**ЛЬВІВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ**

**ВЕТЕРИНАРНОЇ МЕДИЦИНИ ТА БІОТЕХНОЛОГІЙ**

**імені С.З.Ґжицького**

**КАФЕДРА УКРАЇНСЬКОЇ ТА ІНОЗЕМНИХ МОВ**

**імені ЯКИМА ЯРЕМИ**

**Ваврін Н.П.**

**Basic communication skills and techniques using economic vocabulary**

**НАВЧАЛЬНО-МЕТОДИЧНИЙ ПОСІБНИК**

**З КУРСУ СОЦІАЛЬНО-ЕКОНОМІЧНА АНГЛІЙСЬКА ЛЕКСИКА**

**ЛЬВІВ – 2022**

**Ваврін Н.П.**, **Навчальнo-методичний посібник** з курсу соціально-економічна англійська лексика для студентів економікиекономічних спеціальностей. – Львів, 2022. – 34 с.

**Рецензенти:**

**Череповська Т.В.** – доцент кафедри української та іноземних мов імені Якима Яреми Львівського національного університету ветеринарної медицини та біотехнологій імені С.З.Ґжицького;

Мета методичного посібника — розвиток навичок розуміння й аналізу оригінальних економічних текстів, збагачення словникового запасу новою лексикою, удосконалення навичок розмовної мови, уміння вести бесіду, брати участь у дискусіях англійською мовою, формувати соціально-комунікативну позицію фахівця в галузі економіки.

Для студентів економічних спеціальностей.

Схвалено на засіданні кафедри української та іноземних мов імені Якима Яреми, протокол **№ 2 від 05 вересня 2022 року.**

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**INTERNATIONAL BUSINESS STYLES**

**Learn the active vocabulary of the Unit and be ready to use it in your further work**

to take it easy – не сприймати серйозно

insult – образа

to exceed – перевищувати

to complete a business deal – домовлятися про справу, укладати угоду

offensive – образливий

conversation – розмова

to confuse – плутати

gift – дарунок

cancellation – скасування (домовленості)

encounter – несподівано натрапити

health-conscious – що дбає про здоров’я

to design – призначати (для чого?)

quarterly bonus – квартальна премія

pay-for-performance – відрядна оплата праці

humiliation – приниження

sales rep – представник відділу збуту.

**Text A**

***Exercise 1.* First read the text very quickly and write down one thing about each nationality that you can remember. Discuss what you have written with your partner.**

We live in a global village, but how well do we know and understand each other? Here is a simple test. Imagine you have arranged a meeting at four o’clock. What time should you expect your foreign business colleagues to arrive? If they are German, they’ll be bang on time. If they’re American, they’ll probably be 15

minutes early. If they’re British, they’ll be 15 minutes late, and you should allow up to an hour for the Italians.

The British are happy to have a business lunch and discuss business matters with a drink during the meal: the Japanese prefer not to work while eating. Lunch is a time to relax and get to know one another, and they rarely drink at lunchtime.

The Germans like to talk business *before* dinner; the French like to eat first and talk afterwards. They have to be well fed and watered before they discuss anything.

Taking off your jacket and rolling up your sleeves is a sign of getting down to work in Britain and Holland, but in Germany people regard it as

taking it easy.

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

The Japanese have perhaps the strictest rules of social and business behaviour. Seniority is very important, and a younger man should never be sent to complete a business deal with an older Japanese man. A 50-year- old Japanese ( or Greek or Italian) manager would be even offended, if he had to negotiate with an aggressive, well-educated, but inexperienced American or German 20 years his junior. You must exchange business cards immediately on meeting because it is essential to establish everyone’s status and position. When it is handed to a person in a superior position, it must be given and received with both hands, and you must take time to read it carefully, and not just put it in your pocket! Also the bow

is a very important part of greeting someone. You should not expect the Japanese to shake hands. Bowing the head is a mark of respect and the first bow of the day should be lower than when you meet thereafter.

The Americans sometimes find it difficult to accept the more formal Japanese manners. They prefer to be casual and more informal. The British, of course, are cool and reserved. The great topic of conversation between strangers in Britain is the weather - unemotional and impersonal. In America, the main topic between strangers is the search to find geographical link.

**“When in Rome do as Romans do”**

***Here are some final tips******for travelers***

* In France you shouldn’t sit down in a cafe until you’ve shaken hands

with everyone you know.

