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English for Businessmen

ФИЛОМАТИС

**АНГЛИЙСКИЙ ЯЗЫК
ДЛЯ ДЕЛОВОГО ОБЩЕНИЯ**

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English for Businessmen

IN 2 VOLUMES

VOLUME 2

(PARTS 4, 5, 6)

*8th edition, updated
(advanced)*

MOSCOW
FILOMATIS
2008

Серия «Филология»

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АНГЛИЙСКИЙ ЯЗЫК для делового общения

Новый курс

В 2 ТОМАХ

ТОМ 2

(ЧАСТИ 4, 5, 6)

8-е издание
(продвинутый уровень)

МОСКВА
ФИЛОМАТИС
2008

Английский язык для делового общения. Новый курс:
Ж 42 В 2 т. Т. 2 (Ч. 4, 5, 6) / Жданова И.Ф., Кудрявцева О.Е., Попова Н.С., Скворцова М.В., Шевелёва С.А. — 8-е изд. — М.: Филоматис, 2008. — 784 с. — (Серия «Филология»).

ISBN 978-5-98111-112-9 (т. 2)

ISBN 978-5-98111-110-5

Данное издание учебника “English for Businessmen” является обновленной редакцией предыдущего издания, завоевавшего популярность в России и других странах СНГ.

Учебник предназначен для углубленного изучения английского языка на продвинутом уровне и обеспечивает активное владение английским языком в повседневном и деловом общении.

ББК 81.2Англ-9

Х у д о ж н и к И.Н. Сибикеев

ISBN 978-5-98111-112-9 (т. 2)

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Н.С. Попова, М.В. Скворцова,
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ПРЕДИСЛОВИЕ

Учебник “English for Businessmen” (New — Advanced and Updated) является значительно переработанным и дополненным изданием популярного в нашей стране учебника “English for Businessmen”.

Учебник может быть использован как продолжение 1 части или как самостоятельное учебное пособие.

Переработка была вызвана изменениями во всех сферах бизнеса — появлением новых видов бизнеса, таких как электронная торговля, франчайзинг и т.д., новых транспортных услуг, логистики, развитием традиционных форм торговли и интенсивного маркетинга в условиях развития телекоммуникаций и глобализации бизнеса, что нашло отражение в материалах учебника.

Уроки страноведческой направленности были дополнены большим количеством нового материала, отражающего современное состояние общества в Англии и США.

Переработка коснулась также структуры уроков. Каждый урок начинается с грамматического раздела, где повторяется нормативная грамматика на более продвинутом уровне, или дается новый грамматический материал, не нашедший отражения в предыдущих изданиях. В каждом разделе урока увеличено количество упражнений для более прочного закрепления материала и использования его в устном общении.

Система упражнений, представленная в учебнике, направлена на дальнейшую активизацию грамматического материала, развитие навыков устной речи и включает упражнения творческого и дискуссионного характера.

При переработке издания авторы придерживались принципа коммуникативной направленности обучения, обеспечивающего более глубокое владение иностранным языком как средством общения.

Развитию навыков устной речи уделено особое внимание. С этой целью введен раздел “Socializing”, направленный на развитие на-

выков общения в стандартных жизненных ситуациях и обучающий формулам речевого этикета.

В разделе “Revision” каждого урока дано большое количество разнообразного иллюстративного и справочного материала (диалогов, анкет для заполнения и т.д.), который будет необходим и полезен как во время деловых, так и частных поездок за границу.

Учебник снабжен сводным словарем с указанием номера урока, в котором использована данная лексическая единица.

Учебник был апробирован в нескольких специализированных высших учебных заведениях и получил положительные отзывы как обучающихся, так и преподавателей.

Настоящий учебник предназначен для специалистов, занятых в области международного бизнеса, а также людей, выезжающих за границу с целью установления контактов в различных сферах.

Авторы желают Вам успехов в работе с учебником.

Part IV

LESSON 1

Grammar Revision:	Tenses
Subject for Study:	Public Holidays and Celebrations
Revision:	Enquiry and Offer

UNIT I

GRAMMAR REVISION

TENSES

Ex. 1. Read and translate the sentences.

- This is my flat.
— How long have you been living here?
— I've been living here for five years.
- She lived in Beirut for a few years and then moved to London.
- When did he fall ill?
— I don't really know. I only know that he's been in hospital for some time.
- I've never worn my hair long.
— Did you wear your hair long when you were at school?
— Yes, my parents insisted on it.
- We waited for him for a few hours but he never turned up.
- Here's the e-mail message. I've just received it.
- What happened to him after the incident?
— I have no idea. He just disappeared and never came back again.
- Here's the final version. I've already updated the document.
- When we planned to make tests we already knew about the defects.

Note: наречия *never, already, ever, just* и т.д. употребляются с Present Perfect только тогда, когда есть связь с настоящим временем, а в контексте прошлых событий употребляется только Simple Past. Наречие *just* в простом прошедшем переводится как *просто*, а *never* в простом прошедшем часто переводится как *так и не ...* He *just disappeared* and *never came back again.* Он *просто исчез* и *так и не появился.*

Ex. 2. Open the brackets.

1. — You (to be) here before?
— Yes, I (to stay) here last winter.
— You (to have a good time)?
— No, it never (to stop) snowing.
2. — You (to have lunch)?
— Yes, I (to have) it at 1 o'clock.
3. I (to do) this work when I (to be) a student.
4. I can't join you because I (not to finish) my work.
5. — I (to buy) it in the supermarket.
— How much you (to pay) for it?
— I (to pay) \$ 10.
6. — I (to lose) my car keys. You (to see) them anywhere?
— No, I'm afraid I ... When you last (to drive) your car?
— The day before yesterday.
7. How long you (to know) your new secretary?
— I (to know) her for a few months.
— What she (to do) before she (to come) here?
— She (to be) in school. She's only eighteen.
8. We (to expect) him to come after the conference. But he never (to come).
9. — When you last (to see) her?
— Last November.
— You (to see) her since then?
— No, she (to come) to the November meeting and just (to disappear) after that.
10. — How long you (to be) out of work?
— I'm not out of work now. I just (to start) a new job.
— How you (to find) the job?
— I just (to answer) the advertisement in the paper.
11. I (to phone) you yesterday but (to get) no answer.

Ex. 3. Choose the correct variant.

1. — Was he disappointed? What (has he said, did he say)?
— He (has just smiled, just smiled) and said nothing.
2. — (Have you made, did you make) the coffee?
— Yes, I (have, did). I (have made, made) some yesterday and we can use that.
3. — (Have you seen, did you see) him lately?
— No, I (haven't, didn't). I last (saw, have seen) him at Christmas. He (has been, was) just out of hospital and seemed depressed.

4. — (Have you paid, did you pay) the bill?
— Yes, (I have, I did). I (have paid, paid) it while you were away.
5. — (Has he written, did he write) to the paper?
— No, he (hasn't, didn't). When he was younger he often wrote letters to the editors but he never (received, has received) any replies.
6. I (read, have read) his books when I was at school.
7. — He (left, has left) the house at 10.00.
— Where (has he gone, did he go)?
— I don't know. He (has never come back, never came back)
8. — Did you like your last job?
— I (liked, have liked) it at first but then there was a scandal and my boss (forgot, has forgotten) to extend my contract.

Ex. 4. Read and act out the following dialogues.

I. AT THE SAME TIME

"I am afraid that I have lost all my French," says a young fellow to his friend to whom he has more than once boasted¹ of his perfect command of that language.

"I am sure it happened at the same time, old boy, when I lost my great fortune," says his friend who has never had a spare penny in his life.

II. A NATURAL THING

Father: I haven't seen Charlie for ages. He has always been such a good friend of yours, and now we never see him at our place.

Son: It's natural, Dad, we were both bachelors² then and now Charlie is a married man.

Father: So what? What difference does it make?

Son: You see, I made him a present of a book on his wedding day and he hasn't spoken to me since.

Father: What book was it?

Son: It was "Paradise Lost"³.

Notes:

¹ to boast of smth — хвастаться чем-л.

² a bachelor ['bætʃələ] — холостяк

³ "Paradise Lost" — поэма Джона Мильтона "Потерянный рай"

Ex. 5. Translate into English.

1. — Вы давно знаете г-на Смита?
— Полгода.

2. — Вы знали его тогда?
— Нет, я познакомился с ним недавно.
3. — Что случилось?
— Ничего страшного. Мы уже исправили ошибку.
— Она была серьезной?
— Не очень. Мы так и не смогли понять её причину.
4. — Когда это случилось?
— Вчера.
5. — Когда вы отправили этот файл по электронной почте?
— Мы ещё не послали его. Мы еще не внесли изменений.
6. — Вы когда-нибудь останавливались в этой гостинице?
— Да. Это было два года назад.
7. — Вы видели её после отпуска?
— Да. Я её видел два раза. Последний раз я её видел на презентации. Она ушла раньше всех и никогда больше не приходила в офис компании.

UNIT II

WORKING ON THE TEXT

PUBLIC HOLIDAYS AND CELEBRATIONS

Note the pronunciation:

George Washington ['dʒɔ:dʒ 'wɒʃɪŋtən]

Virginia [və'dʒɪnjə]

Abraham Lincoln ['eɪbrəhæm 'lɪŋkən]

A

CELEBRATIONS IN THE USA

The United States has long been the “melting pot”¹ of the world, and various peoples² have brought with them **native** celebrations. But some holidays which are **celebrated throughout** the United States **originated** on the American soil³.

The number of holidays is different in various states. Of all the states, Oklahoma has the most holidays — 20. The District of Columbia⁴ has the least — only eight days.

The most widely celebrated holidays in all the states are:

New Year's Day (January 1)

Lincoln's **Birth**day (February 12)

Washington's Birthday (February 22)

Easter (end of April — beginning of May)

Independence Day (July 4)

Labour Day (first Monday in September)

Thanksgiving Day (fourth Thursday in November)

Christmas (December 25)

Here are a few words about some of them:



INDEPENDENCE DAY

The history of English **settlement** in America dates back to the beginning of the 17th century. The first **settlers** were followed by other groups of immigrants who came to the New World from the Old World.

From that time till the end of the 18th century America was a British colony.

At the end of the 18th century the American colonies won a victory over the British Army in the **War** for Independence.

It was on July 4, 1776, that the Declaration of Independence was signed, **proclaiming** the independence from Great Britain of 13 British colonies in America. These 13 colonies became the first 13 states of the United States of America and are represented on the American flag with thirteen stripes of red and white. The number of stars (which was **originally** 13) changed with the **addition** of new states. It has **reached** the number of 50.

The Fourth of July has been celebrated ever since as the most important American holiday. Years ago it was the **custom** everywhere to celebrate the day with big **parades**, **fireworks** and bonfires. But now the day is celebrated more quietly.

In towns and cities the Fourth of July is manifested by flag displays. **Occasionally** there are parades, people go on **picnics** or take trips to the country.

WASHINGTON'S BIRTHDAY

George Washington (1732—1799), the first American President, was born in Virginia on February 22, 1732.

He led the American Army to victory in the War for Independence. Later he was elected President of the United States and was **in office** for 8 years (1789—1797).

Lesson 1

All over the United States Americans have **honoured** George Washington by **naming after him** their national capital, a state and several communities⁵.

LINCOLN'S BIRTHDAY

Another great American President, Abraham Lincoln, (1809—1865) was born on February 12, 1809.

Lincoln was President during the **Civil War** (1861—1865). In this critical period Lincoln led the fight to keep the nation together and to free the slaves⁶.

His life ended tragically. He was killed at the theatre during the performance soon after the victory of the North.

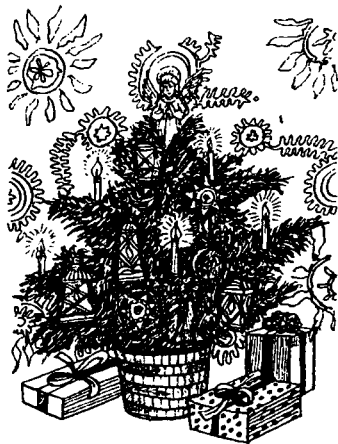
In honour of this great man a beautiful memorial has been built in Washington, D. C.

LABOUR DAY

It is celebrated on the first Monday in September. On this day workers make a public show with marches, meetings, etc. It also marks the beginning of the school year.

THANKSGIVING DAY

It falls on the fourth Thursday of November. This is a day which honours the memory of the first settlers who came to America. It is also associated with the end of the harvest⁷ season.



B

DIALOGUE

Mr Ivanov meets Mr Brown, his business partner, who has just returned to Russia from his Christmas holidays.

Brown: Good morning, Mr Ivanov. Happy New Year!

Ivanov: Happy New Year to you and your family!

Brown: Thank you. It's good to see you again. You know, I was lucky to **welcome in** New Year's Day with my family.

Ivanov: Then I am sure you thoroughly enjoyed yourselves.

Brown: Oh, yes. It was really enjoyable. We all, even the children, **remained awake** all night and **made merry**.

Ivanov: Do all Americans **observe** this holiday?

Brown: Yes, certainly. **At midnight** many people go outside and shout "Happy New Year!" Then they sing "Auld Lang Syne"⁸.

Ivanov: "Old...?"

Brown: "A-u-l-d Lang Syne". It's an old Scottish song which is usually sung on this occasion. **At midnight** people set off fireworks and blow automobile horns. Sirens are heard everywhere. **In short**, there is general noise and **gaiety**. Do you do the same?

Ivanov: Yes, certainly. The same is true for us. There is also a lot of noise and gaiety when we see the New Year in. There are many socially-minded people who prefer to celebrate the coming of the year in restaurants and cafes. But I'd say for most people it is a family get-together.

Brown: Oh, is it?

Ivanov: **On New Year's Eve** our people stay in their homes, exchange good wishes, sing and dance.

Brown: **Evidently** it's pretty much the same everywhere with **slight** variations. We **trim** our **Christmas trees**. Tall Christmas trees are **erected** in town squares and at big stores⁹. On New Year's Eve we send good wishes to all our friends, even those who are most **neglected** during **the rest** of the year.



Lesson 1

Notes:

- ¹ melting pot — плавильный котел эд. смешение различных рас и народов
- ² peoples — “peoples” is used in the plural because it means “народы”
- ³ soil — земля
- ⁴ District of Columbia (D. C.) is the territory where Washington, the capital of the USA, is situated. It was named after Christopher Columbus and is not part of any state
- ⁵ community — эд. населенный пункт
- ⁶ slave — раб
- ⁷ harvest — урожай
- ⁸ “Auld Lang Syne” [‘ould ‘læŋ ‘zain] — this Scottish song was written by Robert Burns. The words “Auld Lang Syne” mean “the days gone by”. The song is popular with all people who speak English as a native language.
- ⁹ store (Am.) = shop

SECTION A

Ex. 6. Read the text.

Ex. 7. Check your comprehension.

1. How is American history reflected in the holidays celebrated throughout the country?
2. How do the states differ in respect of holidays?
3. What holidays are most celebrated in the USA?
4. What do Americans celebrate on the 4th of July?
5. What do stars and stripes on the American flag symbolize?
6. How is Independence Day celebrated?
7. What role did George Washington play in the War for Independence?
8. How do the Americans honour his memory?
9. What role did Lincoln play during the Civil War?
10. What happened to Abraham Lincoln?
11. How do the Americans honour Abraham Lincoln?
12. When and how is Labour Day celebrated?

Ex. 8. Say what information the text gives about:

1. the history of the USA;
2. the holidays which are widely celebrated in the USA;
3. the most widely celebrated national holidays of the USA;
4. the American flag;
5. George Washington;

6. Abraham Lincoln;
7. Labour Day;
8. Thanksgiving Day.

Ex. 9. Think and answer.

1. Why is the USA called the “melting pot“ of the world?
2. Is the history of the American nation different from that of any other nation in the world?
3. What is the nature and character of American holidays?

SECTION B

Ex. 10. Read the dialogue.

Ex. 11. Check your comprehension.

1. What greetings do the two gentlemen exchange?
2. Where did Mr Brown see in New Year’s Day?
3. How did he celebrate the coming of the New Year?
4. What song is sung on this occasion?
5. How do the Russians celebrate the coming of the New Year?
6. How do the people decorate their homes in Russia and the USA on New Year’s Eve?
7. What cards are sent to relatives and friends?

Ex. 12. Say what information the dialogue gives about:

1. American customs of welcoming in New Year’s Day;
2. the custom of trimming Christmas trees;
3. the custom of sending greeting cards.

Ex. 13. Act out the dialogue.

UNIT III

WORKING ON WORDS

on the eve of...

Ex. 14. a) Read the model.

On the eve of *Victory Day* flags are put up on buildings.

b) Say what is done before March 8, September 1, Independence Day, your examination, wedding anniversary.

c) Now say what you do on the eve of your friend's (wife's, daughter's, son's...) birthday.

the rest of

Ex. 15. Ask and answer as in the models.

- a) — Why have you *inspected only three boxes*?
— The rest of them are not ready yet.

Prompts:

1. to examine three samples;
2. to check two invoices;
3. to look through five drawings;
4. to sign two documents;
5. to test five machine-tools;
6. to look through a few payment orders;
7. to check only two price-lists

- b) — Why have you *inspected only part of the equipment*?
— The rest of it is not available yet.

Prompts:

1. to use part of the information;
2. to send half the luggage;
3. to ship part of the machinery;
4. to deliver a small part of the equipment;
5. to send part of the furniture;
6. to develop part of the film (пленка)

on/for the occasion

Ex. 16. a) Say and respond as in the model.

- Tomorrow is the *8th of March*.
— Have you bought your mother a present for the occasion?

Prompts:

1. September 1;
2. May Day;

- 3 your (son's, daughter's) birthday;
- 4 New Year's Eve;
- 5 Christmas Eve;
- 6 the 9th of May;
- 7 the last day of the school year.

b) Now say on what occasions you buy presents for your friends and close relatives.

Ex. 17. Translate into English.

1. Ф.Д. Рузвельт занимал пост президента с 1933 по 1945 г.
2. Московский Университет назван в честь выдающегося русского ученого М.В. Ломоносова.
3. День 1 Мая отмечается во многих странах мира.
4. На следующей неделе будет проведена международная конференция врачей. По этому случаю в Москву приехало много журналистов.
5. Поздравляю вас с Новым годом!
6. — Завтра день рождения моего сына. — Поздравляю вас.
7. Иногда мы выезжаем на пикники.
8. Эти праздники отмечаются фейерверками и парадами.
9. Эти новости дошли до нас в полночь.
10. 11 ноября во многих европейских странах и в США отмечают День Поминования (Remembrance Day). Люди чтят память всех солдат, убитых во время двух мировых войн.
11. Они остались недовольны результатами испытаний.
12. Остальные каталоги были высланы отдельной посылкой.
13. Часть документов готова для подписания. Остальная документация будет предоставлена до совещания.

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 18. a) Complete and translate.

to observe <i>v</i> + ance = observance <i>n</i>
to differ <i>v</i> + ence = difference <i>n</i>

Lesson 1

1. to depend → ...
2. to perform → ...
3. to insure → ...
4. to reside → ...
5. to enter → ...
6. to rely → ...
7. to violate → ...
8. to confer → ...
9. to prefer → ...

b) Complete the sentences.

1. Christmas celebrations differ in English speaking countries, but the ... is very slight.
2. Many nations remember the people who lost their lives in the two World Wars. In Britain this day is called... Day.
3. In their letter they refer to Contract No. 53. The ... is made only to the terms of payment.
4. The goods have been insured with Rosgosstrakh. The ... Policy will be sent to you shortly.
5. Most religious Russians observe Lent (пост). Lent ... is difficult for working people.
6. Top managers govern corporations. The success of the corporation depends on the corporate ...

ARTICLES

Ex. 19. a) Supply the articles where necessary.

1. Where did you go on ... first of May?
2. Many peoples stay up past midnight to welcome in ... New Year.
3. There are parties on ... New Year's Eve.
4. Let's have ... New Year's Eve party.
5. Are you planning anything special for... 8th of March?
6. Merry Christmas and ... Happy New Year!
7. ... New Year's Eve is usually very quiet in Great Britain.
8. ... Labour Day is celebrated with group picnics.
9. ... Thanksgiving Day comes on the fourth Thursday in November.
10. — How do you celebrate Christmas?
— On ...25th December we get together with our families and have ... feast and get... presents. ...night before we go to ... Christmas Eve service at church and sing.

* * *

In some of... Canadian provinces December 26 is observed as ... Boxing Day, which originated in England as ... old English custom of exchanging "boxes" of gifts the day after ... Christmas. These "boxes" are something given to ... family and ... children as well as to those who have served... family throughout... year. Boxing Day is ... quiet day for... families to recover from ... excitement of ... Christmas and to do some informal visiting and entertaining among ... friends and ... relatives.

b) Say what you have learned about Boxing Day celebrations in Canada.

TENSE AND VOICE

Ex. 20. a) Supply the correct forms of the verbs.

1. Mr Brown (to go) home for Christmas. His family expects him on the 24th December.
2. I (to leave) the day after tomorrow. I (to be) just in time for the holiday.
3. ... you (to plan) anything for the eighth of March? We (not to go) anywhere, the traffic is too heavy.
4. My family (to come back) tomorrow. They (to come) just in time for the Easter celebration.
5. We (to have) breakfast at 7 tomorrow as Jane (to catch) an early train to come in time to her sister's wedding.
6. — Where's Tom? It's already 9 o'clock.
— Look! He (to come).
7. — When you (to leave) for the city?
— In about half an hour. I want to get away before the traffic gets bad.

* * *

The United States is one of the few countries in the world that also celebrates Father's Day. It is an official day on which fathers (to honour) by their children. On the third Sunday of June, fathers throughout the United States (to give) presents, treated to dinner or otherwise made to feel special.

Father's Day (to declare) a national event in 1924 "to establish more intimate relations between fathers and their children".

b) Say what you have learned about Father's Day celebrations in the United States.

PREPOSITIONS

Ex. 21. a) Supply the prepositions where necessary.

1. Columbia University was named... Christopher Columbus.
2. The Allies won a victory... Nazi Germany.
3. ... the eve of my examination I was very nervous.
4. Young people want to be independent... their parents.
5. India won independence ... Great Britain in 1947.
6. The Russian people pay honour... the memory of the heroes who were killed in World War II.
7. We reached ... the hotel late at night.
8. Trafalgar Square was named ... Admiral Nelson's victory over Napoleon's Fleet at Cape Trafalgar in 1805.

* * *

Mother's Day is traditionally observed ...Great Britain ... March. The day was known as Mothering Sunday and dates back... the time when many girls worked away ... home as domestic servants in big houses, where their hours of work were often very long. Mothering Sunday was established as a holiday... these girls and gave them an opportunity... going home to see their parents, especially their mothers. They took presents ... them, often given ... them ... the lady of the house where they were working.

When the labour situation changed and everyone had regular time off, the custom remained, though the day is now often called "Mother's Day".

b) Say what you have learned about the origin of Mother's Day.

MISCELLANEOUS

Ex. 22. Choose and use.

people, peoples

1. There were three ... in the room — two men and one woman.
2. Some ... prefer to stay at home on New Year's Eve.
3. The native ... of Central and South America preserve their customs and traditions.
4. Look at the ... in the street. They are laughing and dancing.
5. The ... of South-East Asia have different religions.
6. The streets were crowded with....

Ex. 23. Choose and use.

sometimes, some time

1. ... fireworks are set off in small towns.
2. ... they go on picnics.
3. One of the leading research institutes in physics was named after Kapitsa ... ago.
4. ... they welcome in New Year's Day at a restaurant.
5. Evidently he has a cold today. He will sing for us ... next week.
6. In November ... at the end of the month Americans have Thanksgiving — a feast with turkey.

SOCIALIZING

Congratulations and Wishes

(My) congratulations (to you)!	Поздравляю (Вас)!
Happy birthday to you!	Поздравляю с днем рождения!
Many happy returns of the day!	
Happy New Year!	С Новым Годом!
Merry Christmas!	Счастливого Рождества!
I wish you good luck!	Желаю удачи!
Good luck to you!	
Have a nice holiday!	Желаю хорошо провести праздник (или отпуск)!
A happy weekend (to you)!	Желаю хорошо провести конец недели!
Have a good time!	Желаю хорошо провести время!

Replies

Thank you.
 Thank you. The same to you. (Same to you)
 Happy New Year!
 Merry Christmas!

Ex. 24. Dramatize the situations.

1. Mr Green says that it is his birthday today.
2. Mr Black is leaving home for Christmas.
3. Mr Smith says that his wife gave a surprise birthday party for him yesterday.
4. Mrs Ellis says that she is going to the town of Vladimir for the weekend.
5. Mr Olson says that today is his wedding anniversary.

UNIT V

SPEECH EXERCISES

Ex. 25. a) Read the text.

PUBLIC HOLIDAYS AND CELEBRATIONS IN ENGLAND

There are few public holidays in England, that is days on which people need not go in to work. Christmas, Boxing Day, Easter, Spring Bank Holiday, August Bank Holiday — there the list ends.

Most of these holidays are of religious origin, but for the greater part of the people they have long lost their religious importance and are simply days, on which people eat, drink, and make merry.

Christmas is the most colourful holiday of the year. An average English family sends many Christmas cards and gives and receives many presents, some of them are quite useless. For people who are well-to-do, it is not a problem, but it is very difficult for families with small budgets.

Boxing Day falls on December 26th. In the old days people gave their servants Christmas boxes, or gifts of money, that's how this holiday got its name.

In England the New Year is not as widely observed as Christmas. But people, however, celebrate it in one way or another. The most common type of celebration is a New Year party.

b) Check your comprehension.

1. What public holidays are observed in England?
2. Which of these holidays are religious in origin?
3. How is Christmas observed in England?
4. What is the idea of Boxing Day?
5. How do the English welcome in the New Year?

c) Say what information the text gives about:

1. the number of public holidays in England; 2. the observance of Christmas, Boxing Day and New Year's Day in Great Britain.

d) Think and answer.

1. What holidays are celebrated in the same way in England and the USA (in England and Canada)?

Ex. 26. a) Read the dialogue.

Note the pronunciation: Hogmanay [ˈhɒgməneɪ]

Mr Brian, an Englishman, and Mr McDonald, his Scottish business colleague, talk about their traditional holidays.

Brian: I've heard about Hogmanay which is widely celebrated in Scotland but I don't know much about it.

McDonald: The thing is that Christmas and New Year's Day are both holidays in Scotland but they aren't really celebrated as they are in England. People are much more interested in Hogmanay.

Brian: When is it observed?

McDonald: Hogmanay is a Scottish name for New Year's Eve. In fact in Scotland we celebrate it for two days. It's a time for merrymaking, the giving of presents and the observance of the old custom of First Footing.

Brian: I've heard something about the Scottish tradition of welcoming the first person to enter the house on New Year's Day. The visitor usually brings with him a gift — a piece of coal¹, fish, a bottle of whisky or a piece of bread. Is this what you mean by First Footing?

McDonald: That's right. Well, this is the way we celebrate Hogmanay.

Brian: I know you have the same number of Bank Holidays but do you have any special festival or tradition or something on these days?

McDonald: No, not that I know of, nothing in the big towns at all because, I think that's where tradition dies most quickly, really. What does happen in small towns is much more interesting.

Brian: What d'you mean?

McDonald: For example, Scottish Sports Day when they have competitions not only in sports but also in dancing, singing and things like that.

Brian: That's really interesting!

McDonald: And then there's another tradition I like very much. It's Burns Night...

Brian: But when is Burns Night, sorry?

McDonald: Burns Night's on the 26th January and that's the night that we always make the haggis² for dinner and a poem is recited³ over the haggis before it is eaten.

Lesson 1

Brian: Why is it called Burns Night?

McDonald: Well, I'm not sure how the tradition arose. Robert Burns wrote a poem or an ode to the haggis and so the haggis has become associated with this occasion.

Brian: Now I see that some holidays are similar to those in England and some are still different.

McDonald: And I hope they'll last.

Notes:

¹ coal — уголь

² haggis — бараний рубец, начиненный потрохами и специями

³ to recite — читать, декламировать

b) Check your comprehension.

1. What is the most popular holiday in Scotland?
2. How is Hogmanay celebrated?
3. What is the idea of First Footing?
4. In what way are Banking Holidays observed in Scotland?
5. What festivals are held in small towns ?
6. How is Burns Night celebrated?
7. What dish is associated with Burns Night? Why?

c) Say what you have learned about:

1. Hogmanay celebrations;
2. Bank Holidays in Scotland;
3. Burns Night.

d) Reproduce the parts of the dialogue when the Englishman and the Scot speak about:

1. Hogmanay;
2. Bank Holidays;
3. Burns Night.

Ex. 27. a) Read the text.

Remember: right [raɪt] — право

involvement [ɪn'vɒlvmənt] — вовлеченность, участие в чем-л.

to dedicate [ˈdedikeɪt] — посвящать

gift — подарок

perfume [ˈpɜːfjuːm] — духи

THE MARCH 8 INTERNATIONAL WOMEN'S DAY

The March 8 International Women's Day holiday came to us from the West. In 1910, at the second International Conference of Socialist Women in Copenhagen, the German revolutionary Klara Zetkin proposed establishing a day to celebrate the fight for women's **rights**. Initially, a precise date was not fixed. However, in 1914 the day was celebrated on March 8. This was the time of the suffragette movement¹ and the fight for women's right to vote.²

In Russia, however, the holiday never really had any connection to feminism. In Soviet times, March 8 had both an official, ideological side (equal rights, women's **involvement** in public and professional life) and a more personal side.

For young children it was Mother's Day, and in kindergartens across the country children made presents to give to their mothers and grandmothers. Concerts would be organized, where children would sing songs and read poetry **dedicated** to their mothers. In schools, boys collected money and bought little **gifts** for their female classmates; with embarrassed³ faces they would walk through the classroom placing gifts on girls' desks without even looking at the girls.

Girls, of course, had already done their bit a few weeks earlier as they would give their male classmates a toy tank or something similar on Feb. 23 — Soviet Army and Navy Day. That Day, however, did not make many women very happy then: "For men, every day is a holiday in any case," women used to say.

On March 8, men were supposed to do the chores⁴ that women had to do on every other day of the year. This in itself was pretty exceptional. Moreover, on this day men were supposed to give up their seats to women in public transport — on other days, of course, they did not. On radio and television there would be many men declaring their love for the fairer sex and there seemed to be no stopping the flow of compliments: how beautiful, how tender, how wonderful were their wives, their girlfriends, mothers and colleagues. Needless to say⁵, it would come to an end the next day.

The Soviet Union did not let a woman be simply a housewife — on the contrary, women worked and it was emphasized as a great achievement of the socialist system. Thus, women combined two roles which men were supposed to take upon themselves for a single day.

In modern Russia, March 8 is celebrated with almost more pomp than was the case during Soviet times. Any political subtext has long since disappeared, and now the emphasis is on the coming of spring, love, and happiness of women of all ages.

Lesson 1

Flower stalls sell many bouquets, advertisements appeal to men to give their loved ones expensive perfume, diamond rings⁶, super modern vacuum cleaners⁷ etc.

Notes:

¹ suffragette movement — движение суфражисток (борцов за избирательные права женщин)

² to vote — голосовать

³ to embarrass — смущать

⁴ to do the chores — заниматься повседневной домашней работой

⁵ needless to say — не приходится и говорить

⁶ diamond ring — кольцо с бриллиантом

⁷ vacuum cleaner — пылесос

b) Check your comprehension.

1. How did the March 8 holiday originate?
2. What were the women fighting for at the beginning of the 20th century?
3. What importance was attached to the holiday in Soviet times?
4. What role did the holiday play in the families?
5. How were the men expected to behave on that day?
6. What was the official aspect of the holiday?
7. What importance has the holiday assumed in modern Russia?

c) Say what information the text gives about:

1. the origin of the March 8 holiday;
2. the role the holiday played in families;
3. the pompous ideological aspect of the holiday in Soviet times;
4. the March 8 celebration in modern Russia.

d) Think and answer.

Are the holidays supposed to remind us of a) important events in our history; b) of certain values that unite us?

Ex. 28. a) Read the advertisement from the newspaper.

Note the new words:

N. Y. — New York — Нью-Йорк (штат США)

jewelry [ˈdʒu:əlri] — ювелирные изделия

household items — товары домашнего обихода

plant — растение

picture framing — рамы для картин

GLOBE BAZAAR

December
8, 9, 10, ...

Fri. 6 to 10 p.m. Sat. 10 to 6 p.m. Sun. 10 to 3 p.m.
235 West 23 Street
New York, N.Y.

Friday evening dinner

Saturday and Sunday coffee, sandwiches, cake

★ Special Children's program Saturday 2 p.m. ★

- | | |
|------------------------|--|
| ◆ Art Exhibit and Sale | ◆ Records |
| ◆ Handicrafts | ◆ Picture framing |
| ◆ Jewelry | ◆ Fabrics |
| ◆ Household Items | ◆ Assorted imports
and many other
exciting items |
| ◆ Books | |
| ◆ Plants | |

b) Answer the following questions.

1. What is advertised here?
2. On what occasion is the Bazaar organized?
3. When is it open to visitors?
4. What snacks are served at the Bazaar?
5. What programmes are offered for the children?
6. What items can be bought at the Bazaar?

Ex. 29. a) Read the text.

Remember: to contain — содержать в себе, вмещать

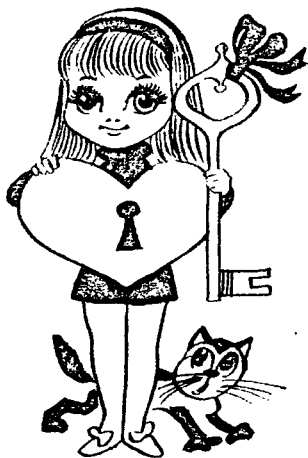
to outlaw — запрещать, объявлять вне закона

to discover — обнаруживать, раскрывать

ST. VALENTINE'S DAY

St. Valentine's Day is celebrated not only in the USA and Great Britain but throughout the world. St. Valentine's Day, as we know it today, **contains** elements of both Christian and Roman traditions.

Every February candy, flowers and gifts are exchanged between loved ones. But who is that mysterious saint and why do people celebrate this holiday? There are several legends that tell us about it.



One of them says that Valentine was a priest¹ who served during the third century in Rome. When emperor Claudius decided that single men made better soldiers than those with wives and children, he **outlawed** marriages for young men. Valentine understood the injustice² of this decree and continued to perform marriages for young lovers in secret. When Valentine's actions were **discovered**, Claudius ordered to put him to prison³ and then to kill him.

According to this legend, Valentine actually sent the first valentine greeting himself. While being in prison, he fell in love with a beautiful young girl who was his jailer's daughter and visited Valentine in

prison. Before his death, poor Valentine wrote her a letter, which he signed "From your Valentine", an expression that is still in use today.

Other stories suggest that Valentine may have been killed⁴ for trying to help Christians to run from Roman prisons where they were often beaten and tortured⁵.

Although it is difficult to find the truth behind the Valentine legends, the stories certainly emphasize the fact that he was a sympathetic, heroic and most importantly, romantic figure.

In Great Britain St. Valentine's Day began to be popularly celebrated around the 17th century. By the middle of the 18th century, it was common for friends and lovers in all the social classes to exchange small tokens of affection or hand-written letters or notes. By the end of the 18th century printed cards began to replace the written letters due to improvement in the printing industry. Ready-made cards were an easy way for people to express their emotions.

According to the Greeting Card Association, around 1 billion of valentine cards are sent each year, making St. Valentine's Day the 2nd largest card sending holiday of the year (at Christmas 2.6 billion cards are sent). It is interesting to note that approximately 85 percent of all valentines is purchased by women.

St. Valentine's Day is celebrated in Canada, Mexico, the United Kingdom, France and Australia.

Notes:

- ¹ priest [pri:st] — священник
- ² injustice [in'dʒʌstis] — несправедливость
- ³ prison — тюрьма, *ам.* jail
- ⁴ may have been killed — возможно, был убит
- ⁵ to torture ['tɔ:tʃə] — пытать

b) Check your comprehension.

1. How is St. Valentine's Day celebrated throughout the world?
2. What legends are associated with St. Valentine?
3. When did the people begin to celebrate St. Valentine's Day in Great Britain?
4. When did the printed cards replace the hand-written notes?
5. What role does the holiday play now?
6. What countries have imported the holiday?

c) Say what information the text gives about:

1. the legends associated with St. Valentine;
2. the established tradition of celebrating St. Valentine's Day;
3. its role in the present day world.

d) Think and answer.

1. Why has this holiday been imported to Russia?
2. Does this holiday have any advantages over March 8 and February 23?

Ex. 30. a) Read the story.

HALF A GIFT

I was ten years old then, and my brother Nick was fourteen. For both of us this purchase of a gift for our mother on Mother's Day was an occasion of excitement and great importance.

Our mother worked from early morning till late at night, cooking, buying, washing and looking after us in illness.

"What are you going to give her?", asked Father.

"We're going to give separate presents", I announced importantly.

Lesson 1

Nick and I discussed what to buy. We became involved in a competition of taste.

“Let’s not tell each other what we’re getting”, said Nick.

After careful deliberation I bought for my mother a comb¹ decorated with little shiny stones that could even be mistaken for diamonds². Nick came back from the store with a pleased look. He liked my gift very much and wouldn’t tell me about his. He only said: “I’ve picked a certain moment when I’ll give my gift”.

The next morning Nick kept me close and when my mother got ready to wash the floor he nodded to me and we ran to get our gifts.

When I came back, Mother was, as usual, on her knees, wearily scrubbing³ the floor. It was the job she hated most in the world.

Then Nick returned with his present, and Mother sat back on her heels, staring unbelievably at the gift. Her face went pale with disappointment as she looked at the new scrubbing pail with the fresh mop⁴ in it.

“A Mother’s Day gift of a scrubbing pail”, her voice almost broke.

Tears sprang to Nick’s eyes. Without a word he picked up the scrubbing pail and mop and blindly trudged down the stairs. I put the comb in my pocket and ran after him. He was crying and I felt so bad I began to cry, too.

On the way down we met Father. Nick could not talk, so I explained.

“It’s a fine gift. A wonderful gift”.

We all went upstairs where Mother was still scrubbing the floor. Without a word Father soaked⁵ the puddle of dirty water up with the mop and showed us how to use it.

“You didn’t let Nick finish”, he said to Mother. “Part of his gift was that he was going to wash the floor from now on”. He looked at Nick. “Isn’t that so, Nick?”

With a flush of shame Nick understood the lesson. “Yes, yes”, he said in a low eager tone.

