<b>general</b> (adj.)	['dʒen(ə)r(ə)l]	общий
<b>helpful</b> (adj.)	['helpfʊl]	полезный
<b>impact</b> (n., v.)	['ɪmpækt/ ,ɪ'mpækt]	влияние; влиять
<b>initial</b> (adj.)	[ɪ'nɪʃ(ə)l]	первоначальный
<b>long-term</b> (adj.)	[lɒŋ'tɜ:m]	долгосрочный
<b>outlook</b> (n.)	['aʊtlʊk]	перспектива
<b>performance</b> (n.)	[pə'fɔ:m(ə)ns]	эффективность
<b>purchase</b> (n., v.)	['pɜ:tʃɪs]	покупка; приобретать
<b>purpose</b> (n.)	['pɜ:pəs]	цель



<b>receiver</b> (n.)	[rɪ'si:və]	получатель
<b>recipient</b> (n.)	[rɪ'sɪpiənt]	получатель
<b>request</b> (n.)	[rɪ'kwest]	запрос
<b>response</b> (n.)	[rɪ'spɒns]	ответ, ответное письмо
<b>short-term</b> (adj.)	[ʃɔ:t'tɜ:m]	краткосрочный
<b>stockholder</b> (n.)	['stɒkhəʊldə]	акционер
<b>supply</b> (n., v.)	[sə'plai]	поставка; поставлять
<b>tempting</b> (adj.)	['tem(p)tɪŋ]	заманчивой
<b>waste</b> (v.)	[weɪst]	напрасно тратить
<b>worded</b> (adj.)	['wɜ:dɪd]	сформулированный

## 1. Read and translate the text, using the glossary.

### Business E-mails

Besides playing a major role in most individuals' personal lives, technology plays a major role in most business people's professional lives, as it's convenient, reliable, and efficient. From text messaging to emailing and scanning files to Skyping, high-tech practices are common in companies.

To benefit as much as possible from these practices, businesspeople must craft and send professional business emails, or emails that serve an official, company-related purpose and are appropriately written. Professional business emails are appreciated by coworkers, customers, and potential clients alike.

Professional general emails are carefully worded and concise messages about any company subject. For example, one can send a professional general email to a coworker in regards to supply information, to a customer in regards to purchase needs, and so on and so forth. It's important that professional general emails be attentively worded and as brief as possible, to help receivers digest the enclosed information and requests.

Professional response emails are courteous and useful messages sent to a person or organization that sent an initial message. For example, a business manager who is asked about his company's outlook in an email would send a professional response email to address the sender's questions and concerns. This type of email should provide answers and data that are useful to the recipients, based upon what he or she stated initially.

Perhaps the most considerable difficulty in sending professional business emails is remaining calm and official. For example, it might be tempting to send an angry email in response to a customer complaint, but doing so would negatively impact the company's reputation and performance. Instead, one should form an email response that is collected, helpful, and useful.

The short-term benefits of sending professional business emails are enhanced productivity, optimal cooperation, and a minimal amount of wasted resources. In the long-term, however, someone who consistently sends professional business emails will likely develop a professional reputation.

## 2. Answer the questions to the text:

1. What are professional business emails?
2. What are professional general emails?
3. What are professional response emails?
4. How should professional response emails be composed?
5. What are the benefits of sending professional business emails?

## 3. Read the following definitions and match them with an appropriate noun from the glossary.

- a) a person who owns shares in a company and therefore gets part of the company's profits and the right to vote on how the company is controlled
- b) an answer to a question, letter, email
- c) the likely future situation
- d) a person who buys goods or a service
- e) how well a person, machine, etc. does a piece of work or an activity
- f) a powerful effect that something, especially something new, has on a situation or person
- g) the act of politely or officially asking for something
- h) a statement that something is wrong or not satisfactory

## 4. Fill in the gaps with the missing verbs, using their appropriate form (two words are odd). Translate the sentences into Russian.

*Appreciate, benefit, compose, digest, enclose, enhance, exchange, impact, supply, waste.*

1. The relevant documents ... for your information.
2. They ... business cards with each other.
3. His boss highly ... his zeal for his work.
4. We got straight down to business without ... time on small talk.
5. These efforts ... collaboration between industry and academia.
6. The poor economy ... on small businesses.
7. More than 17.6 million firms ... the business sector of our economy.
8. This chapter is so difficult to ... , I shall have to read it again later.