* In Afghanistan you should spend at least five minutes saying hello.
* In Pakistan you mustn’t wink. It is offensive.
* In the Mjddle East you must never use the left hand for greeting, drinking, or smoking. Also, you should take care not to

admire anything in your host’s home. They will feel that they have to give it to you.

* In Russia you must match your host drink for drink or they will think you are unfriendly.
* In America you should eat your hamburger with both hands and as quickly as possible. You shouldn’t try to have a conversation until it is eaten.

*And last bin not least*

* *Show an interest in, and at least an elementary knowledge of the country you are visiting.*
* *Learn a few words of the language - it will be seen as a complement.*
* *Be sensitive to countries who have bigger and better-known neighbours, and try not to confuse Canadians with Americans, New Zealanders with Australians, Belgians with French.*
* *Familiarise yourself with the basics of business and social etiquette. As a starting point, learning how to greet people is very important.*

*Notes*: to take time – не поспішати

***Exercise 2.*** **Read the text again and answer the questions. Discuss the questions in pairs.**

1. Which nationalities are the most and least punctual?

2. Which nationalities do *not* like to eat and do business at the same time?

3. "They (The French) have to be well fed and watered.” What or who do you normally have to feed and water?

4. An American friend of yours is going to work in Japan. Give some advice about how he/she should and shouldn’t behave.

5.I magine you are at a party in (a) England (b) America". How

could you begin a conversation with a stranger? Continue the conversation with your partner.

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

7. Why is it not a good idea to:

* say that you absolutely love your Egyptian friend’s vase;
* go to Russia if you don’t drink alcohol; [[1]](#footnote-1)
* say "Hi! See you later!" when you’re introduced to someone in Afghanistan;
* discuss politics with your American friend in a McDonald’s?

***Discussion***

1. Do you agree with the saying “When in Rome, do as the Romans **do”?** Do you have a similar saying in your language?

2. What are the “rules” about greeting people in your country? When **do** you shake hands?

3. When do you kiss? What about when you say goodbye?

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

5. Do you think the culture of your country is similar enough to that of theneighboring countries to have the same management techniques? What advice would you give someone coming to your country to negotiate with local companies? *(write a paragraph).*

***Exercise 3.* Complete the passage below using words from the box in the correct form.**

|  |
| --- |
| abroad custom receive etiquette offensive to be a sign  negotiation sensitive logo deal taste |

**Gift giving in the international business context.**

In Great Britain and the United States corporate gift giving is not a very popular 1\_\_\_\_\_\_ . People can spend their entire working lives without ever 2 \_\_\_\_\_\_\_\_

a corporate gift. However, gift giving is sometimes an integral part of the 3 \_\_\_\_\_ process when doing business 4 \_\_\_\_. It is important to learn about the 5 \_\_\_\_\_\_\_\_ of gift giving before sending or taking a gift to an international client or business partner, or you may find that your gesture appears 6 \_\_\_\_\_. For example, in China a desk clock 7 \_\_\_\_\_\_\_ bad luck or death. It is also interesting to note that the receiver never opens a gift in front of the giver as that would signify that the content was more important than the act of giving. Waiting for the person to open your gift would show that you were not 8 \_\_\_\_\_\_\_ to Chinese culture. In France, don’t give something with your company 9 \_\_\_\_\_\_, as they find items like this impersonal and in bad 10 \_\_\_\_\_\_. Giving knives in Italy, Russia or Argentina could lead to problems in establishing a 11 \_\_\_\_\_\_ as this signifies cutting off the relationship! Giving flowers is another possible minefield. In England, Australia and Canada, some people see white lilies as a symbol of death while in Germany, yellow and white chrysanthemums could be seen this way.

***Exercise 4.* Complete the sentences below using the expressions in the box in the correct imperative form, positive or negative.**

|  |
| --- |
| Flexible assume increase expect invest study |

1. *Don’t judge*, be curious and fascinated instead.
2. \_\_\_\_\_\_\_\_\_\_\_\_\_ some time in preparing yourself for encounters with other business and cultural styles.
3. \_\_\_\_\_\_\_\_\_\_\_\_ your understanding of the countries and cultures you are

visiting by attending cross-cultural seminars.