“Ah, a woman can become so stupid”. She kissed Nick and he felt better. Then she turned to me. “What is your gift?” asked Father. Nick looked at me and paled. I felt the comb in my pocket. The comb with shining stones would make the scrubbing pail, again, just a scrubbing pail.

“Half the scrubbing pail”, I said and Nick looked at me with love in his eyes.

(After Robert Zaks)

Notes:

- 1 a comb [koum] — гребенка
- 1 to scrub — скрести, мыть
- 1 a mop — швабра
- 1 to soak — погружать в жидкость

b) Say what you have learned about:

1. all the members of the family;
2. choosing a gift for the mother;
3. the mother's reaction to Nick's present;
4. the younger brother's tact and understanding.

c) Think and answer.

1. Why is the role of the father in the family very important?
2. Why are women often carried away with emotions?
3. How should parents behave when they accept their children's gifts?

Ex. 31. Give extensive answers.

1. What are the national holidays in our country? What changes have they undergone since 1991? How are they celebrated now? How are holidays commercialized now?
2. How is Christmas (Easter, Victory Day, February 23, March 8...) celebrated in our country?
3. How do the Russians welcome in New Year's Day?
4. What new holidays have been imported to our country?
5. What holidays observed in the USA have been brought over from Europe?
6. Which of the American holidays originated in the USA? How are they celebrated?
7. What other American holidays do you know? Which of them are American and which of them are all-European?
8. What holidays do the English observe?

Ex. 32. Give your viewpoints:

1. The holidays which are celebrated in different countries are basically the same.
2. Every country pays honour to the national victories and the people who died for those victories.

3. Many women do not like women's holidays because they mean more work for them.
4. Most holidays are commercialized.

UNIT VI

REVISION

ENQUIRY AND OFFER

Ex. 33. a) Read the text.

Remember: **ex-works** — франко-завод (с завода)
destination — пункт назначения

WRITING ENQUIRIES

- A. When you write a letter of enquiry you should remember the following points:
1. Describe the required goods in detail if you can. You know from your own experience how much it helps to know what the customer wants.
 2. If you know the price, quote it. This will help the Sales Manager to identify exactly what you want. If you are giving figures from a catalogue, or figures which were given to you at an exhibition, you will not risk your interest by quoting them. (However, you should be careful if the price limits are a matter for negotiation — make sure that you do not mention a price that is higher than you may have to pay! In this case you may write: "The price in your catalogue/at the exhibition is... but we hope that it is open to negotiation.") The usual way of asking the price of something is to ask for a "quotation".
 3. Ask for the Sellers' terms of payment and delivery.

The most common arrangements are as follows:

B.

ex-works, ex-factory

this is the price from the place of origin. The buyer pays for the transport

f.o.b. (port of export named) =
free on board

the price includes delivery to port and loading on to ship (e.g. f.o.b. Dover)

c.i.f. (destination named) = the price includes all costs including (cost, insurance, freight) insurance to the named destination

b) Check your comprehension.

A.

1. What description of the goods should be given in an enquiry?
2. What information on the price should be given?
3. What is the best way of asking for the price?
4. How are the terms of payment and delivery negotiated?

B.

1. What is the idea of *ex-works*, *ex-factory*?
2. What is included in the f.o.b. price?
3. What is included in the c.i.f. price?

Ex. 34. a) Read the text.

OFFERS OF GOODS

When making an offer:

1. Do not put pressure on your correspondent and do not apologize. A phrase such as "We think you may be interested" will provide a good opening.
2. If you are making an offer to a retailer¹ remember that the retailer will know the general details of your product and that you will need to stress the advantages of the line you are offering.
3. Do not forget that retailers are interested in goods which will sell quickly. If, therefore, you are planning an advertising campaign or an intensive sales operation in connection with this particular line, emphasize this in your letter.
4. Mention any enquiries which you have received for the line you are offering, especially if they have been received recently.
5. If you are offering a product to an old customer who has not ordered from you recently inform him that the new product is superior to all the previous models. You may well be able to restart co-operation with this customer.

Note:

¹ retailer — розничный торговец, фирма, занимающаяся розничной торговлей

b) Sum up the recommendations in respect of writing offers.

c) Think and answer.

1. Why is it recommended not to put pressure on the Buyer?
2. Why is it necessary to mention the advertising campaign?
3. What is the best way of dealing with old customers?

Ex. 35. a) Read the letter.



Rossexport.

Dear Sirs,

We noticed your advertisements in the January issue of *Textile Monthly* and would very much appreciate¹ receiving details of the "ATR" Loom².

We weave³ a wide range of products and note that your loom can use all kinds of fibre⁴. In your reply would you please inform us what fibres are now being used on the machine.

Would you also inform us of the loom size, as well as all other technical data.

We would also be interested in receiving details of price, delivery, etc., and whether or not it would be possible to see this loom weaving in the United Kingdom or Western Europe.

We look forward to hearing from you.

Yours truly,
Stone & Co

Notes:

¹ to appreciate [ə'pri:ʃieɪt] — ценить

² loom — ткацкий станок

³ to weave [wi:v] — ткать

⁴ fibre ['faɪbə] — волокно

b) Summarize the letter.

c) Think and answer.

1. What considerations are usually taken into account when an enquiry is sent?
2. What points does an enquiry contain?
3. Are enquiries usually sent to one or a few different firms?

d) Business assignment: telephone the company and speak with the Sales Manager. Find out if it will be possible to see the loom in operation in one of the East European countries.

Ex. 36. a) Read the letter.

Rossimport.

Dear Sirs,

We wish to refer to our discussion in March when you kindly invited us to quote for your requirements of trawler cable¹.

We now have pleasure in submitting our offer, which is as follows:

Specification and prices (export packing)

100 km trawler cable to a nominal diameter of 6.16 mm FOB price per kilometre...

FOB price per meter...

Delivery

In 10/12 working weeks, at the rate of² 6,000 mts per month if we receive the contract for the total quantity.

Prices

The prices quoted are firm for 30 days.

Terms of payment

By means of a Commercial Credit³ established in our favour, confirmed by a UK Bank, preferably the Midland Bank Ltd., London.

We trust that you will find our offer to be of interest. Should you wish to discuss⁴ this matter in further detail, perhaps you would let us know and we will be very pleased to visit you again in Moscow for this matter.

Yours faithfully,
Green & Co

Notes:

¹ cable — трос

² at the rate of... — в размере...

³ Commercial Credit — зд. аккредитив

⁴ Should you wish to discuss... = if you wish to discuss...

b) What is there in the letter to suggest that:

1. the Buyers had asked the Sellers to make an offer for trawler cable;
2. the Sellers were prepared to start deliveries in 10/12 weeks only on a certain condition;
3. the prices were valid for a definite period of time;
4. the Sellers expected the Buyers to pay by a Letter of Credit;
5. the Sellers were prepared to negotiate any other problems before a contract was signed.

c) Summarize the letter.

d) Think and answer.

1. Why did the Sellers offer to start deliveries in 10/12 weeks?
2. Why did the Sellers limit the validity of the offer?
3. Would the offer suit the Buyers?

e) Write a reply to the letter. Thank the firm for the offer. Ask them to start the delivery earlier and give you a discount.

UNIT VI

VOCABULARY

- | | |
|---|------------------------------------|
| 1. public holiday | — национальный праздник |
| 2. celebration [ˌseli'breɪʃn] <i>n</i> | — празднование |
| 3. to celebrate ['selibreɪt] <i>v</i> | — праздновать |
| 4. The United States of America (the USA, the US) | — Соединенные Штаты Америки |
| <i>e.g.</i> The United States is situated in North America. | |
| 5. native ['neɪtɪv] <i>adj</i> | — местный, родной |
| native | language |
| | town |
| | country |
| | customs |
| | place |
| | celebration |
| traditions | |
| 6. throughout [θru:'aʊt] <i>prep</i> | — 1. повсюду, на всем протяжении |
| <i>e.g.</i> These holidays are celebrated throughout the country. | |
| <i>e.g.</i> This plant worked throughout the war. | |
| | — 2. в продолжение (всего времени) |
| 7. to originate [ə'ɪdʒɪneɪt] <i>v</i> | — брать начало, происходить |
| <i>e.g.</i> Christmas originated in Europe. | |
| 8. state <i>n</i> | — штат |
| 9. birthday ['bɜ:θdeɪ] <i>n</i> | — день рождения |
| 10. Easter ['i:stə] <i>n</i> | — Пасха |

11. **independence** [ˌɪndɪˈpendəns] *n* — независимость
e.g. Many African countries won their independence in 1950—1960.
independence from ... — независимость от...
Independence Day — День независимости (национальный праздник США)
12. **independent** *adj*
independent of... — независимый
e.g. Jane moved out of town because she wanted to be independent of her family. — независимый от...
13. **labour** [ˈleɪbə] *n* — труд
Labour Day — День труда
Labour Party — лейбористская партия (Великобритания)
14. **Christmas** [ˈkrɪsməs]
15. **settler** *n* — поселенец
16. **settlement** *n* — поселение
17. **war** [wɔː] *n* — война
civil war — гражданская война
18. **to proclaim** [prəˈkleɪm] *v* — провозглашать
19. **originally** [əˈrɪdʒɪnəli] *adv* — первоначально
20. **addition** [əˈdɪʃn] *n* — добавление, дополнение
in addition to... — в дополнение к...
e.g. We can deliver you spares in addition to the first consignment.
21. **to reach** [ri:tʃ] *v* — достигать, доходить до
e.g. The news reached us very quickly.
22. **custom** [ˈkʌstəm] *n* — обычай
native custom — местный обычай
23. **parade** [pəˈreɪd] *n* — парад
24. **fireworks** [ˈfaɪəwɜːks] *n* — фейерверк
to set off fireworks — устраивать фейерверк, давать салют
25. **occasionally** [əˈkeɪʒnəli] *adv* — изредка, время от времени
26. **occasion** [əˈkeɪʒən] *n* — случай
on(for) the occasion of — по случаю, по поводу
e.g. Many journalists arrived in Moscow on the occasion of the international conference.

Lesson 1

27. **picnic** ['pɪknɪk] *n* — пикник
to go on a picnic — поехать на пикник
28. **to be in office** — быть у власти, занимать
e.g. F. D. Roosevelt was in office for 12 years. пост, должность
29. **to honour** ['ɒnə] *v* — почитать, чтить
30. **honour** *n* — честь
in honour of smb — в честь кого-либо
to pay honour to smb — почитать, чтить
31. **to name** *v* — называть, давать имя
to name smth after smb — называть что-либо в честь
e.g. Tolstoy Street was named after the кого-либо
 great Russian writer Leo Tolstoy.
32. **civil** ['sɪv(i)l] *adj* — гражданский
 civil | rights
 | duties
 | war
33. **to welcome in** *v* — встречать (праздник)
to welcome in the New Year
syn.: to see in
 to greet
 to see the New Year in and the Old Year out — встретить Новый Год и проводить Старый
34. **to remain** [rɪ'meɪn] *v* — оставаться
e.g. They remained unhappy after their children left them.
35. **awake** [ə'weɪk] *adj* — бодрствующий
to be awake — бодрствовать, не спать
e.g. At 6 o'clock in the morning he was wide awake.
36. **to make merry** — веселиться
37. **to observe a holiday** — праздновать (отмечать праздник)
syn. to celebrate a holiday
38. **midnight** ['mɪdnaɪt] *n* — полночь
at midnight — в полночь
39. **in short** — короче говоря
40. **gaiety** ['geɪəti] *n* — веселье
41. **eve** [i:v] *n* — канун
 on the eve — накануне
 on the eve of the wedding anniversary
 on New Year's Eve
42. **evidently** ['eɪvɪdəntli] *adv* — очевидно
syn. obviously

43. **slight** [slait] *adj* — незначительный, слабый
slight | changes
 | mistake
 | headache
44. **to trim** *v* — украшать
to trim a | Christmas tree
 | hat
 | dress
45. **Christmas tree** — новогодняя елка
46. **to erect** [i'rekt] *v* — устанавливать, сооружать
to erect | equipment
 | machinery
 | a plant
 | a Christmas tree
 | a column
 | a monument
47. **to neglect** [ni'glekt] *v* — пренебрегать
e.g. Don't neglect your health.
48. **the rest of** — остальное, остальные
e.g. The rest of the students have not come yet.
 The rest of the equipment has not arrived yet.
49. **on the average** — в среднем
e.g. On the average they send five letters a day.
50. **right** [rait] *n* — право
a right to do smth
to have a (the) right to smth
to enjoy a right — пользоваться правом
51. **involvement** [in'vɒlvmənt] *n* — вовлеченность, участие в чем-л.
involvement in public life — участие в общественной жизни
52. **to dedicate** ['dedikeit] *v* — посвящать
poetry dedicated to mothers — стихотворения, посвященные мамам
53. **gift** — подарок
54. **perfume** ['pə:fu:m] *n* — духи; аромат
55. **to contain** [kən'tein] *v* — содержать в себе, вмещать
e.g. This box contains spare parts.
56. **to outlaw** ['autlɔ:] *v* — запрещать, объявлять вне закона

Lesson 1

57. **to discover** [dis'kʌvə] *v*

— обнаруживать, раскрывать

58. **much** *adv*

— (перед прилагательным и наречием в сравнительной степени) — намного

much	better
	cheaper
	simpler
	more difficult
	more interesting

e.g. It was much more interesting to go on a picnic.

59. **anniversary** [ˌæni'vɜ:səri] *n*

— годовщина

60. **ex-works**

— франко-завод, с завода

ex-factory

— с предприятия

ex plantation

— с плантации

61. **destination** [ˌdesti'neɪʃn]

— место (пункт) назначения

port of destination

— порт назначения

LESSON 2

Grammar:	Participle I
Subject for Study:	Marketing
Revision:	Going through Passport Control

UNIT I

GRAMMAR

PARTICIPLE I

STEP 1. STUDY THE PARTICIPLE CONSTRUCTIONS.

1. the *financing* organization — *финансирующая* (финансировавшая) организация
the *remaining* goods — *остающиеся* (оставшиеся) товары
the *dancing* girl — *танцующая* (танцевавшая) девушка
2. The inspector *examining* the goods is a competent engineer.
Инспектор, *осматривающий* товары, опытный инженер.
An exhibition *showing* the latest achievements in hotel equipment was organized in London.
Выставка, *демонстрировавшая* последние достижения в области оборудования для гостиниц, была организована в Лондоне.
3. the cable *advising*... — телеграмма с *сообщением*... the booklet *showing*... — брошюра с *указанием*...

Participle I (4-я форма глагола) — причастие, активное по значению; оно может стоять перед существительным или после него, если имеет пояснительные слова (см. примеры 1 и 2). В зависимости от контекста Participle I соответствует в русском языке действительному причастию настоящего времени, оканчивающемуся на -щий, -шийся, или действительному причастию прошедшего времени, оканчивающемуся на -вший, -вшийся. Иногда Participle I, стоящее после существительного, переводится на русский язык сочетанием существительного с предлогом (см. пример 3). Participle I употребляется, в основном, в письменной речи.

4. The goods *arriving* at the port were always transported to the clients without delay.
Товары, *прибывавшие* в порт, всегда направлялись заказчику без задержки.

Lesson 2

5. The goods which *arrived* from Great Britain were sent to us immediately.
Товары, *прибывшие* из Великобритании, были немедленно отсланы нам.

В русском языке действительное причастие прошедшего времени, отвечающее на вопрос “что делавший?”, соответствует английскому **Participle I** (см. пример 4).

Причастие, отвечающее на вопрос “что сделавший” в русском языке, соответствует английскому придаточному предложению (см. пример 5).

STEP 2. PRACTICE THE USE OF PARTICIPLE I.

Ex. 1. Replace the clauses in bold type by participle constructions where possible.

1. The children **who are singing and dancing on the stage** are from the neighbouring community.
2. The poster, **which attracted my attention**, advertised road-building machinery.
3. We got in touch with the firm, **which produces computers**.
4. We are now testing your machines, **which arrived from the manufacturing plant**.
5. The firm sent us some booklets, **which described the new method of production**.

Ex. 2. Choose the correct variant.

1. Could you see the girl with my brother?
A. danced B. to dance C. dancing D. is dancing
2. The picture my attention was very bright.
A. attracted B. attracting C. to attract D. which attracted
3. I like the girl on the right.
A. is sitting B. sitting C. sit D. sat
4. An interesting exhibition sports equipment was opened yesterday.
A. showing B. showed C. shows D. show
5. Please send us all materials your price lists.
A. to include B. including C. included D. includes
6. The men on the platform were in some danger.
A. working B. worked C. being worked D. who works

7. We examined the boxes spares.
 A. contained B. containing C. are contained D. contain

Ex. 3. a) Open the brackets.

HOTELYMPIA

International Hotel Exhibition Olympia,
 London

10th April,

Dear Sirs,

I have much pleasure in inviting you to participate in our (to come) Hotelympia which is organized by two (to lead) trade journals. This exhibition, international in scope and character, (to show) the latest achievements in the field of hotel equipment, is presented every two years. This year will mark the tenth anniversary and the ceremony (to celebrate) the event will be organized on the opening day.

Exhibits (to arrive) from many European countries will be on display in Olympia, London between 14—21 January.

I hope you will consider that this exhibition is of special interest in different fields of industry in your country. We are enclosing a booklet (to inform) you of the exhibition schedule (график).

Yours sincerely,
 Blake & Co

b) Answer the following questions.

1. When will Hotelympia take place?
2. Who are the organizers of the exhibition?
3. What exhibits will be shown at Hotelympia?
4. What ceremony will be held on the opening day?
5. What booklet is enclosed with the letter?

STEP 3. CHECK YOURSELF.

Ex. 4. Translate into English.

1. Дети, украшавшие новогоднюю ёлку, шутили, пели песни и веселились.
2. Девочка, так красиво украсившая ёлку, имеет хороший вкус.
3. Балерина, танцевавшая партию Одетты, имела большой успех.

4. Европейцы, прибывшие в Америку в 17 веке, селились в восточной части континента.
5. Делегаты, прибывшие для участия в конференции, сегодня осматривают город.
6. Благодарим вас за телеграмму с сообщением о прибытии парохода.
7. Мы получили письмо от фирмы, поставляющей нам насосы.
8. Мы получили письмо с сообщением о том, что вторая партия товаров будет отправлена с завода-изготовителя на следующей неделе.
9. Приемщик, осмотревший оборудование, сегодня уезжает.

* * *



Г-н Г.,

Мы высылаем Вам по одному экземпляру каждой брошюры с указанием последних изменений цен на модели СК 5 и СК 7. Мы связались с заводом-изготовителем, выпускающим интересные для Вас станки. Они сообщили нам, что смогут выполнить Ваш заказ только в начале июня.

Если цены и срок поставки Вас устраивают, мы с удовольствием выполним Ваш новый заказ.

Ждем Вашего ответа.

Россэкспорт

UNIT II

WORKING ON THE TEXT

A

MARKETING

A market is a situation in which goods can be bought, sold or exchanged. The **essential** requirements are buyers, sellers, goods and money. The **overall purpose** of the **marketing** function of an organization is to link¹ the flow² of goods and services from the producer to the wishes of the **consumer**.

Marketing has long been considered one of the basic functions of business organizations. More recently, it has been admitted that it is the central function.

Marketing is the process of developing, pricing, **distributing** and **promoting** the goods or services that satisfy customer needs.

Marketing therefore **involves** market **research**, new product development, distribution, advertising, promotion, product improvement and so on.

Consumers' tastes constantly change and so marketing must be a dynamic **area aimed at** moving the organization forward. Truly successful marketing knows and understands the consumer so well that the products and services which are offered to the customer satisfy his needs perfectly. The product almost sells itself. Of course this will only happen if the product or service is **better** than those of competitors.

Though marketing might involve considerable expenses which could be reflected in the selling price, the process provides **management** with a certain guarantee.

Management will know, on the basis of the marketing information and advice, that it can go ahead with the development of a product which will eventually³ provide the firm with returns⁴.


Companies are always looking for marketing **opportunities** trying to find their own segment on the market. When a **target** market is chosen a company has to decide what goods or services to offer. After that decision is taken the company has to think about the marketing **mix** — a set of essential elements of a marketing programme. The best known classification of these elements is 4 P's: Product, Price, Promotion and Place.

Aspects to be considered in marketing a Product include its quality, its features, style, **brand** name, size, packaging, service and guarantee, while Price includes consideration of things like the basic list price, discounts, the length of the payment period, and possible credit terms. Place in a marketing mix includes such factors as distribution channels, locations of points of sales⁵, and so on. Promotion groups together advertising, publicity, sales promotion and personal sales or sales through sales representatives⁶.

An important feature in marketing is the consideration of a product's **life cycle**. When a product is introduced, its sales are usually low and promotion will be expensive. If the product is successful, sales will increase until they reach their peak. Eventually new products will come on the market and the sales of **existing** products will **decline**.

B

INTERVIEW

 Peter Fisher, head of the marketing department of ANIDAS — a multinational corporation, specializing in sporting goods, has recently been interviewed by a journalist who is writing an article for “Business To-Day”, a weekly publication **featuring** success stories on market leaders.

Journalist: Thank you for sparing your time for our magazine. Now comes my first question. What is your position in the company?

Peter Fisher: I’m marketing manager.

Journalist: How long have you been with the company?

Peter Fisher: I joined the company 15 years ago. Before becoming head of the marketing department I worked 10 years in the sales department. As head of the marketing department I’m **in charge of** a team of brand managers or product managers, as we often call them, each responsible for promoting the company’s products in one country or group of countries. We all work as one team. Team **spirit** is essential in our **corporate** culture.

Journalist: Oh yes, I’ve **noticed** a dynamic and **amicable** atmosphere in your company.

Peter Fisher: But I always keep the situation under control. Though I should say it is not easy to **run** my department.

Journalist: I know that your company has been the market leader for many years now. My congratulations! I’m sure that your department has **contributed** a lot to this success.

Peter Fisher: Thank you. It’s nice to be **appreciated**.

Journalist: What is the key to successful marketing?

Peter Fisher: Well, the key to successful marketing involves many things. Most people would say that successful marketing is just a good **creative** campaign. I would **emphasize** just two words: customer orientation. What does that actually mean though? It really means four things: producing what customers want, when they want it, at the right price and in a way that’s profitable for the company.

Journalist: How important is **branding**?

Peter Fisher: Let me first say what branding is and why we need branding. A brand can be a name, a term or a symbol. It is used to differentiate⁷ a product from competitors' products. The brands guarantee quality level⁸. There are different types of brands. There are individual brands, for example Ariel or Marlboro cigarettes. There's also the corporate branding, or family brands such as Marks and Spencer or Levi Strauss & Co (the Levis label)⁹. For the consumer brands and advertising are the most attractive and easy to understand parts of marketing.

Journalist: Do you **devote** much time and effort to developing new brands?

Peter Fisher: Oh yes, we need new brands because, well, customers want new brands. They want choice. They want a selection of different products. They like to **rely on** the quality levels guaranteed by the company. They like to trust¹⁰ products. It makes shopping so much easier for them.

Journalist: Does your department **take care of** advertising?

Peter Fisher: Although large companies could easily set up their own advertising departments, write their own advertisements, and buy media space¹¹ themselves, we prefer to use paid services of large advertising agencies. These usually have more **facilities** and more knowledge about all aspects of advertising and advertising media than a single company. Another, I believe, a very effective way of advertising is participation in all kinds of international events, such as exhibitions, fairs, shows, symposiums, conferences, seminars and the like¹². They are held on a regular basis all over the world, sometimes on a large **scale**. Such events promote trade, business relations, mutual understanding and, of course, companies' products, their brand names and contribute to the **expansion** of their distribution areas.

Journalist: Thank you very much indeed. I hope I didn't take much of your time.

Lesson 2

Peter Fisher: You are always welcome. Your publication contributes to developing our relations with the public. The public should know us, constantly hear about us, that's part of our public relations activities.

Notes:

¹ to link — to connect

² flow — поток

³ eventually — в конце концов

⁴ returns — доходы, поступления

⁵ location of points of sales — расположение торговых точек

⁶ sales person (sales representative) — представитель фирмы, который занимается продажей товара, обычно на определённой территории

⁷ to differentiate — различать

⁸ level — уровень

⁹ the Levis label ['li:vaiz]

¹⁰ to trust — доверять

¹¹ media space — a place in mass media (TV, radio, magazines, newspapers or any other publications), which could be bought for advertisements)

¹² and the like — и тому подобное

SECTION A

Ex. 5. Read the text.

Ex. 6. Check your comprehension.

1. What role does marketing play in business?
2. What activities does marketing cover?
3. In what way is marketing linked to consumers?
4. How does marketing tell on the Price?
5. What advantage does marketing process provide?
6. How do companies try to expand their business?
7. What aspects are considered when a new Product is launched?
8. What is a "marketing mix"?
9. What aspects are taken into consideration when Sellers market their Products?
10. How is the Price determined?
11. What is the importance of the Place?
12. How is Promotion organized?
13. What is a Product's life-cycle?

Ex. 7. Say what information the text gives about.

1. the requirements of the market;
2. the aim of the marketing process;
3. the essential parts of marketing;
4. the importance of marketing;
5. the marketing mix;
6. the product's life cycle.

Ex. 8. Think and answer.

1. What is the function of a marketing department?
2. Is marketing really an essential function of a business organization? Prove your point.
3. What aspects should be considered in a marketing programme?

SECTION B**Ex. 9. Read the interview.****Ex. 10. Check your comprehension.**

1. What is Peter Fisher's position in the company?
2. How long has he been working for Anidas?
3. What was he responsible for when he joined the company?
4. As head of the marketing department, what is he in charge of?
5. How important is a team spirit and friendly atmosphere in Anidas?
6. What makes a marketing strategy successful?
7. What is a brand?
8. What is branding?
9. How important is branding?
10. Why do customers like new brands?
11. How do Anidas advertise their products?
12. What are the means and ways of advertising?

Ex. 11. Say what you have learned about:

1. the marketing department of Anidas;
2. the responsibilities of head of the marketing department;
3. the importance of branding;
4. the way the company advertises their products;
5. the role of international events in advertising.

Ex. 12. a) Act out the interview.

b) Act out a similar interview with an advertising manager or a public relations manager.

UNIT III

WORKING ON WORDS

to promote smth

Ex. 13. a) Ask and answer as in the model.

— What is the overall purpose of *marketing*?
— I believe it promotes sales.

Prompts:

1. international exhibitions;
2. advertising;
3. cultural exchanges;
4. international conferences.

b) Answer the following questions.

1. What helps businessmen to promote sales of their products?
2. How could new products be promoted?
3. What can promote technological progress?
4. What promotes sports?
5. Why do companies place their advertisements during sports events?

to take care of smth/smb

Ex. 14. Ask and answer as in the model.

— Who will *translate the letter*?
— Mr Petrov will take care of it.

Prompts:

1. to send the e-mail message (a fax, catalogues, booklets, a payment order, etc.);
2. make out an invoice (a cheque, a list, a receipt, an order form, etc.);
3. arrange a meeting (an appointment, a trip, a party, etc.).

to be in charge of

Ex. 15. a) Ask and answer as in the model.

— Who is in charge of your *marketing department*?
— Our marketing manager is.

Prompts:

1. the advertising department;
2. the public relations department;
3. the production department;
4. the financial department;
5. the personnel department.

b) Describe your office. Say how many departments you have; who runs them; what their responsibilities are and what problems they take care of.

to contribute to smth

contribution

Ex. 16. a) Read the model.

Newton has contributed a lot to the development of *physics*.
His theories and laws were an important contribution to world science.

b) Speak about other scientific contributions. Use the model above.

Prompts:

1. Mendeleev (chemistry);
2. Darwin (biology);
3. Sophia Kovalevskaya (mathematics);
4. Pasteur (medicine).

c) Speak about:

1. The contributions that Russian scientists, writers, musicians, poets, painters made to the development of Russia's science, economy, culture.
2. How did they contribute to world science, literature, and music?

d) Answer the following questions.

1. Why do exhibitions contribute to the development of trade?
2. What else do you think can contribute to the development of trade?
3. How do cultural, sporting, educational exchanges contribute to better understanding among nations?
4. What sportsmen contribute to the prestige of Russian sport?
5. What features of people's character contribute to their success in work?

to devote to.

Ex. 17. a) Ask and answer as in the models.

1. — What kind of *publicity campaign* is it?
— It is devoted to our new products.

Prompts:

1. conference;
2. exhibition;
3. newspaper article;
4. advertisement;
5. lesson.

b) Say what TV programmes, you recently watched, were devoted to.

2. — How does he spend his *free time*?
— He devotes most of his free time to sports.

Prompts:

1. mornings;
2. afternoons;
3. evenings;
4. weekends;
5. vacation;
6. free time in summer;
7. free time in winter.

facilities

Ex. 18. a) Read the model.

We have *stadiums, skating rinks, tennis courts and other sports facilities* in Moscow.

b) Say what exhibition (transport, educational, communications, medical, advertising, etc.) facilities are available in Moscow.

c) Now say what office facilities your organization has.

Ex. 19. Translate into English.

1. Основной задачей маркетинга в современных условиях является удовлетворение спроса потребителей на товары и услуги при условии прибыльности.
2. Наши товары и услуги лучше, чем у наших конкурентов.
3. Каждая маркетинговая программа должна учитывать продолжительность жизненного цикла товара.
4. Эта газета уделяет особое внимание экономическим вопросам.
5. Какой вклад вы внесли в новую рекламную кампанию?
6. Это повлечёт за собой большие затраты.
7. В своём докладе он подчеркнул важность этого вопроса.
8. Он посвятил всю свою жизнь науке.
9. Переговоры прошли в дружеской атмосфере.
10. Фирма проводит маркетинговые исследования в широком масштабе.
11. Многие международные выставки предоставляют возможности для продвижения новых товаров.
12. У нас есть все средства для проведения международной конференции.
13. Многие бизнесмены часто участвуют в различных презентациях. Они высоко ценят возможности установления новых деловых контактов.
14. Он отвечает за рекламу и продвижение новых услуг на рынке потребителя.

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 20. a) Complete and translate.

America + n = American *adj*

1. Africa → ...
2. Australia → ...
3. India → ...
4. Asia → ...
5. Russia → ...

b) Complete the sentences.

1. There are many talented artists in Russia. ... artists are famous all over the world.
2. European businessmen are looking for new markets in Africa. Many ... countries are ready to trade with Europe.
3. Australia is known as meat exporter. A few ... firms control the meat industry.
4. Multinational companies involve workforce from different countries and each national group brings their own customs, traditions and way of doing business. For example, people from Austria introduce ... features; people from Bulgaria introduce ... features; people from Cuba introduce ... features.

c) What can you say about customs and traditions of people from Canada, Albania, Columbia, Indonesia, Korea, Malaysia?

ARTICLES

Ex. 21. Supply the articles where necessary.

Sun Advertising, ... Japanese advertising agency, has won ... contract to promote ... Tora's new soft drink. ... competition was very tough¹. They are going to start ... 10-billion yen TV advertising campaign — one of ... biggest ever seen in ... Japan. ... campaign includes ... ad with ... best baseball player in ... Japan. ... director of ... Sun Advertising said that they involve famous people to please ... public.

Note:

¹ tough [tʌf] — жёсткий

TENSE AND VOICE

Ex. 22. Read the fax message and supply the correct forms of the verbs.

ILN INTERNATIONAL

20 Rue Montpellier, Paris 45305, France
 Telephone: + 33 1 92 76 86 00; Fax: + 33 1 92 76 86 01

↙ **To:** Loucren Ltd
 +44 2377281
Attention: Victor Cline
From: Denise Poirot
Date: 11 October
Subject: Sales trip
 Pages including this: 01

Dear Victor,

I'm forwarding my short report to you about my sales trip to the Southern area of France.

During the trip, I ... (visit) a number of supermarkets where I ... (give) presentations of our new products. I think our new soft drink Cool ... (be) a winner over here. The owners of the large shops I met ... (inform) of our new discount policy. So far no orders ... (receive) yet but I expect them at the beginning of the next week. I ... (let) you know about it as soon as I get them.

I would like to recommend to you Frank Roland. He ... (know) the French market very well, I would say, inside out. Maybe he could be our area representative in the South of France. Our sales ... (fall) recently in that area. Something must ... (do) about it and I'm simply not able to cover the whole of France myself.

Best wishes
 Denise.

PREPOSITIONS

Ex. 23. Supply the prepositions where necessary.

Consumers are now spending more money ... products they want rather than products they simply need. All companies therefore must produce goods ... high quality. More importantly they must create a brand ... the years to come ... giving it emotional qualities so that consumers would want to buy it. Like Ferrari which actually sells "dreams" (мечты). The statistics ... expensive goods world-wide show that Switzerland is the largest market per capita¹ for Ferraris. The company, ... the other hand, sells only 2 percent of cars ... women.

Note:

¹ per capita — на душу населения

MISCELLANEOUS

Ex. 24. a) Choose and use.

many, much

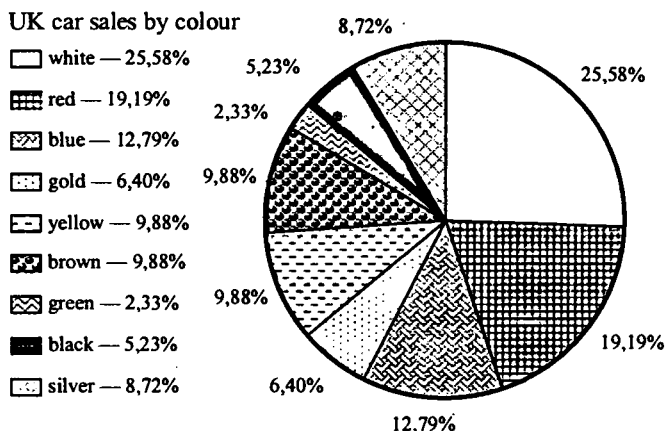
1. She didn't devote ... time to studying English last term.
2. Lately very ... sports facilities have been built in Moscow.
3. Not ... money was spent on advertising last year.
4. Have they started ... new advertising projects this summer?
5. I haven't had ... spare time this week.
6. Before the contract is signed ... preparatory work must be done.

**the most popular, much more popular, as popular as,
the least popular, much less popular, not as popular as**

Ex. 25. a) Read the model

White is much more popular colour than blue.

b) Study the chart showing what colours of cars are popular in Great Britain.



c) Compare and speak about the colours of the cars. See the model above.

d) Write as many sentences as you can on the basis of the information given in the chart. Use the above model.

e) Compare the colours of cars in Russia. Say what colours of cars are more popular; what colours are less popular.

Ex. 26. a) Read the models. Translate them.

1.

1. They spent twice (two times) as much money. 2. We spent twice as less money.
--

2.

We're ten times as many and must work ten times as much.
--

b) Translate the sentences and write them down. Use the above models.

1. Ежемесячные затраты в этом году уменьшились в два раза.
2. Они продали в пять раз больше оборудования в этом сезоне, чем в прошлом.
3. В этом году эти машины стоят в два раза дороже, чем в прошлом году.
4. Они производят в три раза больше компьютеров, чем их конкуренты.

Ex. 27. Choose and use.

because, so

1. Sales were only 75% of what was planned for this year ... they decided to stop the production.
2. The product didn't sell well ... it wasn't promoted in the right way.
3. The price was correct ... the product sold well.
4. He hasn't sent his sales report yet ... he has been very busy lately.
5. She'll be away all week ... she'll not be able to attend our meeting.
6. They had a lot of orders ... they widely advertised their new product.

SOCIALIZING

Asking Questions

1. What do you do?
2. Who do you work for?
3. Where are you based? (Where are your headquarters? Where is your central office?)
4. Who is in charge of advertising in your company?
5. How long have you been with your company?
6. Your company is pretty big, isn't it?
7. You haven't seen our plant yet, have you?
8. You met our president yesterday, didn't you?
9. Your marketing manager will arrive tomorrow, won't he?
10. Which is the most profitable product in your company?
11. Should we go to the conference hall now?
12. Didn't you tell them about our discount policy?
13. Can't you speak a bit louder?

Ex. 28. Write possible questions to the following answers.

1. Yes, thanks. I had a very pleasant flight.
2. I'd like to see Mr Clark, if he is in the office.
3. It was Mr Brown who recommended this hotel to me.
4. I think I'd like to see your plant after lunch.
5. No, it is my first visit.
6. My boss Mr Smith runs the office.

Ex. 29. Complete the sentences, using question tags.

1. You've met Mr White,
2. You don't normally get up so early,
3. You are waiting to see Ms Webber,
4. Your Managing Director will leave in two days,

Ex. 30. Act out a dialogue.

Imagine that you are talking with Mr Thompson, whom you have just met at the exhibition of the kitchen equipment held in Moscow. Ask him about his company, his position in the company, his flight to Moscow, the hotel he is staying at, his impressions of the city etc.

UNIT V**SPEECH EXERCISES****Ex. 31. a) Read the text.**

Berkley and Mathews Advertising Agency was a major New York advertising firm owned by two partners Aaron Berkley and Norman Mathews. The agency owned a large modern building at the corner of Madison and Fifty-Seventh Street. They occupied eight floors of the building. Their biggest client was Kate Blackwell and her company Kruger-Brend, Ltd. with its dozen of world-wide subsidiaries¹. More than seventy-five account executives², copywriters³, creative directors, photographers and media experts alone worked for Kruger-Brend's advertising contracts. It came as no surprise, therefore, that when Kate Blackwell telephoned Aaron Berkley to ask him if he could find a position for Alexandra, her granddaughter, a place was found for her immediately. If Kate Blackwell had desired it, they would maybe have made Alexandra president of the agency.

"I believe my granddaughter is interested in being a copywriter", Kate informed Aaron Berkley.

Berkley at once told Kate that there just happened to be a copywriter vacancy, and Alexandra could start any time she wished. She went to work the following Monday.

In order to save salary, Aaron Berkley fired⁴ a young copywriter hired⁵ six months earlier to provide a place for Alexandra Blackwell. When the staff learned about it they hated Alexandra before they even met her.

Aaron Berkley and Norman Mathews were both brilliant advertising men who had created some of the most famous slogans⁶ of the past decade but they were absolute tyrants. They never respected⁷ their employees, moreover they treated⁸ them as pieces of furniture. The only reason they accepted such treatment was that anyone who had worked for Berkley and Mathews could work at any advertising agency in the world. It was the best training place.

When Alexandra was introduced to her future colleagues, Aaron Berkley said:

"I'm sure you'll be very happy here. You'll work with the best people in the business. You'll be working with an extremely creative team: Alice Koppel, Vince Barnes and Marty Bergheimer."

"What do you need, Miss Blackwell?" Vince Barnes asked.

“I...I think I just need to learn the advertising business.”

Alice Koppel said sweetly “You’ve come to the right place, Miss Blackwell. We’re dying to play teachers”.