## 5. Work with word formation. Fill in the table with the appropriate nouns, verbs, and adjectives. Translate them into Russian.

Noun	Verb	Adjective
appreciate		
	enclose	
		reliable
benefit		
	provide	
		considerable
response		
	enhance	
		useful

**6. Translate the sentences from Russian into English using the words and word combinations from the glossary.**

1. Умение составлять грамотно написанные деловые письма – это один из базовых навыков предпринимателя, который по достоинству оценят как коллеги, так и деловые партнеры.
2. Деловые электронные письма должны быть вежливыми, грамотно сформулированными и достаточно краткими.
3. Ответ на письмо-запрос должен предоставить всю информацию, необходимую получателю.
4. Невежливое ответное письмо на жалобу клиента может отрицательно повлиять на репутацию компании.
5. В краткосрочной перспективе грамотная деловая переписка позволяет повысить производительность и сделать взаимодействие с деловыми партнерами более эффективным.
6. К письму прилагается вся необходимая документация.

**7. Discuss the following quotations. Use expressions given in the appendix.**

The most valuable of all talents is that of never using two words when one will do.  
*Thomas Jefferson*

You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.  
*Lee Iacocca*

Effective writing has the illusion of speech without its bad habits. The reader hears a writer speaking to a reader. The writing should flow with grace, pace and clarity – not the way we speak but, better than that, the way we should speak.  
*Donald M. Murray*

**8. Let's talk about correspondence:**

1. At work or in your studies, do you often write things?
2. How often do you check your email?
3. What kinds of emails do you receive about your work or studies?
4. Do you think it is a good thing that some companies send out letters/spam emails for the purpose of advertising?
5. Do you prefer to write by hand or on a computer?
6. Do you think people will still write letters in the future?

**9. Skim the text. Think of five questions to cover its content.**

Writing for a business audience is usually quite different from writing in the humanities, social sciences, or other academic disciplines. Business writing strives to be crisp and succinct (краткий) rather than evocative (пробуждающий чувства) or creative; it stresses specificity and accuracy. This distinction does not make business

writing superior or inferior to other styles. Rather, it reflects the unique purpose and considerations involved when writing in a business context.

When you write a business document, you must assume that your audience has limited time to read it and is likely to skim. Your readers have an interest in what you say insofar as it affects their working world. They want to know the “bottom line” (суть): the point you are making about a situation or problem and how they should respond.

Business writing varies from the conversational style often found in email messages to the more formal, legalistic style found in contracts. A style between these two extremes is appropriate for the majority of memos (служебная записка), emails, and letters. Writing that is too formal can alienate (отталкивать) readers, and an attempt to be overly casual may come across as insincere or unprofessional. In business writing, as in all writing, you must know your audience.

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## APPENDIX

### ПРИЛОЖЕНИЕ

**Here are some expressions you can use to agree and disagree.**

Agreeing	Disagreeing	Partly agreeing
That's right! Absolutely! Exactly! Me too! Yes, I agree! I totally agree! I couldn't agree more! I see exactly what you mean! You're right. That's a good point.	I don't agree! I totally disagree! Absolutely not! That's not right! I'm not sure about that.	I agree up to a point, but ... I see your point, but ... That's partly true, but ... I'm not so sure about that.

*It is always a good idea to justify your opinions. Don't just say 'I agree', but say 'I agree because I think that ... (explain your reason).'*

**Here are some expressions you can use to talk about opinions.**

Asking for Opinions	Responding to Opinions	Expressing Opinions
How do you feel about that?  What is your point of view?  I would really appreciate your view.  Have you got any thoughts on this?  Do you have any views on this?  Does anyone have any other comments?	I see what you mean.  You've got a point there.  That's a very good point.  That's a great suggestion.  That's one way of looking at it.	<b>Strong</b> I believe... I'm convinced that... I'm sure that... I have no doubt... There's no doubt in my mind that... I'm quite certain that... <b>Medium</b> I think... Well, if you ask me... I'd like to point out that... As I see it... In my opinion... <b>Weak</b> I feel that... My impression is that... I am not sure but I am leaning towards... I tend to think...

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