1. \_\_\_\_\_\_\_\_\_\_\_\_ the general protocol and etiquette of the country or countries you are visiting.
2. \_\_\_\_\_\_\_\_\_\_\_\_ delays, frequent changes in plans and cancellations.
3. \_\_\_\_\_\_\_\_\_\_\_\_ to have easy access to your e-mail while on the road.
4. \_\_\_\_\_\_\_\_\_\_\_\_ when negotiating prices.
5. \_\_\_\_\_\_\_\_\_\_\_\_ that market or sales techniques that work in your country, work in other

Nobody actually wants to cause offence but, as business becomes ever more international, it is increasingly easy to get it wrong. There may be a single European market but it does not mean that managers behave the same in Greece as they do in Denmark.

In many European countries handshaking is an automatic gesture. In France good manners require that on arriving at a business meeting a manager shakes hands with everyone present. This can be a demanding task and, in a crowded om, may require gymnastic ability if the farthest hand is to e reached.

Handshaking is almost as popular in other countries - including Germany, Belgium and Italy. But Northern Europeans, such as the British and Scandinavians, are not lite so fond of physical demonstrations of friendliness.

In Europe the most common challenge is not the content the food, but the way you behave as you eat. Some things are just not done. In France it is not good manners to raise tricky questions of business over the main course. Business has its place: after the cheese course. Unless you are prepared to eat in silence you have to talk about something , that is, other than the business deal which you are continually chewing over in your head.

Italians give similar importance to the whole process of business entertaining. In fact, in Italy the biggest fear, as course after course appears, is that you entirely forget you are :re on business. If you have the energy, you can always do polite thing when the meal finally ends, and offer to pay. Then, after a lively discussion, you must remember the next polite thing to do - let your host pick up the bill.

In Germany, as you walk sadly back to your hotel room, you may wonder why your apparently friendly hosts have not invited you out for the evening. Don’t worry, it is probably nothing personal. Germans do not entertain business people with quite the same enthusiasm as some of their European counterparts.

The Germans are also notable for the amount of formality they bring to business. As an outsider, it is often difficult to know whether colleagues have been working together for 30 years or have just met in the lift. If you are used to calling people by their first names this can be a little strange. To the Germans, titles are important. Forgetting that someone should be called Herr Doktor or Frau Direktorin might cause serious offence. It is equally offensive to call them by a title they do not possess.

In Italy the question of title is further confused by the fact that everyone with a university degree can be called Dottore - and engineers, lawyers and architects may also expect to be called by their professional titles.

These cultural challenges exist side by side with the problems of doing business in a foreign language. Language, of course, is full of difficulties - disaster may be only a syllable away. But the more you know of the culture of the country you are dealing with, the less likely you are to get into difficulties. It is worth the

effort. It might be rather hard to explain that the reason you lost the contract was not the product or the price, but the fact that you offended your hosts in a light-hearted comment over an aperitif. Good manners are admired: they can also make or break the deal.

**Decide if these statements are true T or false F according to the** writer:

1 In France you are expected to shake hands with everyone you meet. □

2 People in Britain shake hands just as much as people in Germany. □

3 In France people prefer talking about business during meals. □

4 It is not polite to insist on paying for a meal if you are in Italy. □

5 Visitors to Germany never get taken out for meals. □

6 German business people don’t like to be called by their surnames. □

7 Make sure you know what the titles of the German people you meet are.

8 Italian professionals are usually addressed by their titles. □

9 A humorous remark always goes down well all over the world. □

**Discuss these questions:**

1. Which of the ideas in the article do you disagree with?

2. What would you tell a foreign visitor about ‘good manners’ in your country?

3. How much do you think international business is improved by knowing about foreign people’s customs?

***Work in pairs*** Imagine that you’re at a conference. Look at these name badges. If you’re introduced to the man from London you’d say, ‘Pleased to meet you, Mr Thomas’, not ‘Hello, Mr Howard’. But what would you say to the other delegates?