Marty Berghimer added. “But not now. You see Miss Blackwell, we’re working on a perfume campaign. We’re very busy.”

“I understand,” Alexandra said.

The rest of the day went no better.

On the following Monday Alexandra went to work planning to find a way to solve her problem. But she failed again. There were daily morning and afternoon coffee breaks, and the conversation was always easy. But when Alexandra walked in, the conversation stopped dead.

Finally she decided she had enough. She had done everything to try to make friends, and each time she had been rejected⁹. Working there was a mistake. She would find another job somewhere with a company that her grandmother had nothing to do with.

“I’ll leave,” she thought. “But you all will remember I was here.”

At 1:00 p.m. the next day everyone except the receptionist was out to lunch. Alexandra stayed in the office. She had noticed that in all offices there were intercoms¹⁰ connecting the various departments, so that if they wanted to talk to each other, all they had to do was press a button on the box where the names were written on a card. Alexandra got into the offices and changed all the cards around.

Thus when after lunch the chief copywriter pressed the button of his assistant and said, “ You , idiot , in here right now!” There was a moment of silence, then Norman Mathews’s voice shouted, “ What did you say?”

“Mr Mathews, is that you?” — said the chief copywriter in a shock.

“You’re right. In here! Now!”

A minute later, Mathews pressed the button and said , “I’ve got some papers for you to take downstairs.”

Aaron Berkley’s voice shouted¹¹ back at him “You what?”

It was the beginning of a chaos¹² . It took four hours to correct the mess¹³ that Alexandra had made. Berkley and Mathews turned the place upside down ¹⁴ but couldn’t find who had done it.

The only person who had seen, was the receptionist, but she hated her bosses more than she hated Alexandra, so all she would say was, “I didn’t see anybody.” Later she told everything to Vince Barnes. “The Blackwell girl did it?!” He couldn’t believe it.

The following morning everybody in the office was waiting for her.

“Is anything wrong?”— Alexandra asked.

“No, Alex,” Alice Koppel said. “The boys and I just thought if you’d like to join us for lunch. We know a little Italian restaurant near here...”

(After “The Master of the Game”
by Sidney Sheldon)

Notes:

- ¹ subsidiary [səb'sidiəri] — дочерняя компания
- ² an account executive — зд. финансовый директор
- ³ a copy (in advertising business) — a text for an advertisement; a copywriter — a writer of material for advertisements
- ⁴ to hire — нанимать
- ⁵ to fire — увольнять
- ⁶ a slogan — рекламная формула (слоган)
- ⁷ to respect — уважать
- ⁸ to treat — относиться к кому-либо
- ⁹ to reject — отвергать
- ¹⁰ intercom — внутренняя телефонная связь
- ¹¹ to shout — кричать
- ¹² a chaos ['keiɔs] — хаос
- ¹³ a mess — беспорядок
- ¹⁴ to turn upside down — перевернуть вверх дном

b) Check your comprehension.

1. What kind of company did Alexandra join?
2. Where was the company situated?
3. What were A. Berkley and N. Mathews famous for?
4. What reputation did the company have?
5. What position was Alexandra offered?
6. Why was Alexandra immediately taken on?
7. What caused antagonism towards Alexandra?
8. How did Alexandra manage to win the respect of her colleagues?

c) Say what information the text gives about:

1. Berkley and Mathews Advertising Agency;
2. the relations between the top managers and the employees;
3. the attitude of the employees to Alexandra;
4. the way Alexandra managed to solve her problem.

d) Think and answer.

1. What makes an advertising agency successful and popular?
2. How important are the copywriters? Why are they well paid?

e) Choose the proverb which best illustrates the main idea of the story. Prove your viewpoint.

1. Well begun is half done.
2. All's well that ends well.
3. When there is a will there is a way.

Ex. 32. a) Read the text.

Remember: to remind — напоминать

hardly — едва

to survive — выживать

**ADVERTISERS PERFORM A USEFUL SERVICE
TO THE COMMUNITY**

Advertisers always think big and perhaps this is why they're always criticized. Their critics say that they have so much money that they throw it around. They often add: "Why don't they stop advertising and reduce the price of their products? After all it's the consumer who pays."

The poor old customer! He would have to pay a lot more if advertising didn't create mass markets for products. It is only because of the heavy advertising that consumer goods are cheap.

But we get the wrong idea if we think the only purpose of advertising is to sell goods. Another equally important function is to inform.

A lot of the information we have about goods and services comes from the advertisements (or ads for short). Advertisers introduce us to new products or **remind** us of the products we knew before. Suppose you want to buy a washing-machine. You can get the details about the performance, price, etc., from an advertisement.

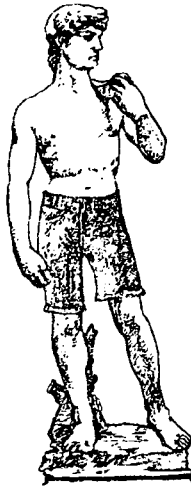
Lots of people say that they never read advertisements. It is **hardly** possible not to read advertisements these days. And what fun they really are, too! Just think what a newspaper would be like without ads. A cheerful, clever advertisement makes such a difference.

We must not forget that advertising makes a positive contribution to our pockets. The majority of newspapers, radio and television companies could not survive without advertisements. The fact that we pay so little for our daily paper, or can enjoy many TV programmes is due to the money spent by advertisers. Just think what a newspaper would cost if we had to pay full price!

Moreover we shouldn't forget that thanks to different small ads or classified ads as they are called you can find a job, buy or sell a house, etc.

b) Say what you have learned about the importance of advertising.**Ex. 33. a) Read the statements.**

1. Advertising is essential for business, especially for introducing new consumer products.
2. A large reduction in advertising would decrease sales.
3. Advertising often tries to make people buy things they don't need.
4. Advertising often tries to make people buy things they don't want.
5. Advertising lowers the public taste.
6. Advertising increases prices.
7. Advertising does not give a true picture of products.
8. Advertising has a bad influence on children.

b) Think and answer: which of the above statements do you agree with?**Ex. 34. a) Read the text.****PERSONAL SELLING**

What do I do? I'm a salesman. Well, actually, because there are several women in our sales department, I should say I'm a salesperson or a sales representative, or a sales rep for short. My job is to contact cus-

tomers. Some sales people work in companies' offices, but I mostly travel and visit customers.

You know, sales reps are often the only people from a company that customers ever see, so we're an extremely important channel of information. Someone calculated a long time ago that the majority of new product ideas come from customers through sales reps. So our tasks include looking for customers, giving information to them about our company's products and services, selling these products and services, helping the customers with possible technical problems, and collecting market research information. As we have to satisfy customers' needs and solve their problems, we often cooperate with engineers, particularly for technical products, and with market researchers. We usually work in a particular area in which we represent our products.

The trouble with personal selling is that it's the most expensive element in the marketing mix.

Like most salesmen, I receive a fixed salary plus commission on the quantity I sell.

I'm also responsible for planning the quantities that we expect to sell as part of marketing plan. And, of course, we have to know how to give an effective sales presentation!

b) Say what you have learned about:

1. the activities of a sales representative;
2. the relations between the sales rep and the customers;
3. the importance of personal selling.

c) Think and answer.

1. Why is personal selling so important?
2. Is the job of a sales representative difficult? Is it interesting? Prove your point.

Ex. 35. a) Read the statement.

Sales promotions such as free samples, price reduction, coupons ['kju:pən], contests and competitions, demonstrations, free gifts stimulate sales.

b) Think and answer.

1. Do you prefer to buy products if the price is reduced?
2. Do you believe in winning free trips, free products, and getting free service?

1. Do you use coupons?
2. Do you prefer certain brands?
3. Do you often buy one brand when you choose a product or choose out of several brands?
6. Which of the sales promotion is the most effective?

c) Say what your shopping habits are.

d) Write a short summary about your shopping habits.

Ex. 36. a) Read the text.

Remember: to launch — запускать

MARKET RESEARCH

Sometimes one company may be full of customers, while another nearby, selling the same goods at the same prices is generally empty. It is very important for a trader in any kind of business to know the best place, the best goods, the best way to advertise them before he starts. If he finds later that things are going wrong, he must know what should be changed. There are a number of specialized firms who can find out what may be wrong. This is called Market Research. Before a new product is launched market research tries to find out the best ways of packing, promoting and selling it.



Although customers are all different, they could be separated into a number of groups. The majority of people in these different groups will have similar ideas, similar needs, similar ways of life and similar things they buy. The job of market research is to find out what people really want and how companies can best satisfy them.

A market research organization tries to find out the information it needs by asking the public questions on what they have bought, how much, where, why etc.

b) Say what you have learned about market research.

c) Look at the picture. Say what groups they belong to.

d) What common features, differences and specific features will each group have?

Ex. 37. a) Read a typical market research questionnaire (анкета) that could be used in the street.

1. Do you eat sausages: never once a week 2–3 times a week more than three times a week
2. If you eat sausages, do you usually have them for breakfast lunch supper
3. If the sausages are eaten at home, are they usually: fried grilled cooked¹ in boiling² water
4. What do you usually have with them: potatoes chips eggs tomatoes spaghetti other
5. Do you prefer: normal size big size small size sausages
6. Do you normally choose: pork³ beef⁴ mixed other (fish, chicken etc.)
7. When you buy sausages, do you buy the cheapest a definite brand the most expensive any brand available
8. In choosing sausages, which do you consider most important: price taste freshness⁵ brand name packaging (hygiene) ingredients (all meat, etc.) size other—please specify

Notes:

¹ to cook — варить

² to boil — кипятить

³ pork — свинина

⁴ beef — говядина

⁵ freshness — свежесть

b) Fill in the questionnaire.

c) Discuss the results with your partner. Ask him (her) about the sausages he (she) prefers.

d) Speak about your own experience. Did you (or somebody you know) ever have to answer any of market research questionnaires? Why is the market research information important for the company?

Ex. 38. Give extensive answers.

1. How does marketing contribute to the overall success of the company?
2. What is the role of marketing in moving the company forward?
3. How should a new product be marketed?
4. What does advertising business involve?
5. How important is the image (образ) of the product? Prove your point.
6. How important is packaging for a product? Prove your point.
7. How important is the right marketing mix? Prove your point.
8. What is the role of market research?
9. What are the main attractions of the competition?
10. Why should every company find its own target market?
11. What is your attitude to the advertisements on television? Do you find them informative, well-made, artistic, unpleasant, primitive? Are they sometimes better than the programmes?

Ex. 39. Give your viewpoints.

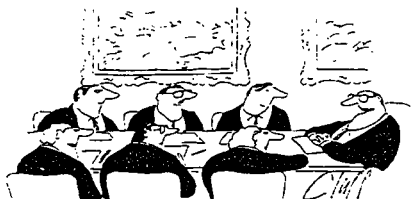
1. Advertising is a waste (пустая трата) of money.
2. Advertising creates mass market, therefore goods are cheap.
3. Marketing should be more product oriented and less customer oriented.

Ex. 40. Act out a dialogue on the basis of the following assignment.

You are a visitor at an international food exhibition. Meet a representative of a Californian company, producing natural spring water (ключевая вода) — “Kristal Water”. According to the advertisement of the company “Kristal Water” comes from Alaska. They say it’s very clear and clean with few minerals and nothing is added to it.

Ask the representative — Mr White, about the product, the company’s marketing policy, their competitors, the popularity of their spring water in the USA and in the world, the way they distribute the product and advertise it, their plans to sell the product on the Russian market.

Ex. 41. a) Look at the picture and read the caption (подпись под картинкой).



"Well, gentlemen, we've got a new logo and a marvellous publicity campaign ready. We just need to come up with a product."

b) Think and answer.

1. Do you find the statement humorous? Give your reasons.
2. Do you believe it could happen in a real-life situation?

UNIT VI

REVISION

GOING THROUGH PASSPORT CONTROL

Ex. 42. a) Read the text.

Remember: to clear — получать или предоставлять официальное разрешение.

John Chen — a director of Struan's, a trading corporation, known as the "Noble House" in Hong Kong, came to meet an American multimillionaire businessman involved in manufacturing and selling electronics. He was coming to Hong Kong in his private aircraft.

Superintendent Armstrong, head of the Criminal Investigation Department who had been with Hong Kong Police Force over 17 years, came to clear the private aircraft. It was strange that he was asked to do the job but those were the orders. They received some secret information about the activities and plans of the American businessman and his company.

* * *

Armstrong and John Chen went through the Customs Hall into the Immigration area. It was dark outside. Lines of tired, nervous people waited in front of the desks of cold-faced uniformed Immigration officers who checked their passports. The officers saluted Armstrong. As

always John Chen felt uncomfortable even though he was safe from their questions. He held a proper British passport, not just a second-class Hong Kong passport, also an American Green Card — the Alien¹ card — that most priceless of things that gave him freedom to work and play and live in the USA, all the privileges of a born American except the right to vote. Who needs to vote, he thought.

They passed the Immigration cordon, up a small corridor and into the VIP lounge. The American plane had just landed. The first person who appeared in the lounge was Casey Tchuluck — a tall, beautiful young girl. John Chen walked forward.

“Good evening. I’m John Chen of Struan’s”.

“Oh, yes, of course, Mr Chen. This is very kind of you, sir, particularly on a Sunday. I’m pleased to meet you. I’m Casey Tchuluck.”. Her eyes turned on Armstrong.

“Let me introduce to you Superintendent Armstrong—Chief of Criminal Investigation Department .”

“Evening”, Armstrong said.

“You greet all private planes, superintendent?”

“Only those I wish to.” He smiled at her.

“Anything’s wrong? There’s trouble?”

“Oh no, just routine, part of my responsibilities” Armstrong said easily. “May I see your passport, please?”

“Of course”. She opened her handbag and handed her U.S. passport over. “Here you are.”

“Born Providence, Rhode Island, November 25, 1936, height 5 feet 8 inches², hair blond, eye hazel (brown)”, he read. “Passport valid with two years left to run³. Twenty six, oh? I thought younger. Her three-month Hong Kong visa was current and in order. A number of immigration visa stamps: Great Britain, France, Italy, USSR — dated July this year. A seven-day visit”.

“You are all cleared. You may stay more or less as long as you like. Closer to the end of three months just go to the nearest police station and we’ll extend your visa.”

“Thanks very much.”

(After “Noble House” by J. Clavell)

Notes:

¹ alien — иностранный

² height 5 feet 8 inches — рост около 1 м 70 см

³ to run — быть действительным на определенный срок

b) Say what you have learned about:

1. Struan's;
2. Mr Chen;
3. Mr Armstrong;
4. the procedure of going through the immigration control.

Ex. 43. Read the following list of words. Pay special attention to the difference between American and British English.

residence — место проживания

citizenship — гражданство

check point — контроль

boarding card (pass) — посадочный талон

luggage claim area — место получения багажа

claim check — квитанция для получения багажа

Br. E.

to fill in the form

landing card

passport control

passport officer

queue

surname

first name

luggage

present

spirits

Am. E.

to fill out the form

immigration card

immigration control

immigration inspector

line

family name

given name

baggage

gift

alcohol

Ex. 44. Translate into English. Write two variants: British and American.

1. Служащий паспортного контроля попросил заполнить регистрационную карту прибытия (въезда).
2. Назовите вашу фамилию, имя.
3. Подождите, пожалуйста, в очереди.
4. Есть ли у Вас багаж?
5. Везёте ли Вы алкогольные напитки, подарки?

Ex. 45. Study form 1-94.

It is called 1-94. It is the first U.S. form you see when you enter the United States by air, sea or land. After landing you go to the Immigra-

Going through Passport Control

tion (INS) where you have to wait in line until the counter is free. Then the inspector checks your visa. After that you pick up your luggage and go through Customs.

1-94	IMMIGRATION AND NATURALIZATION SERVICE ARRIVAL DEPARTURE RECORD	FORM APPROVED № 115-077
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WELCOME TO THE UNITED STATES

INSTRUCTIONS

- ALL PERSONS EXCEPT U.S. CITIZENS MUST COMPLETE THIS FORM. A SEPARATE FORM MUST BE COMPLETED FOR EACH PERSON IN YOUR GROUP
- TYPE OR PRINT LEGIBLY WITH PEN IN ALL CAPITAL LETTERS USE ENGLISH DO NOT WRITE ON THE BACK OF THIS FORM
- This form is in two parts. An ARRIVAL RECORD (Items 1 through 7) and a DEPARTURE RECORD (Items 8 through 10). *You must complete both parts.* Enter exactly the same information in spaces 8.9 and 10 as you enter in spaces 1.2 and 3. *Item* If you entered the United States by land, enter "LAND" in this place
- WHEN YOU HAVE COMPLETED ALL REQUIRED ITEMS, PRESENT THIS FORM TO THE U.S. IMMIGRATION AND NATURALIZATION INSPECTOR.

ADMISSION NUMBER 995-01615609			1-94 ARRIVAL RECORD		
1. FAMILY NAME (SURNAME) (leave one space between names)					
FIRST (GIVEN) NAME (do not enter middle name)					
2. DATE OF BIRTH		3. COUNTRY OF CITIZENSHIP			
DAY	MO.	YR.	4. COUNTRY OF RESIDENCE (country where you live)		
:	:	:			
5. ADDRESS WHILE IN THE UNITED STATES (Number and Street)					
City				State	
6. CITY WHERE VISA WAS ISSUED			7. AIRLINE & FLIGHT NO OR SHIP NAME		
WARNING					
* A nonimmigrant who accepts unauthorized employment is subject to deportation. (Лицо, не являющееся иммигрантом и согласившееся на нелегальную работу, подлежит депортации)					
IMPORTANT					
Retain this form in your possession; you must surrender it when you leave the U.S. Failure to do so may delay your entry into the U.S. in the future					
ADMISSION NUMBER 995-01615609					
8. FAMILY NAME (SURNAME) (same as Family Name in item 1 above)					
FIRST (GIVEN) NAME (same as First Name in item 1 above)					
9. DATE OF BIRTH (same as item 2)		10. COUNTRY OF CITIZENSHIP (same as item 3 above)			
DAY	MO.	YR.			
:	:	:			

Lesson 2

Notes:

¹ legibly — разборчиво

² to retain — сохранять

³ to surrender — сдавать, подавать (документы)

Ex. 46. Answer the questions.

1. Who requires this form?
2. Who fills it in?
3. What is your address in your country of residence?
4. Is your country of citizenship the same as your country of residence?
5. Try to fill out the form.

Ex. 47. Think and answer.

What sort of questions are usually asked by the immigration officers when a person enters the country?

Ex. 48. Speak about your own experience of going through the passport control.

Ex. 49. Act out dialogues: between the passport control officer and a visitor.

UNIT VII

VOCABULARY

- | | |
|---|---|
| 1. essential [i'senʃ(ə)l] <i>adj</i> | — неперенный, необходимый, обязательный |
| 2. overall <i>adj</i> | — общий |
| overall | purpose
results
impression |
| 3. marketing <i>n</i>
marketing function | — маркетинг |
| 4. to consume <i>v</i> | — потреблять |
| 5. consumer <i>n</i> | — потребитель |
| 6. to distribute [dis'tribju(:)t] <i>v</i> | — распространять, продавать |
| 7. distribution [,distri'bju:(ə)n] <i>n</i> | — распространение |
| <i>Запомните сочетания:</i> | |
| distribution | channel
programme |
| | — сеть торговых точек |

8. **to promote** *v* — способствовать, содействовать
- | | | |
|-------------------|--|---------------------------------|
| to promote | sales of goods
trade
good business relations
peace
mutual understanding | — способствовать, содействовать |
|-------------------|--|---------------------------------|
- e.g.* Exhibitions promote new products.
9. **promotion** *n* — содействие, продвижение
10. **to involve** *v* — включать в себя, содержать, вовлекать
11. **to research** *v* — исследовать
12. **research** *n* — исследования
- market research** — маркетинговые исследования
13. **area** ['e(ə)riə] *n* — территория
14. **to aim at** *v* — нацеливать, направлять
- e.g.* The talks were aimed at signing the contract.
15. **management** *n* — 1. управление; 2. руководство
16. **opportunity** [ˌɒpə'tju:niti] *v* — возможность
- | | | | |
|----------------|---|--------------------|---|
| to have | an
no
little | opportunity | for smth
for (of) doing
smth |
|----------------|---|--------------------|---|
17. **target** *n* — цель
- target market** — целевой рынок (сегмент рынка)
18. **mix** *n* — смесь
- marketing mix** — система методов и средств продвижения товара, определение стратегии реализации товара
19. **to brand** *v* — присвоить торговую марку
20. **branding** *n* — присвоение торговой марки
21. **brand** *n* — торговая марка
- Запомните сочетания:*
- | | |
|---|--|
| brand management
brand manager
<i>syn.</i> product manager
brand loyalty | — отдел (группа), занимающийся продвижением отдельного товара на рынке
— постоянство покупателя в выборе товара |
|---|--|
22. **cycle** ['saik(ə)] *v* — цикл
- life cycle** — жизненный цикл
- product life cycle** — жизненный цикл товара

Lesson 2

23. **to exist** *v* — существовать
24. **existing** *adj* — существующий
25. **to decline** *v* — 1. уменьшаться, идти на убыль
— 2. отклонять
- to decline** | **an offer**
| **an invitation**
| **a proposal**
- e.g.* The offer was declined because the price was too high.
26. **to feature** *v* — изображать, показывать; уделять место
- e.g.* The newspaper featured a story of a market leader in sporting goods.
27. **leader** *n* — руководитель, лидер
market leader — лидер на рынке
28. **to be in charge of** — руководить, быть ответственным за что-либо
syn: to run
to be responsible for smth
e.g. What is he in charge of?
29. **spirit** *n* — дух
team spirit — дух коллективизма, товарищества
30. **corporate** *adj* — корпоративный
corporate culture *n* — правила, традиции, характерные для всей компании
e.g. It's against our corporate culture to smoke in the office.
31. **to notice** *v* — замечать, обращать внимание на что-либо
32. **amicable** *adj* — дружественный
- amicable** | **relations**
| **atmosphere**
| **negotiations**
- e.g.* They appreciated the amicable atmosphere of the negotiations.
33. **to run** *v* — руководить, управлять
to run an office, a company etc.
syn.: to be in charge
to take care
e.g. The President runs the company.
34. **to contribute** [kən'tribju:t] *v* — вносить вклад
to contribute to smth
e.g. He contributed greatly to the development of national music.
35. **contribution** [ˌkɒntri'bju:ʃ(ə)n] *n* — вклад

to make (one's) contribution to smth
e.g. His contribution to the cause of peace was significant.

36. **to appreciate** [ə'pri:ʃieɪt] *v* — ценить

to appreciate | **help(assistance)**
amicable atmosphere
hospitality.

37. **to create** *v* — создавать, творить

38. **creative** *adj* — творческий

39. **to emphasize** *v* — подчёркивать

e.g. He emphasized the importance of the coming negotiations.

40. **to devote** *v* — посвящать

to devote smth to smb (smth)

e.g. He devoted all his free time to sports.

to be devoted to

e.g. The article was devoted to the latest events in Asia.

syn.: to dedicate

41. **to rely on smth** *v* — полагаться, доверять

42. **to take care of smth** *v* — заботиться о ком-либо (о чём-л.); брать что-л. на себя

43. **facilities** *n*

transport
exhibition

shipping
testing

sports

44. **scale** *n*

on a large scale

e.g. They produced cars on a large scale.

45. **to expand** *v* — 1. расширять

to expand | **business contacts**
industry
exports
cooperation

e.g. Business has expanded rapidly. — 2. расширяться
 Water expands when it freezes.

46. **expansion** *n* — расширение

47. **relation** *n* — отношение, связь

Lesson 2

- public relations //** — отдел по общественным связям
48. **to respect v** — уважать
*e.g. They respected their manager.
I respect him for his professionalism.*
49. **to remind v** — напоминать, делать напоминание
*e.g. I must remind you of your promise.
He reminded me about the meeting.*
50. **hardly adv** — едва
e.g. I hardly know her.
51. **to survive v** — выживать
52. **to launch v** — запускать
e.g. They are going to launch a new product on the market next month.
53. **to clear v** — 1. получать или предоставлять официальное разрешение
e.g. The inspector checked their passports and cleared them all.
— 2. очищать товар, груз от пошлин; производить таможенные формальности

LESSON 3

Grammar:	Participle I (continued)
Subject for Study:	Sports
Revision:	Enquiry and Offer

UNIT I

GRAMMAR

PARTICIPLE I (CONTINUED)

STEP 1. STUDY THE SENTENCES.

1. Tom spent the evening *reading* a book.
Том провел вечер, читая книгу.
2. *Going* up in the lift I met an old friend of mine.
Поднимаясь в лифте, я встретил старого друга.
3. We wrote to you *giving* full details of our products.
Мы написали вам, сообщив все подробности о наших товарах.
4. They discussed this point *when signing* the contract.
Они обсуждали этот вопрос при подписании контракта.

Participle I может соответствовать в русском языке не только действительному причастию (см. урок 2), но также и деепричастию (примеры 1, 2, 3).

Иногда перед Participle I могут употребляться союзы *when*, *while*, которые не всегда переводятся на русский язык.

STEP 2. PRACTISE THE USE OF PARTICIPLE I.

Ex. 1. Translate into Russian.

1. Arriving at the cottage he went up the long drive and through the gate.
2. Coming near I found the door open.
3. Reaching her room she turned on all the lights.
4. Finding him very friendly and companionable I asked him to help me.
5. Hoping to find the document she turned everything upside down.
6. Finding no one at home he left a message with the door-keeper.
7. Addressing the meeting he said he wished them all the luck in the coming year.

Lesson 3

8. Realizing that he had missed the last train he began to walk.
9. While working on that file he discovered many mistakes.
10. When offering their latest model they mentioned a possibility of a discount.
11. When writing a letter of enquiry you should give a detailed description of the goods you want to buy.
12. While visiting your stand at the Paris Trade Exhibition we paid attention to your display of Christmas toys.
13. When making an offer of season goods don't forget that buyers are interested in goods which will sell quickly.
14. Addressing the meeting the President said that he thanked all the employees for their hard work and dedication.
15. While looking through the price-lists they realized that the prices were much higher than those of other companies.

Ex. 2. Replace the clauses in bold type by participle constructions.

1. **When we were signing the contract** we stressed the importance of using this particular material.
2. They organized the exhibition **and invited many businessmen from all over the world.**
3. **When we were negotiating the conditions of purchase** we informed the Sellers that we needed the goods urgently.
4. They wrote a reply **and accepted the invitation to participate in the exhibition.**
5. He was standing at the entrance **and reading the advertisement.**
6. **When I travelled in South-East Asia** I took pictures of the native people observing their customs and traditions.
7. They opened a new research centre **and named it after a famous doctor.**
8. **When we were looking at the displays** we saw some beautiful handicrafts.
9. **When he got off the train** he put the suitcases on the ground and started looking for a porter.
10. **I turned on the radio** and heard the end of the interview.
11. **She asked me to help her** because she realized that she could not do it herself.

Ex. 3. a) Read the letter.

Dear Sirs,

We enclose our new price-lists becoming valid on October 31st. Would you please send us all future orders taking into consideration these new prices.

We shall take part in this year's Hannover Fair (25th April until 3rd May) exhibiting a number of new products.

You will receive from us by separate mail literature and a Press Bulletin on this equipment, giving a full idea of this new line of our products.

We would appreciate it if you would pay us a personal visit on our stand or, if possible, here in London.

Awaiting your early reply,

We remain sincerely yours,
Brown and Co Ltd.

b) What is there in the text to suggest that:

1. the firm will exhibit new products at the Hannover Fair;
2. the firm promises full information on their new products.

Ex. 4. Translate into English.

1. При посещении выставки мы обратили внимание на этот станок.
2. Просматривая каталоги вашей фирмы, мы решили, что этот станок удовлетворяет нашим требованиям.
3. Знакомясь с экспонатами этого стенда, специалисты нашей группы задали гиду много вопросов.
4. Организуя различные выставки, Торгово-промышленная Палата способствует развитию торговли.
5. Изучая эти образцы, мы увидели, что они имеют много преимуществ.
6. Учитывая характер и масштаб предстоящей выставки, организаторы решили изменить место ее проведения.
7. Мы послали фирме факс, указав точный вес груза.
8. Сидя в первом ряду, я все превосходно видел.
9. Прося меня о помощи, она понимала, что она сама не сможет перевести текст.
10. Предлагая ваши товары, не завышайте цены, учитывая спрос на них.
11. Просматривая файлы, он увидел ошибки, которые не были обнаружены ранее.

Ex. 5. a) Read the short story.

POLITENESS OF A CRITIC

While reading his new tragedy for the first time in public a young author saw one of the critics take off his hat at the end of almost every line. The young man was eager to learn what particular aspect of his work made the man act in this way.

"Why!" exclaimed the critic, "I took off my hat every time I heard something familiar to me. I just welcomed my old acquaintances¹".

Note:

¹ acquaintance [ə'kweintəns] — знакомый


b) Reproduce the story.

UNIT II

WORKING ON THE TEXT

A

SPORTS IN THE USA

 Here is an extract¹ from the interview given by Mr Brown, an American sports commentator, to a European reporter.

Reporter: As I understand, American sports are in many ways different from European sports. Would you mind answering a few questions?

Brown: Sure. I'll be only too glad to help you. But I'm no expert², remember.

Reporter: Don't worry about that. My questions are only very general ones. For example, which sport in America is most popular?³

Brown: That's difficult to say. It depends on your meaning of popular. We consider baseball our national sport. But football, too, is extremely popular and attracts crowds of spectators.

Reporter: Would you give me a few basic facts about these two?

Brown: Sure. Let's start with baseball. This typical American game dates back long before the Civil War. Baseball is mainly a professional sport. **In other words**, the players receive a salary. There are sixteen **major** teams and each one represents an American city.

Reporter: Do all sixteen teams play each other?

Brown: No, they don't. There are two **leagues** of eight teams each and in the fall⁴ of the year, the winner of one league plays the winner of the other. We call this contest the World Series, though it's a national competition.

Reporter: Does football have a world series?

Brown: No. The major football teams belong to colleges or universities and are non-professional. There is no rigid⁵ national organization and no **definite** way to **determine** the national champion.

Reporter: Do only students **attend** these college games?

Brown: **By no means.** The college teams attract the general public. Nearly all the major schools have built **huge** stadiums to take care of the spectators. It's not at all unusual for eighty or ninety thousand people to attend a game. Besides, there are some professional teams.

Reporter: And in what way does your football differ from European football?

Brown: In many ways. Our football is much slower. Football players play with an oval ball, using their feet and hands. And we have a special name for European football. It's called "soccer" in the United States.

Reporter: You've given me a very good over-all picture. I really want to thank you.

Brown: You're more than welcome. I was only too glad to help you.

B

WATCHING FOOTBALL

(A humorous view on the behaviour of fans at the stadium.)

Twenty-two men play a game of football and eighty thousand watch them, and yet those who play are the only ones who follow certain **rules** and **regulations**. This is, of course, **ridiculous**. A set of official rules for spectators at football games is therefore reproduced below. In the first place, there is the question of **shouting encouragement** at the players. There must be no more random⁶ shouting. It is of course understood that the players are **entirely** dependent on the **advice** of the spectators, and how is a player to know what to do if, for example, he hears a man shouting, "Wait for them, Willy!" and another man shouting, "Try a pass, Willy!"

The official advisers in the stands must work together. Before each player goes to do something, there should be a conference among the fans and as soon as the majority have come to a decision, their advice should be shouted to the player in unison.



In the matter of hostile remarks addressed at an unpopular player on the visiting team it would probably be better to leave the wording entirely to individual fans. Each man has his own talent in this sort of thing.

For those fans who are occasionally obliged to take inexperienced lady-friends to a game, a special set of rules has been prepared. These include the compulsory⁷ purchase of tickets in what is called the "Explaining Section".

The view of the field from this section is not very good, but it doesn't matter, as the men will be too busy explaining to see anything of the game anyway, and the women can see just enough to give them material for questions.

Absolutely no gentlemen with uninformed ladies will be admitted to the main stand. In order to enforce this regulation, a short examination on the rules of the game will take place at the gate, in which ladies will be expected to answer briefly the following questions:

1. What game is being played on this field?
2. How many games have you seen before?
3. What is a goal-keeper in football?
4. What colour uniform does the home team wear?
5. What is the name of the home team?
6. Do you cry easily?
7. Is there anything else you would rather be doing this afternoon?
8. If so, please go and do it.

(After R. Benchley)

Notes:

¹ extract ['ekstrækt] — отрывок

' I'm no expert — is stronger than "I'm not an expert". It means "I'm far from being an expert".

' most popular — "most" is often used for "very", e.g. I found it most beautiful. It's a most interesting book.

' in the fall (*амер.*) = in autumn

' rigid ['rɪdʒɪd] — твердый, жесткий

' random — случайный, беспорядочный

' compulsory [kəm'pʌlsəri] — обязательный, принудительный

SECTION A

Ex. 6. Read the dialogue.

Ex. 7. Check your comprehension.

1. What is the most popular sport in the USA?
2. What is the history of baseball in America?
3. How is baseball championship organized?
4. How is football championship arranged?
5. What is the difference between American football and soccer?

Ex. 8. Say what information the text gives about:

1. baseball and the organization of baseball championship in the USA;
2. American football.

Ex. 9. a) Act out the dialogue.

b) Act out a similar dialogue. Ask about popular sports in Russia.

SECTION B

Ex. 10. Read the text.

Ex. 11. Check your comprehension.

1. What rules do the football players follow while playing on the field?
2. What makes it necessary to introduce rules for spectators, in the author's opinion?
3. How will recommendations be worked out? What makes the whole idea funny?
4. When can fans use their talents without consultation?

Lesson 3

5. What is the idea of the "Explaining Section"?
6. What questions are the uninformed ladies expected to answer?
7. Which of the questions is the most ridiculous?

Ex. 12. What is there in the text to suggest that:

1. the behaviour of the fans is ridiculous;
2. the location of the "Explaining Section" needn't be at the stadium;
3. in most cases ladies are not familiar with the elementary rules of the game.

Ex. 13. Think and answer.

1. Does this humorous story reflect the real situation at the stadiums?
2. Which of the fans' habits are most ridiculous in your opinion?
3. Are ladies as hopeless as the author describes them?

UNIT III

WORKING ON WORDS

to worry about smth/smb

Ex. 14. a) Say and respond as in the model.

— I haven't *bought tickets for the football match.*
— Don't worry about it. It'll be taken care of.

Prompts:

1. to check the figures;
2. to book seats;
3. to update the document;
4. to answer the letter;
5. to examine the samples;
6. to reserve accommodation;
7. to correct the mistakes.

b) Read the model.

I'm worried about *my son's health.*

c) what would you say if:

1. Your daughter's health is poor;
2. her (his) behaviour is not nice;
3. her (his) coming exam is very difficult;
4. her (his) appetite is poor; .
5. the terms of this loan agreement are very difficult;
6. there is a decline in demand;
7. growing competition is a problem

advice

a piece (a bit) of good advice

Ex. 15. a) Choose the correct variant.

1. His advice (is, are) always good.
2. Follow his advice. (It, they) (has, have) always helped me.
3. Let me give you (a piece of advice, an advice). Never go swimming after a big meal.
4. I'll give you (some, an) advice. If you take (it, them) you will get better soon.
5. Some people like giving (much advice, many advices).
6. (A bit of good advice, a good advice) will do you good.
7. What (advice, advices) do doctors usually give? Do you follow (it, them)?

b) Translate into English.

1. Он дал мне много полезных советов.
2. Её советы бесполезны. Я никогда не следую им.
3. Мой начальник дал мне совет. Я последовал ему.
4. Слишком много советов часто вводит человека в заблуждение (to mislead smb).
5. Он игнорировал все советы своих родителей.

experience in doing smth

from experience

Ex. 16. a) Read the model.

You can rely on him.
He has much experience *in writing documents*.

b) What would you say if your partner (colleague) was experienced in:

- 1) arranging transportation;
- 2) negotiating contracts;
- 3) holding seminars;
- 4) advertising goods;
- 5) marketing;
- 6) dealing with the tax agencies;
- 7) writing resumés;
- 8) using the scanner

c) Translate into English.

1. У него большой опыт переводческой работы.
2. Я говорю на основании своего опыта.
3. Только люди с опытом преподавания иностранного языка знают, насколько это трудно.
4. У вас есть какой-нибудь опыт с работой рекламного отдела?
5. У него нет опыта организации выставок.
6. Из своего опыта я знаю, что это совсем не простая задача.
7. Её опыт работы с персоналом поможет ей.

to admit smb to ...

Ex. 17. Answer the following questions.

1. What children are admitted to sport (music, art, etc.) schools?
2. When are visitors not admitted to hospitals?
3. When are children not admitted to the cinema?
4. What people are admitted to sport clubs?

Ex. 18. Translate into English.

1. Они еще не определили свои потребности в импорте.
2. Кто займется этими чертежами? — Не беспокойтесь, это будет сделано.
3. Вам не следует беспокоиться об этой формулировке. Мы изменим ее позднее.
4. Он совершенно не прав.
5. Его поведение кажется нелепым.
6. Вам следует решить все основные проблемы на этой неделе.

7. Он дал вам много хороших советов. Вам нужно следовать им.
8. Его советы показались мне нелепыми.
9. Моего сына только что приняли в спортивный клуб.
10. Ни в коем случае не пренебрегай его советами. Они всегда полезны.
11. Я хочу комнату с хорошим видом на парк.
12. Он займется Вашими основными проблемами.
13. Все его советы были очень разумными.
14. Нам придется незамедлительно заняться основными проблемами.
15. Эти правила обеспечены принудительной силой закона.

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 19. a) Complete and translate.

non + payment *n* = non-payment *n*

1. shipment → ...
2. delivery → ...
3. observance → ...
4. interference → ...
5. acceptance → ...
6. arrival → ...
7. resident → ...
8. immigrant → ...

b) Complete the sentences.

1. Payment has not been made so far. We are worried about...
2. Last month's delivery was not carried out. We expect the Sellers to pay penalty for...
3. The suppliers have not made the shipment yet. They are taking urgent measures to prevent ...
4. People who do not smoke book seats only in ...
5. The United States is a melting pot of the world. Both Europeans and ... settled down in the New World.
6. Failure to observe regulations is ...

ARTICLES

She is a most industrious student. Она чрезвычайно (весьма) трудолюбивая студентка

She is the most industrious student in our group. Она самая трудолюбивая студентка

They quoted a (much) lower price.

They bought a (much) more expensive car.

Ex. 20. Supply the articles where necessary and translate the sentences.