Howard Thomas LoWinHao Rosa Burgos Garcia

LONDON TAIPEH VALENCIA

Kryskiewicz Grazyna Ivany Laszlo

WARSAW BUDAPEST

**Try this quiz with your partner.**

***1*** A good conversationalist is someone who ...

**a** always has plenty to say **b** has plenty of amusing stories to tell

**c** will listen carefully to what you have to say **d** asks a lot of questions

***2*** If someone looks you straight in the eye without blinking, they are probably ...

**a** honest **b** being rude **c** trying to frighten you

**d** being friendly

***3*** If someone keeps looking out of the window while you’re talking, they ...

**a** want to be outdoors **b** don’t understand you

**c** are not concentrating **d** are thinking

***4*** If someone sighs while you’re explaining something they are probably ...

**a** bored **b** impatient

**c** unhappy **d** suffering from indigestion

***5*** If a man wearing jeans and a T-shirt comes into your office, he ...

**a** isn’t correctly dressed **b** can’t be important

**c** is quite normal **d** must be someone who has come to fix the phone or something

***6*** If someone shakes your hand very hard and long, they are ...

**a** pleased to see you **b** trying to show you that they are sincere

**c** waiting for you to say something **d** reliable and friendly

7 If a Canadian businessman keeps stepping backwards while he’s talking to a Mexican businessman, this means that ...

**a** he doesn’t like Mexicans **b** the Mexican is trying to be too friendly

**c** Northern people don’t feel comfortable standing as close to another person as Southern people do **d** Canadians are less friendly than Mexicans

8 If a Japanese person gives you their business card, you should hold it...

**a** in your left hand **b** in your right hand

**c** in both hands **d** without reading it

***Work in groups*** Discuss how the IMPRESSION you may give, especially

to a stranger or to someone from another country, can be affected by:

•The noises you make: yawning clicking a pen sniffing tapping your fingers

•Talking in a loud voice talking in a soft voice

***Work in groups*** Ask your partners these questions:

•In your own workplace or place of study, who do you call by their first names, and who by their surnames?

•Are there people who use your first name but who you are expected to call by their surnames?

•Would this be any different with British, American or other foreign people you work with?

•Who do you talk to at work or college about your family and leisure activities? Which of your co-workers or fellow students do you meet socially?

**BUSINESS CORRESPONDENCE**

STRUCTURE OF A BUSINESS LETTER

Business letters include all kinds of commercial letters, **inquiries and replies to inquiries. Letters of Credit (L/C), invoices, Bills of Lading (B/L), Bills of Exchange** or **drafts, letters of insurance, explanatory letters, orders, letters of packing, letters of shipment, letters of delivery, offers, letters of complaint,** replies to those of mentioned above, etc.

A business letter should be as short as possible, intelligible, polite and its language must be simple.

Rules and traditionsof correspondence vary in time but somebasicprinciples of a commercial letter remain unchanged.

### A private business letter is written by hand, each paragraph begins with an indented line. But if a letter is sent by an organization it is typed on the form of this organization. In this case it is not necessary to use indented lines.

A letter is composed of the following elements: heading, date,address, salutationtext, subscription.

A letter can be typed on the organization's form. Any form has its letter-head printed typographically. The letter-head bears the name of organization or firm, sending this letter, its address, address for telegrams, telephone, telex, fax. If you do not use the form, write your address (as a sender) on the upper right side of the letter. Do not indicate your name here, it will follow your signature. Ukrainian names of foreign trade organizations are not translated into foreign languages. They are written with Latin letters using English transcription. Your telephone number may be written below.

The date is written on the right side above.

In Great Britain the date may be indicatedas follows: 7th April, 2008 or 23 March, 2008.

In the USA it is usually written like this: April 7, 2008.

As a rule, before the address of therecipient a reference is indicated which thesender asks to mention in thereply to the letter. A common reference represents the initials of the person who wrote theletter and those of the typist who typed it. In the samples of letters given below the references areas follows:

Our Ref: MRE/JNK — *(in the first letter),*

Your Ref: BAT/SN — *(in the second* one *after the reply has been received),*

MRE are the initials of the authorof the letter (M. R. Erickson),

JNK are the initials of the typist.

The address of the recipient (inside address) is written on the left above, under the reference. Lower, the name of the firm is written un­der which the number of the house, street, city or town, state or country are indicated, the last element being the country.

The salutation is written on the left (not in the centre).

The salutation ***"Dear******Sir****"* is appropriate, when you write to a real person if you do not know him. If you know this person, you should write ***"Dear Mr Jones",*** for example.

If the letter is addressed to a firm, the salutation should be *"Dear Sirs'.* In modern business correspondence it is needless to use any other forms of politeness.

As was mentioned above, the text of the letter should be as short, simple and clear as possible.