1. It is ... most exciting contest that I've ever seen.
2. Americans take part in many sports. Among ... most popular are baseball, football, golf, swimming and tennis.
3. There are many spectator sports in the USA. Boxing is perhaps ... most popular.
4. Football and hockey are ... most popular in Canada.
5. That's ... most ridiculous piece of advice that I've ever heard.
6. The company quoted ... much lower price.
7. These tickets for the football match are ... more expensive.
8. There has never been ... more popular sport in ... whole of human history than soccer.
9. Of all the players Tom is ... most experienced.
10. They granted us ... bigger discount.
11. It is ... better arrangement.
12. It is ... more useful piece of advice.

TENSE AND VOICE

Ex. 21. Supply the correct forms of the verbs.

1. I did not know that they already (to fix) the date of the celebration.
2. We were told that they (to encourage) market research.
3. I was sure that they (to take care of) the wording of this advertisement.
4. Who told you that they (to be worried) about the transportation of the goods?
5. He told me that he (to have) little experience in working as a stand attendant.

6. Is he a supporter of the Dynamo team? — By no means. I remember him saying that he (to be) a fan of Spartak.
7. I heard that this contest (to hold) in Ekaterinburg next July.
8. He said that he (to appreciate) the support of his colleagues.
9. I did not know that he (to attend) a similar seminar last year.
10. He said that the results (to be) entirely dependent on the experience of the people taking part in the experiment.

* * *

A NEW SET OF BEHAVIOUR RULES FOR SOCCER FANS

Feel free to bring your cigarettes, drums and flags, and set off fireworks. But don't get drunk or call the referee abusive names.

Russian soccer authorities and stadium police throughout the country (to create) new behaviour rules for fans attending soccer games.

Sports enthusiasts (to welcome) the new rules, saying that the guidelines (to help) solve problems between fans and police by defining, among other things, what can and cannot (to bring) into stadiums.

"If the rules (to carry out) as they say they will be, it is a great step forward", said a long-standing Spartak fan. "A lot of problems (to cause) because some things (to allow) and some things were not".

PREPOSITIONS

Ex. 22. Supply the prepositions where necessary.

1. The wording ... this paragraph worries me.
2. You don't have to worry... the market research.
3. This man was out... work and was entirely dependent... his son's support.
4. A set... drawings has been sent... the firm.
5. Thousands of Russian children are admitted ... sports clubs every year.
6. I expect him to take care ... these payment orders.
7. He has little experience ... research work.
8. He knew it ... his own experience
9. We were sitting in the main stand and the view ... the tennis court was very good.
10. As a rule, students are encouraged to attend ... additional seminars and lectures which are organized at the institute.

11. His attitude ... me shows that he doesn't like me.
12. Stop shouting... the child! It won't help.

MISCELLANEOUS

Ex. 23. Choose and use.

good, well

1. The students were (good, well) informed on the subject.
2. His translations are always ... done. He is a... translator.
3. She is ... again after a long illness.
4. He is ... prepared for the contest. He is such a... sportsman.
5. The rules of this game are generally... understood even by the beginners.
6. The view of the field is very... from this section.
7. I can ... understand the enthusiasm of huge crowds at stadiums.
8. Brown and Co Ltd. is a ... established firm with a ... record in East-West trade.
9. The tests were (good, well) organized. Their results were pretty (well, good).
10. The steak is (good, well) done. You should have asked it rare.
11. The leading actor played his part (well, good).

Ex. 24. a) Choose and use.

yet, still, else

1. Don't ask him to do it. He is ... inexperienced in this line of business.
2. They haven't determined their import requirements
3. I can't... see any advantages in the new method of testing.
4. What... do you know about sports in the USA?
5. I'm leaving in a few days. Somebody... will take care of this contract.
6. This goal-keeper is ... a beginner. He may let his team down.
7. What... are you worried about?
8. Their plans are not... definite.
9. He doesn't know all the traffic regulations.... He is ... a learner.
10. Who... was admitted to that school?
11. They haven't made big progress... . They are ... beginners.
12. They are not interested in anything....

b) Translate into English.

1. Кто еще принимал участие в этом обсуждении?
2. Мы еще не изменили формулировку этого пункта.
3. Он все еще болен и не сможет заняться этим вопросом на этой неделе.
4. Они еще не могут дать определенный ответ.
5. Они еще не определили свои экспортные цены на будущий год.
6. Кто-то еще придет на конференцию.
7. Они еще не опыты в организации такой рекламы.
8. Что еще вдохновляло команду во время игры?
9. Результаты испытаний ещё неизвестны.

SOCIALIZING**Accepting and Declining Invitations**

ACCEPTING INVITATIONS

Most spoken invitations are in the form of questions. They often begin with *will*, *would*, *would you like to*, *would you care to*, etc. They are seldom answered by *Yes* or *No*.

- Would you come to the stadium this evening?
- Yes, I'd like to very much.
- Would you care to play golf with me on Sunday?
- Yes, I'd love to.
- I wonder whether you would care to come on a picnic with us one day?
- That would be great fun.

DECLINING INVITATIONS

This is more difficult to perform with grace and courtesy. Expressions such as *I'm afraid* or *I'm sorry* will be necessary here. Some explanation of your refusal is often desirable.

- Will you join me for a game of tennis?
- If you don't mind, I'd rather not. I've got a bit of a headache.
- Would you be free to go to the hockey match on Saturday afternoon?
- Thank you, but I'm afraid I've made other arrangements.
- Could you come to the fitness center on Friday evening?
- That's very kind of you, but I'm afraid I'm rather tied up.

Ex. 25. Dramatize the situations.


1. You are invited to the fitness centre. Accept the invitation.
2. You are invited to go to the skating-rink. Politely decline the invitation. Give your reasons.
3. You are invited to go skiing out into the country on Saturday. Politely decline the invitation. Say that you have already made other plans for the weekend.

UNIT V

SPEECH EXERCISES

Ex. 26. a) Read the dialogue.

Remember: to praise [preiz] — хвалить

 *Nick:* Mike, would you like to see a good soccer match at the city stadium?

Mike: No, I don't feel well today. I don't want to go out in weather like this. Go by yourself or else keep me company in front of the TV.

Nick: I don't like leaving my friends alone. So it will have to be TV for tonight. When is the game being shown?

Mike: Don't know. But here's a sports paper. I think our city has a good chance of winning this match now that Brown is a goal-keeper. He is a very good goal-keeper and is in excellent form at the moment. He is highly praised in the press.

Nick: So, we don't have to worry about him today. Now, let's listen to the commentator. He is reading the names of the visiting team.

b) Say what you have learned about:

1. the chances of the home team;
2. the goal-keeper of the home team.

c) Act out a conversation. Suppose the two friends are planning to see the match at the stadium.

Ex. 27. a) Read the text.

Remember: tournament ['tuənəmənt] — турнир

suburb ['sʌbə:b] — пригород

to throw (threw, thrown) — кидать, бросать

SPORTS IN GREAT BRITAIN

England is a sports-loving nation. Sports in England take many forms: organized competitive sports, which attract huge crowds to encourage their favourite team to victory, athletic games played for recreation, and others.

Some sports are called spectator sports, when the number of spectators is greater than the number of people playing in the game. Other sports are called participant, sports attracting crowds only on special occasions such as **tournaments**.

The game particularly associated with England is cricket. Many other games too are English in origin, but have been accepted with enthusiasm in other countries; cricket has been seriously and extensively accepted only in the Commonwealth¹, particularly in Australia, India, Pakistan.

Cricket is slow, and a spectator, sitting in the afternoon sun after his lunch, may be excused for having a little sleep for half an hour. Cricket is making no progress in popularity. Association football or soccer is very popular. Nearly 40 million spectators each year attend matches between the great professional teams organized by the Football League. The biggest event in England is the Cup Final played at the Empire Stadium, Wembley, in a London **suburb**.

Rugby football (or rugger) has existed in Britain since the beginning of the 19th century, when a teacher at Rugby school, while playing football, decided that it would be better to pick up the ball and run with it.

Rugby football is played with an egg-shaped ball which may be carried and **thrown** (but not forward).

The games of golf and tennis are played by great numbers of people. Golf is played in the countryside. It consists in driving a small ball towards and into holes² separated by considerable distances, by means of special golf clubs³. The aim is to "go round" using as few strokes⁴ as possible.

There are many tennis clubs, but every town provides tennis courts in public parks. The world tennis championship matches are held at Wimbledon in London, during June and July.

Notes:

¹ Commonwealth — Британское Содружество (Наций)

² hole — отверстие, ямка

Lesson 3

³ club --- клюшка

⁴ stroke — удар

b) Check your comprehension.

1. How are sports classified?
2. What sports are called spectator?
3. What sports are called participant?
4. What game is associated with the English-speaking countries?
5. What game is extremely popular?
6. What is Wembley famous for?
7. What is the history of rugby football?
8. How is golf played?
9. What facilities are provided for tennis players in England?

c) Say what information the text gives about:

1. classification of sports;
2. cricket;
3. the popularity of association football;
4. the history of rugby;
5. golf;
6. the world tennis championship.

d) Think and answer.

1. What sports and games which are played throughout the world originated in England?
2. Why is cricket less popular in other countries?
3. What names of sports and sporting terms are English in origin?
4. Can you name any internationally known English sportsmen?
5. Are rugby and golf popular in our country? Why?

Ex. 28. a) Read the table of football results published in a newspaper.

Notes:

Derby ['da:bi]

Ipswich ['ipsitʃ]

Manchester U = Manchester United

v = versus ['və:səs] against

FOOTBALL RESULTS

LEAGUE-DIVISION I

Arsenal (1)	1	Burnley (0)	1
Coventry (1)	1	Manchester U (0)	0
Derby (1)	1	Newcastle (0)	0
Ipswich (2)	7	Southampton (0)	0

THE OBSERVER,
3 FEBRUARY

The table shows the 8 teams of the English Football League in the 4 matches played on February 3rd... The teams on the left were the home teams. Arsenal, for example, were playing at home (on their own ground), Burnley were playing away (on another team's ground).

The numbers in brackets are the half-time scores. The other numbers are the full-time scores, or final results. So the half-time score in the Ipswich — Southampton match was two-nil to Ipswich, the final result was Ipswich: 7; Southampton: 0.

b) Check your comprehension.

1. Were these teams playing at home or away — Coventry, Manchesteru, Derby, Newcastle?
2. What were the half-time scores in the matches — Coventry v. Manchesteru, Derby v. Newcastle?
3. What were the final results in the matches — Arsenal v. Burnley, Coventry v. Manchesteru, Derby v. Newcastle?

Ex. 29. a) Read the text.

It is an extract from the book "Madam Secretary" written by Madeleine Albright, the first woman Secretary of State in the history of the USA. She had to open the baseball season instead of the President who was ill

Lesson 3

at the time. At that time the lady Secretary of State was in her early sixties without any experience in playing baseball.

Remember: to hurt (hurt, hurt) [hɜ:t] — повредить, ушибить
to coach [kəʊtʃ] — тренировать
to borrow [ˈbɒrəʊ] — занимать, брать на время
to remove [riˈmu:v] — снимать; устранять, удалять

In April 1997 the Baltimore Orioles¹ asked if I would take the place of the President — who had **hurt** his knee² — and throw out the first ball of the baseball season in front of the huge opening day crowd.

I called my daughter Anne, the softball player in the family. She told me, “Mom, you throw like a girl”. So I agreed to pitch³ only after Anne and my Diplomatic Security officer agreed **to coach** me. I **borrowed** an old mitt⁴ and practiced pitching with the agents in the State Department basement, at a nearby park, and even on the aerodrome while wearing high heels just before flights.

The day of the game, I arrived early at the Orioles’ stadium and practiced under the stands before going to the fields for the opening ceremonies. Wearing black slacks and an Orioles jacket, I stood and wondered at the greenness of the close-cut grass, the smallness of the diamond⁵, the hugeness of the stadium, and the loudness of the 48 000 fans. I also worried, because many minutes passed before they gave me the ball and I walked quickly to the pitcher’s mound⁶. Had my finely trained throwing arm started to cool?

I stood there trying to control myself. As Orioles catcher⁷ Chris Hoiles looked at me, he began walking toward me, from sixty, then fifty, then forty, finally stopping about thirty feet away. He positioned his huge catcher’s mitt to give me a good target, then gave me a signal. I nodded and went forward and brought my pitching arm forward throwing the ball as far as I could. The ball would have smacked forcefully into Hoiles’ mitt had our planet lacked gravity⁸. The ball would have gone further had I not forgotten **to remove** my gold bracelets. As it was, it made the journey with only one bounce⁹. Hoiles came up and gave me the ball, a handshake, and a smile. I walked off, offering a silent prayer¹⁰ for the President’s health during future matches.

An editorial in the next day’s *Wall Street Journal* was entitled, “Madeleine K. Clemens.” Personally I found the editors’ comments quite complimentary: “Of critical importance, her head remained steady and her eyes focused on the target throughout, unlike the President, whose head usually flops¹¹ from far right to far left in a single pitch.”

Notes:

- ¹ Baltimore Orioles — a famous baseball team
- ² knee — колено
- ³ to pitch — бросать, подавать мяч (в бейсболе, гольфе, крикете)
- ⁴ mitt — рукавица игрока в бейсболе
- ⁵ diamond — зд. площадка для игры в бейсбол
- ⁶ pitcher's mound — возвышение для подающего
- ⁷ catcher — кетчер (принимающий в бейсболе)
- ⁸ Мяч бы сильно стукнулся в рукавицу Хойлза, если бы на нашей планете не было силы притяжения.
- ⁹ bounce — отскок
- ¹⁰ prayer — молитва
- ¹¹ to flop — дергаться

b) Check your comprehension.

1. Why was Mrs Albright asked to open the baseball season?
2. What did her daughter think of her sporting skills?
3. What people started to coach her?
4. What did Madam Secretary feel on the day of the game?
5. What did she think of her own performance?
6. What was the real result? Why was it poor?
7. What positive feature did the editor mention in his comments?

c) Say what information the text gives about:

1. the American tradition of involving leading politicians in sporting events;
2. the situation in which Mrs Albright found herself;
3. her intensive training course;
4. her poor performance on the field;
5. the comments in the *Wall Street Journal*.

d) What is there in the text to suggest that:

1. the American State Secretary is expected to replace the President in all the situations, even the most difficult ones;
2. Mrs Albright took her new assignment quite seriously;
3. Though the result was poor the public opinion was favourable.

e) Think and answer.

1. What importance is attached to the President's involvement in the baseball game on the season opening day?
2. What are the most humorous parts in your view?

Ex. 30. a) Read the text.

Remember: to ban — запрещать

dangerous [ˈdeɪndʒərəs] — опасный

to despise [dɪsˈpaɪz] — презирать

VIOLENT AND DANGEROUS SPORTS SHOULD BE BANNED BY LAW

When you think of the tremendous technological progress we have made, it's surprising how little we have developed in other respects. We may **despise** the poor old Romans because they enjoyed the violence that went on in their arenas. We despise them because they thought it was entertainment. We even may forgive them because they lived 2000 years ago and obviously knew no better.

But are our feelings of superiority really justified? Are we really better than they were? Why do boxing matches, for instance, attract such universal interest? Don't the spectators who attend them hope they will see some violence? The only difference between ourselves and the Romans is that while they were honest enough to admit that they enjoyed watching hungry lions eating people alive, we find all sorts of sophisticated arguments to defend sports which should have been banned long ago; sports which are as barbarous as, say, public executions.

It is still ridiculous that in this day and age we should still allow bull-fighting, that we should be prepared to sit back and watch two men beat each other in a boxing ring. Let us speak the truth. Any talk of "the sporting spirit" is a pack of lies. People take part in violent sports because of the high rewards they bring. Spectators are willing to pay huge sums of money to see violence. A world heavyweight championship match, for example, is front page news. Millions of people are disappointed if a big fight is over in two rounds instead of fifteen.

Why should we ban violent sports if people enjoy them so much? The answer is simple: they are uncivilized. For centuries man has been trying to improve himself spiritually and emotionally — admittedly with little success. But at least we no longer see barbaric practices which were common in the past. Positive changes have come about not because human beings have suddenly improved, but because positive steps were taken to change the law. The law is the biggest instrument of social change that we have and it may have great civilizing influence. If we ban dangerous and violent sports, we will be moving one step further to improving mankind. We would admit that violence is degrading for human beings.

b) Read the following counter-arguments.

1. Who is to decide which sports are violent and dangerous?
2. Is football violent?
3. Isn't deep-sea diving dangerous?
4. All the sports mentioned (boxing, etc.) are thrilling to watch.
5. Sports like car-racing are not violent, they test limits of human skill.
6. Small element of violence does no harm: part of human nature.
7. Millions watch boxing matches: an emotional outlet, these matches help to get violence out of our systems.
8. Sports have rarely been enforced or banned by law.
9. Elements of real danger are removed: for example, boxing matches are stopped.
10. There are elements of danger in all sports.
11. Supreme tests of human skill: universal enjoyment.

c) Which viewpoint do you share? Prove your point of view.**Ex. 31. a) Read the text.**

Remember: wrestling [ˈreslɪŋ] — спортивная борьба
 the pentathlon [penˈtæθələn] — пятиборье
 to persuade [prəˈsweɪd] — убеждать

Note the pronunciation: Greece [ɡri:s]
 Athens [ˈæθənz]
 Christ [kraɪst]

THE OLYMPICS

The Olympics have a very long history. They began in 776 B.C.¹ and took place every four years for nearly 1,200 years, at Olympia, in Greece. They included many different kinds of sports: running, boxing, wrestling, the pentathlon (five different sports) and others.

In 394 A.D.² the Games stopped. Fifteen hundred years later, in 1894, a Frenchman, Baron Pierre de Coubertin, persuaded people from fifteen countries to start the Olympic Games again. The first of the modern series of Games took place in Athens two years later, in 1896.

At the fourth Olympics, 1908, in London, there were more than two thousand competitors, from twenty-two different countries. Since then, the number of athletes competing has increased each time. The International Olympic Committee in Switzerland decides where each Olympics

Lesson 3

will take place. They ask a city (not a country) to be the host — one city for the Winter Olympics and one for the Summer Olympic Games.

Notes:

¹ 776 B.C. = before Christ — до нашей эры

² 394 A.D. = anno Domini (лат.) — нашей эры

b) Say what information the text gives about the Olympic Games.

Ex. 32. Give extensive answers.

1. What competitive sports do you know?
2. What are spectator (participant) sports?
3. What sports are popular in our country (the USA, England)?
4. What do you know about major professional sports in Great Britain and the USA?
5. What do you think of extreme sports? Should they be banned or not?

Ex. 33. Give your viewpoints.

1. The same sports are practised all over the world.
2. Participant sports are disappearing and spectator sports are taking their place.
3. Great Britain and the USA share not only the language but major sports and games.
4. More and more extreme sports will be practised in the future.
5. Dangerous and extreme sports should not be banned.

UNIT VI

REVISION

ENQUIRY AND OFFER

Ex. 34. a) Read the dialogue.



Thompson: Look, I need the prices of your tents, models A-2 and B-2.

Gilbert: I've got them right here. Would it be for a hundred or two hundred tents?

Thompson: For a hundred.

- Gilbert:* Here we are then. A-2 is € 600 but that's a little bit more than you paid last year, and B-2 is € 700. That's ex-works, of course.
- Thompson:* That price will do. Are they just the same as the ones we had last year?
- Gilbert:* The models are the same, but we've got a couple of new colours for the smaller tent. Can I send you some samples?
- Thompson:* Yes, if you would. Listen, Mr Gilbert, I'm not quite ready to place an order yet, but you'll be hearing from us soon. I really just want to check on the prices.
- Gilbert:* That's OK. But don't wait too long, will you? This month and next is our busy season. And the demand promises to be quite heavy. Our tents are such good value, as you know.
- Thompson:* All right, I'll let you know as soon as I can. Good-bye for now.
- Gilbert:* Good-bye, Mr Thompson. Thanks for calling.

b) What is there in the text to suggest that:

1. Mr Thompson is a regular customer;
2. the previous prices were lower;
3. the Seller promises to send the samples;
4. the Buyer is not prepared to place an order;
5. the Seller wants a prompt reply.

c) Act out the dialogue.

d) Act on behalf of Mr Thompson. Meet Mr Gilbert again and try to persuade him to give you a considerable discount for an order of 150 tents.

Ex. 35. a) Read the letter.

 Rossimport

September 20,...

Dear Sirs,

In accordance with your request of June 5, ... and our previous discussions, we are happy to submit to you our offer for a colour tube manufacturing line¹.

In making this quotation, our organization co-operated with many colour equipment experts.

In the attached details, you will find all the details of our proposal, prices, delivery terms and conditions.

We are ready to visit you in Moscow for negotiations and for the signing of the contract. At the same time, we would like to invite a team of Russian specialists to visit and inspect the equipment at the plant in the USA, prior² to the signing of the contract.

Truly yours,
Brown & Co Inc.

Notes:

¹ colour tube manufacturing line — линия по производству кинескопов

² prior [praia] — до

b) Summarize the letter.

c) Think and answer.

1. How are offers initiated?
2. What items are usually included in an offer?
3. Are prospective Buyers usually invited to inspect the equipment before the contract is signed?

Ex. 36. a) Read the letter.

March 5,...



Dear Sirs,

Following upon the telephone call from Mr Harold Mersman, we are very interested in selling lubricator units¹.

Our company is the largest supplier of this type of equipment to the Automotive Industry. Our main manufacturing plant for this type of equipment is located here in the USA, in Killery, Maine. We also have manufacturing plants in Canada, England and Japan.

Enclosed is a copy of our general catalogue which describes our products in detail and a price-list. As can be seen from the enclosed price-list, our prices are competitive. In addition, we are prepared to negotiate trade discounts based on volume, terms and social conditions.

We would be very happy to visit with you to answer any questions your colleagues may have concerning our products.

Very truly yours,
Green & Co

Note:

¹ lubricator unit — смазочный аппарат

b) Summarize the letter.**c) Think and answer.**

1. Do offers usually contain an element of advertising?
2. What factors determine a discount?
3. What problems would the businessmen most probably discuss during their meeting in Moscow?

d) Write a cable in reply. Thank the firm for the offer. Propose the day for the visit.**UNIT VII****VOCABULARY**

1. **to worry** ['wʌri] *v* — беспокоиться, тревожиться
to worry about smth, smb
to be worried about smth, smb
e.g. His son's health worried him. He was worried about his son's health.
2. **spectator** [spek'teɪtə] *n* — зритель
3. **in other words** — другими словами
e.g. We consider your prices too high. In other words, we expect a discount on our order.
4. **salary** ['sæləri] *n* — заработная плата служащих
5. **major** ['meɪdʒə] *adj* — главный, основной

major	teams
	problems
	cities
	events
	complication
	part
	responsibility
6. **league** [li:g] *n* — лига
7. **definite** ['defɪnɪt] *adj* — определенный

definite	time
	rules
	place
	regulations
	answer
	structure
	way

Lesson 3

8. **to determine** [di'tə:mi:n] *v* — определять, устанавливать
- | | | |
|---------------------|--|-----------------|
| to determine | | prices |
| | | structure |
| | | meaning |
| | | date |
| | | competitiveness |
- requirements
- e.g.* They have not yet determined their export requirements.
9. **to attend** [ə'tend] *v* — посещать, присутствовать
- | | | |
|------------------|--|------------|
| to attend | | a lecture |
| | | a meeting |
| | | a concert |
| | | a ceremony |
- school
10. **by no means** — посещать занятия в школе
— никоим образом, ни в коем случае; совсем нет
- e.g.* By no means forget this rule.
11. **huge** [hju:dʒ] *adj* — огромный, гигантский
- | | | |
|-------------|--|----------|
| huge | | stadium |
| | | crowd |
| | | monument |
12. **behaviour** [bi'heivjə] *n* — поведение
- | | | |
|----------------|--|---------|
| strange | | |
| | | good |
| | | perfect |
- behaviour
- e.g.* His behaviour towards me seems very strange.
13. **rule** [ru:l] *n* — правило
— как правило
- as a rule
- e.g.* As a rule they go to the countryside every weekend.
14. **regulation** [ˌregju'leɪʃn] *n* — предписание, правило
— правила дорожного движения
- traffic regulations
15. **ridiculous** [ri'dikjʊləs] *adj* — смехотворный, нелепый
- | | | |
|-------------------|--|--------------|
| ridiculous | | rules |
| | | behaviour |
| | | standards |
| | | laws |
| | | decree |
| | | instructions |
- recommendations
16. **set** *n* — набор, комплект

- set of | **publications**
instruments
rules
drawings
spares
17. **to shout** [ʃaʊt] — кричать
e.g. He shouted at the dog
18. **encouragement** [in'kʌrɪdʒmənt] *n* — ободрение, поощрение
19. **to encourage** [in'kʌrɪdʒ] *v* — ободрять, поощрять, под-
e.g. The teacher encouraged the stu- держивать
 dents.
 The manager encouraged the em-
 ployees to work harder.
20. **entirely** [in'taɪəli] *adv* — полностью, всецело, совер-
 шенно
- to be entirely | **wrong**
forgotten
dependent
21. **advice** [əd'vaɪs] *n* — совет, советы
e.g. He gave me much good advice. — Он давал мне много советов.
 I always followed it. — Я всегда следовал им.
 I gave him a piece of good advice. — Я дал ему хороший совет.
22. **adviser** [əd'vaɪzə] *n* — советник, консультант
23. **stand** *n* — трибуна, стенд
in the stand — на трибуне
24. **hostile** [ˈhɒstail] *adj* — враждебный
- hostile | **attitude**
remark
action
25. **wording** [ˈwɜːdɪŋ] *n* — формулировка
26. **inexperienced** [ˌɪnɪks'pɪəriənst] *adj* — неопытный
27. **view** [vjuː] *n* — видимость, вид
e.g. it was raining and the view of the
 airfield was bad.
28. **to matter** [ˈmætə] *v* — иметь значение (употребляет-
e.g. What does it matter? ся главным образом в вопро-
 It doesn't matter when you will do this сительных и отрицательных
 work. предложениях)
29. **to admit** [əd'mɪt] *v* — впускать, допускать
to admit smb to smth
e.g. Ladies are not admitted to clubs in — Дамы не допускаются в
 England. клубы Англии

Lesson 3

30. **to enforce** [in'fɔ:s] *v* — проводить в жизнь (закон), обеспечивать принудительной силой закона
- | | |
|-------------------|---|
| to enforce | laws
regulations
rules |
|-------------------|---|
31. **briefly** ['bri:flɪ] *adv* — кратко, сжато
e.g. Tell me briefly what happened.
32. **uniform** ['ju:nɪfɔ:m] *n* — форма (форменная одежда)
e.g. Children wear uniforms in some schools.
33. **to praise** [preɪz] *v* — хвалить
to praise smb. for smth.
e.g. He praised his son for (doing) a good job.
34. **tournament** ['tuənəmənt] *n* — турнир, состязание
35. **suburb** ['sʌbʊ:b] *n* — пригород
e.g. They live in a Moscow suburb.
36. **to throw (threw, thrown)** [θrou, θru:, θrou] *v* — кидать, бросать
37. **to hurt (hurt, hurt)** [hɜ:t] *v* — повредить, ушибить, причинить физическую или моральную боль
e.g. He hurt his back when he fell. — Он повредил спину при падении
 My shoe is too tight. It hurts. — Ботинок слишком тесный. Мне больно.
 He was hurt by their criticisms. — Он был уязвлен (обижен) их критическими замечаниями
38. **to coach** [kəʊtʃ] *v* — тренировать
39. **to borrow** ['bɔrou] *v* — занимать, брать на время, заимствовать
- | | |
|------------------|---|
| to borrow | money
books
funds
things |
|------------------|---|
- The company borrowed \$ 2 million from the bank.
40. **to remove** [rɪ'mu:v] *v* — снимать; устранять, удалять
- | | |
|------------------|--|
| to remove | clothes
doubts
obstacles
one's hat

one's eyes |
|------------------|--|
- снимать одежду
 — уничтожить сомнения
 — снять препятствия
 — снять шляпу (для приветствия)
 — отвести глаза

41. **to ban** *v* — запрещать
syn. to outlaw
42. **dangerous** ['deɪndʒərəs] *adj* — опасный
43. **to despise** [dɪs'paɪz] *v* — презирать
44. **wrestling** ['reslɪŋ] *n* — спортивная борьба
45. **the pentathlon** [pen'tæθlən] *n* — пятиборье
46. **to persuade** [pə'sweɪd] *v* — убеждать
to persuade smb to do smth
e.g. We persuaded him to change his plans.

LESSON 4

Grammar:	1. Participle II 2. The verbs "to have to" and "to be to"
Subject for Study:	Contract
Revision:	Meals. At the Restaurant

UNIT I

GRAMMAR

1. PARTICIPLE II

STEP 1. STUDY THE PARTICIPLE CONSTRUCTIONS.

1. purchased models — купленные (закупаемые) модели
accepted plan — принятый (принимаемый) план
sold goods — проданный (продаваемый) товар
lost game — проигранная игра
2. contract fulfilled by the firm long ago — контракт, давно выполненный фирмой
film shown yesterday — фильм, показанный вчера
models required by customers at present — модели, требующиеся покупателям в настоящее время

Participle II — (3-я форма глагола) — причастие, образуемое от переходных глаголов, пассивное по значению; оно может стоять перед существительным (см. прим. 1) или после него, если имеет пояснительные слова (см. прим. 2). В русском языке **Participle II** в зависимости от контекста соответствует страдательному причастию прошедшего времени с суффиксами **-нный, -тый** или страдательному причастию настоящего времени с суффиксами **-мый, -щийся**. Participle II употребляется, в основном, в письменной речи.

STEP 2. PRACTISE THE USE OF PARTICIPLE II.

Ex. 1. Replace the clauses in bold type by Participle Constructions.

1. We were pleased to receive from you the enquiries **which were mentioned above.**
2. I was impressed by the technical knowledge **which was shown by your specialists in Moscow.**

3. We expect to receive all the **materials which were ordered during the first half of the year.**
4. They will provide the spare parts at the prices **which were quoted in their latest offer.**
5. We had to change the wording of the clause **which was proposed by you.**
6. The information **which is contained in that file** is out of date.
7. The money **which was borrowed last month** will be used for the new project.
8. The tournament **which was held in Moscow** was sponsored by the Sports Committee.
9. Some of the holidays **which are celebrated throughout the USA** originated in Europe.

Ex. 2. a) Open the brackets.

↓ Rossimport

16th September,...

Dear Sirs,

Thank you for your letter (to date) August 18th, and your interest in our A3 tractors.

The A3 tractor (to indicate) in your letter is not for export.

We have prepared quotations on the new A4 tractor: see sale literature (to attach) to the letter. The A4 is the latest and largest tractor in our agricultural range and we are sure that you will find it of interest. The best delivery promise we can quote is 20 weeks from receipt of a firm order (to place) by your company till the end of this month. Our proforma invoice shows a value for spare parts, including those (to list) by you. We hope to mail the proforma within three weeks.

Yours faithfully,
Black & Co

b) Check your comprehension.

1. Which type of tractor was not meant for export?
2. Where could the Buyers get information on the A4 tractor?
3. What was the delivery date proposed by the Sellers?
4. What spare parts were included in the Sellers' proforma invoice?

Ex. 3. Choose the correct form of the participle (Participle I or Participle II).

1. The company (submitted, submitting) the offer is well-known on the world market.

Lesson 4

2. The parties (signed, signing) the contract have been in business for some years.
3. The contract (signed, signing) last week covers the new products of our company.
4. The sportsmen (invited, inviting) to take part in the tennis tournament will arrive next week.
5. The (invited, inviting) country will provide accommodation for the (invited, inviting) guests.
6. The boxes (containing, contained) spares were damaged in transit.
7. The information (contained, containing) in the file is to be revised.

Ex. 4. Translate into English.

1. Сообщаем, что вторая партия товара готова к отправке. Судно, зафрахтованное (зафрахтовать — to charter) нами для транспортировки, уже прибыло в порт. Оборудование, подготовленное к отправке, будет отгружено в срок, указанный в контракте.
2. Высылаем вам литературу с описанием оборудования, изготавливаемого на нашем заводе. Высылаем вам также предложение на это оборудование. Цена, назначенная нами, включает стоимость оборудования, упакованного и доставленного в любой порт Англии. Дата отгрузки будет зависеть от количества требующихся вам машин.
3. По Вашей просьбе высылаем Вам каталог с описанием продукции, поставляемой нашей фирмой в ряд европейских стран. К каталогу, описывающему нашу продукцию, прилагается прейскурант.
4. Принимая во внимание ситуацию на мировом рынке, мы вынуждены пересмотреть наши цены. Пересматривая наши цены, мы принимали во внимание цены зарубежных фирм, поставляющих аналогичную продукцию.
5. Рекомендации тренера, принятые во внимание командой, привели к победе.

2. THE VERBS "TO HAVE TO" AND "TO BE TO"

STEP 1. READ THE SENTENCES.

1. We have to look into the matter before we give our final reply. Мы должны изучить этот вопрос, прежде чем дать окончательный ответ.
We had to send them a fax message immediately as the matter was urgent. Нам пришлось немедленно послать им факс, т.к. дело было срочное.

2. You are to open a L/C for the full value of the goods. Вы должны открыть аккредитив на полную стоимость товара (в соответствии с контрактом).
Payment is to be made by a L/C. Платеж производится (=должен быть произведен) аккредитивом (в соответствии с контрактом).

Глаголы **to have** и **to be** с последующим инфинитивом употребляются для обозначения **долженствования**. При этом глагол **to have** означает необходимость совершения действия под давлением внешних обстоятельств (см. прим. 1); глагол **to be** означает необходимость совершения заранее запланированного действия, необходимость в силу договоренности (см. прим. 2).

STEP 2. PRACTISE THE USE OF THE VERBS "TO HAVE TO" AND "TO BE TO".

Ex. 5. a) Read the model.

They **had to leave** as it was already late.

b) Say:

1. why you got up earlier today;
2. why you left the office later than usual;
3. why you walked to the office;
4. why you reduced the prices for these products;
5. why you made changes in the wording of the clause.

Ex. 6. a) Read the model.

The letter of credit is **to be valid** for 90 days.

b) Say:

1. where (when, in what currency, for what amount) the L/C will be opened;
2. when the goods will be delivered;
3. what quality of the goods is stipulated in the contract.

Ex. 7. Say what is agreed (stipulated) under the contract:

1. the goods will be delivered in five equal lots;
2. the faulty parts will be replaced at the first request of the buyers;

3. the L/C will be opened for 50% of the value of the goods;
4. the goods will be packed in strong boxes;
5. the machines will be tested in accordance with the procedure;
6. the goods will be loaded on board the ship on October 15th;
7. the money will be transferred to our account with the Moscow Industrial Bank.

Ex. 8. Choose the verb and use it in the correct form.

1. We (to have to, to be to) apologize for the delay in delivery.
2. It looks like raining. We'll (to have to, to be to) take an umbrella.
3. I was going to leave on Monday, but because of some problem in the office, I (to have to, to be to) book tickets for Friday.
4. We (not to have to, not to be to) do anything until we get further instructions.
5. We (to have to, to be to) begin production of a new drug next year.
6. Prices (to have to, to be to) be quoted in US dollars.

Ex. 9. Translate into English.

1. К концу года нам пришлось много работать.
2. Нам сказали, что им придется ехать туда самим.
3. Эта работа должна быть выполнена к четвергу.
4. В четверг мы должны обсудить все условия и подписать контракт.
5. Все участники должны быть обеспечены выставочным оборудованием.
6. Вы должны строго выполнять все правила и предписания.
7. Они понимали, что им предстоит пересмотреть условия соглашения.
8. Им пришлось поменять дизайн.

UNIT II

WORKING ON THE TEXT

A

CONTRACT

In foreign trade transactions a contract is drawn up to give legal expression to the intentions of the partners and to guarantee that the obligations contained in the contract will be fulfilled.



According to the purpose and contents, contracts can cover goods, services, licences, patents, technology and know-how. Here is an example of an export contract:

Contract No....

This Contract is made between "Russian Oil Limited", hereinafter referred to¹ as the Seller, and "British Energy UK Ltd", hereinafter referred to as the Buyer, whereby it is agreed as follows²:

The Seller has sold and the Buyer has bought up to ...metric tons +/- 5 per cent of Russian Export Blend Crude Oil³, hereinafter referred to as the Goods, on **FOB** terms via one of Russian ports at the Seller's option, subject to transportation possibility of the Seller, or on **DAF** terms by the pipeline at the border station ... (**Definition** of the terms is in accordance with Incoterms-2000⁴).

The estimated value of the goods is ... US dollars. The estimated value might be changed depending on the market conditions and the actual quantity delivered.

Quantity. Goods sold under this Contract will be delivered in lots specified in separate **Addenda** to this Contract.

Quality. Goods sold under this Contract shall⁵ meet the Specification stated in **Enclosure I** to this Contract.

Time of Delivery. The goods are to be delivered within the period from February 1st, 20... to December 31st, 20..., inclusive. The delivery period can be extended upon mutual agreement of the Parties. The date of delivery of a lot is to be considered the date of the Bill of Lading for this lot at the port of loading.

Price. The price of the goods is to be expressed in US dollars per net barrel.⁶

Payment. Payment for the lot of the Goods supplied under the present Contract shall be made from an **irrevocable** Letter of Credit **issued** by the Buyer for 100% of the value of the lot at his own expense, **payable** to the Seller's account with the ... Bank. The Letter of Credit is to be valid for not less than 45 days. The **amount** of the Letter of Credit changes automatically according to the change of the crude oil price.

Payment from the L/C shall be made by the Buyer's bank 30 days after the date of the Bill of Lading against presentation of the following documents:

1. Seller's Invoice in the original
2. Full set of Bills of Lading
3. Certificates of quality and of quantity
4. Certificate of Origin

Each payment under the present Contract shall be expressed in US dollars.

The Buyer has no right to make any **deductions** from the cost of the goods stated in the Seller's invoice.

On the mutual agreement of the Parties **instead of** opening a Letter of Credit the Buyer may make a prepayment by direct **bank transfer** to the Seller's account of the total amount of up to 80 % of the estimated value of the relevant⁷ lot.

Notes:

¹ hereinafter referred to — именуемый в дальнейшем

² whereby it is agreed as follows — договорились о следующем

³ Export Blend Crude Oil — сырая нефть экспортного качества

⁴ Incoterms-2000 — Инкотермс-2000, Международные правила толкования торговых терминов (редакция 2000 г.)

FOB (free on board) — франко борт судна (условие поставки, при котором цена включает стоимость товара, его доставки в порт и погрузки на борт корабля).

DAF (delivered at frontier) — франко-граница, поставка к границе (условие поставки, при котором цена включает стоимость товара и транспортные расходы до границы перед указанным в контракте пунктом таможенного контроля).

⁵ The goods shall meet ... — В документах глагол shall означает долженствование

⁶ per net barrel — за нетто баррель. (баррель сырой нефти = 159 л)

⁷ relevant — эд. соответствующий

B

DIALOGUE

Mr Brown of "British Energy Ltd" has come to Moscow for the talks with people from "Russian Oil Limited". The British company is a regular importer of oil from Russia and Mr Brown has been **instructed** by his firm to sign another contract for oil deliveries.



- Brown:* Good afternoon! Nice to see you again, Mr Petrov! You are looking well, I must say. How are things with you?
Petrov: Not bad, thank you. And how are you?
Brown: Fine, just fine. I always feel well in beautiful weather like this. We're having such a lot of rain in England now. I am happy to be away. Well, I suppose we had better get down to business.
Petrov: Yes, certainly. You've come to sign another contract, haven't you?
Brown: That's right. For next year, actually.
Petrov: Glad to hear that, Mr Brown.
Brown: And we hope the new deliveries will be made on the terms and conditions of the previous contract.
Petrov: Well, Mr Brown, we can certainly **confirm** our previous terms, except the price. As you know, world crude oil prices have been steadily rising over the past few months, which could **affect** our export prices unless we revise¹ them **accordingly**.
Brown: But may I remind you that our **volume** of business with your Company has increased **considerably**. We've **doubled** our purchases over the past two years and I'd like to **draw your**

attention to the fact that we wish to increase our order by a few thousand tons. And it's quite **natural** we consider it **sufficient** reason to expect you not only to keep the price unchanged but to offer some **reduction** in the price.

Petrov: I'm sorry to say, Mr Brown, but we would not be able to **make extra supplies** available to you. The fact is we're already tied up² to contracts with other partners, and we could offer you only the same amount as last year.

Brown: Mr Petrov, I understand your position, but I'd like to repeat, **we've been in business** with you for a long time, and **in view of this** I believe we could sign the new contract, at least at the old price.

Petrov: Well, Mr Brown, **taking into account** our long-standing business relations we will deliver the goods at the same price for the first half of the year on condition that the price is **subject to renegotiation**³ for further deliveries depending on the market conditions.

Brown: That's fine. I suppose that's the best we can do today.

Notes:

¹ unless we revise ... — если мы не пересмотрим...

² to be tied up — быть связанным

³ renegotiation of the price — пересмотр цены

SECTION A

Ex. 10. Read and translate the text.

Ex. 11. Check your comprehension.

1. What do contracts guarantee?
2. Into what 2 groups can contracts be divided?
3. What important items do contracts cover?
4. What are the clauses of the above contract?
5. In what way is payment to be made under the contract?
6. What kind of Letter of Credit is to be opened by the Buyer?
7. When is the Letter of Credit to be opened by the Buyer?
8. How long is the Letter of Credit to be valid for?
9. What is the alternative method of payment?
10. For what value is payment to be made?
11. On what condition might the estimated value of the Contract be changed?

12. In what currency is payment to be made?
13. What is the date of delivery?
14. In what case can the delivery period be extended?

Ex. 12. Agree or disagree with the statements. Prove your point of view.

1. The goods will be delivered in several lots.
2. The price stated in the contract is final.
3. Payment is to be made by a letter of credit.

Ex. 13. Say what information the text gives about:

1. the purpose of drawing up contracts in foreign trade;
2. the main types of contracts in business;
3. the subject of this particular contract;
4. the terms of delivery stated in the contract;
5. the price and the terms of payment stipulated in the contract;
6. the factor which may affect the price of the contract.

Ex. 14. Think and answer.

1. Why did the Sellers have an option to deliver 5% more or less of the stated quantity of oil?
2. What does the choice of a port depend on?
3. In what case would the Buyers agree to the alternative method of payment?
4. What factors would be taken into account in choosing a port of delivery?

SECTION B

Ex. 15. Read the dialogue.

Ex. 16. Check your comprehension:

1. What was the purpose of Mr Brown's visit to Moscow?
2. Why did the Russian company have to quote a higher price?
3. What reasons did Mr Brown give to support his position on the price?
4. Why couldn't the Russian company offer a bigger amount of oil for sale?

5. On what condition did Petrov agree to sell oil at the price of the previous contract?
6. Why did Petrov agree to keep to the old price only for the 1st half of the year?
7. How could the market situation affect the export price of crude oil?

Ex. 17. Say what you have learned about:

1. the business relations between Russian Oil Limited and British Energy Ltd.;
2. the main point discussed by the representatives of both parties;
3. the reasons why the Buyer expected to get a reduction in the price;
4. the final agreement on the price.

UNIT III

WORKING ON WORDS

to draw up

Ex. 18. a) Read the model.

We couldn't draw up the *contract* because the terms of delivery hadn't been agreed on.

b) Say why you could not prepare the offer (order, protocol, agreement, document, memorandum, etc.)

to draw smb's attention to smth

Ex. 19. a) Read the model.

I'd like to draw your attention to the fact that *the second lot of the goods has arrived with a delay.*

b) Say that you would like your partner to note that:

1. the document hasn't been prepared in time;
2. the protocol wasn't signed;
3. the order hasn't been fulfilled;
4. the agreement hasn't been finalized.

to cover

Ex. 20. Ask and answer as in the model.

- What is the *report* about?
 — The report covers the latest changes in the oil market.

Prompts:

1. article;
2. letter;
3. e-mail message;
4. programme;
5. speech;
6. lecture;
7. book;
8. fax;
9. protocol;
10. addendum.

to affect smth/smb

Ex. 21. a) Answer the following questions.

1. What factors can affect the prices for oil (equipment, coffee, nylon, chemicals, etc.)?
2. What can affect the construction of projects?
3. What factors can affect the production capacity of the plant (the delivery schedule, production programme, etc.)?

b) Translate into English.

1. Перемена погоды повлияла на выступления спортсменов.
2. Он никогда не занимался спортом, и это сказалось на его здоровье.
3. Эта новость сильно на него подействовала.
4. Необычно жаркая погода плохо повлияла на его здоровье.
5. Рост цен повлиял на объем заказов.
6. Изменение сроков поставок отрицательно скажется на строительстве завода.

to take into account

Ex. 22. Ask and respond as in the model.

- Why did you have to *increase the prices*?
- We took into account the higher production costs.

Prompts:

1. to reduce the supplies;
2. to increase the amount of the order;
3. to give a discount;
4. to double the order;
5. to change the wording;
6. to extend the payment period;
7. to revise the prices;
8. to make a deduction from the invoice value

on condition (that)

Ex. 23. a) Read the model.

We'll accept the proposal on condition that you *reduce the price by 1%*.

b) Say in what case you will:

1. to give a discount;
2. extend the guarantee period;
3. to upgrade the software;
4. to alter the design;
5. to give us a few free samples;
6. to send your specialists;
7. to agree to payment by a bank transfer.

subject to

to be subject to

Ex. 24. a) Choose and use.

1. The delivery period can be extended ... to mutual agreement of the parties.

2. The amount of the Letter of Credit changes automatically ... to the increase in the oil price.
3. The value of the contract ... changes in the models ordered.
4. We can approve this clause ... to a change in the wording of the last paragraph.
5. The plan ... to modifications.

b) Paraphrase the sentences.

1. This offer is valid only if you confirm it within two weeks.
2. All textile articles are liable to a 15 % import duty.
3. Our offer depends on the approval of the Board of Directors.
4. Whether we go ahead with the plan or not is dependent on his confirmation.
5. You will receive a 2% commission if you sell more than 5 000 articles a year.

c) Translate into English.

1. План подлежит утверждению, прежде чем его начнут выполнять.
2. Контракт имеет силу при условии выполнения следующих обязательств.
3. План будет выполнен при условии его одобрения.
4. Поставка будет произведена вовремя при условии своевременного прибытия транспортного средства.
5. Это предложение должно быть тщательно рассмотрено.
6. Эти товары подлежат обложению пошлиной.

Ex. 25. Translate into English.

1. Мы хотим обратить ваше внимание на новые факты, отрицательно влияющие на торговлю.
2. Согласно контракту, вы открываете аккредитив в Международном Промышленном Банке России в Москве.
3. Безотзывный аккредитив открывается на полную стоимость товара.
4. Цифры, содержащиеся в докладе, представляют для вас интерес.
5. Они приняли во внимание тот факт, что мы удвоили заказ.
6. Он обратил внимание на то, что срок поставки был продлен.
7. Сведения, содержащиеся в письме, всех удивили.

* * *



Уважаемые господа,

Благодарим вас за ваш запрос и рады выслать наше предложение на товар, который вас интересует.

Мы предлагаем товар по ценам, указанным в нашем каталоге, при условии вашего подтверждения в течение 10 дней от даты данного письма.

Наши обычные условия платежа следующие:

100% от стоимости товара оплачиваются по безотзывному аккредитиву по представлении следующих документов:

1. полного комплекта коносаментов;
2. оригинала счета;
3. сертификата качества;
4. сертификата происхождения

Аккредитив должен быть открыт в Международном Промышленном Банке России в Москве и должен быть действителен в течение не более 45 дней.

Платеж должен производиться в долларах США.

По взаимному согласию вместо аккредитива может быть произведена предоплата в размере 80% стоимости контракта.

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 26. a) Complete and translate.

re + negotiate v = renegotiate v

1. to arrange → ...
2. to build → ...
3. to export → ...
4. to organize → ...
5. to pack → ...
6. to write → ...
7. to consider → ...

b) Complete the sentences.

1. He didn't have enough time to read the Licence Agreement attentively. He'll have to ... it.

2. We don't think the instrument has been properly designed. It should be...
3. The cases containing the spares are not safely packed. They should be...
4. The director doesn't like the way the advertisement is written and says it has to be
5. The whole thing is badly arranged and it should be ... completely.

ARTICLES

Ex. 27. a) Study the table.

the model
 Model A5
 the A5 Model (machine-tool)
 machine-tool (Model) A5
 GAZ 24 car

b) Supply the articles where necessary.

1. ... pump B3 was improved and ... improved model was offered for export.
2. We are interested in buying... A3 Model in May-June.
3. They placed an order for... VAZ 487 truck.
4. We would like to draw your attention to ... compressors C35.
5. Our new item, ... Model C 37 will be exhibited for the first time on ... stand 154.
6. Our specialists believe that... M 30 Model is one of the most developed models in the world.
7. According to the catalogues ... machine-tool Model D5 is heavier and stronger than other machine-tools of this kind.

TENSE AND VOICE

Ex. 28. a) Supply the correct forms of the verbs.

1. Mr Brown (to inform) us in the telephone conversation that the firm (to agree) to reduce the price.
2. I (to tell) the other day that the volume of business in this industry almost (to double).
3. They (to advise) us two days ago that the Buyers (to agree) to extend the validity of the Letter of Credit.
4. At yesterday's talks the firm (to draw) our attention to the fact that they (to want) to double their purchases.

5. I (to learn) from our conversation that the drop in the volume of business (to affect) the prices and they (to plan) to draw up a new quotation.

The British firm Brown & Co received an offer from Rossexport covering a range of sewing machines¹. Zigzag machines (to be) of special interest to the British firm. Mr Brown (to see) this latest design of sewing machines at an exhibition held in Moscow before. He (to learn) that Rossexport (to be) in that line of business and (to get) into contact with the Russian trade department. Besides zigzag machines, the British firm (to be) also interested in Russian machine class "M". However, they (to find) that the price offered (to be) too high when compared with those of the machines presently on the market.

So the British firm (to advise) Rossexport that if they (to decide) to make their prices more competitive they (to be) then ready to place their order for 1000 machines.

Note:

¹ sewing machines — швейные машины

b) Say what information the text gives about:

1. Russian sewing machines;
2. business contacts of Rossexport and the British firm.

PREPOSITIONS

Ex. 29. Supply the prepositions where necessary.

1. According ... the contract payment is to be made... a Letter... Credit opened ... the full value ... the goods.
2. The Sellers advised us that the goods were ready... shipment.
3. The Buyers will open ... cable a Letter... Credit... favour... the Sellers ... presentation ... the following documents.
4. The Buyer has the right to extend the period ... validity ... the Letter of Credit.
5. The payment... the goods is to be made ... US dollars ... the full value ... the goods ... presentation ... the Bank ... the shipping documents.
6. ... the event... devaluation... the US dollar both parties have the right to renegotiate the price ... the goods.

MISCELLANEOUS

except, besides

Ex. 30. a) Choose and use.

1. I have to get up very early every day ... Sunday.
2. We can accept all your terms ... the price.
3. There were some more people in the room ... those who were invited.
4. There will be no other opportunity ... this one. We have to take it.
5. There are some important reasons that should be taken into account ... the one already considered.

b) Say:

1. what other problems were discussed yesterday ... the price;
2. what events you watched on TV during Olympics ... football games;
3. how it happened you managed to discuss all problems ... the price.

c) Translate into English.

1. Все документы были подписаны, кроме одного.
2. Были согласованы все пункты соглашения, кроме сроков поставки.
3. Вы хотите поговорить с кем-нибудь еще, кроме м-ра Брауна?
4. Я готов обсудить эти вопросы со всеми, кроме м-ра Брауна.
5. Кто еще выступал на конференции, кроме вас?
6. Я смотрю многие программы по ТВ, кроме фильмов ужасов.
7. Все пункты контракта были приняты, кроме последнего.

few, a few

Ex. 31. a) Choose and use.

1. The Seller wanted to extend the delivery period for ... months.
2. Due to the lack of time we discussed ... problems.
3. The company increased the purchases by ... tons of oil.
4. The salary was raised by ... hundred roubles.
5. Excuse me, I have to return a long-distance call. I'll be back in ... minutes.
6. There were too ... people who remained in the room.

b) Translate into English.

1. На улице было мало машин в этот час.
2. Сегодня мы обсудили мало вопросов.
3. Нам удалось убедить их несколькими словами.
4. Было мало возражений против условий поставки и платежа, и контракт был одобрен в целом.
5. Много было сказано, но мало кто этому поверил.
6. При обсуждении условий платежа возникло несколько вопросов.

to draw smb 's attention to smth, to pay attention to smth

Ex. 32. a) Choose and use.

1. I'd like ... to the fact that the delivery of the first lot was delayed.
2. During negotiations the parties ... to a number of problems which arose in connection with the new tendencies in the world oil prices.
3. At the talks with our partners we ... to the wording of Item 5 of the Protocol.
4. Our lawyers ... to the wording of the guarantee clause.
5. You should ... to his advice. It's helpful.

b) Translate into English.

1. Стороны уделили особое внимание вопросу цены.
2. Обращаем ваше внимание на то, что цена, указанная нами, выражена в долларах США.
3. Обратите внимание на то, что качество товара, поставляемого по контракту, полностью отвечает спецификации, приложенной к контракту.
4. Мы: обращаем ваше внимание на то, что количество товара, поставляемого отдельными партиями, будет точно указано в Приложении.

SOCIALIZING

Telephoning

Business phone language consists of constantly repeated expressions with little variations, which can be easily mastered.

What you can hear

B&C Products. Good morning.

Can I help you?

What you say

This is Mr ... from Brown and Co.

I'd like to speak to Mr Dell.

Could I speak to Mr Dell?

One moment. I'll put you through. Sorry, Mr Dell is busy. Would you mind holding?	I can hold for a couple of minutes.
I'm afraid Mr Dell is out to lunch.	
Would you like to leave a message?	No, that's okay. Would you like telling him I called? Could you ask him to call me back?
Would you like to leave your phone number?	I'd like to leave a message.
Would you like to call back later?	I'll try again later.
Can I take a message?	

Ex. 33. a) Read the dialogue.

- A. Good morning. Smith and Co. How can I help you?
 B. Hello. I'd like to speak to Mr Brown, please.
 A. Who shall I say is calling?
 B. Alex Knight of British Fur Ltd.
 A. One moment, please, Mr Knight. I'll just find out if he is back yet... I'm afraid he isn't in his office. Is there anything I can do for you?
 B. Well, it's rather urgent. The reason I'm calling is to make an appointment at the Trade Fair next week. Could you ask him to call me back later today? I shall be in the office till 5.30.
 A. And I'll take your phone number, just in case.¹
 B. Sure. That's 030 7434 5335.
 A. Can I just read it back for you? 030 7434 5335.
 B. That's correct. Thank you for your help.
 A. Not at all, Mr Knight. Goodbye.
 B. Goodbye.

Note:

¹ just in case — на всякий случай

b) Think and answer.

1. What would be your first words if you phoned a foreign company?
2. How would you explain the reason for your call?
3. What would you say if you wanted a return call?
4. How would you end the call?

UNIT V

SPEECH EXERCISES

Ex. 34. a) Read the dialogue.

Remember: wages — заработная плата



Mr Brown has come to Moscow to meet Mr Smirnov of Rossimport. They are to discuss a repeat contract for machine-tools.



Smirnov: Let's get down to business... I expect you'll want to discuss our new contract.

Brown: That's right. Have you seen our latest price-list?

Smirnov: Yes, and there's one thing in it we can't agree to. That's the seven per cent increase in the price.

Brown: Well, you must try and see it from our point of view. Over the past two years steel prices have gone up. Besides, because of the new labour contract, we had to increase wages. Therefore we had to increase the price of our machine-tools.

Smirnov: Yes, we've taken this into account and yet, your prices seem to be very high. We've been in business with you for a long time and we hoped you would offer us better terms.

Brown: I think if you could accept part of the consignments in the current year we would reduce the price by three per cent.

Smirnov: That's fine, thank you.

Brown: Are you happy with the other terms and conditions?

Smirnov: Yes, quite.

Brown: Then I suppose we can start drawing up a contract.

b) Check your comprehension.

1. Why couldn't the Buyers accept the price quoted in the Seller's latest price-list?
2. What factors made the Sellers increase the price?
3. Why did the Buyers hope the Sellers would meet their request about the price?
4. On what condition did Mr Brown agree to reduce the price?
5. What allowed both parties to start drawing up a contract?

c) Say what you have learned about the position of the Sellers (of the Buyers).**d) Act out a dialogue with a foreign businessman. Ask him for reduction in the price; tell him why you ask for it. Also say what you think of the other terms and conditions of sale.****Ex. 35. a) Read the letter.**

Remember: with regard to — в отношении чего-л.

↙ Rossimport

22nd October

Dear Sirs,

Thank you for your message of the 18th October ... asking for a breakdown¹ of the prices given in our Pro-forma Invoice ...

We enclose three copies of an amended invoice giving the information you require.

We also would like to inform you that the deliveries can start in January ... if a firm order is received no later than 10th November ... and an irrevocable letter of credit for the full value of the order, allowing part shipment, is opened at a first class London Bank by the same date.

With regard to your fax of the 20th October we have to inform you that the delivery time of transit goods from Germany would be the same as from the UK. The prices would be approximately 20% higher.

With kind regards,

Yours faithfully,

...

Note:

¹ breakdown of prices — разбивка цен

b) Summarize the letter.

c) Think and answer.

1. Why did the Buyers ask for a breakdown of the prices?
2. Why was it necessary to stipulate the possibility of part shipment?
3. Why would the prices for the goods delivered from Germany be higher as compared with the prices for deliveries from the UK?

Ex. 36. a) Read the letter.



Rossimport

25th February,...

Dear Sirs,

About this time every year, we have to revise our export prices. This is made necessary by the increased costs from the factories which we have had to take into account over the last six months. As a result, we now enclose a copy of our export price-list which becomes valid immediately.

We are also pleased to enclose our new catalogue and price-list covering our latest models and we should like to draw your attention to three new items: 1, 2, 3.

All these three items will be exhibited for the first time at the European International Spring Fair from March 5th to 9th on stands Nos. 10,11,12.

We thank you for your support in the past and hope to be of service to you in the future.

Yours faithfully,
Thomas & Co

b) Summarize the letter.

c) Think and answer.

1. Will the clients find the Seller's arguments about the price increase reasonable? What makes you think so?
2. What other factors may affect the prices?
3. Why did the Sellers draw the Buyer's attention to the new models?

d) Write a reply to the letter. Say you will visit the exhibition and discuss a possible order then.

Ex. 37. a) Read the letter.

Rossimport

6th October

Dear Sirs,

In reply to your question during our meetings in September, I've got the following information to give you:

Price: The maximum discount we can give is 10% from the price quoted on May 21st, current year, which would make the selling price FOB for five units \$.... We believe this to be a very good price for Rossimport.

In the event that this price is unacceptable to Rossimport, I've been instructed by the factory to offer you two units FOB free of charge for the purposes of testing. The rest of the three units would, however, have to be bought at the full quoted price. We will be pleased to help you with further questions. May I thank you for your time and for the friendly business-like atmosphere in which our talks were held.

I hope we can conclude our business successfully.

Yours faithfully,
Green & Co

b) Summarize the letter.**c) Think and answer.**

1. Why did the Sellers offer two units free of charge?
2. Why did the Sellers believe their price was a very good price for Rossimport?
3. What do you think of further possible development of this business situation?

d) Write an e-mail reply to the firm. Confirm purchase of five machines with a 10% discount.**Ex. 38. a) Read the letter.**

Remember: to indicate — указывать

Rossexport

June 16,...

Gentlemen:

Re^l: Asbestos

We wish to confirm our discussion on May 16th and 17th held in your office in Moscow.

Lesson 4

We've handed to you a shipping schedule covering 21,000 tons of asbestos. You have accepted the shipping schedule, but you indicated that the shipment of 2,000 tons FOB St. Petersburg in June may cause difficulties. You stated that you would do your best to arrange it, but should it not be possible², you will advise an alternate date which would not be too far removed.

We discussed our customers' interest in R-1 grade and we understood that you might be in a position to make certain quantities available to us. We, therefore, order two containers of this grade for shipment to Houston for production tests. This shipment is rather important for the future development of the market in the United States.

We look forward to successful business relationship.

Very truly yours,
George & Co

Notes:

¹ Re: = regarding — касательно, относительно

² should it not be possible — если это будет невозможно

b) Think and answer.

1. What information does a shipping schedule contain?
2. When are shipping schedules drawn up?
3. Do Buyers easily agree to later deliveries?

c) Write a reply to the letter. Confirm the order. Indicate the date of delivery and other terms.

Ex. 39. Give extensive answers.

1. Why is it important to draw up contracts in foreign trade? In what way do they protect the interests of the partners? What information is usually contained in contracts?
2. Who chartered a vessel if goods are sold on FOB terms?
3. What types of Letter of Credit do you know?
4. Whose interests does the L/C protect?
5. Do businessmen sometimes have to renegotiate the price stipulated in the contract? Why? What factors can affect the prices on the market?

Ex. 40. Agree or disagree with the following statements. Give your reasons.

1. Prices are subject to changes on the world market.
2. Price is one of the most important points of the contract.

3. Selling goods is easier than purchasing them.
4. The more trade expands, the better.

Ex. 41. Act out a dialogue on the basis of the following assignment. Meet Mr Dell of a British importing company. Ask him about his flight and the hotel he is staying at. Discuss with Mr Dell the conditions of signing a contract for your products. Offer to take him out in the evening.

UNIT VI

REVISION

MEALS. AT THE RESTAURANT

Ex. 42. a) Read the sign.

Note: chips — хрустящий, жареный картофель

This menu is by the door of a seaside cafe. You and your friends decide to go in for a meal.

b) Answer the following questions:

1. One friend does not like meat. Which meal would he (she) choose?
2. Another friend does not like potatoes. Which meal would he choose?
3. What would you choose if you don't want a hot meal?

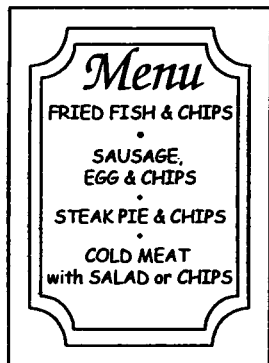
c) Act out a conversation with the waiter. Tell him that you are ready to order and order for the three of you.

Ex. 43. a) Read the newspaper clipping.

EATING HABITS

Remember: to stagnate — застаиваться; загнивать

The recent increase of interest in obesity¹ showed how exposed food companies can be to changes in customers' eating habits.



Soft-drink foods in the US have already seen volumes **stagnate**, while sales of bottled water and other, **healthier**² drinks, have gone from strength to strength.

Most companies are reacting to health concerns. Research and development costs are rising as groups look to change and develop new healthy products. European groups such as Nestlé already spend heavily on such areas. Yet, obesity has not had material influence on process, and other issues must be considered in judging company performance. For example, a recent increase in McDonald's operating performance might be connected with the introduction of healthier menus.

Those with heavy exposure³ to soft drinks, such as Coca-Cola, Schweppes, could find their growth prospects suffer. Those trends will take time. But in the long run, groups with healthier products — such as Danone with bottled water and dairy products — could find themselves rewarded with higher growth.

Notes:

¹ obesity [ou'bi:siti] — тучность

² healthy — здоровый

³ exposure [ik'spouzə] — зд. зависимость

b) Think and answer.

1. What changes have appeared in the people's eating habits?
2. How do changes in eating habits affect the performance of food companies?
3. What is your personal opinion of the modern trends in eating habits?

Ex. 44. a) Read the story.

THE THINGS YOU KNOW

They met here, in the breakfast room of the restaurant, among the hurrying businessmen and tourists, on the first Tuesday of every month. Come rain or shine,¹ they said. They'd made it a regular date these last three years.

"Coffee, ladies?" They both looked up at the waiter, but he was already pouring. Then he moved his eye to Janice's cup. She covered it with her hand. Even after all these years she didn't understand why Americans wanted coffee immediately the waiter arrived. They drank hot coffee, then cold orange juice, then more coffee. It didn't make sense at all.

"I'll have tea. Later".

"English Breakfast, Earl Grey?"

"English Breakfast. But later".

The waiter moved off as if hurt. Janice wasn't surprised. After all, they were two elderly ladies.

"I like the look of poached egg²," said Merrill.

"Poached egg sounds nice". But Janice's agreement didn't mean she'd be ordering it. She thought poached egg was lunch, not breakfast. There were a lot of things on this menu that weren't breakfast either.

"We went to see *The Thin Red Line*," said Janice. We enjoyed it very much. We thought it was very well filmed."

Merrill glanced at her, wondering whether she'd missed some logical step in the conversation.

"But we didn't like this new film with Michael Caine", said Janice as an offering. "He must be as old as us by now."

"Do you think so?"

"Or if not now, he soon will be." They both laughed. That was the thing about movie stars, they managed not to age at the normal rate. They somehow remained the age they were when you first saw them. Even when they started to play older characters, you didn't really believe it; you still thought of them as young, but acting old — and often not very convincingly.

Janice tried to make the sign for the waiter. She had to do it several times and try not to get embarrassed³ when the waiter displayed other priorities.

"I'm ready for my tea now," said Janice.

"English Breakfast, Earl Grey?"

"English Breakfast." She said it nervously, which made the waiter stop checking the table

"Coming right up," he said as he was already moving off.

Janice buttered some toast. She tried to open the lid of a small pot of jam, but with lack of success.

"More coffee, ladies?"

"I'd like some fresh tea."

Janice expected to be offered again the choice of English Breakfast or Earl Grey. But the waiter merely took away the one-cup pot which Americans judged sufficient for morning tea.

When the waiter returned, Janice looked at the pot and said sharply, "I wanted fresh. I didn't just ask for more hot water.."

"I'm sorry?"

"This is the same old teabag." She really was cross⁴.

They talked for some more time, then signed for the waiter.

"Would you divide this cheque?"

"Oh, we can divide it ourselves, Merrill."

"But I had the egg."

"Nonsense." Janice held out a 10-dollar bill.

"Will that do it?"

"Well, it's 12 if we are sharing."

"Typical Merrill," thought Janice. "With the money her husband had left her. And she had the juice as well as the egg." But Janice merely took out two dollar bills, and said "Yes, we're sharing."

(After Julian Barnes)

Notes:

¹ Come rain or shine — что бы ни было

² poached egg — яйцо-пашот

³ to feel embarrassed — чувствовать себя неловко

⁴ cross — раздраженный, сердитый

b) Check your comprehension.

1. Why did the ladies meet at the restaurant?
2. What American traditions seemed strange to Janice?
3. What topic of conversation did Janice suggest?
4. What illusions did both ladies share with regard to actors?
5. What disappointed Janice in the waiter's behaviour?
6. How did the ladies pay for their breakfast?

c) Think and answer. What was the service at the restaurant?

Ex. 45. Give extensive answers.

1. Do you always have dinner at home or do you sometimes eat out?
2. Do you meet your friends at the restaurant? On what occasions?
3. Do you take out your family to the restaurant? Why?
4. What do you usually order for the main course (dessert)? What do you usually drink?
5. Are national dishes served in restaurants?
6. What is the difference between a regular and a self-service restaurant? Which is generally less expensive?

Ex. 46. a) Read the story.

THE LUNCHEON¹

It was twenty years ago when I was living in Paris. I had a small flat and I was earning² very little money. She had read a book of mine and had written to me about it. I answered, thanking her, and then I received from her another letter in which she asked me if I would give her a little luncheon at Foyot's. Foyot's is a restaurant at which French senators eat and I had never thought of going there. But I was flattered³ and I was too young to say "no" to a woman. I answered I would meet her at Foyot's on Thursday at half past twelve.

She was not so young as I expected. She was in fact a woman of forty. I was frightened⁴ when the menu was brought, for the prices were a great deal higher than I had expected. But she said, "I never eat anything for luncheon. I never eat more than one thing. I think people eat too much nowadays. A little fish, perhaps. I wonder if they have any salmon⁵."

Well, it was early in the year for salmon and it was not on the menu, but I asked the waiter if there was any. Yes, they had a beautiful salmon. I ordered for my guest. The waiter asked her if she would have something while it was being cooked. "No", she answered, "I never eat more than one thing. Unless you have a little caviar".

I knew that caviar was very expensive and I could not afford it⁶, but I could not tell her that, I told the waiter, to bring caviar. For myself I chose the cheapest dish on the menu and that was a mutton chop.

Then came the question of drink.

"I never drink anything for luncheon", she said.

"Neither do I", I answered quickly.

"Except white wine", she went on.

"What would you like?" I asked her.

"My doctor won't let me drink anything but champagne."

I ordered half a bottle. I said that my doctor had not allowed me to drink champagne.

"What are you going to drink, then?"

"Water."

She ate the caviar and she ate the salmon. She talked of art and literature and music. But I wondered what the bill would come to and whether I had enough to pay it. I knew exactly how much money I had and if the bill came to more I decided that I would put my hand in my pocket and with a dramatic cry get up and say my money had been stolen⁷. If she had not money enough to pay the bill, then the only thing to

do would be to leave my watch⁸ and say I would come back and pay later. At last she finished.

"Coffee?" I said.

"Yes, just an ice-cream and coffee", she answered.

So I ordered an ice-cream and coffee for her.

"You know, there's one thing I believe in", she said, as she ate the ice-cream. "One should always get up from a meal feeling one could eat a little more."

"Are you still hungry?" I asked.

"Oh, no, I'm not hungry, you see. I don't eat luncheon. I have a cup of coffee in the morning and then dinner, but I never eat more than one thing for luncheon. You see, you've filled yourself with a lot of meat and you can't eat any more. But I've just had a snack and I shall enjoy a peach."

The bill came and when I paid it I found that I had only enough for a very small tip. Her eyes stopped for a moment on the three francs I left for the waiter and I knew that she thought me mean⁹. But when I walked out of the restaurant I had the whole month before me and not a penny in my pocket.

"Follow my example", she said as we shook hands, "and never eat more than one thing for luncheon."

"I'll do better than that", I answered. "I'll eat nothing for dinner to-night."

"Humorist!" she cried, jumping into a cab. "You're quite a humorist."

But I have had my revenge¹⁰ at least. Today she weighs about three hundred pounds.

(After Somerset Maugham)

Notes:

¹ luncheon — a more formal word for "lunch"

² to earn — зарабатывать

³ to flatter — льстить

⁴ to frighten — пугать

⁵ salmon ['sæmən] — лосось

⁶ I could not afford it — я не мог себе этого позволить

⁷ to steal (stole, stolen) — красть, воровать

⁸ watch — часы

⁹ mean — скупой

¹⁰ revenge — месть

b) Say what you have learned about:

1. the woman's behaviour;
2. the reason for the author's nervousness.

c) Think and answer.

1. Why did the author agree to meet the woman at Foyot's?
2. Why did the woman think the author mean?
3. With which of the characters do you sympathize?

d) Choose the proverb which best illustrates the idea of the story. Prove your choice.

1. Appetite comes with eating.
2. Eat at pleasure, drink with measure.
3. After dinner comes the reckoning (расплата).

UNIT VII

VOCABULARY

1. to draw up ['drɔ:ʊp] — составлять
 (drew, drawn) ['dru:, drɔ:n] v
 to draw up | a contract
 | an agreement
 | a document
 | a plan
 | an offer
 | an order
2. legal ['li:g(ə)l] adj — законный
 legal | right
 | adviser
 | holiday
3. expression [ik'spreʃ(ə)n] n — выражение
4. intention [in'tenʃ(ə)n] n — намерение
5. according to [ə'kɔ:diŋ tə] prep — в соответствии с
 e.g. According to the cable the first lot has already been shipped.
6. to cover ['kʌvə] v — 1. покрывать, охватывать
 to cover | expenses
 | a subject
 | a programme
 | the option
 e.g. The sum does not cover our expenses.

Lesson 4

- an agreement**
a contract
a document
a report
- covers...
- e.g. The contract does not cover the delivery of spares.
- to cover** | **needs**
requirements
- e.g. The needs of our home industry will be covered by these supplies. — 2. покрывать (удовлетворять)
7. **patent** [ˈpeɪt(ə)nt] *n* — патент
8. **technology** [tekˈnɒlədʒi] *n* — технология
9. **know-how** [ˈnouhau] *n* — технология производства
10. **up to** *prep* — до (указывает на количественный предел)
- e.g. We can offer you up to ten machines to be delivered next quarter
11. **FOB** (free on board) — FOB, франко борт судна
12. **via** [ˈvaɪə] *prep* — 1. через
- e.g. via one of the Russian ports
- e.g. I found this job via a magazine advertisement — 2. путем, с помощью
13. **option** *n* — выбор, право выбора
- at smb's option**
- e.g. The port of shipment is at the Seller's option
14. **subject to** *prep* — при условии; с соблюдением
- confirmation**
a firm offer
signing a contract
- e.g. This can be done subject to materials being available
15. **DAF** (delivered at frontier) — франко-граница, поставка к границе
16. **pipeline** *n* — трубопровод
- gas pipeline**
17. **border** *n* — граница
- on the border**
18. **definition** *n* — определение; толкование
- definition** | **of the term**
of the meaning of the word
19. **to estimate** *v* — оценивать, устанавливать стоимость
- to estimate** | **the value**
losses
- e.g. We estimate the cost to be five thousand dollars

20. **estimated** *adj* — предполагаемый, расчетный
- | | | |
|------------------|---|--|
| estimated | value
cost
amount
profit | |
|------------------|---|--|
- e.g.* The estimated cost of the project is very high.
- estimated time of arrival, ETA** — расчетное время прибытия
21. **addendum** *n* (*pl.* *addenda*) — дополнение
- addendum to a contract**
22. **to state** *v* — указывать
- | | | |
|-----------------|--|--|
| to state | facts
reasons
questions | |
|-----------------|--|--|
23. **enclosure** *n* — приложение (*к письму, документу*)
24. **inclusive** *adv* — включительно
25. **to express** *v* — выражать
- to express one's opinion**
26. **irrevocable** [*i'revəkəb(ə)*] *adj* — безотзывный
27. **to issue** *v* — выписывать, выдавать, выставлять
- to issue a Letter of Credit**
28. **payable** *adj* — подлежащий оплате, оплачиваемый
29. **account** *n* — счет
- | | | |
|---|----------------|--|
| bank
correspondent
open
personal
special | account | |
|---|----------------|--|
30. **amount** *n* — 1. количество; величина
- | | | |
|---|---------------|--|
| considerable
large
small | amount | |
|---|---------------|--|
- | | | |
|--|---------------|------------------------|
| contractual
estimated
guarantee
invoice | amount | — 2. общая сумма, итог |
|--|---------------|------------------------|
31. **instead of** *prep* — вместо, взамен
- e.g.* I will do it instead of him.
 Instead of skating he took up skiing.
32. **deduction** *n* — вычет, удержание
- to make a deduction**

Lesson 4

33. **bank transfer** — банковский перевод
34. **to instruct** *v* — давать указания
to instruct smb to do smth
e.g. They instructed Mr Brown to re-negotiate the price.
35. **to confirm** *v* — подтверждать
e.g. We would like to confirm the arrival of the delegation.
36. **to affect** [ə'fekt] *v* — повлиять
37. **accordingly** *adv* — соответственно
38. **volume** *n* — объем
volume of | **business trade orders deals the transaction**
39. **considerably** *adv* — значительно
e.g. The prices have increased considerably
40. **to double** *v* — удваивать(ся)
41. **over** *prep* — за, в течение (здесь указывает не период времени)
e.g. What were you doing over the weekend?
42. **to draw smb's attention** — привлекать, обращать внимание
to draw smb's attention to smth — обращать чье-л. внимание на что-л.
e.g. We want to draw your attention to the price quoted in the offer
to draw smb's attention to the fact that ... — обращать внимание на то, что ...
e.g. We wish to draw your attention to the fact that we have doubled our orders lately.
43. **natural** *adj* — естественный
44. **sufficient** [sə'fɪʃ(ə)nt] *adj* — достаточный
e.g. This quantity is quite sufficient.
45. **reduce** [ri'dju:s] *v* — сокращать
to reduce | **supplies prices volume amount**
46. **reduction** *n* — снижение

- | | | |
|---|--|--|
| reduction in the | price
value
volume
quantity | |
| 47. to make supplies | | — производить поставки |
| 48. to be in business (with)
<i>e.g. We have been in business with this firm for many years.</i> | | — торговать (с) |
| 49. in view of prep | | — ввиду чего-либо |
| in view of the | devaluation
situation
difficulties
increase | |
| 50. to take into account [ə'kaunt] <i>v</i>
<i>e.g. We took into account their plans.</i>
to take into account the fact that...
<i>e.g. We took into account the fact that the firm had extended the guarantee period.</i>
<i>syn. to take into consideration</i> | | — принимать во внимание |
| 51. subject <i>adj</i> | | — подлежащий чему-либо, зависящий от чего-либо |
| to be subject to
<i>e.g. The plan is subject to changes.</i>
<i>The price is subject to a 5% discount.</i> | | — подлежать чему-либо |
| 52. wages <i>n</i>
high
low
average | wages | — заработная плата (рабочих) |
| <i>e.g. His wages are high.</i> | | |
| 53. with regard to smth <i>prep</i>
<i>e.g. We have some suggestions with regard to the delivery schedule.</i> | | — в отношении чего-либо |
| 54. to indicate ['ɪndikeɪt] <i>v</i>
<i>e.g. They didn't indicate the time of delivery in the offer.</i> | | — указывать на что-либо |
| 55. to stagnate [stæg'neɪt] <i>v</i> | | — застаиваться, загнивать |

LESSON 5

Grammar Revision:	Participles
Subject for Study:	Business Visits
Revision:	At the Hotel

UNIT I

GRAMMAR REVISION

PARTICIPLES

Ex. 1. Translate into Russian paying attention to Participles I.