In the subscription the expression ***"Yours faithfully"*** is usually used if you are not acquainted with the person(s) or ***"Yours sincerely"*** if you write to a man (woman) whom you know at least

by correspondence. In American English the above expressions are

rarely used. More common are the expressions ***"Sincerely yours",*** or simply ***"Sincerely",*** and sometimes ***"Very truly yours".***

Thesignature isaffixed by hand above the typed name of the author. It is not obligatory to indicate yourposition. If near the signature there are two letters **"p.p."** (perpro) it means that the letter is **"by warrant"**.

The heading may be written above the main text of the letter. The heading indicates short contents of the letter or itssubject.

If some material is added to the letter the words "Enclosure" ("Enclosures") or the abbreviation "End" (додаток) are written in the left lower corner of the letter. You can also use the expression "Weenclose..." (додаємо...).

Active Vocabulary

**Inquiry** – запит

**letter of Credit (L/C)** – акредитив

**invoice** – рахунок-фактура

**bill of Lading (B/L)** – коносамент

**bill of Exchange (draft)** – тратта, переказний вексель

**insurance** – страхування

**explanatory letter** – роз’яснювальний лист

**order** – замовлення

**letter of packing** – лист про упаковання

**letter of shipment** – лист про відправлення

**letter of delivery** – лист про доставку

**letter of complaint** – скарга

**indented line** – абзац

**form** – бланк

**heading** – заголовок листа

**salutation** – звертання

**subscription** – підпис

**letter-head** – заголовок бланку

**recipient** – одержувач

**reference** – посилання

**sender** – відправник

**reply (to...)** – відповідь на

**to affix signature** – підписувавти

**position** – *тут.* посада

**p. p. (per pro), by warrant** – за дорученням

**subject** – предмет обговорення

**enclosure** – додаток

**to enclose** – додавати

**Comprehension.**

1. What letters are included into business correspondence?
2. What are the major elements of a business letter?
3. When is the letter-head used?
4. What does the reference mean in a letter?
5. What information is given in the address?
6. What are the requirements established for the text of a business letter?
7. What expressions are used in the salutation of a business letter?
8. What should be indicated in the heading of a business letter?
9. What should be the subscription in a business letter?
10. What may be enclosed in a business letter?

Vocabulary Practice

**Translate this sample of a business letter.**

**Con­sider thoroughly all elements of the letter.**

|  |
| --- |
| **Mitchell Electronics Company Limited**  **St. Mirren Avenue, London E15 SET**  **Telephone: 01-386 9239**  **Telegrams MELEC LONDON**  Our Ref: MRE\JNK  C. A. Atkins Esq.  147 Macduff Road,  Thamesbank,  London NW11 8HX 9th April, 2021  Dear Sir,  Thank you for your letter of the 4th April 2008, in which you re­quested a brochureon our latest stereo cassette/radio Model ECR/12.  We do not supply brochures ourselves, as this can be done more cheaply and conveniently by our distributors. We have looked at our list of distributors and found that the nearest to your address is Scott's of 137 High Street, Thamesbank. You may know it.  They stock copies of the brochure you require, and they will give you a copy on demand, free of charge.  We trust that they can be of assistance.  Yours faithfully,  M. R. Erickson  Sates Department  Mitchell Electronics Co Ltd |

**Translate the expressions most frequently used in business letters.**

1. We refer to your advertisement in "Daily News".

2. We learn from your letter that you are manufacturers of

***Work in pairs*** Read this memo. Decide who ‘HGW’ is and what his or her job is.

|  |
| --- |
| **MEMORANDUM**  *From*: HGW *To:* Department managers  *Date*: 21/4/99 *Subject*: In-service English classes  1 From Monday 8 May English classes will be held in the Training Centre (room 317). There will be two groups: intermediate level (8.30-10.00) and advanced level (10.30-12.00). Please encourage your staff to attend one of the sessions. All teaching materials will be provided but students will be expected to do homework and preparation outside working hours.  2. Please send me the names of all interested staff by noon on Wednesday S6 April. They will be given an informal oral test during the first week in May so that we can decide which of the classes is best for them.  3. The size of each class will be limited to 12 participants |

***Work in pairs*** Look at these envelopes. Discuss these questions:

• How are the addresses laid out differently from the way an address is written in your country?

• How do you feel if you receive a letter with your name spelt wrong?

• What impression is given if the addressee’s job title or address are incorrect on the envelope?