1. an oil exporting country
2. participating countries
3. a furniture importing company
4. financing organizations
5. remaining goods
6. manufacturing costs
7. a managing director
8. a purchasing manager

Ex. 2. Match the equivalents paying attention to Participles II.

- | | |
|-----------------------------|---------------------------------------|
| 1. the price quoted | подписанный контракт |
| 2. the contract signed | поставленный (поставляемый) товар |
| 3. the conference organized | предлагаемые услуги |
| 4. the services offered | назначенная цена |
| 5. the materials supplied | изготовленные товары |
| 6. the goods produced | проспонсированная кампания |
| 7. the campaign sponsored | организованная конференция |
| 8. the goods delivered | поставленные (поставляемые) материалы |

Ex. 3. Translate the sentences into Russian.

1. We have received the documents stating the origin of the goods.
2. This is the time of delivery stated in the Contract.
3. We shall send you an e-mail message confirming receipt of your letter.

4. The terms confirmed by the Seller cannot be reconsidered.
5. We requested you to send us a booklet describing the goods you are exporting.
6. Please send us a message indicating the terms of delivery you prefer.
7. Please find enclosed our price-list becoming valid on 1 September, 2005.
8. Last week, I visited this company as part of my marketing trip.

Ex. 4. Use the correct Participles and translate the sentences.

1. They are one of the oldest and largest motor (manufacturing, manufactured) companies.
2. Have you seen any motors (manufacturing, manufactured) by this company?
3. (Manufacturing, manufactured) these engines, they made some changes in the original design.
4. We have changed our (ordering, ordered) procedure because we wanted to ship the goods as early as possible.
5. They have shipped the goods (ordering, ordered) last month.
6. When (ordering, ordered) the goods they asked us to ship the goods in May.
7. (Looking, looked) through your price-list, we noticed a very strange thing.
8. Please note that the meeting (scheduling, scheduled) for October 11th has been brought forward to October 20th.
9. Yesterday, they visited an exhibition (showing, shown) our latest achievements in medicine.
10. Let me have a look at the documents (attaching, attached) to the letter.

Ex. 5. Translate into English.

- а) 1. списки запчастей, приложенные к контракту
2. предметы, экспонированные на выставке
3. здание, размещенное на этой территории
4. встреча, назначенная на 11 часов
5. книга, переведенная на несколько иностранных языков
6. проект, финансируемый этими инвесторами

7. документы, содержащиеся в папке
 8. папка, содержащая эти документы
 9. сообщение, отправленное вчера
 10. отправляя это сообщение
- b)
1. Товар, прибывающий на следующей неделе, должен быть сразу же распакован.
 2. Станок, прибывший вчера, должен быть отправлен на выставку.
 3. Мы знаем, где сейчас находятся два ящика, прибывшие в прошлый вторник.
 4. Суда, прибывавшие в порт, немедленно разгрузались.
 5. Суда, прибывшие в порт вчера, еще не разгружены.

Ex. 6. Read and translate the text.

THE DIFFERENT STAGES INVOLVED IN SENDING MESSAGES BY E-MAIL

First the sender writes the message on his word-processor.

He addresses the message written on the word-processor to the receiver's e-mail number.

The sender's modem turns the message into an electronic signal.

Messages travelling from sender to recipient¹ go along conventional² telephone lines.

Some international messages use a satellite link³ provided for this service.

The recipient's modem converts⁴ the signal into a language that can be read by the recipient's computer software.

Checking the e-mail box, the recipient can see that the message has arrived.

Finally, he opens the e-mail box, reads the message and, if necessary, replies using the same procedure.

Notes:

¹ recipient — получатель

² conventional — обычный, общепринятый, традиционный

³ link — связь, соединение

⁴ to convert — превращать, преобразовывать

UNIT II

WORKING ON THE TEXT
VISIT TO THE PLANT

A

It is common for Buyers' representatives to visit Sellers' premises for technical or commercial discussions either before or after a contract has been made.

One day a Russian trading organization received the following letter from Sweet & Co., their British business partners, concerning a contract signed previously.



✉ Rossimport
For the attention of Mr Stogov
Technical Director

March 3, ...

Re: Contract No...

Dear Mr Stogov,

I am writing to inform you that our engineering department has found it necessary to improve the model which you ordered under the above Contract, by making a few **modifications** as shown in the attached drawings. Although the modifications are very slight, they are very **effective** and improve performance.

Any **alterations** to the Contract become valid if they are made in **writing** and signed by authorised representatives of both parties as per **Clause 16.5** of the Contract.

Lesson 5

Therefore in order to **finalize** the matter we would like to invite you to visit us at our premises. If you **approve** the modifications we shall make an **appropriate amendment** to the Contract.

We **assure** you there would be no **difficulties** in issuing a **visa** to you. We will provide an official invitation in support of your **application** for a visa. Perhaps you would be good enough to let us know if and when you are able to come over.

If you require any other information concerning this matter please do not hesitate to contact us.

Yours sincerely,
A.K. Dodd

International Marketing Manager

Encl.

B



A fortnight later Mr Stogov (Vladimir) came to the UK to settle the matter. The next day he had a talk with Mr Dodd (Michael). After some preliminaries the businessmen came to the point.

Vladimir: Can I see the modified pump units?

Michael: Yes, certainly, Vladimir. We have a few units ready for our French customers. We are now putting the final touch to the machines. Tomorrow we'll start packing them.

Vladimir: I am lucky to have come here today¹, Michael.

Michael: Oh, we are very glad to have you with us. Here is a pair of safety glasses and a helmet for you. Shall we go straight to the workshop?

Vladimir: Fine. Which way is it?

Michael: This way, please. Watch your step.

In the Workshop

508 *The two businessmen come up to Mr Grey (Nick), a senior engineer.*

Nick: Morning, Michael.

Michael: Morning, Nick. Vladimir, this is Mr Grey, or simply Nick. He will give you any help you require. He knows his job. Nick, this is Mr Stogov from Rossimport.

Nick: How do you do?

Vladimir: How do you do?

Michael: Nick, will you show Vladimir a pump unit which hasn't been packed yet? I expect you'll be able to answer any questions Vladimir may like to ask.

Nick: Glad to be of help.

Michael: When you've finished, would you please bring Vladimir to my office?

Nick: All right.

Michael: On the way to the office you may show Vladimir round the workshop. Would this be of interest to you, Vladimir?

Vladimir: That would be very nice.

Michael: Will you excuse me now? I'm expecting a **conference call**. See you later.

609 *After Mr Stogov inspected the unit he was shown round the workshop. Then he came back to Mr Dodd's office.*

Back in Mr Dodd's Office

Michael: Oh, Vladimir, you're back. Are you happy with what you've seen here?

Vladimir: Oh, yes. I consider your workshop technically very **advanced**.

Michael: I'm glad your **impression** is favourable. We re-equipped the workshop completely last year. As a matter of fact it's now state-of-the-art. The **level of automation** has increased and the **output** has increased too.

Vladimir: I wish I could see the whole plant. Would it be very difficult to arrange this?

Michael: **Unfortunately** it can't be done today. Some **repairs** are being carried out in most workshops and so no visitors are

allowed for safety reasons. The repairs will take a few weeks. You are welcome to come any day when you come to London again.

Vladimir: Fine. I look forward to coming back soon, Michael.

Michael: And what do you think of the modified pump you've seen?

Vladimir: The modifications seem quite reasonable. I haven't got any objections to them.

Michael: That's very good. We've prepared a draft amendment for signature. Have a look at this very short text! If you have any changes to propose, I shall be glad to discuss them.

Vladimir: Good. ... Everything seems all right. I am signing it. Here you are. May I have a copy signed by both of us?

Michael: Why, certainly. Here is a copy for you. Vladimir, will you join me for lunch, please.

Vladimir: Thank you, I'll be glad to.

Michael: I have made a reservation in the restaurant nearby. It's really very good. Can you guess its name? At the Office. So I'm always at the office, or ... At the Office.



Some time later after Mr Stogov returned to Moscow, he sent the following e-mail message to the British company:

Dear Mr Dodd,

Will you please let me know the progress of the Contract? Once again I thank you for a most helpful and enjoyable visit.

Yours faithfully,
Vladimir Stogov

Note:

¹ I am lucky to have come here today. — Я рад, что приехал к вам сегодня

SECTION A

Ex. 7. Read the letter.

Ex. 8. Check your comprehension.

1. What modifications did Mr Dodd mention in his letter?
2. What procedure with regard to modifications was stipulated in the Contract?
3. What invitation did Mr Dodd extend?

4. What help did Mr Dodd offer?
5. What reply did the Seller expect to receive?

Ex. 9. a) Say what you have learned about:

1. the reasons for the Buyers' visits to the Sellers' premises;
2. business relations between Rossimport and Messrs. Sweet&Co;
3. the modifications suggested by the Sellers;
4. the approval of the amendment.

b) Translate the letter into Russian.

c) Write a similar letter changing names, numbers and some other details.

Ex. 10. Think and answer.

1. Why do Buyers often visit Sellers' premises before (after) a contract is signed?
2. What clauses of the contract are more liable to changes?
3. What is the procedure of making amendments to contracts?

SECTION B

Ex. 11. Read the dialogues.

Ex. 12. Check your comprehension.

1. What machines did Mr Dodd offer to show to Stogov?
2. What was Stogov's reaction?
3. Why did Mr Dodd offer Stogov glasses and a helmet?
4. Where did Mr Dodd take Stogov to?
5. What was Mr Grey?
6. Why did Mr Dodd ask him to show Stogov the machines?
7. Whose idea was it to show Stogov round the workshop?
8. What was his impression of the machines and the workshop?
9. What document did he sign?
10. Why did he send Mr Dodd an e-mail message after he returned to Moscow?

Ex. 13. a) Say what you have learned about:

1. the Buyers' plan to finalize the matter;
2. the help Mr Grey gave Stogov in the workshop;

3. Stogov's impression of the modified pump unit and the workshop;
4. Stogov's request to see the whole plant;
5. the way the appropriate amendment was finalized.

b) Reproduce the dialogues.

c) Act out three similar dialogues, suppose Mr Dodd is offering to show the units intended for an exhibition.

UNIT III

WORKING ON WORDS

difficulty in doing smth

Ex. 14. a) Ask and answer as in the model.

— Why didn't you *sign the Contract*?
— We had some difficulties in *negotiating the price*.

Prompts:

1. to ship the goods on time / to get an export licence;
2. to arrange the exhibition / to build a pavilion;
3. to make extra supplies / to buy some parts;
4. to make alterations in the equipment / to change the design;
5. to exhibit the model / to translate the instructions into Japanese;
6. to repair the unit / to buy some spare parts.

b) Now say what difficulties you sometimes have.

to make a great (big, strong, unforgettable, etc.)
impression on smb

Ex. 15. a) Read the model.

London made a great impression on me. I'll never forget its museums, galleries and parks.

b) Now say what city (town, exhibition, gallery, performance, trip, etc.) impressed you greatly.

reason for doing smth

Ex. 16. a) Read the model.

We have a few reasons for *making the modifications*.
The major reason is *the low capacity of the machine*.

b) Say that you have some motives:

1. to extend Mr Brown's stay in Moscow;
2. to expand the exhibition-area;
3. to improve the testing facilities;
4. to ask the Buyers to open the L/C earlier;
5. to buy the patent (licence, know-how, etc.).

to object to smb's doing smth

Ex. 17. a) Read the model.

We don't object to your *making these alterations*
and hope it won't take you long.

b) Say that you will not have objections if your partners:

1. make slight modifications;
2. modify the packing;
3. amend the Guarantee (Packing, Insurance, etc.) Clause;
4. authorize Mr Smith to sign the Contract (amendment, protocol, papers, etc.).

c) Now say what Buyers sometimes object to.**Ex. 18. Translate into English.**

1. Они провели ремонт в двух цехах. Третий цех все еще ремонтируется.
2. Мы просим вас присылать нам уведомления о ходе выполнения заказа по факсу или по электронной почте.
3. Мы возражаем против того, чтобы вы вносили какие-либо изменения или поправки в пункт контракта о гарантии.
4. Новое помещение фирмы произвело на нас очень благоприятное впечатление.

5. К сожалению, у нас не создается впечатления, что это передовой в техническом отношении завод.
6. Он уполномочен утвердить этот график.
7. У нас нет никаких причин, чтобы возражать против этих поправок.
8. Они испытывают определенные трудности с фрахтованием судов.
9. Это дополнение к контракту должно быть сделано в письменном виде. Оно должно быть подписано лицами, имеющими право подписи.

* * *



Уважаемый г-н Браун,

Мы получили Ваше письмо от 13 апреля с предложением о внесении изменений в конструкцию станка, который Вы должны поставить по Контракту 21/8. Мы внимательно изучили предлагаемые Вами изменения.

К сожалению, у нас есть возражения против некоторых изменений. Мы считаем, что этот вопрос лучше обсудить во время личных встреч и посещения Вашего завода.

Г-н Тулин, сотрудник нашей фирмы, который сейчас находится в Лондоне, уполномочен решить данный вопрос. Он свяжется с Вами в ближайшее время.

С уважением, ...

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 19. a) Complete and translate.

to translate + ion	= translation
to inform + ation	= information
to modify + ication	= modification

1. to hesitate → ...
2. to object → ...
3. to apply → ...
4. to examine → ...
5. to confirm → ...
6. to celebrate → ...
7. to organize → ...
8. to indicate → ...
9. to create → ...
10. to alter → ...

b) Complete the sentences.

1. They are planning to modify the equipment. They assure us that the ... will be very effective.
2. They have altered the Guarantee Clause, The... seems very important.
3. We haven't applied for a visa yet. The... will be sent next week.
4. He hesitated to sign the document. Everybody saw his...
5. We had to object to their plan and expressed our... in the letter.
6. Please inform us of the date of shipment. We need this ... urgently.
7. We have translated the Contract into English. Have you looked through the ...?

ARTICLES

Ex. 20. a) Supply the articles or possessive pronouns where necessary.

1. He will go on ... business to France either in March or April.
2. Not long ago he went on ... business trip to Italy.
3. I've got the impression he is still on ... vacation.
4. I hesitated to contact you when you were on ... holiday trip.
5. During ... business trip he finalized the Contract.
6. The visa for... trip was issued last week.
7. The repairs started when everybody was on ... holiday.

b) Translate into English.

1. Все сейчас в отпуске.
2. Когда он уехал в командировку?
3. Сейчас он находится в командировке в Новосибирске.
4. Во время командировки они увидели много интересного.
5. В прошлом году у него было несколько командировок по России.

TENSE AND VOICE

Ex. 21. a) Supply the correct forms of the verbs.

1. You will be able to see the machines if you (to come) to our premises.
2. I am looking forward to our meeting and if you (to have) any questions please do not hesitate to contact us.
3. We are not sure if the repairs (to complete) in two weeks.
4. If you (to approve) the model, we shall make a contract.
5. Please let us know if you (to be) able to make a draft contract next week.

6. We don't know if the results of the talks which are to end next Monday (to be) encouraging.
7. They will send the Contract for signature if all the matters (to finalize) during the negotiations.

b) Translate into English.

1. Если мы решим все вопросы сегодня, завтра мы подпишем контракт.
2. Они приедут на наш завод, если у них будет достаточно времени.
3. Просим сообщить нам, сможете ли вы приехать в этом месяце.
4. Сообщите, пожалуйста, готово ли оборудование к отгрузке.
5. Когда товар будет готов к отгрузке, свяжитесь, пожалуйста, с нами.

PREPOSITIONS

Ex. 22. a) Supply the prepositions where necessary.

1. In our letter of August 5th we invited a team of your specialists to visit... our premises in Canada.
2. We extended an invitation to you to visit... our facilities in London.
3. Thank you for the hospitality shown to our party during our recent visit ... London.
4. One of our senior engineers will also take the opportunity of visiting ...you.
5. We have made very small modifications ... the machines.
6. We propose an amendment... the Inspection Clause.
7. They have applied ... a visa ... their representative.
8. After some preliminaries I came ... the point.
9. The workshop made a very good impression .. me.
10. Our prices are ... the level of those of our competitors.
11. We don't object... modifications.
12. Please send us one copy back ... signature.
13. We hope the visit will be ... your satisfaction.

b) Translate into English.

1. Во время их визита на завод они увидели несколько новых моделей.
2. Мы получили на подпись два экземпляра контракта.

3. Почему вы возражаете против этой даты?
4. Г-н Славнов уже обратился за визой.
5. Мы предлагаем это дополнение к контракту.

MISCELLANEOUS

to make — to do

Ex. 23. a) Choose and use.

1. We shall then apply for the visa and (make, do) travel arrangements.
2. I am sure the progress of the order was (made, done) to your satisfaction.
3. Very slight modifications have been (made, done) in this model.
4. We are (making, doing) some alterations in the design.
5. If you accept our proposal an amendment will have to be (made, done).
6. A lot has been (made, done) for safety reasons
7. He has (made, done) a very good job.
8. I have to (make, do) a conference call today.
9. The testing facilities (made, did) a big impression on them.
10. This transaction is well (made, done).
11. The annual report will be (made, done) by the end of the week.
12. He (made, did) me repeat his instructions.
13. He wanted to (make, do) sure I understood.

b) Complete these fixed phrases with either **to do** or **to make**.

1. ... oneself understood
2. ... one's best
3. ... well
4. ... sure
5. ... everything one can
6. ... something about it
7. ... a note of it

c) Use the correct word in the correct form.

1. We ... a lot of business with this country.
2. I think I ought to ... an appointment..
3. I ... a number of useful contacts at the Fair.

Lesson 5

4. We ... progress but it's a long job.
5. If we don't ... much of a profit, at least we won't ... a loss.
6. One can't ... business without taking risks.
7. I can never ... any work on the plan.
8. It looks as if someone has ... a silly mistake on this invoice.
9. It ... a lot of damage to their reputation.
10. Their factory ... a very poor impression on me.
11. I'll ... enquiries for you and get back to you later today.
12. We'll have to ... something about it.
13. We've ... a lot of work, but we haven't ... much progress.

d) Translate into English.

1. Они сделали в переводе несколько ошибок.
2. Когда вы сделали этот запрос?
3. Инженер сделал всю эту работу вчера.
4. Необходимо что-то сделать немедленно.
5. Они добились больших успехов.

e) Answer the following questions.

1. With what countries is your trading organizations doing business?
2. How many contracts have been made this year?
3. What work is usually done before a contract is concluded?
4. Do you often make amendments to contracts?
5. In what cases are amendments, alterations and modifications made?

* * *

1. What progress in English have you made by now?
2. Can you easily do translations from Russian into English?
3. Do you make any mistakes when you speak?
4. What types of exercises do you like doing?
5. How long does it usually take you to do your home assignment?

SOCIALISING

Introductions

Let me introduce you to ...	— Разрешите представить вас ...
Let me introduce ... to you.	— Разрешите представить вам ...
Let me introduce myself.	— Разрешите представиться.

May I introduce ...?	— Можно представить ...?
I'd like to introduce ...	— Я хотел бы представить ...
I'd like you to meet ...	— Хочу познакомить вас с ...
Please, meet ...	— Познакомьтесь, пожалуйста. Это ...
Do you know ...?	— Вы знаете ...?
Have you met ...?	— Вы встречались с ...? / Вы знакомы с ...?
I don't think we have met.	— Мне кажется, мы не знакомы. Я
I'm General Manager of ...	генеральный директор... Меня
My name is...	зовут... / Моя фамилия ...

Responses

Pleased to meet you.	— Рад познакомиться с вами.
Nice to meet you.	
Nice meeting you.	
A pleasure to meet you.	

Ex. 24. a) Read the short dialogues.

- Let me introduce you, Mary. This is Charles Hammond. Charles, this is Mary.
— How do you do, Mary.
— How do you do, Charles.
- I think you two have already met. Steve Brown — Ruth Smith.
— How are you, Ruth?
— Fine. And how are you, Steve?
- Nice to meet you.
— It's nice to meet you too.
- Well, if you'll excuse me, I have to go now.
— It was nice meeting you.
— I was very glad to have met you too. Hope to see you again sometime.

b) Dramatize the situations.

- Introduce yourself to a group of English businessmen at a party.
- Introduce your colleague who does not speak English.
- You are introduced to an English businesswoman.

UNIT V

SPEECH EXERCISES

Ex. 25. a) Read the dialogue.

Remember: subcontractor — субподрядчик



Mr Rechetov, a senior engineer from a Russian company, is visiting a plant of English subcontractors who are to deliver some instruments under a general contract signed by the Russian company and White and Co.

Hopkinson: Mr Rechetov, would you like to have a look around?

Rechetov: Yes, that'll be very interesting, Mr Hopkinson..

Hopkinson: You may call me Joe.

Rechetov: Very good. And my first name is Oleg.

Joe: Which of the shops would you like to see first, Oleg?

Oleg: If you don't mind, let's start with the assembly shop. I wish I could also see your technical testing department¹.

Joe: Fine. Before we start the tour I think I should tell you we have re-equipped our assembly shop this year. It almost doubled the output. So I can assure you the order Messrs. White and Co. have placed for you will get to you on time.

Oleg: That's very encouraging, thank you.

Joe: Will you now follow me, please. I'll lead the way.

Note:

¹ I wish I could also see your technical department. — Я также хотел бы посмотреть ваш технический отдел.

b) What is there in the dialogue to suggest that:

1. Mr Rechetov wanted to see two shops;
2. the assembly shop had been re-equipped;
3. Mr Hopkinson promised timely delivery.

c) Think and answer.

1. What progress had been made on the Contract?
2. Why did Mr Rechetov want to look around the two shops?

d) Act out a similar dialogue. Suppose Rechetov wanted to see the packing house as well.

Ex. 26. a) Read the letter.

Mr Fedorov,
General Manager
RussProduct

17 October, ...

Dear Mr Fedorov,

Please forgive me for the fact that I did not write earlier to thank you for a most enjoyable evening at Highgate. I thoroughly enjoyed listening to you and hope on your next visit to London I may have the opportunity of inviting you to dinner and that it may be possible for you to make a visit to our completed new tannery¹ in Beverley.

We should have the new finishing department completed by the end of the year and I should very much like to show you round.

I have been away for the last three weeks on a visit to Buenos Aires and I have only just returned.

Yours sincerely,
G. B. Odey

Note:

¹ tannery [tæn(ə)rɪ] — кожевенный завод

b) Summarize the letter.

Note the pronunciation: Buenos Aires [ˌbwenəs 'aɪəɪz]

c) Suppose you are Mr Fedorov. Write a reply to the letter. Inform Mr Odey of your arrival in London on December 10. Ask him to arrange your visit to the tannery between 15–18 December.

Ex. 27. a) Read and translate the letter.

Remember: regarding — относительно, о

Russinstrument
For the attention of Mrs Borisova
Manager

April 13, ...

Dear Madame,

Re: Contract No. ...

Following the signature of the above contract and the successful completion of the first technical meeting, we feel that it will help our expanding

relationship with your organizations if your executives see further development of the contract work, and the plant of the International Tool Inc. in the United States of America. The plant was put into operation last year and employs the same large-scale reactors as those which we are supplying to Russia. This will be the first visit by a Russian delegation to the International Carbide plant using large-scale reactors.

On behalf of the Board of Directors of the International Tool Inc. I would like to extend an invitation through you, to your executives to visit our manufacturing premises in the United States of America. We are prepared to make all the arrangements regarding the visas and flight reservations.

We hope this visit will be of significant help and great value in the continued work between us on the completion of the Plant and would also be of great assistance in promoting our business relations.

We will be highly honoured and delighted if you accept this invitation.

Yours sincerely,
M. B. Harris
Manager

b) Think and answer.

1. Would the response to the invitation be positive or negative?
2. Do Sellers often extend similar invitations?
3. How are programmes for visits worked out?
4. Why are programmes sometimes modified?

c) Write a reply to the American corporation. Thank them for the invitation. Inform them of the dates of the visit and ask them to support the applications for visas.

Ex. 28. a) Give extensive answers.

1. Are Buyers invited to Sellers' premises more often before or after the Contract has been signed? For what purpose are they invited?
2. What arrangements are usually made before specialists come to the Sellers' premises?
3. Are Sellers usually willing to show visitors round their premises? Why?
4. Do businessmen always send letters to express thanks for the hospitality shown to them?

Ex. 29. Agree or disagree with the following statements. Give your reasons.

1. The commercial side of contracts is always finalized at the Buyers' premises.
2. Buyers are very seldom invited to Sellers' premises to see the equipment in operation.
3. Foreign companies themselves work out programmes for our specialists to visit their plants.
4. Foreign companies usually cover all the expenses connected with visits of Russian specialists to their business premises.

Ex. 30. Act out dialogues on the basis of the following assignments.

1. You are a representative of the Buyers. Receive a representative of the Sellers in your office. The Sellers are inviting you to their premises to let you see some new models they are offering you. Discuss arrangements and the programme of your visit.
2. You have visited the technical testing department and seen the new models in operation. Tell the Sellers what your impression is. Say that you also wish to see the main workshop, if possible.
3. You are introduced to the Manager of the main workshop. He is taking you around the workshop. At the end of the walk express your impressions and thank him for his help and hospitality.

UNIT VII

REVISION

AT THE HOTEL

Ex. 31. Read the text.

HOTEL FACILITIES

Large hotels usually prefer payment by credit card, and you can expect that rooms will have facilities like a bathroom, colour TV, and direct-dial telephone. In some hotels you may have to ask about things like these:

room service, sports room, business services, fitness centre, swimming pool, air conditioning, jacuzzi, non-smoking rooms, hair drier, colour TV, satellite TV, telephone, fax machine.

Lesson 5

Here is the price list of a hotel in the United States:

MIRACLE HOTEL PRICES	
Executive suite ¹ (two luxury ² bedrooms)	\$ 695 per night
Bedroom 1, has king size bed, bathroom	
Bedroom 2, has two queen size beds, bathroom plus, wide screen TV, wet bar ³ , guest washroom	
Standard suite	\$ 450 per night
Bedroom with king size bed, bathroom,	
Parlour ⁴ , wet bar	
Double room (1 or 2 person occupancy)	
With king size bed	\$ 125 per person supplement
With two queen size beds	\$ 125 per person supplement
(Children under 14 sharing a room with two adults ⁵ stay FREE)	
Single room (1 person occupancy) with one double bed	\$ 170 per night
Extras	\$ 30 per night
Cot ⁶ (for children under 8)	
All our rooms have private bath, shower, direct-dial telephone, individual climate controls & colour TV	
State tax (currently at 18%) will be added to all charges.	
Service included.	

Notes:

¹ suite [swi:t] — номер люкс

² luxury ['lʌkʃəri] — роскошь

³ wet bar — бар с напитками (в номере гостиницы)

⁴ parlour ['pa:lə] — гостиная

⁵ adult ['ædʌlt] — взрослый

⁶ cot — раскладушка

b) Answer the following questions.

1. What facilities are usually available at hotels?
2. What is the most expensive accommodation at the Miracle Hotel?
3. What facilities are offered in standard suites?

4. How many guests can stay in double rooms?
5. What does the charge of \$30 mean?
6. What state tax do the guests have to pay at the Miracle Hotel?
7. Are hotel charges subject to change?

Ex. 32. a) Read the dialogue.

CHECK-IN AT A HOTEL

- Front desk clerk:* Good afternoon. Can I help you?
- Mrs Stein:* Yes. Do you have any vacancies starting tonight?
- Front desk clerk:* Yes, ma'am, we do. How long would you like to stay?
- Mrs Stein:* For four nights.
- Front desk clerk:* What kind of room would you like?
- Mrs Stein:* A single, if possible.
- Front desk clerk:* Let me see ... Will you be paying by credit card?
- Mrs Stein:* Yes, Mastercard. Here you are.
- Front desk clerk:* That's Mrs Stein? I'll just take an impression of¹ your card. Would you please complete the guest registration card?
- Mrs Stein:* Certainly.
- Front desk clerk:* Here's your credit card, ma'am, and your room key.
- Mrs Stein:* Thank you.
- Front desk clerk:* This is your room charge card. You'll need this if you charge anything in the restaurant or lobby shops. Could you sign it here?
- Mrs Stein:* OK.
- Front desk clerk:* Right. Your room is on the seventh floor. The bell captain² will take your bags up to your room.
- Mrs Stein:* Thank you. Oh, is the restaurant still serving lunch?
- Front desk clerk:* Our main restaurant closes at two-thirty, but you can get something to eat in the all-day coffee shop. It's located across the lobby.
- Mrs Stein:* Thank you very much.
- Front desk clerk:* You're very welcome. Enjoy your stay with us.

Notes:

¹ take an impression of — переснять, скопировать, сделать оттиск

² bell captain — портье

b) Summarize the dialogue.

Ex. 33. a) Read the short dialogues which could be heard in the hotel lobby.

1. *Jane:* Could you call me a cab, please?
Bell captain: Yes, ma'am. Where are you going?
Jane: Downtown¹.
Bell captain: Sure, take a seat in the lobby. It'll be five minutes. I'll let you know when it's here.
2. *Tom:* Could you get my car, please?
*Valet*²: Sure. What model is it?
Tom: It's a gray Dodge Dynasty. It's in lot³ B.
Valet: I'll bring it around right away.
3. *Larry:* I'm waiting for the airport courtesy bus⁴.
Bell captain: Do you have a reservation, sir?
Larry: Yes, I do.
Bell captain: The bus will be here at 16:00. Take a seat. I'll look after your bags.
Larry: Thank you.

Notes:

¹ downtown (Am.) — центр города

(Br.) — окраина города

² valet — служащий гостиницы, отгоняющий и подгоняющий обратно автомобили (лиц, остановившихся в гостинице или приехавших в ресторан)

³ lot — сектор (стоянки автомобилей)

⁴ airport courtesy bus — автобус, забирающий пассажиров из отеля / отелей и отвозящий их в аэропорт (одна из услуг, предлагаемая аэропортами)

b) Answer the following questions:

1. What did Jane ask the bell captain to do?
2. Did Tom ask the valet to drive away or to bring around his car?
3. By what bus did Larry want to get to the airport?
4. What did the bell captain tell him?

c) Reproduce the three dialogues.

Ex. 34. a) Read the price list of business services at a hotel.

BUSINESS SERVICES (as of¹ 1 September, ...)

Photocopying	25c per page
Collating ² , stapling ³	15% extra
Presentation binders ⁴	\$ 2.50 per page
Colour copying	\$ 3.00 per page
Fax reception	no charge
Int'l ⁵ fax transmissions	\$ 7.00 for the first page plus \$ 5.00 for each additional one
Computer rental	\$ 15.00 per hour
Modem use	\$ 10.00 per hour plus telephone line charges
Mobile phone rental	\$ 15.00 per day plus \$ 1.00 per minute of talk

Notes:

¹ as of — по состоянию на² to collate — проверять листы (брошюруемой папки/ книги)³ to staple — скреплять скрепками, брошюровать⁴ binder — папка (обычно на кольцах)⁵ int'l = international**b) Say what business services would you need at this hotel and how much you would pay for the services.****Ex. 35. a) Read the dialogue.**

- Philip: Pardon me, I'd like some help, please.
 Clerk: Yes, sir. What can I do for you?
 Philip: I want some photocopying done.
 Clerk: That's no problem. What do you need?
 Philip: I'd like ten copies of these documents.
 Clerk: How many pages are there?
 Philip: Fifteen. I'd like them printed on both sides, collated and stapled.
 Clerk: Are you sure you want them stapled? We have some presentation binders if you like.
 Philip: May I see them?
 Clerk: We have them in gray, white or blue. They are \$2.50 each.
 Philip: That's fine. I'll take the blue ones. When will they be ready? I have a meeting at eleven.
 Clerk: They'll be ready in half an hour.
 Philip: That's great. Can you charge them to my room account? I'm in 743.
 Clerk: Room 743. Just a moment ... That's Mr Snow?
 Philip: Yes, that's right. Thank you. How much will that be?

b) Think and answer.

1. What documents do you think Philip wanted to be copied?
2. Why did he need ten copies?
3. Why did the clerk offer presentation binders?
4. How much did Philip pay for the service?
5. In what way did he pay?

c) Reproduce the dialogue.

Ex. 36. a) Read the text.

LOOKING FOR A HOTEL

It was the Sunday before the August Bank Holiday. We were tired and hungry and when we got to Datchet we started off to look for shelter¹ for the night.

We passed a very pretty little hotel but there was no honeysuckle² around it, and for some reason or other, I had got my mind fixed³ on honeysuckle, and I said:

“Oh, don’t let’s go in there! Let’s go on a bit further, and see if there isn’t one with honeysuckle over it”.

So we went on till we came to another hotel. That was a very nice hotel, too, and it had honeysuckle on it, but Harris did not like the look of a man who was standing near the front door. He said he didn’t look a nice man at all, so we went on further. We went a goodish way without coming across any more hotels, and then we met a man, and asked him to tell us the way to a few.

He said “Why, you are coming away from them. There are only two hotels in the place.”

“Oh, we had been there, and didn’t like them. And no other hotel?” — Harris asked.

“None”, replied the man.

“What are we to do?” cried Harris.

Then George spoke up. He said Harris and I could get a hotel built for us, if we liked. Finally we decided to go back.

We had to follow George. When we came to the hotel we had seen first, the landlord⁴ came up and said: “Good evening, gentlemen”.

“Oh, good evening,” said George, “we want three beds, please.”

“Very sorry, sir,” said the landlord, “but I am afraid we can’t manage⁵ it.”

“Oh, well, never mind,” said George, “two will do. Two of us can sleep in one bed.”

“Very sorry, sir,” repeated the landlord, “but we really haven’t got a bed vacant in the whole house. In fact, we are putting two, even three gentlemen in one bed, as it is. Three gentlemen sleeping on the billiard-table already, and two in the coffee-room. Can’t possibly take you in tonight.”

We had to go over to the other hotel. The people at the hotel did not wait to hear us talk. The landlady met us on the doorstep with the greeting that we were the fourteenth party she had turned away within the last hour and a half. As for our weak suggestions of stables⁶, billiard-room, or coal-cellars⁷, she laughed them all off: all these places had been occupied long ago.

Did she know of any place in the whole village where we could get shelter for the night?

Well, if we didn’t mind it — she didn’t recommend it, but there was a little bar half a mile down the road. We waited to hear no more; we picked up our bags and ran.

(After J. K. Jerome)

Notes:

¹ shelter — укрытие, приют

² honeysuckle — жимолость

³ I had got my mind fixed on ... — мне непременно хотелось...

⁴ landlord — хозяин (отеля, сдаваемой квартиры, дома)

⁵ we can’t manage it = we can’t offer you three beds

⁶ stables — конюшня

⁷ coal-cellar — подвал для хранения угля

b) Summarize the text.

UNIT VII

VOCABULARY

- | | |
|---|-------------------------|
| 1. common <i>adj</i> | — общепринятый, обычный |
| 2. premises [<i>'premisiz</i>] <i>n pl</i> | — помещение |
| on/at the premises | |
| business premises | |
| office premises | |
| <i>e.g.</i> They said we could have a talk at their premises. | |

3. **either... or...** ['aiðə] *conj.* — или ... или ..., либо ... либо...
 (Am.) ['i:ðə]
e.g. You can either replace the machine by a new one or correct the defects at your expense.
4. **modification** *n* — видеоизменение, изменение, модификация
syn.: a change, an alteration
 modification in / into smth
 to make |
 to introduce | **modifications**
 to carry out |
 slight |
 small | **modifications**
 great |
 considerable |
e.g. We proposed they should make a few slight modifications in the washing machines.
5. **effective** *adj* — эффективный
 effective | **modification**
 | **control**
 | **methods**
 | **plans**
6. **alteration** [ˌɔltə'reɪʃən] *n* — изменение
 an alteration in smth
 to make |
 to introduce | **alterations**
e.g. A number of alterations have been made in the design.
syn.: modification
7. **in writing** *adv* — в письменной форме
syn.: in written form
8. **as per** *prep* — согласно (употребляется в официальных текстах; следующее далее существительное стоит без артикля)
e.g. We confirm our telegraphic instructions as per copy enclosed.
9. **clause** [klo:z] *n* — пункт контракта
 guarantee |
 inspection |
 insurance | **clause**
 payment |
 packing |

10. to finalize *v* — договориться о чем-либо окончательно; окончательно установить
- to finalize | prices
matters
shipping
arrangements
contracts
sales
details
11. to approve [ə'pru:v] *v* — утверждать, одобрять
- to approve | amendments
plans
amendments
alterations
schedules
models
12. appropriate [ə'prɒpriət] *adj* — соответствующий ситуации, подходящий
- appropriate | clause
alterations
modifications
papers
documents
13. amendment *n* — поправка, изменение (к документу)
- an amendment in / into smth
to make
to propose
to finalize
to sign | amendments
e.g. A few amendments have been made in the Contract.
14. to assure [ə'ʃʊə] *v* — заверять, уверять
- e.g.* We assured the firm we would fulfil our contractual obligations.
15. difficulty *n* — трудность, затруднение
- a difficulty in doing smth
e.g. Do you have any difficulty in understanding spoken English?
16. visa ['vizi] *n* — виза
- to issue
to support
to apply for
to receive | a visa
e.g. We shall support your visa.

Lesson 5

17. **application** [ˌæpliˈkeɪʃn] *n* — заявление, заявка
 an application for | a visa
 | a job
18. **sincerely** [sɪnˈsiəli] *adv* — искренне
e.g. Yours sincerely,...
syn.: Yours faithfully,...
19. **preliminaries** [priˈlimɪnəriz] *n pl* — предварительные действия
 (формальности, обмен мнениями)
20. **to come to the point** — переходить к делу (к существу вопроса)
 — безопасность
21. **safety** *n*
 for smb's / one's safety
 complete safety
 to guarantee safety
 Запомните сочетания:
 safety regulations — правила (техника) безопасности
 safety glasses — защитные очки
22. **helmet** *n* — шлем
23. **senior** [ˈsiːniə] *adj* — старший
 senior | engineer — старший инженер
 | foreign correspondence — старший иннокорреспондент
 | assistant — старший товаровед
 | commodity expert
24. **conference call** — телефонный разговор между тремя и более участниками
 — передовой
25. **advanced** [ədˈvɑːnst] *adj*
 advanced | technology
 | plants
 | workshops
 | ideas
26. **impression** *n* — впечатление
 favourable
 unfavourable
 unforgettable
 great
 strong | impressions
 big
 poor
 first
e.g. What were your first impressions of London?

- to make an impression on smb** — производить впечатление на
e.g. His speech made a strong impression on us. кого-либо
- to get the impression that...**
e.g. He got the impression that the machine wasn't reliable. — У него создалось впечатление, что машина ненадежна.
27. **level** [ˈlevl] *n* — уровень
on the level of...
advanced |
high | **level**
low |
28. **automation** [ˌɔ:təˈmeɪʃn] *n* — автоматизация
29. **output** *n* — производительность, выпуск продукции; мощность
30. **unfortunately** [ˌʌnˈfɔ:tʃəntli] *adv* — к сожалению
e.g. Unfortunately they didn't approve the amendment.
31. **repair** [rɪˈpeə] *n* — ремонт
to be under repair — быть в ремонте
to carry out repairs — производить ремонт
e.g. The workshop is under repair. — Цех ремонтируется.
32. **to allow** [əˈlaʊ] *v* — разрешать
syn.: to let
Compare:
 1. The doctor didn't allow him to go out.
 2. The doctor didn't let him go out.
33. **reason** [ri:zn] *n* — причина, соображение, довод
reason for | **smth**
 | **doing smth**
e.g. Give me your reason for doing that...
 There is every reason to believe that... — Есть все основания полагать, что...
34. **objection** [əbˈdʒekʃ(ə)n] *n* — возражение
35. **to object** [əbˈdʒekt] *v* — возражать, протестовать
to object to | **smth**
 | **smb's doing smth**
e.g. They objected to her making an amendment.
36. **draft** *n* — проект (документа)

Lesson 5

Запомните сочетания:

draft	contract
	amendment
	constitution

37. **signature** ['signəʃɜ:] *n* — подпись
to put one's signature to (a letter)
to send (a document) for signature
38. **progress** *n* — успехи, достижения
e.g. What progress has been made on
the Contract?
39. **subcontractor** [ˌsʌbkən'træktə] *n* — субподрядчик
40. **regarding** *prep* — относительно, о
syn.: concerning
e.g. We sent you a cable regarding the
latest modifications.

LESSON 6

Grammar:	Present Conditionals
Subject for Study:	The City
Revision:	Contract

UNIT I

GRAMMAR

PRESENT CONDITIONALS

STEP 1. READ THE SENTENCES.

1. If you increased the order, they would reduce the price.
Если бы вы увеличили заказ, они бы снизили цену.
2. If I was (were) you, I should (would) start learning English.
На вашем месте я бы начал изучать английский язык.
3. If the director were in, he could receive you.
Если бы директор был на месте, он смог бы вас принять.

Данные примеры иллюстрируют нереальное, воображаемое действие, зависящее от нереального, воображаемого условия, и выражаемое в русском языке частицей "бы". Они могут относиться к настоящему или будущему времени. В придаточном предложении употребляется форма глагола, совпадающая с **Simple Past Tense**. Глагол **to be** имеет форму **were** для всех лиц. В современном английском языке, однако, есть тенденция употреблять форму **was** для 1 и 3 лица единственного числа (см. пример 2). В главном предложении употребляется **should** для 1 лица единственного и множественного числа, **would** для всех остальных лиц единственного и множественного числа и инфинитив смыслового глагола без частицы **to**. В современном английском языке есть тенденция употреблять **would** для всех лиц единственного и множественного числа. Глагол **can** имеет форму **could** как в главном, так и в придаточном предложении (см. пример 3).

STEP 2. PRACTISE THE USE OF PRESENT CONDITIONALS.

Ex. 1. Supply the correct forms of the verbs.

1. They (to accept) this lot of instruments if only they (to be) satisfied with today's tests.

Lesson 6

2. If she (to be) free today, she (not to hesitate) to join us.
3. If my child (to have) such a high temperature, I (to call) the doctor immediately.
4. I (to be able to do) a much better job if I (not to be) so tired now.
5. If he (to care for) sport at all, he (to join) us at the stadium, I am sure.
6. If he (to be) interested in these models, we (to arrange) to see them in operation today.
7. If they (to want) to improve the machine-tools, they (to introduce) some modifications in them immediately.
8. If the Buyer (to approve) the samples today, we (to start) producing the selected models immediately.
9. If you (to look into) the appropriate documents right away, you (to understand) the situation.
10. If the Buyers (to approve) the modifications proposed by us, we (to make) an amendment to the contract by the end of the week.
11. If the workshop (not to be) under repair at the moment, we (can, to walk around) and (to see) the latest tools in operation.

Ex. 2. Ask and answer as in the models.

- a) — What would you do if you *needed a visa support*?
— I would send a telex to the firm.

Prompts:

1. to feel very tired;
2. to have a bad headache;
3. not to be satisfied with the quality of the goods;
4. to find the price too high;
5. fail to keep an appointment;
6. to wish to advertise a new model;
7. to wish to improve the model.
8. to develop a new product;
9. to wish to increase sales.

- b) — Where would you go if you wanted *to buy a pair of shoes*?
— I would go to the department store.

Prompts:

1. to see a new film;
2. to have a good rest;

3. to have medical help;
4. to watch a football match;
5. to see the machines in operation;
6. to get a better idea of technical achievements.

Ex. 3. Say and respond as in the model.

— *She stays at home most of the time.*
 — *In her place I would go out more.*

Prompts:

1. My friend wishes to buy a light coat.
2. She misses so many English classes.
3. Petrov does not intend to visit the plant.
4. They agree to a discount of 2%.
5. The firm wants to buy Model 5.
6. They do not expand the expo grounds.
7. They do not participate in this fair.

Ex. 4. Say and respond as in the model.

— *This company launches a new product every year.*
 — *If we didn't launch a new product every year, we would not increase our business.*

Prompts:

1. to observe safety regulations;
2. to make modifications in the machines on a regular basis;
3. to improve the models;
4. to make amendments to the contract in writing;
5. to send the appropriate documents to the Customs;
6. to research the marketing opportunities;
7. to keep in close touch with the market.

Ex. 5. Make conditional sentences for the following situations.

1. The buyer does not increase the order. The Seller does not give a discount.
2. The company does not introduce modifications in the machine. The demand for it does not increase.
3. They don't take appropriate measures. The situation in town does not improve.
4. They do not issue visas. We can't go to Britain.

Lesson 6

5. They don't make amendments in writing. We don't consider them valid.
6. The Sellers don't send us a letter of support. We can't speed up obtaining visas.
7. He doesn't care about his manners. He doesn't make a favourable impression on people.
8. He hasn't got any spare time. He won't learn German.
9. I don't know his address. I can't find his house.
10. The service engineer of the Seller isn't in Moscow now. He can't repair the machine.

Ex. 6. Choose the correct variant.

1. If we ... credit from the bank, we ... our own business.
A. get, have started C. should get, will start
B. got, would start D. would get, can start
2. If the firm ... the prices, they ... their sales.
A. have lowered, should increase C. lowered, would increase
B. lowered, shall increase D. had lowered, would increase
3. If the Buyer ... his order up to 100 tools, we ... him a discount of 3%.
A. has increased, will give C. increased, would give
B. increased, shall give D. will increase, will give
4. If they ... research of marketing opportunities, they ... what sort of product is required by customers.
A. have done, have found out C. will do, shall find out
B. had done, will find out D. did, would find out
5. If the Buyer ... in cash, we ... him a 5% discount.
A. pays, would give C. paid, will give
B. has paid, have given D. paid, would give
6. If he ... a course of training, he ... a good specialist.
A. took, would make C. has taken, made
B. takes, has made D. will take, will make
7. If he ... friendlier to people, he ... more friends.
A. has been, had C. will be, will have
B. were, would have D. was, will have

Ex. 7. Answer the following questions.

1. What country would you go to if you didn't require a visa?
2. Would you buy a flat or a house if you had money? Where would you buy it?

1. What place in London would you see first if you got there?
4. Suppose you would want to set up your own business. What would you start with?
5. Suppose you would want to launch a new product. What would you start with?
6. Suppose you received foreign businessmen. What restaurant would you invite them to? What places of interest in Moscow would you show them? What museums would you invite them to? What other entertainments would you offer them?
7. What would you arrange if you had a birthday soon?
8. What would you do if you won £ 1,000,000?
9. What make of car would you buy if you had money?
10. What sport would you take up if you had some spare time?

Ex. 8. Translate into English.

1. Если бы мы лучше знали коммерческую ситуацию на рынке, мы бы знали, какой товар пользуется большим спросом.
2. Если бы вы были осведомлены о положении на рынке, вы бы знали, какие цены устанавливать на ваши товары.
3. Если бы нас интересовали станки этой компании, мы бы постарались посетить завод, изготавливающий эти станки.
4. Если бы я поехал в командировку в Японию, я бы постарался выучить несколько фраз на японском языке.
5. Если бы меня направили работать в другую страну, я бы постарался узнать как можно больше о ней.
6. Если бы наш план одобрили без задержки, мы бы начали выполнять его уже в следующем месяце.
7. Если бы они не возражали против изменений в контракте, мы бы могли подписать его уже завтра.
8. Если бы модификации, предлагаемые вами, были эффективными, мы бы одобрили их.

UNIT II

WORKING ON THE TEXT

BIG CITIES — LONELY PLACES

I had now been jobless for nearly eighteen months. I was **hating** these people who could deny¹ me the right to earn my living. I was considered too well **educated**, too good for lowly jobs and too black for anything better.

Fortunately for me, every now and then, some person or persons would say or do something² so **unselfish** or friendly that I would for a while forget my difficulties and **hurts**. It was from such an unexpected quarter that I received the helpful advice which changed the whole course of my life.

I had been sitting beside the lake in St. James's Park, watching passers-by throwing bits of food to the ducks³. Near me was seated a thin old gentleman reading the Times, who occasionally **commented** on the colour or **habits** of the ducks. He sounded quite pleasant but I didn't **feel like talking** with anybody. He did not seem to mind my **attitude**, however he said to me:

"Been in England long, haven't you?"

I did not feel like conversation, especially on the subject of being in England.

"Big cities are lonely places and London is no exception." He wanted to talk: some old gentlemen are like that.

"It's no one's fault, really," he continued; "a big city cannot **afford** to be distracted⁴ from the important job of being a big city by such an unimportant item as your happiness or mine."

I was suddenly interested. He knew I was with him⁵, listening and his grey eyes were kind. He continued:

"Those tall buildings there are monuments to the industry and effort which have made this a great city. You need to be a fighter to live in it, not exist, live. Anybody can exist, but living is different. It can be hard, but it can also be **fun**, there's so much going on all the time that's new and **exciting**."

If you were a Negro you'd find that even existing would provide more **excitement** than you care for."

He looked at me and suddenly **laughed**; a laugh gay and rich.

"I wondered how long it would be before you talked to me," he said. "Talking helps, you know; if you can talk with someone you are not lonely any more, don't you think so?"

As simple as that. Soon we were talking like old friends and I had told him everything.

"Teaching," he said. "That's the thing. Why not get a job as a teacher?"

"I have had no **training** as a teacher."

"Oh, that's not absolutely necessary. Your degrees will be taken into account instead, and I feel sure that with your experience and **ability** you could **do well**. They **need teachers badly**. I don't suppose Education Authorities⁶ can be **bothered** about the colour of people's skins. Anyway you needn't **mention** it in your letter of application."

"I've tried that before. It didn't work."

"Try it again, you've nothing to lose. I know for a fact that there are many vacancies for teachers in the East End of London."

"Why especially the East End of London?"

"People say it is rather a **tough** area and most teachers prefer to look for jobs **elsewhere**."

"And you think it will be just right for a Negro, I suppose."

"Now, just a moment, young man. Don't ever **underrate**⁷ the people of the East End; from those very **slums** come many professional and scientific men and quite a few of our **politicians**."

I felt that I had angered him, and **apologized**.

"Anyway, you try it. No need to mention your colour at this stage."

It happened just as he **predicted**. I was invited to the Ministry of Education for an **interview**, and later a letter arrived informing me that I would be accepted subject to a satisfactory **medical** examination. After that was arranged I received a final letter confirming my **appointment**.

(After E. R. Braithwaite)

Notes:

¹ to deny smb smth — отказывать кому-либо в чем-либо

² Every now and then some person would say or do something — эд. would употребляется для обозначения повторяющегося или привычного действия в прошлом.

³ duck — утка

⁴ to distract — отвлекать

⁵ I was with him — I followed him

⁶ Education Authorities — органы образования

⁷ to underrate — недооценивать

Ex. 9. Read the text.

Ex. 10. Check your comprehension.

1. What problem was the author faced with?
2. What helped him in his difficult situation?
3. How did the old gentleman try to start a conversation?
4. How did the old gentleman describe big cities?
5. What difference did he see between living and existing?
6. What did the old gentleman recommend the author to do?
7. Why was the old man proud of the East End?
8. What job did the author get?

Ex. 11. Say what you have learned about:

1. the author's position and his difficulties;
2. the old man's comments on life in a big city;
3. the advice which changed the author's life;
4. the East End of London.

Ex. 12. Think and answer.

1. Why had the young man been jobless for a long time?
2. Why did the old man choose to talk about life in a big city?
3. How did the meeting in the park help the young man in his future life?
4. Do older people often feel like talking?

UNIT III

WORKING ON WORDS

to feel like doing something

Ex. 13. Read the model.

I feel like *having a cup of strong coffee*

Say that you want to ski (skate; have a good dinner; watch TV; listen to classical, pop or soft music; have a good rest; play tennis ...)

Now say what you really feel like doing at the moment.

Ex. 14. Ask and answer as in the model.

— Would you care *for a cup of coffee*?
— No, thank you. I don't feel like *having coffee*. I'd rather have some tea.

Prompts:

1. a swim in the pool;
2. a game of tennis;
3. some music;
4. a cigarette;
5. a drink;
6. a walk in the forest...

Now say what you really don't feel like doing at the moment.

smb can (can't) afford to do smth

Ex. 15. Ask and answer as in the model.

— Are you planning *to go anywhere this summer?*
 — I'd like to, but I can't afford to go away now.
 My mother is too ill.

Prompts:

1. to go to a summer resort (on an excursion);
2. to buy a new car (coat, camera, flat, this quantity of goods)

Now say what you would really like to do but don't have enough time, money or opportunity for it.

to comment on smth

Ex. 16. Answer the following questions.

1. Did you hear the political commentator the other day? What did he comment on?
2. What events were commented on in the TV news programme you watched yesterday?
3. Do you often listen to sports commentators? Who regularly comments on sports events on TV?
4. Do writers and poets often comment on the latest books? Do you always agree with their comments?
5. What do theatre critics comment on?

a habit of doing smth

Ex. 17. a) Read the model.

I don't like his habit of *interrupting people.*

b) Say you do not like that he:

1. drives too fast;
2. laughs too loudly;
3. drinks a lot;
4. smokes too much;
5. comes late to classes;
6. hurts people's feelings;
7. comments on people's manners.

to apologize to smb for doing smth

Ex. 18. Answer the following questions.

1. When do you have to apologize to people?
2. When do Buyers (Sellers) have to apologize to Sellers (Buyers)?
3. In what cases do the theatre (concert hall, stadium) authorities have to apologize to the public?

Ex. 19. Translate into English.

1. Им очень нужны эти станки, чтобы закончить строительство завода.
2. Каково ваше отношение к этому вопросу?
3. В своем сообщении он прокомментировал последние события в странах Азии.
4. У меня нет желания выходить на улицу в такую погоду.
5. После отъезда детей она чувствует себя очень одинокой.
6. Мне не нравится его привычка звонить так поздно.
7. Она не может себе позволить часто ходить в театр, так как у нее много работы.
8. Фирма преуспевает в производстве вышеупомянутых станков.
9. Он не стал упоминать этот незначительный факт в своем докладе.
10. Нам придется разместить заказ где-нибудь еще.
11. Они извинились перед нами за задержку ответа на наше письмо.

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 20. a) Complete and translate.

un + healthy *adj* = unhealthy *adj*

1. happy → ...
2. expected → ...
3. educated → ...
4. necessary → ...
5. reliable → ...

b) Complete the sentences.

1. The slums of London are the most (attractive) areas of the city.
2. I think you have to apologize for your (friendly) behaviour.
3. I would place business elsewhere as this firm seems (reliable).
4. Their (selfish) attitude and friendship helped the girl to forget her hurts.
5. The (satisfactory) results of the medical examination bothered him a lot.
6. His childhood was rather (happy) as he had to earn his living from early childhood.
7. The reporter covered the main points of the matter without mentioning (important) details.

ARTICLES

Ex. 21. a) Answer the following questions. Which paper or magazine would you buy if you wanted:

1. to get the latest news?
2. to improve your English?
3. to learn about sports events?
4. to read some sensational stories?
5. to learn the latest gossip (сплетни)?
6. to know what's on at the theatres (cinemas)?
7. to have fun?
8. to read advertisements?
9. to get some serious information?

b) Supply the articles where necessary.

I love living in Venice, it's full of ... history, I like it because it's quite ... small city. I think it's got ... population of about 200,000 people, but there are lots of ... tourists, especially in ... summer, and there's not enough ... room for them all. Of course, there are no ... cars or ... lorries, but there are ... water buses on ... main canals all ... day and ... night, and it's not far to walk anywhere in ... city. But you need ... lots of money to live here. ... flats are very expensive and everything comes from ... main land, so ... prices of ... everyday supermarket items are rather high. And apart from ... cinemas and ... theatres, there's not much to do in ... evenings. But I still love it here.

c) Summarize the text.

TENSE AND VOICE

Ex. 22. a) Supply the correct forms of the verbs.

1. If the competition (to get) tough they'll start business elsewhere.
2. We'll apologize to them tomorrow when we (to contact) them by telephone.
3. We'll mention the drop in business when we (to find) it appropriate.
4. You'll hurt his feelings if you (not to apologize) to him.
5. If he (to be) an unselfish person he'll never think of doing such a thing.

b) Choose the correct variant.

1. She ... to me and we are friends again.

A. has apologized	C. will apologize
B. had apologized	D. is apologizing
2. When I ... the room he ... on the latest project.

A. has entered, commented	C. had entered, commented
B. entered, was commenting	D. was entering, has commented
3. If you ... at his behaviour it .. his feelings.

A. will laugh, will hurt	C. laugh, will hurt
B. have laughed, has hurt	D. laugh, is hurting
4. If you ...him at this hour you ... him.

A. phone, will bother	C. are phoning, are bothering
B. will phone, will bother	D. have phoned, bothers
5. After he ... the medical examination he ... the appointment at school.

A. passed, will get	C. has passed, gets
B. passes, will get	D. had passed, has got

PREPOSITIONS

Ex. 23. Supply prepositions where necessary.

1. What's your attitude ... the latest book written ... this author?
2. She teaches ... children literature ... school.
3. I heard him apologize ... his friends ... bothering them so often.
4. He hates her habit... leaving the child alone.
5. Is he a Londoner? — No, he comes ... Birmingham.
6. her report she commented ... the latest achievements made ... medicine.
7. Nobody likes to be laughed

MISCELLANEOUS

Ex. 24. a) Choose and use.

to say, to tell, to speak

1. He ... he started earning his living since early childhood.
2. She ... me she always feels lonely when she remains alone.
3. The manager ... about the latest models and commented on the alterations made by the engineer.
4. She ... that she cannot afford to go away as she has to look after the children.
5. At the talks they ... about the tough competition on the market.
6. He ... me that after a year of training he was doing rather well at the office.
7. He ... a lot but did not mention the new appointment.
8. She ... that she didn't approve of his attitude to the new plan.
9. He is in the habit of... English to his friends.

b) Read the model.

He (she) told me that...

He (she) said that...

c) Say what your friend told you about:

1. the exciting football match he saw the other day;
2. his visit to the plant;
3. the exhibition he visited;
4. the telex he received the other day;
5. the figures the speaker mentioned in his report;
6. the results of the final tests.

d) Suppose you had business talks with Mr Brown the other day. Remember what Mr Brown (your engineers) said (spoke about) during the talks.

Ex. 25. a) Choose and use.

to learn, to teach

1. She ... history at school and she is doing well as a teacher.
2. You have to... more if you want to make progress.

3. I ... a lot of useful things from my mother. She always ... me to be unselfish.
4. My chief has been in business for years. One can ... a lot from him,
5. Parents should ... their children good manners.
6. You have to ... grammar rules carefully if you want to speak accurate English.

b) Answer the following questions.

1. Why did you start learning English?
2. Why do so many people learn foreign languages now?
3. What other foreign language besides English would you learn if you had the opportunity?
4. What are the best ways of learning a foreign language?
5. Do you think teaching is a difficult (interesting, exciting, tiring) job?
6. What do parents teach their children? Are children taught to respect grown-up people? to be unselfish? to be friendly to others?

SOCIALIZING

Offering help and hospitality

The following phrases can be used to offer hospitality and help. Notice that nearly all offers are made by asking a question.

Would you like a cup of coffee?

Would you like a lift back to your hotel?

Shall I pick you up at the airport?

Would you like me to try to change the tickets?

Do you want me to photocopy this for you?

Ex. 26. Read the six situations and choose one of the offers of help on the right for each situation.

Situation	Offer
1. You are meeting someone at the airport. He arrives with two heavy cases.	Can I get you all another drink?
2. You have been out for a meal with some friends. One of them lives near you. He hasn't got a car.	Would you like me to book you a room in the local hotel?
3. At an exhibition someone expresses interest in your products.	Let me give you a hand with your bags.

- | | |
|--|---------------------------------------|
| 4. You are having a drink with some colleagues at an office party. | I can put some brochures in the post. |
| 5. You are phoning a customer about arrangements for his visit. | Do you want a lift? |

Ex. 27. a) A visitor has just arrived in your company. You have been asked to look after this visitor. What would you say in the following situations?

e.g. Offer him a seat.

1. Offer to take his coat.
2. Offer him a sandwich, coffee, etc.
3. Offer to show him some company literature.
4. Offer to organize a trip round the factory for him.
5. Offer your general help.

Would you like to take a seat until Mr Brown arrives?

Let me _____
Shall I _____?

Would you _____?

If you _____, I would _____.

Let me know if there's anything else _____

UNIT V

SPEECH EXERCISES

Ex. 28. a) Read the dialogue.

ART GALLERIES AND MUSEUMS

- Petrov:** Can you tell me, if there are many museums in London?
- Black:** Quite a lot. The place I like best of all is the Victoria and Albert Museum. It's an exciting place, with paintings, sculpture, ceramics, musical instruments, and so on, all beautifully arranged in historical periods.
- Petrov:** That sounds wonderful, I must remember to go there. And isn't there a Science Museum?
- Black:** Yes, a most exciting exhibition, if you are interested in engineering. But hello! Here is Williams Green, a friend of mine. How's life, old man? How goes it?
- Green:** O. K. How's yourself?

Lesson 6

- Black:* All right. Meet Mr Petrov.
Green: How d'you do? You just visiting London, or staying here?
Petrov: I'm working here and trying to see as much of London as I can. There's so much to be seen, and so little time to see it in.
Green: Yes, that's always the trouble. There's so much to see here — old and new, parks and palaces, shops and theatres.

b) Say what you have learned about museums of London.

c) Reproduce the dialogue.

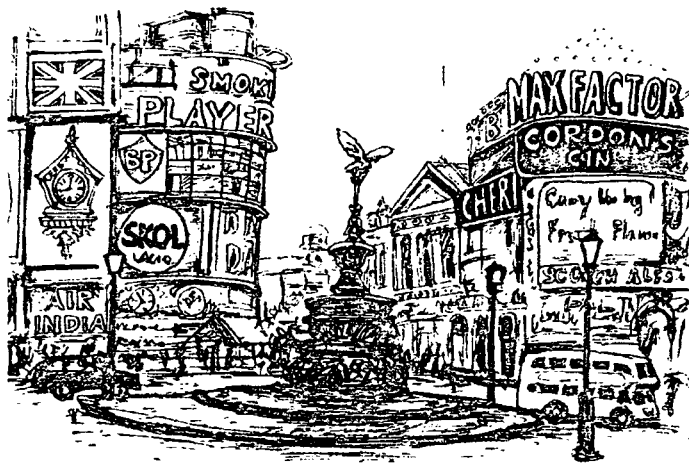
d) Act out a similar dialogue. Mr Petrov and Mr Black are talking about parks in London.

Ex. 29. a) Read the text.

PICCADILLY CIRCUS

It is difficult to say what is the real centre of London, but many people would choose Piccadilly Circus. This is because it is not only central but also where we find most of London's best-known theatres and cinemas, the most famous restaurants.

The buildings around the Circus are decorated with bright signs advertising goods and entertainments.



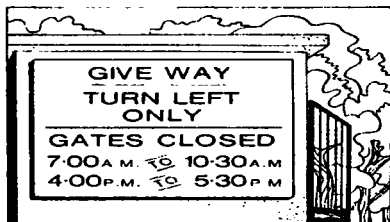
It is especially in the evening that Piccadilly Circus is crowded with people going to the theatre or the cinema, or perhaps to a restaurant. Many others have come for an evening walk; they will probably have a cup of coffee or a glass of beer before they go home. There are people of many nationalities in the crowd. Many foreign visitors are among them too. One hears around various languages. It has been said that if you listen carefully, you may even hear English!

b) Say, what information the text gives about:

1. the attractive features of Piccadilly Circus;
2. the evening life of Piccadilly Circus.

Ex. 30. a) Read the sign.

b) Suppose you are driving through a large park and see this sign. Answer the following questions:



1. Is this sign for drivers only?
2. Are the gates to the park open all day?
3. What two things does the sign tell you to do?

c) Act out a talk with an Englishman who is driving towards this gateway. You see that it is half past four in the afternoon. What do you tell him?

d) Now explain the meaning of the following signs:

1. ONE WAY
2. DO NOT OBSTRUCT THIS GATE AT ANY TIME
3. NO ENTRY TO OXFORD STREET
4. U-TURN
5. DEAD END


Note:

¹ to obstruct — загроживать

Ex. 31. a) Read the dialogue.

Remember: advantageous [ædvəntʃ'etɪdʒəs] — выгодный, полезный

Lesson 6

 Miss Robinson, a representative from a residents' committee meets the manager of a car ferry¹ company Mr Taylor.

Taylor: Do come in, Miss Robinson. Please sit down. Now what can I do for you?

Robinson: Well, as you know, I'm from the Fishby Residents' Committee.

Taylor: Of course.

Robinson: The thing is, the people of Fishby — all the ones I've spoken to at least — are very concerned about the future of their town.

Taylor: That's understandable. It's a very beautiful town you have here.

Robinson: Let me come straight to the point, Mr Taylor. If your firm's application to create a car ferry terminal at Fishby is approved, our town will be destroyed. This is what we fear.

Taylor: You exaggerate, Miss Robinson. How can a simple jetty² and a terminal building destroy Fishby?

Robinson: Heavy lorries, passing through the main streets. Think of the noise and vibrations, the pollution, the traffic...

Taylor: Surely a few container trailers won't do any harm?

Robinson: A few would be all right! But it only takes a few hauliers³ to use your line regularly and the flood-gates⁴ will be open.

Taylor: You know, Miss Robinson, we are talking about one crossing to the continent a day.

Robinson: And what about lorries arriving to exchange trailers? A container depot?⁵ And goodness knows how many lorries sitting around waiting for customs clearance?⁶ I've been to other ports, you know. I know what goes on.

Taylor: Could I ask you something, Miss Robinson?

Robinson: Certainly.

Taylor: Have you thought about the benefits to your town? We know that Fishby has an unemployment problem, like everywhere else. Now if our application is approved, there'll be a need for forwarding agents,⁷ warehousing facilities — a lot of opportunities for the town. So much employment ... And that is just thinking about freight transport passing through the town: just import and export trade.

Robinson: Why? What else have you got in mind?

- Taylor:* The tourist trade! Private cars in the summer! Think of the benefits to shopkeepers and hoteliers!⁸ Good heavens, Miss Robinson, when you think of the opportunities we are offering you ...
- Robinson:* Quite frankly, Mr Taylor, I don't believe that your scheme will bring employment to local people, and we certainly don't want Fishby to become a vulgar holiday resort. If you think that these things are any compensation for making Fishby a giant transport café for international carriers, you've got to think better.
- Taylor:* Given what you say, Miss Robinson, I'm not sure, with respect, that you can really say that you represent the people of Fishby.
- Robinson:* I was elected to the committee!
- Taylor:* Yes, you were. But not by the people who know anything about the **advantageous** offer when they see one. This is a great opportunity for Fishby.
- Robinson:* Well, we know where we both stand. We'll both have the chance to put our views to the town when we meet at the public meeting.
- Taylor:* Yes, I look forward to the opportunity. Good bye, Miss Robinson.
- Robinson:* Good bye, Mr Taylor.

Notes:

¹ car ferry — паром, перевозящий автомобили² jetty — пристань³ haulier — перевозчик⁴ flood-gates — шлюзы⁵ depot ['depou], ['di:pou] — склад⁶ customs clearance — таможенная очистка товара⁷ forwarding agent — экспедитор (фирма, занимающаяся транспортировкой товара)⁸ hotelier [hou'teliə] — владелец и/или управляющий отелем**b) Check your comprehension.**

1. What was Mr Taylor's business?
2. What was the main point Miss Robinson came to discuss with Mr Taylor?
3. What did Mr Taylor's company plan to create in Fishby?

4. Why were Fishby's residents worried about the construction of the terminal?
5. What could be the benefits of the construction of the terminal for Fishby?
6. How was the matter going to be finalized?

c) Summarize the dialogue.

d) Think and answer.

1. What did Miss Robinson mean by the flood-gates?
2. Do you think the construction of the terminal would have a positive or negative effect on the life of that small town? Why do you think so?

Ex. 32. a) Read the story.

A CENT CUT INTO TWO PIECES

I worked at an office. I wrote short stories about life in New York.

One day, as I was engaged at the office, Tripp came in. I didn't know exactly where Tripp was working, but he was very poor. He was pale and unhealthy, and whenever he came I knew that he was going to ask me for a dollar, and then spend it on whisky.

This time Tripp looked more unhappy than ever.

"Well, Tripp, how are you?" said I. "Have you got a dollar, Mr Chalmers?" asked Tripp. "Would you like a good plot¹ for a story? I've got an excellent one. It will probably cost you a dollar or two."

"What is the story?" I asked impatiently.

"It's a girl. A real beauty. She has lived in a village for twenty years and has never seen New York City before. I happened to meet her in the street. I was passing by when she addressed me and asked where she could find George Brown. Asked me where she could find George Brown in New York! She comes from a little village and has seen nothing in her life but farms. I talked to her. She told me she was going to marry a farmer next week. But there had been a certain George Brown who had left the village some years ago and gone to the city to earn money.

He never returned to the village. But before marrying the farmer, Ada — her name is Ada — wants to find George Brown and to have a talk with him as she seems to care for him still. That is why she has come to New York ... I couldn't leave her alone. She told me that she had spent all her money and that she didn't know what to do and where

to go. So I took her to a boarding house and left her there. I want you to come with me to see her."

"What nonsense you are talking, Tripp," said I. "I thought you said you had a plot of a story."

"Oh, it will make a story, I assure you," said Tripp. "You can describe the girl and add a lot about true love — well, you know how to do it and it will cost you only four dollars."

"How will it cost me four dollars?" I asked.

"One dollar to the landlady in the boarding house," Tripp answered, "and two dollars to pay the girl's fare home."

"And the fourth dollar?" I asked.

"One dollar to me," said Tripp, "for whisky. Are you coming?"

There was nothing to be done but I said to myself that Tripp would never persuade me to give him his dollar for whisky. Angrily I accompanied him to the boarding house. Tripp was right; she was a beauty. We found Ada comfortably sitting in an armchair and crying. She told me everything. When she spoke about George Brown tears came to her eyes. What could I do? I was not George.

"George and I," she went on, "loved each other. When he was nineteen — that was six years ago — he left the village and went to New York to earn money. He said he would come back for me. But I never heard from him any more. On the day we parted² George and I cut a cent into two pieces. I took one piece and he took the other, and we promised to be devoted to each other. Something has happened to him, I am sure. It certainly was very silly³ of me to come here looking for him. I never even suspected⁴ what a big place New York is."

And then Tripp and I told her how important it was for her to stop looking for the unlucky George and to return home at once.

I paid the landlady a dollar, and the three of us left the boarding house. I bought a ticket and a red rose for Ada. We saw her off. And then Tripp and I looked at each other. Tripp seemed even more unhappy than usual.

"Can't you make a story of it?" he asked me. "Not a line," said I. "There is nothing interesting in this little adventure; but we have helped Ada. Let us try to forget it," said I. I did not want to give Tripp his dollar for whisky. Just as we were walking toward the bus stop, Tripp took out his handkerchief, and I saw a cheap silver watch chain⁵. Something was hanging on the watch chain. It was a half of a cent that had been cut into halves.

"What?" I said, looking at him with surprise. "Oh, yes," he answered, "my real name is George Brown. But what's the use?" Without

another word I took Tripp's whisky dollar out of my pocket and put it into his hand.

(After O. Henry)

Notes:

- ¹ plot — сюжет
- ² to part — расставаться
- ³ silly — глупый
- ⁴ to suspect — подозревать
- ⁵ chain — цепь, цепочка

b) Say what you have learned about:

1. Tripp; 2. Ada; 3. Chalmers.

c) Think and answer.

1. What made Tripp sure that Chalmers would get interested in the girl's story?
2. Why couldn't Ada marry the farmer without seeing George Brown first?
3. Why did Tripp want the girl to leave New York?
4. Why didn't Ada recognize Tripp?
5. Why didn't Tripp tell Ada his real name?

d) Choose the proverb which best illustrates the idea of the story. Prove your choice.

1. A good name is better than riches.
2. East or West, home is best.
3. Lost time is never found again.

Ex. 33. Read the text.

Remember: appealing — привлекательный

LIVING IN THE CITY

Living in a city has both advantages and disadvantages. On the plus side, it is often easier to find work, and there is usually a choice of public transport, so you don't need to own a car. Also there are a lot of interesting things to do and places to see. For example, you can eat in good restaurants, visit museums, and go to the theatre and to concerts. What is more, when you want to relax, you can usually find a park bench and read a book. All in all, city life is full of bustle¹ and variety and you need never feel bored.²

However, for every plus there is a minus. For one thing, you might have a job, but unless it is very well-paid, you will never be able to afford many of the things that there are to do, because living in a city is often very expensive. It is particularly difficult to find good, cheap accommodation. What is more, public transport is sometimes crowded and dirty, particularly in the rush hour, and even the parks can become very crowded, especially on Sundays when it seems that every city-dweller is looking for some open space and green grass. Last of all, despite all the crowds, it is still possible to feel very lonely in a city.

City life can be particularly **appealing** to young people, who like the excitement of the city and don't mind the noise and pollution.³ Many people, when they get older, often prefer the peace and fresh air of the countryside.



Notes:

¹ bustle — суета

² to feel bored — скучать

³ pollution — загрязнение

b) Summarize the text.

c) Think and answer.

1. Do you share the author's views of living in a big city? Why?
2. Do you share the British saying: variety is the spice (острота) of life?

Ex. 34. Give extensive answers.

1. What are the advantages and disadvantages of living in a city (in the countryside)?
2. What are the major attractions of London (Moscow, St. Petersburg, Kiev, New York)?
3. What are the major problems of big cities and how are they solved?
4. What transport (sports, educational, entertainment, etc.) facilities are modern cities provided with?

Ex. 35. Give your views.

1. Big cities offer better opportunities to younger people.
2. Life in the country is healthier and quieter.
3. Every city has its own face.

UNIT VI

REVISION

CONTRACT

Ex. 36. a) Read the dialogue.

Remember: to resume — возобновлять

- Mr Ashley, the Seller of computers, meets Mr Burov of an importing company to discuss their future contract.



Burov: Well, what's on the morning agenda today?

Ashley: There is one final problem that needs discussing.

Burov: You're right. The price.

Ashley: What about the price? I'm sure our price is acceptable, isn't it?

Burov: I can't say that the price you quoted impressed me very much. It has gone up 25 per cent against the price list. How can you explain this?

Ashley: First of all, world market prices have been growing lately. Moreover, we have incorporated some modifications in the computer.

Burov: I see, you've raised your price because of the growth in prices on the world market. Is that right?

Ashley: That's so, plus the modifications.

- Burov:* But your price is higher than that for similar types of computers quoted by other companies.
- Ashley:* May be so, but you seem to ignore the fact that from the technical point of view our computers are far more advanced. And at the same time their technical servicing has been simplified. That's another attractive feature of our computer. We also can guarantee the high reliability of our product.
- Burov:* We appreciate that. Otherwise we wouldn't be here discussing all these problems. But I still think the price is rather high. What would you say to an 8 per cent discount off the contract price? And we can suggest payment in cash within 30 days of the effective date of the contract.
- Ashley:* Let me see ... This method of payment is definitely attractive to us. But in any case the maximum discount we can talk about could be 3 percent. Our transaction should be mutually beneficial, shouldn't it?
- Burov:* Oh yes, certainly.
- Ashley:* You know, Mr Burov, I have to talk about your suggestion with my people. Do you mind if we break off now and resume our talks tomorrow?
- Burov:* No objections. See you tomorrow then. Good bye, Mr Ashley. Have a nice day!
- Ashley:* Good bye, Mr Burov. Same to you.

b) Summarize the dialogue.

c) Reproduce the dialogue.

Ex. 37. a) Read the letter.

✉ Mr V. V. Shmelov, Director
Rossimport

August 11, ...

Dear Mr Shmelov,

We advised you recently of our intention to raise the price of our Copying Machine 660 from \$... to \$

Our price for this product has remained stable for a considerable period of time. There are two principal reasons for the price increase:

1. Our manufacturing costs have increased in the current inflationary climate.
2. We have incorporated a new drum¹ cleaning system at additional cost.

Lesson 6

The advantages of the new drum cleaning system provide the following benefits for the end-user²:

- a) improved copy quality;
- b) longer drum life, because of reduced abrasion;
- c) high copy volume (up to 50,000 copies).

We are enclosing our revised export price list which will come into force beginning on the 15th October. Would you therefore, please base all future orders on these new prices which are to be understood FOB.

We shall exhibit at next year's European Fair (25th April until 3rd May) in Hall 1, Stand No a number of entirely new developments.