*Ms Gillian Jones Mme Jeanne Thibault*

*Personnel Manager Export Department*

*James Brown & Sons Rhone-Moteurs SA*

*44—50 London Road 130 rue du professeur Nicolas*

*Brighton 69008 Lyon*

*BN5 9KL FRANCE*

*GREAT BRITAIN*

Mr. James Green Mr. Masako Saito

Marketing Director Publicity Controller

Green Industries Inc. United Products Ltd.

Rockford 13 Kanda Surugadai 2-chome

IL 61125 Chiyoda-ku

USA Tokyo 101

JAPAN

***Work in pairs*** Look at the letters on these pages and then discuss these questions:

•Which of the two letters would you prefer to have received? Why?

•What kind of impression does each letter give the reader?

|  |
| --- |
| **SUNSHINE FLAVOURS LTD.**  **44 Emerald Drive, Shannon Technology Park,**  **Cork CQ6 9TS, Republic of Ireland.**  Mme Susanne Dufrais,  Les Gourmets du Poitou S.A.,  33, rue Mirabeau,  44000 Poitiers, Prance  18 January 2019  Dear Madam,  Your request for our catalogue and price list  As requested, we enclose for your attention our price list and catalogue. I should like to take this opportunity of drawing your attention to the fact that all our products are manufactured from completely natural ingredients and that we do not utilize any artificial additives whatsoever.  There are 213 different items in the catalogue and our prices are reasonable and our quality is good. This is the first time that we have included Scratch’n’Sniff™ samples of our ten most popular aromas.  Should you require further information, please do not hesitate to contact us. If the undersigned is unavailable, the Sales Manager’s personal assistant will be delighted to assist you.  We look forward to receiving your esteemed order in due course.  Yours faithfully,  J.G. O’Reilly, Sales Manager  **Telex: 449801 Telephone: 021 23 45 9**  **cables: SUNSHINE, CORK** |

|  |
| --- |
| **SUNSHINE FLAVOUR**  44 Emerald Drive  Shannon Technology Park  Cork C06 9TS  Republic of Ireland  Mme Susanne Dufrais  Les Gourmets du Poitou S.A.  33 rue Mirabeau  44000 Poitiers  France  18 January 1999  Dear Madame Dufrais,  You asked us to send you our price list and catalogue for the new season. I am sure you will find plenty to interest you in it. You will notice that every single one of our products is made from 100% natural ingredients - we use no artificial additives at all.  This year, for the very first time, we have included Scratch’n’Sniff™ samples of our ten most popular aromas. I think you will agree that our range of well over 200 natural flavours and aromas is second to none and is outstanding value for money.  If you need more information, do please get in touch with me. If you are telephoning, please ask to speak to me personally or to my assistant, Ms Hannah Rosser, and we will be very pleased to help you.  I look forward to hearing from you.  Yours sincerely,  James O’Reilly  Sales Manager  Enclosed: catalogue, price lists, order form  **Telephone: 021 23 45 9**  **Fax: +353 21 23 44 7** |

Because writing a letter in English is much harder than writing one in your own

language, careful planning is essential. Imagine, for example, you have to write a letter introducing your company to a prospective customer ...

Highlight what you think are the most important points in this text and then compare your ideas with a partner.

**Planning a Letter: 7 Steps\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. Write down your AIM: what is the purpose of this letter?

2. ASSEMBLE all the relevant information and documents: copies of previous correspondence, reports, figures, etc.

3. ARRANGE the points in order of importance. Decide which points are irrelevant and

can be left out. Make rough notes.

4. Write an OUTLINE in note form. Check it through considering these questions:

• Have you left any important points out?

• Can the order of presentation be made clearer?

• Have you included anything that is not relevant?

5. Write a FIRST DRAFT, leaving plenty of space for changes and revisions.

6. REVISE your first draft by considering these questions:

• INFORMATION: Does it cover all the essential points?

Is the information RELEVANT, CORRECT and COMPLETE?

• ENGLISH: Are the grammar, spelling and punctuation correct?

• STYLE: Does it look attractive?

Does it sound natural and sincere?

Is it CLEAR, CONCISE and COURTEOUS?

Will it give the reader the right impression?

Is it the kind of letter you would like to receive yourself?

7.Write, type or dictate your FINAL VERSION.

***Work in pairs*** Here are three extracts from letters that break some rules.

1. Decide what is wrong with each one and underline any mistakes or faults.

2. Rewrite each extract in your own words.

I noticed your advertisement in the Daily Planet and I would be grateful if you could send me further information about your products My company is considering subcontracting some of its office services and I believe that you may be able to supply us with a suitable service, Looking forward to hearing form you.

Yours faithfully.

*Thank you very much for your letter of 15 January, which we received today. In answer to your enquiry we have pleasure in enclosing an information pack, giving full details of our services. If you would like any further information, do please contact me by phone or in writing and I will be pleased to help. I hope that our services will be of interest to you and I look forward to hearing from you.*

*Yours sincerely.*

There are a number of queries that I would like to raise about 1 your products and I would be grateful if you could ask a representative to get in touch with me with a view to discussing these queries and hopefully placing an order if the queries are satisfactorily answered

**On The Phone**

Making a phone call to another company isn’t always easy - especially if you don’t know the person on the other end of the line very well ...

Imagine that you’re the one who’s trying to get in touch with Dr Henderson. (His phone number is 0044 1234 32453.)

Decide what you would say in each situation ... Dr Henderson is quite a hard man to find!

Look at these phrases that are used when you’re on the phone. Highlight the ones you find most useful.

Hello, I’d like to speak to Mr ... Speaking.

Hello, this is Miss ... calling from ... I’m afraid he’s in a meeting

Is Ms ... available, please? not in the office /still

My name’s … at lunch / not available just now. Is there anything

I can do for you?

Hold on a moment, please.

I’ll just find out if she’s back yet / in the other office /

available.

I’ll put you through to Miss ...

I’ll ask her to call you back as soon as she’s free.

What’s your extension number / fax number

Could you ask her to call me back, please? My number is ...

Could you give him a message, please?

What time do you expect her back?

I’ll call again later today.

Thanks very much for your help.

***Work in pairs*** Follow this flowchart to practice making a phone call, using some of the expressions from previous exercise. . Do this twice, so that you each have a turn playing both roles

**A B**

|  |
| --- |
| Ask to speak to Mr. Anderson |

|  |
| --- |
| He’s in a meeting. |

|  |
| --- |
| Ask when he’ll be-free. |

|  |
| --- |
| You don’t fawn: Offer to find out. |

|  |
| --- |
| Say you’ll wait. |

|  |
| --- |
| He won’t be free till after  6 pm. |

|  |
| --- |
| You want him to call you first thing tomorrow. |

|  |
| --- |
| Find out caller’s name and number. |

|  |
| --- |
| Give your (real) name, and number. |

|  |
| --- |
| Note down the information and say you’ll leave the message on his desk. |

|  |
| --- |
| Say thanks and goodbye. |

***Work in small groups*** Find out what your partners think

about these questions:

• What is difficult about making a first-time call to a stranger?

• What can you do to make such calls easier?

• What can you do to establish a relationship with a stranger more quickly?

• How can you make sure that the other person knows who you are and what you want?

• If you have proposed an appointment or a meeting, how can you be sure that the other person has fully understood your intention?

**Twelve telephone tips**

1 Fax ahead if you want to make sure the other person has time to prepare for the call.

2 Make sure you have with you all the documents you’ll need before you dial the number.

3 The other person may not understand you easily, so try to speak slowly and CLEARLY.

4 The other person can’t see your reactions, so always CONFIRM that you have

(or have not) understood each point that’s been made. Don’t pretend you have understood when you haven’t.

5 The other person can’t see what a nice person you are, so make sure you sound POLITE and AGREEABLE.

6 The other person hasn’t got all day, so make sure your call is BRIEF.

7 The other person is getting an impression of your firm while talking with you, so make sure that you sound EFFICIENT - your firm’s image may be at stake, even if you’re just taking a message.

8 Don’t rely on your memory: make notes during a call and rewrite these notes immediately afterwards as a record of the call.

9 Smile while you’re talking. Your listener can ‘hear’ your smile.

10 Don’t try to be funny - you may be misunderstood.

11 Don’t interrupt the other person: let them finish what they want to say.

12 Send a follow-up fax or letter to confirm any important details (especially prices and numbers), so that you both have a written record of them.

**MONEY**

Basically, money is what money does. This means that money can be any substance that functions as a Medium of Exchange, a Measure of Value, and a Store of Value.

As a medium of exchange, money is something generally accepted as payment for goods and services.

As a measure of value, money expresses worth in terms that most individuals understand.

Money also serves as a store of value. This means goods or services can be converted into money that is easily stored until some future time.

The different forms of money are in use in the United States today. The most familiar are coin and currency. The term coin refers to metallic forms of money. The term currency refers to paper money issued by government. While money has changed in shape, kind or size over the years, modern money still shares many of the same characteristics of primitive money. Modern money is very portable when people carry checkbooks. For example, they really are carrying very large sums of money since checks can be written in almost any amount.

Modern money is very durable. Metallic coins last a long time under normal use and generally do not go out of circulation unless they are lost. Paper currency also is reasonably durable. Modern money also rates high in divisibility. The penny which is the smallest denomination of coin, is more than small enough, for almost any purchase. In addition, checks almost always can be written for the exact amount. Modern money, however, is not as stable in value. The fact, that the money supply often grew at a rate 10 to 12 per cent a year was considered as major cause of inflation.

**Find the Ukrainian equivalents:**

1. medium of exchange

2. measure of value

3. store of value.

4. to be any substance

5. to issue money

6. modern money

7. to go out of circulation

8. paper/soft money

9. money supply

10. to express worth

11. to be converted

12. payment

**Translate into Ukrainian**:

1. It’s quite interesting work and the money’s all right.

2. The monetary unit of Japan is yen.

3. Monetary policy is aimed at controlling the amount of money in circulation, usually through controlling the level of lending or credit.

4. Money supply can include notes, coins, and clearing-bank and other deposits used for everyday payments.

5. I am not made of money, you know!

6. I paid good money for that car and it broke down on the first day. 7. The pound had a steady day on the money markets.

**Complete the gaps with proper words and expressions:**

*a store of value ; coin; a Medium of Exchange; currency; a measure of value; currency; inflation; the money supply.*

1. Money can be any substance that functions as \_\_\_\_\_\_\_\_\_, a Measure of Value, and a Store of Value.

2. As \_\_\_\_\_\_\_\_\_\_\_ , money expresses worth in terms that most individuals understand.

3. Money also serves as \_\_\_\_\_\_\_\_\_\_\_ .

4. The term \_\_\_\_\_\_\_\_ refers to metallic forms of money.

5. The term \_\_\_\_\_\_\_ refers to paper money issued by government. 6. Metallic coins generally do not go out of circulation unless they are lost.

7. Paper \_\_\_\_\_\_\_\_\_ also is reasonably durable.

8. The fact, that \_\_\_\_\_\_\_\_\_\_ often grows at a rate 10 to 12 per cent a year is considered as major cause of \_\_\_\_\_\_\_\_\_\_\_ .

**Match Column A with Column B**

**Column A Column B**

1. money a. The exchange of one good or service for another.

2. currency b. Anything generally accepted as payment for goods and services.

3. barter c. A book of forms for writing cheques.

4. inflation d. The total amount of money that exists in the economy of a country at a particular time.

5. check e. Period of rising prices during which the purchasing power of the dollar is falling.

6. money supply f. An institution, such as a bank, that deals in short-term loans, foreign exchange, etc.

7. money market g. Currency that must be accepted in payment of debt.

8. checkbook h. Paper money and coins issued by the federal government.

9. coin i. Metallic forms of money.

10. legal tender j. A special printed form on which one writes an order to a bank to pay a sum of money from one’s account.

**Complete the following sentences:**

1. Money can be any substance that functions as ... .

2. As a medium of exchange, money is ... .

3. As a measure of value, money expresses ... .

4. It also serves as ... .

. This means ... .

6. The most familiar forms of money are ... .

7. The term coin refers ... .

8. The term currency refers ... .

9. Modern money is very portable when ... .

10. Metallic coins last a long time under normal use ... .

11. The penny which is the smallest denomination of coin, is ... . 12. The fact, that the money supply often grew at a rate 10—12 per cent a year was considered as ... .

**Answer the Questions:**

1. In what function is money accepted as payment for goods and services?

2. What is money as a medium of exchange?

3. What does money express as a measure of value?

4. How does money function as a store of value?

5. What are the most familiar forms of money in the United States? 6. What is the difference between coin and currency?

7. What does the term currency refer to?

8. What are the most important characteristics of modern money? 9. What is the life-time of metallic coins?

10. How is the smallest denomination of coin called in the United States?

11. What is the major cause of inflation?

1. [↑](#footnote-ref-1)