You will receive from us, under separate cover, literature on this equipment and it would indeed be a great pleasure if you could pay us a personal visit on our stand or, if possible, here in London.

Yours sincerely,
Smoke Director

Notes:

¹ drum — барабан

² end-user — *syn.*: client

b) Summarize the letter.

c) Think and answer.

1. Why did the Sellers inform the Buyers of their decision to raise the prices?
2. Why did the Sellers indicate the exact date when the new prices would come into force?
3. What factors affect the price?

d) Write a letter in reply.

Ex. 38. a) Read the letter.



Rossimport

September 15,...

**Subject: Addendum 1 to Contract No ...
the total amount of \$...**

Gentlemen:

With respect to the above Addendum it is understood that there are some questions as to whether this order will actually materialize

and that you will let us know within the next thirty (30) days (not later than October 31st in any event), as we do not intend to place the orders with the subcontractors until we are advised that the order is actual.

After October 31, ... we cannot guarantee the prices in Addendum 1, if we have not received the signed Addendum by that date. Delivery for this Addendum to Contract... will be during next year.

Kindly have the enclosures dated and signed as soon as possible.

Thanking you for this opportunity of continuing service to Rossimport, we remain

Sincerely yours,
Hartley Enterprises, Inc

Enclosure: Addendum 1 to Contract No... (3 copies)

b) Say what you have learned about the reasons for which the Addendum had to be signed.

c) Think and answer.

1. Why couldn't the company guarantee the prices after October 31st?
2. Why was it necessary to make an addendum?

Ex. 39. Act out dialogues on the basis of the following assignments.

1. Meet Mr Brown of a British exporting company. Hold negotiations with Mr Brown about purchase of their product. Express your opinion of the Seller's price. Discuss a possibility of getting a discount. Offer favourable terms of payment. Extend an invitation to Mr Brown to take him out in the evening.
2. You are a Seller of Russian-made instruments. Receive Mr White in your office, ask him about his flight, the hotel he put up at. Discuss with Mr White a possibility of signing a contract for your instruments. The conditions on which you are ready to sell them.
3. Meet Mr Smart, a regular Buyer of your machines, in his London office. Explain to him why you have revised your prices. Describe the advantages of your new model. Assure Mr Smart you can guarantee the high reliability of the machines. Talk about your sightseeing plans.

UNIT VII

VOCABULARY

1. to hate *v*
to hate doing smth
e.g. I hate being late.
2. to earn one's living
3. educated *adj*
4. unselfish *adj*
- | | | | |
|-----------|--|-----------|------------------------------|
| unselfish | | behaviour | — ненавидеть |
| | | help | — не любить делать что-либо |
| | | advice | — зарабатывать себе на жизнь |
| | | attitude | — образованный |
5. to hurt *v*
6. hurt *n*
7. to comment *v*
- | | | | |
|---------------|--|---------|---------------------------|
| to comment on | | a book | — обижать; причинять боль |
| | | a film | — обида |
| | | a story | — комментировать |
- e.g.* In his report he commented on the latest models.
8. attitude *n*
- | | | | |
|-------------------------------|--|--|-------------|
| friendly
unselfish
good | | attitude | — отношение |
| | | smb's attitude to smb, smth | |
| | | <i>e.g.</i> I don't like his attitude to children. | |
| | | <i>Compare:</i> | |
- attitude to smb, smth
- relations between smb
- e.g.* The relations between the countries developed well.
9. to feel like (doing) smth
- e.g.* I don't feel like going out tonight.
10. lonely *adj*
to feel lonely
11. to afford *v*
- | | | | |
|---------------------|--|------------|--------------------------------------|
| can (cannot) afford | | smth | — отношение к кому-либо, к чему-либо |
| | | to do smth | — отношения между |
- быть в настроении что-либо сделать
- Мне сегодня не хочется никуда идти.
- одинокий
- чувствовать себя одиноким
- позволить себе что-либо

e.g. I cannot afford a holiday now. I have a lot of work to do. They cannot afford to rent a country house for the whole summer.

- | | |
|--|------------------------------------|
| 12. fun <i>n</i> | — веселье |
| to have fun | — веселиться |
| <i>e.g.</i> The children had a lot of fun at the circus. | |
| 13. exciting <i>adj</i> | — волнующий, захватывающий |
| exciting. | game
match
film
story |
| 14. excitement <i>n</i> | — возбуждение, волнение |
| 15. to laugh <i>v</i> | — смеяться |
| to laugh at smb, smth | — смеяться над кем-либо, чем-либо |
| <i>e.g.</i> I heard him laugh at the joke. | |
| 16. laugh <i>n</i> | — смех |
| 17. training <i>n</i> | — обучение |
| 18. ability <i>n</i> | — способность |
| 19. to do well <i>v</i> | — преуспевать |
| to do well in smth | |
| <i>e.g.</i> They do well in this kind of business. | |
| 20. to need smth | — нуждаться в чем-то |
| <i>syn.</i> : to require | |
| <i>e.g.</i> Children need milk. | |
| to need smth badly | — сильно в чем-то нуждаться |
| <i>e.g.</i> I badly need a holiday. | |
| need doing smth | — необходимо (пора) сделать что-то |
| <i>e.g.</i> My coat needs cleaning. | — Мне нужно почистить пальто. |
| My shoes need polishing. | — Мне нужно почистить туфли. |
| 21. to bother <i>v</i> | — беспокоить |
| <i>e.g.</i> I don't like his habit of bothering people. | |
| 22. skin <i>n</i> | — кожа |
| 23. to mention (smth) <i>v</i> | — упоминать о чем-либо |
| <i>e.g.</i> He mentioned the fact in his report. | |
| 24. vacancy ['veikənsi] <i>n</i> | — вакансия |
| 25. tough [tʌf] <i>adj</i> | — трудный, несговорчивый; упорный |

Lesson 6

- | | | |
|--|---|--|
| tough | businessman
customer
situation
question
competition
policy | — острая конкуренция
— жесткая политика |
| 26. elsewhere | | — где-нибудь в другом месте |
| 27. slum <i>n</i> | | — трущоба |
| 28. to come from ... <i>v</i> | | — происходить, быть рожденным |
| 29. politician <i>n</i> | | — политический деятель |
| 30. to apologize [ə'pɒlədʒaɪz] | | — извиняться |
| to apologize to smb for (for doing) smth | | |
| 31. apology [ə'pɒlədʒi] <i>n</i> | | — извинение |
| e.g. We offer our apologies for the delay in reply to your letter. | | |
| 32. to predict <i>v</i> | | — предсказывать |
| e.g. We can't predict the results of the final games. | | |
| 33. interview <i>n</i> | | — интервью |
| to take an interview | | |
| to give an interview | | |
| 34. medical <i>adj</i> | | — медицинский |
| medical | examination
test
care
service | |
| 35. appointment <i>n</i> | | — назначение (на должность) |
| to get | | |
| to receive | | an appointment |
| to take up | | |
| e.g. He hesitates to take up the appointment of the head interpreter. | | |
| 36. advantageous [ædvən'teɪdʒəs] <i>adj</i> | | — выгодный, полезный |
| e.g. The new process should be particularly advantageous to small companies. | | |
| 37. appealing <i>adj</i> | | — привлекательный |
| 38. to appeal [ə'pi:l] <i>v</i> | | — привлекать, нравиться |
| to appeal to smb | | |
| e.g. The new play appeals to the public. | | |
| 39. to resume [ri'zju:m] <i>v</i> | | — возобновлять, продолжать |

to resume | **talks**
| **work**
| **a game**

e.g. We resumed our discussions after a short rest.

to resume doing something

e.g. We'll stop now and resume working at two o'clock.

LESSON 7

Grammar:	Past Conditionals
Subject for Study:	Medicine and Health
Revision:	Business Visits

UNIT I

GRAMMAR

PAST CONDITIONALS

STEP 1. READ THE SENTENCES.

1. If she **had been** very ill, then the doctor **would have sent** her to hospital. Если бы она тогда была серьезно больна, врач отправил бы ее в больницу.
2. If you **had sent** us the samples in time, we **could have started** tests a week ago.
Если бы вы вовремя прислали нам образцы, мы бы начали испытания неделю тому назад.
3. If they **could have seen** the machines in operation, then they **would have got** a better idea of the design.
Если бы они смогли тогда посмотреть машины в работе, они получили бы лучшее представление о конструкции.

Данные примеры иллюстрируют нереальное, воображаемое действие, зависящее от нереального, воображаемого условия. Они относятся к прошедшему времени. В придаточном предложении употребляется форма глагола, совпадающая с формой **Past Perfect Tense**. В главном предложении употребляется **should/would** или **could + Perfect Infinitive**.

Ex. 1. Change as in the model.

- | |
|---|
| <p>— <i>They did not sign the protocol yesterday.</i></p> <p>— <i>They would have signed it if they had been satisfied with the results of the tests.</i></p> |
|---|

Prompts:

1. We did not accept their terms of payment.
2. The firm did not extend the guarantee period.

3. We did not instruct him to negotiate the price.
4. We did not confirm the prices (dates).
5. They did not make the modifications in the design.
6. He did not send an application for a visa in time.
7. The authorities did not confirm his appointment.
8. She did not do well at her work.

Ex. 2. Say and respond as in the model.

— *She did not go away for a holiday.*
 — *In her place I would have gone to a sanatorium.*

Prompts:

1. He did not learn any foreign language.
2. They did not go to the plant.
3. He did not take part in the talks.
4. They did not participate in this exhibition.
5. He objected to the amendment.
6. She did not apologize to her friends.
7. She did not reserve a ticket in advance.

Ex. 3. Choose the correct variant.

1. If the buyer ... a Release for Shipment on time, the Seller ... shipment without delay.
 A. had issued, would have started
 B. issued, made
 C. has issued, has started
 D. would issue, started
2. If the cost of raw material ... so rapidly, we ... the prices of our machines.
 A. haven't gone up, won't have increased
 B. didn't go up, didn't increase
 C. hadn't gone up, wouldn't have increased
 D. doesn't go up, don't increase
3. If we ... our investments in research, we ... a new product so quickly.
 A. haven't increased, won't have developed
 B. hadn't increased, wouldn't have developed
 C. didn't increase, wouldn't develop
 D. don't increase, won't develop
4. If they ... a consumer study in the previous year, they ... the position of the product then.

- A. did, would know C. had done, would have known
B. have done, know D. have done, will know
5. If we ... in research and development, we ... such great progress by now.
A. haven't invested, won't make C. didn't invest, didn't make
B. hadn't invested, wouldn't D. don't invest, don't make
 have made
6. If the company ... more money in research and development last year, it ... a new product to the market by now.
A. had put, would have launched C. put, launched
B. has put, has launched D. had been put, had launched

Ex. 4. Translate Into English.

1. Не его вина, что он не сделал перевод. Если бы он не был так занят, он бы смог закончить его.
2. Если бы они не проиграли последний матч, они бы приняли участие в международных играх, которые состоялись неделю тому назад.
3. Мы бы увеличили наши поставки в прошлом году, если бы не начали большое строительство.
4. Если бы они (тогда) осмотрели машины более внимательно, они бы заметили все изменения, сделанные инженерами.
5. Если бы они при обсуждении контракта удвоили количество инструментов, которые они хотели купить, мы бы снизили цену на 2%.
6. Если бы вы переоборудовали этот цех в прошлом году, вы бы уже увеличили выпуск продукции.

UNIT II

WORKING ON THE TEXT

A

(Below is an extract from the book "The Unwanted" by the world-famous surgeon Ch. Barnard and journalist S. Stander about the work of doctors in a South African hospital for children at the time of apartheid).

The telephone on his bedside table began to ring. He looked at it, then crossed quickly to the bed and took the receiver.

"Yes?"

"Professor van der Riet?"

"Yes, yes."

"Moolman, sir. I'm sorry to worry you, sir."

"All right, man. What is it?"

"You said to phone you when I'd seen the X-ray, sir."

"I know. What did they find?"

"The plate shows about two thirds of the right lung is consolidated¹."

"Okay. I told you what to do. Have you got the kid in Intensive Care?"

The young man gave a dry, nervous cough.

"The nurse says she can't take the child into that unit, sir."

"The nurse says what?"

"She says she can't take a Bantu child because there's a white child in there," Moolman told him unhappily. "I guess² we'll have to go on with the treatment in the ward."

"Was that the only reason she gave? Only that there was a white child in the unit?"

"Yes, sir," Moolman hesitated. "But I don't think it was the nurse's decision. The matron told her she couldn't take the baby."

"How did the matron come into this?"³

"The nurse phoned about the new patient and the matron told her not to allow the baby in there."

"What right has the matron got to tell me where I have to treat my patients?"

"I think it was on instruction from the superintendent⁴, sir."

"But I've ... never mind. Now listen. You go up to that ward and you pick up that baby in your arms and you carry him down to the unit. And God help anybody who tries to stop you. I'll be right over." Deon put down the receiver and turned to his wife.

"I have to go back to the hospital, but it shouldn't take me very long." She did not reply and refused to look at him.

As he did up his tie once more, he thought angrily about the hospital superintendent's **interference**. He had believed that he and the superintendent had sorted out that particular problem at least. When he had started to **operate** at the children's hospital, there had been **room** for only one intensive care unit⁵. Naturally the **race** question had soon **arisen**. So, to keep the races **separate**, he had to operate only on white children one week and only on coloured and black the next. In practice, of course, it was impossible. Disease did not **respect** the colour bar⁶. Often a child of the wrong colour would be too ill to be moved back to

the ward at the end of the week. Or there would be a black emergency during the white week. He had explained the problem to the superintendent as **tactfully** as possible.

"It's not working and it's never going to."

The superintendent could see the problem but was afraid to **commit himself**. "That's all very well, Deon. But we've got to **obey** the law of the country. You know."

"Well, if you want to be so **strict** about the law then I shouldn't be allowed to use the same operating room, the same instruments and the same staff on both white and black patients. The whole thing is a farce."

The superintendent had **spread** his hands. "Deon, I'm here to see that the hospital is run according to the rules."

"You know they are wrong. In future I'm not going to **waste** my time following rules. And I'll make sure that the parents understand that their **prejudice** has **resulted** in their child getting inferior treatment."

(After Ch. Barnard and S. Stander)

Notes:

¹ The plate shows about two thirds of the right lung is consolidated — Снимок показывает затемнение правого легкого приблизительно на две трети.

² I guess ... (Am.) — Я полагаю

³ How did the matron come into this? — При чем здесь старшая сестра?

⁴ superintendent [ˌsju:prɪn'tendnt] — зд. главный врач

⁵ intensive care unit — палата интенсивной терапии

⁶ the colour bar — расовый барьер



B

VISITING THE DOCTOR

••) A man has come to see his doctor for a **medical check-up**. The doctor gives him a thorough examination, sounds his chest, checks his **lungs** and throat. The man has his temperature and **blood pressure** taken as well.

Doctor: Well, I've completed my examination and I'm glad to say there's nothing much to worry about.

Patient: I have had a cough lately which won't go away. Don't you think I should have an X-ray?

Doctor: I don't think X-rays will be necessary. But I would **advise** you to stop smoking if you want to be healthy. Smoking is very **harmful** to your health.

Patient: And I haven't slept well lately.

Doctor: It can be easily **cured**. Follow my advice and I'm sure you'll be fine.

Patient: What's the matter with me, doctor?

Doctor: You're just overworked and a little overweight. You should **get outdoors** more and get plenty of exercise¹. That will certainly **do you a lot of good**. Then I'll give you some pills for the cough. You'll get them at the chemist's downstairs.

Patient: How do I take the **pills**?

Doctor: You should take one pill every four hours. Follow the directions² on the box. That should make you feel better.

Patient: Thank you, doctor.

Doctor: Good-bye. Take better care of your health.

Notes:

¹ exercise — motion, прогулки; физическая нагрузка

² directions — предписания

SECTION A

Ex. 5. Read the text.

Ex. 6. Check your comprehension.

1. Why was the professor worried about his patient's condition?
2. Where did the matron instruct the nurse to put the black baby?
3. What were the regulations of the intensive care unit?
4. What instructions did the professor give to Moolman?

Lesson 7

5. What did those regulations result in?
6. What was the superintendent afraid of?
7. What was the professor's position on the matter?

Ex. 7. Say what you have learned about:

1. the problem of the colour bar at the hospital;
2. Deon's position at the hospital;
3. Deon's attitude to the rules accepted at the hospital;
4. the relationship between Deon and the superintendent.

SECTION B

Ex. 8. Read the dialogue.

Ex. 9. Check your comprehension.

1. How is a medical check-up made?
2. What worried the patient?
3. What were the doctor's recommendations?

Ex. 10. Say what you have learned about:

1. the way a medical check-up is made;
2. the patient's complaints;
3. the doctor's advice.

Ex. 11. a) Reproduce the dialogue.

- b) Act out a similar dialogue. Suppose the patient has permanent headaches.**

UNIT III

WORKING ON WORDS

to result in smth

Ex. 12. a) Read the model.

This method of testing resulted in *rapid wear of the unit.*

- b) Say that the treatment led to gradual improvement, complete recovery, loss of appetite (weight), side effects, etc.**

to arise

Ex. 13. a) Read the model.

If any *complication* arises in the future, do not hesitate to contact us. We'll be glad to help you.

- b) Recommend Mr Brown to get in touch with you in case of an unexpected situation (problem, difficulties, opportunity, questions, etc.).**

to do smb good

Ex. 14. a) Read the model.

It would do you good if you *took up swimming*. You would feel much better.

b) Recommend a person:

1. to take aspirin (pills, a mixture, vitamins, etc.);
2. to follow the doctor's advice;
3. to get more exercise;
4. to take up skiing (tennis, volley-ball, etc.);
5. to read more English books in the original.

Ex. 15. Translate into English.

1. Его оперировали неделю тому назад. Сейчас он проходит курс лечения в больнице.
2. Здесь лечат сердечные заболевания.
3. Лечение принесло ему пользу.
4. Он руководит больницей уже пять лет, и все врачи и сестры его очень уважают.
5. Это лечение может привести к избыточному весу.
6. Во время обсуждения контракта возникли некоторые осложнения.
7. Он не хотел брать на себя ответственность и не принимал никакого решения.
8. Они выполнили все обязательства по контракту в срок.

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 16. a) Complete and translate.

im + possible *adj* = impossible *adj*

1. probable → ...
2. proper → ...
3. practicable → ..
4. polite → ...
5. personal → ...

b) Complete the sentences.

1. The surgeon seems such a polite person. I don't believe he could have said anything ...
2. The method of treatment which looked quite practicable at first sight turned out to be absolutely... in his case.
3. There was no personal element in his remark. On the contrary, it was tactful and quite...
4. After he broke his leg he was not mobile. He had to keep his leg
5. He does not follow accepted moral principles. His behaviour is ...
6. The teacher should be patient with learners. He shouldn't be

ARTICLES

Ex. 17. a) Supply the articles or possessive pronouns where necessary.

1. Who will operate on him? — As far as I know... Professor Smith will.
2. ... professor said this method of treatment could result in getting overweight.
3. Mr Smith is ... professor of Latin at Oxford University.
4. Mrs Jackson is working as ... nurse in Ward 7.
5. Who runs this laboratory? — I don't know. You may ask ... nurse about it.

* * *

The definition of middle age is becoming less clear cut as ... increasing life expectancy¹, better health and changing attitudes push back

... start of ... middle age and increase its length. ... average midpoint of ... life is now about 36 for ... men and 39 for ... women, but ... most people do not start to consider themselves middle aged until they enter their 40s. ... upper limit of ... middle age is also changing as more and more people continue working and enjoying ... good health well past ... traditional retirement age.

Over ... last century, ... average life span¹ has increased by about 70 per cent, mainly through ... reduction in infant² deaths. ... life expectancy for ... middle aged has also increased — by 40 to 60 per cent.

... improved fitness and social changes have also altered ... ideas of ... middle age. ... average age of ... women giving ... birth is now 28 and rising³.

... midlife is also the time, when ... career and financial success tend to peak. Ambitions and expectations for ... later years have expanded, and many people carry on ... active professional, social and personal lives into their 60s and beyond.

Notes:

¹ life expectancy = life span — продолжительность жизни

² infant — младенец, ребенок

³ to rise — расти, подниматься

**b) Say what you have learned about the changing
“middle age” nowadays.**

TENSE AND VOICE

Ex. 18. Supply the correct forms of the verbs.

1. A young doctor (to tell) an older doctor about a patient of his.
“Well, (to be) he better now?”
“Oh, yes, he (to get) much better.”
“Then, you must be pleased.”
“But I (not to know) which of the three medicines (to cure) him!”
2. “The doctor (to examine) you, John?”
“Yes.”
“How long it (to take) him?”
“Oh, about five minutes. You (to see), I (to have) an old suit on.”

* * *

Manson examined Emrys carefully again. Yes, he was right. He (to go) to the room where Doctor Bramwell (to wait) for him.

“Look here, Bramwell! I (not to think) this man must (to send) to Pontynewd hospital”.

“What?” Bramwell (to be) so astonished that he (can) hardly speak. “But he (to go) mad!”

“ I (not to think) so,” Andrew (to answer). “I (to feel) it (to be) a gland disease. You (to know) what kind of place Pontynewd (to be). If Emrys (to get) there, he never (to get out). We (can) help him here. We (to be) going to try some new medicine.”

Emrys (not to send) anywhere and the treatment (to begin). Two weeks later he (to be) out of bed, and at the end of the month he (to get well) completely. And everybody in town (to know) the name of the man who (to save) really the poor worker’s life and the good name.

(From “The Citadel” by Cronin)

b) Summarize the text.

PREPOSITIONS

Ex. 19. Supply the prepositions where necessary.

1. You should follow ... the doctor’s advice and take those pills ... the cough.
2. ... the course ... the discussions some problems arose.
3. He listened ... the doctor’s advice and it did... him a lot... good.
4. Her child is seriously ill and I’m afraid he must be operated
5. He was treated ... a throat disease.
6. The new medicine cured him ... permanent headaches.
7. The X-ray was lost. It resulted ... another medical check-up.

MISCELLANEOUS

Ex. 20. Choose and use.

One of the students is ... Some of the students are ...
--

1. Some of the patients (was/were) operated on yesterday.
2. One of the wards (was/were) re-equipped recently.
3. Some of these pills (is/are) harmful.
4. One of the ways of losing weight (is/are) running.
5. Some of the patients (take, takes) pills for the heart twice a day.
6. Some of the patients (comes, come) for a medical check-up each month.
7. One of the doctors here (treat, treats) heart diseases.

Ex. 21. a) Choose and use.

same, similar

1. They were getting treatment in the ... hospital. Their cases were
2. The symptoms of this disease are ... to those of bronchitis.
3. We had a big problem with Model M 5 and we are afraid that a ... problem may arise with Model M 7.

b) Answer the following questions.

1. Which of the English holidays are similar to those observed in the United States?
2. Do you like travelling to the same place several times?
3. Is the climate in our country the same in different parts?
4. Is American football similar to European football?

SOCIALIZING

Thanking people for hospitality

When thanking people for hospitality it is usual to combine a phrase of thanks with a positive comment to show your appreciation.

Phrase of thanks

Positive comment

Thank you very much. I really appreciate your hospitality.

It's been a very pleasant weekend.

It was very kind of you to invite me.

You really have a lovely house.

Thank you very much for the meal.

It's an excellent restaurant.

Thank you very much for organizing this evening.

The meal was delicious.

Thank you very much for everything.

I have enjoyed myself.

Thanks for asking me out.

It was great fun.

Thanks for the meal.

It was very good.

Ex. 22. a) Read the six situations below and then choose one of the phrases on the right to express your gratitude.

- | | |
|---|--|
| <p>1. A friend has bought you a coffee.</p> | <p>a. Thank you for all hospitality. I really have appreciated it.</p> |
| <p>2. You have been taken out to the theatre by the Marketing Director of a company you do business with.</p> | <p>b. Thank you for getting me a ticket.</p> |

3. You have just spent two months in one of your company's subsidiaries. The people there have been very friendly and invited you out a lot.
4. While in London some friends of yours took you to see the Wimbledon final.
5. A potential supplier you have been visiting took you out for dinner.
6. While on a business trip your counterpart invited you to spend a day at his home.
- c. Thank you very much for the meal.
- d. Thanks.
- e. It was most kind of you to invite me over.
- f. It was very nice of you to invite me. I enjoyed the play.

b) Now go back to the situations above and decide how you would express your thanks by adding an appropriate comment from the list below.

It's been a useful two months.

I needed that.

It was very funny.

It was a very exciting match.

I've enjoyed myself a lot.

It was delicious.

UNIT V

SPEECH EXERCISES

Ex. 23. a) Read the dialogue.

Remember: awful — ужасный

to sneeze — чихать

to recover — поправляться, выздоравливать

Note the pronunciation: antibiotics [ˌæntɪbaɪ'ɒtɪks]

capsule ['kæpsju:l]

IN THE WAITING-ROOM OF DR. BROWN'S SURGERY



Andrew and Barbara are sitting in the waiting-room of Dr. Brown's surgery. Fortunately for them there are only a few patients there. Barbara feels awful. She sneezes all the time.

- Andrew:* It should be your turn next, Barbara. Tell the doctor all your symptoms.
- Barbata:* I've only got a cold.
- Andrew:* You never know with colds. They can be very dangerous.
- Barbara:* Sorry, Andrew. It's my turn now. I hope I won't be long.
- Andrew:* I'll see you when you come out — unless you're taken straight to hospital!

IN THE SURGERY

- Doctor:* Good evening.
- Barbara:* Good evening, Doctor.
- Doctor:* Well, what's the trouble? You are looking rather unwell, I must say.
- Barbara:* Yes, I wouldn't describe myself as the picture of health. I feel hot and feverish. And I've got a terrible sore throat.
- Doctor:* Now let's have a look at you. I'd like to sound your chest... Now cough ... That's it... Anything else worrying you?
- Barbara:* I've been coughing and sneezing for the last two days. I hardly slept last night.
- Doctor:* Let me see your throat. Yes, it looks a bit sore. But there's nothing serious. A slight virus infection. You'd better have a couple of days in bed and you'll recover soon.
- Barbara:* What about the throat, Doctor?
- Doctor:* I'm giving you a course of antibiotics. Take one capsule every four hours. Here's your prescription.
- Barbara:* Thank you, doctor. Good-bye.

OUTSIDE THE SURGERY

- Andrew:* Well, they haven't carried you out on a stretcher.
- Barbara:* Oh, shut up!
- Andrew:* Well, what's he prescribed? Six month's holiday in the sun?
- Barbara:* I've got a virus infection. And I feel awful!
- Andrew:* Lots of medicine to take?
- Barbara:* No, only some antibiotic capsules.
- Andrew:* Is that all? I thought you were seriously ill!
- Barbara:* Just you wait till you get the flu!
- Andrew:* There's no need to worry. I never... (ah)... catch ... (ah)... (ah) ... colds!

b) Reproduce the parts of the dialogue where:

1. Andrew talks with Barbara before she sees the doctor;
2. the doctor examines Barbara and gives her advice;
3. Andrew and Barbara speak after the medical examination.

c) Act out a conversation with a doctor. Tell him that you have a sore throat. Give your symptoms.

d) Say what you would advise a person to do if he (she) had a cold (a headache, heart trouble).

Ex. 24. a) Read the label (этикетка).

b) Check your comprehension.

COLD AND INFLUENZA MIXTURE

*Helps to relieve symptoms
in Colds and Influenza*

DOSE

Adults and children over 12 years:

10 ml (two teaspoonfuls).

Children 5 to 12 years: 5 ml (one teaspoonful).

The dose should be taken every two hours.

Not recommended for children
under 5 years.

**KEEP ALL MEDICINES OUT OF
REACH OF CHILDREN**

1. How should you measure the amount to take?
2. How often should you take the medicine?
3. What is the correct doze for a person who is:
 - a) three years old?
 - b) eight years old?
 - c) 15 years old?
 - d) 20 years old?
4. What warning does the label give?

c) Act out a conversation with a chemist. Suppose the directions are not quite clear.

Ex. 25. a) Read the text.

Remember: citizen — гражданин

to admit [əd'mit] — признавать

THE NATIONAL HEALTH SERVICE (N. H. S.) IN BRITAIN

Every British citizen who works is obliged to pay weekly a certain amount of money to the national health service.

The amount of money needed to run medical services is very big and a large part of the money comes not from weekly payments but from taxes.

Most of the people in Britain admit that the N. H. S. needs improving. Many doctors complain¹ that they waste hours filling in forms, and that they have so many patients that they do not have enough time to treat them properly. Nurses complain that they are overworked and underpaid. Some hospital doctors work ninety hours a week and earn less than a docker who works forty hours.

Patients have to wait long at the surgery to see their doctor and when their turn comes the doctor can afford little time to examine them.

Many N. H. S. hospitals are old-fashioned and overcrowded, and because of the shortage of beds, patients often have to wait a long time for operations.

Note:

¹ to complain — жаловаться

b) Say what you have learned about:

1. the running of medical services in Great Britain;
2. the disadvantages of the system.

Ex. 26. a) Read the story.

CRABBE'S PRACTICE
(after A. Conan Doyle)

Sir Arthur Conan Doyle (1859—1930), born and educated in Edinburgh, became a medical practitioner in 1885. But then he turned to writing and became famous as author of crime and detective stories.

Tom Crabbe had just finished medical college. A brilliant career seemed to be ahead of him, as he had a deep knowledge of medicine. Crabbe went down with his young degree and a still younger wife to Brisport to start practice there.

One day to my surprise I received a telegramme from Mrs Crabbe requesting me to come to Brisport urgently. When I arrived there I learned about their difficulties; the expenses were heavy, and patients were few. Tom wanted my advice. He said: "If I could make myself known it would be all right, but no one seems to need my help; they all go to other doctors they know. I wouldn't mind if these other doctors were good men, but they are not. They are at least half a century behind the day"

"You should get your name known," I advised.

"That's exactly what I want, if I could only get my name into the Brisport Chronicle it would help me a lot."

We had been talking over the matter for a while when an idea came to Tom. We drew up a plan of our actions which we revised, modified and at last accepted. Our discussion resulted that night in my moving into the Brisport Hotel.

Next day the weather was fine. The streets of Brisport were crowded with people, I went straight to the river and on my way there saw Tom Crabbe standing on the bridge. There was a boat-house near the river.

"Could I have a boat for an hour?" I asked a man there.

"Of course," he said. "Would you want me to take you down the river?"

"Yes, you'd better," I replied. At the end of an hour I said I wanted a bit of exercise — "Let us change places," I said and stood up.

"Take care, sir," cried the man, "Look out." But I had already fallen over into the water.

Some time later I was "saved" by the boat-man.

"He is dead, poor fellow," said someone.

"Send for a doctor."

"Feel his pulse."

"Stop," said an authoritative voice. "Can I be of any assistance? I am a medical man. What has happened?"

"A man drowned," cried several voices.

"Stand back, make room for the doctor."

"My name is doctor Crabbe. Take him to the hotel."

We got to the hotel and I was undressed and put on the best bed. It seemed that news of the accident² had travelled fast as there was a crowd in the street. Tom admitted only a few townspeople into the room, but issued bulletins out of the window every five minutes to the crowd below.

"Quite dead," I heard him shout. "No pulse — but we still do our best; we are obliged to try everything."

The people stood around while Tom worked on me. "No sign of life," he shouted out of the window and then fell on me with greater energy. "We will try now another method," he said and with that he seemed to try to break every bone in my body.

"It is hopeless," he said at last, stopping and covering my head with the bedclothes. "He is dead. Here is my card," he continued to an inspector of police who had arrived. "Doctor Crabbe of George Street." And he walked towards the door.

Then a thought seemed to come to him, and he turned back. "There is yet a possible hope," he said. "We have not tried the effects of electricity. Is there a chemist's near?"

“Yes, doctor, there is one just around the corner.”

“Then run, get his strongest battery, quick!”

And away went half the crowd. They came back very red and hot, and brought a box which contained the instrument in question.

“Now, gentlemen,” said Tom. “I believe I may say that I am the first practitioner in Great Britain who has applied electricity to this use. I have seen it produce surprising effects; it may again in this case.”

It certainly did. Crabbe assured me later that it was an accident, but in any case he sent electricity through my system. I gave a cry and landed in the middle of the room. “You idiot,” I shouted. “Wasn’t it enough to try to break all my bones?”

Never was there such confusion³. There appeared the manager of the hotel, the correspondent of the Brisport Chronicle, not to mention half the citizens of the town.

“Our friend has been brought back to us,” Tom shouted from the window. “Send for a taxi. He is out of all danger now. My address is 81 George Street, Doctor Crabbe, Good day, kind friends.” And with that he went off.

I could not stay in Brisport long enough to see the effects of our plan. But soon I learned how it worked from a copy of the Brisport Chronicle. A column and a half was devoted to Dr. Crabbe and the wonderful effects of electricity. It later got into some London papers, and was seriously commented on in a medical journal.

As to the material success of our little experiment I can see it from the following letter from Tom Crabbe:

“... You want to know how all goes in Brisport, I suppose. The day after our little joke I got a broken leg, a cut head and bronchitis. Next day another three cases came over to see me. I’ve never had a day since without half a dozen⁴ new patients. Let me know when you are going to set up⁵, and I’ll manage to run down, old man, and give you a start in business, if I have to stand on my head in the water. Good-bye. Love from my wife.”

Ever yours,
Thomas Crabbe.

Notes:

¹ to drown — тонуть

² accident — несчастный случай

³ confusion — неразбериха, беспорядок

⁴ dozen — дюжина

⁵ to set up — эд. основать свое дело

b) Say what you have learned about:

1. Tom Crabbe;
2. his friend;
3. medical practice in the town;
4. the plan worked out by the two friends.

c) Think and answer.

1. What is the time and setting of the story?
2. Was Tom right in thinking he was better than the other doctors in the town? Give your reasons.
3. What was the main idea of the plan worked out by the friends?
4. What was the effect of the plan?
5. What episode in the story do you find most funny?

Ex. 27. a) Read the text.

STILL FEELING YOUNG

Remember: assessment [ə'sesmənt] — оценка; мнение, суждение

creativity — творческие способности, способность к созиданию

awareness — понимание, осознание

I'm approaching my 40th birthday but I feel just as fit and energetic as I did at 20. Am I deceiving myself? Not at all. The physical consequences of ageing¹ make little practical difference to most people until well into their 50s or even older. "Middle age" today is more of a psychological than a physical challenge.² Events such as significant birthdays, the appearance of wrinkles and grey hair often prompt a certain amount of life-assessment.

Such a period can be positive, provided you do not panic, and it often opens the door to a new phase of maturity, with added confidence and creativity and greater awareness of personal achievements, needs and limits.

Middle age often has other compensations too — material comfort, financial security, increased influence and status.

Notes:

¹ ageing — старение

² challenge — трудная, но интересная задача

b) Check your comprehension.

1. What age is considered "middle age" of people nowadays?
2. What do signs of ageing make people think about?
3. What do many people feel as they grow older?
4. What are the benefits of maturity?
5. What other compensations does middle age offer?

c) Summarize the text.

d) Think and answer.

1. What latest developments in medicine and science help to prolong human life?
2. What helps people keep fit?

Ex. 28. Read the article.

Remember: fitness — здоровье, бодрость

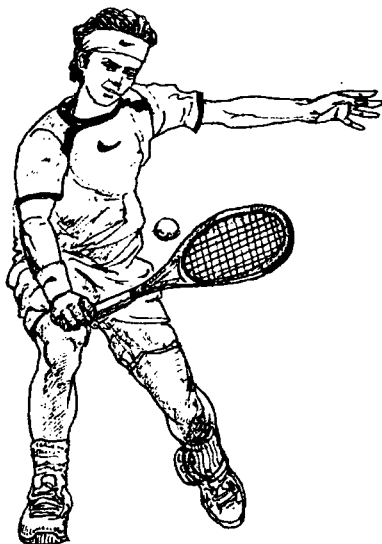
developer — лицо или фирма, приобретающая землю под строительство

FITNESS AND EFFICIENCY

Health and fitness are becoming big business in the City. **Developers** have realized that a basement gym¹ can increase the attractiveness of an office scheme, and personnel departments find that fitness can improve productivity.

The author of the first study of this matter in Britain has estimated that, for every pound a company spends on corporate fitness, it can save three in reduced absenteeism.²

Most notable in the present boom³ is a £3.2 m investment being made by Bally Health and Tennis Corporation, the first operators to move into the City.



Some authorities are critical, however, of people who go into fitness business without properly trained staff. They point out that there isn't a single training college in England that specializes in teaching people how to deal with the really unfit adult.

But whatever the arguments about fitness and commercialism, it is a boom that has changed the life of Martyn Gowar, a city solicitor. After a year's programme, he is twenty kilograms lighter, and can now run twenty five miles in well under four hours.

Notes:

¹ gym — гимнастический зал

² absenteeism — невыход на работу

³ boom — быстрый подъем; эд. ажиотаж

b) Check your comprehension.

1. Where have developers started arranging fitness gyms in the City?
2. What is the practical importance of physical training?
3. What risks are involved in fitness programmes?
4. How can physical training improve physical health?

c) Summarize the article.

d) Think and answer.

1. Why have fitness centers become so popular recently?
2. Why should people take exercise under the doctor's control?

Ex. 29. a) Read the text.

Remember: to turn out — производить

ANTHONY BURGESS: FINDING A VOCATION AT 40

The approach of middle age often nudges¹ people to reassess their lives. Occasionally the result is a "middle crisis". But for some people, midlife brings new creative energy, or the confidence to start in a new direction. Many novelists discover their calling² only in their 40s: George Eliot and Catherine Cookson³ are just two distinguished examples. They can draw on great experience now than they could in their youth, and perhaps greater powers of concentration too. For Anthony Burgess, one of the most celebrated English writers at the time of his death in 1993, author of *A Clockwork Orange* (1962) and *Earthly Pow-*

er's (1980), there was an extra factor behind his late start — a midlife anxiety of the most intense kind.

In 1959, at the age of 42, working in Borneo as a teacher in the Colonial Service, Burgess fell ill. He was diagnosed as having an inoperable brain tumour⁴ and was given a year to live. He returned to England determined to spend his last months hard at work to provide for his wife's future.

Burgess was a man of many talents, a linguist and a composer as well as a teacher, but the occupation he thought most promising was that of novelist, having published a modestly successful trio of novels during the previous four years. He now set to work with a will, turning out four new novels during his "final" year of life — only to learn, on being reexamined by British doctors, that no trace⁵ of the tumour could be found. His energetic and efficient working regime continued, however. During the next 34 years he wrote a further 50 books or more, not just wonderful novels but non-fiction works as well — on language, cultural history and literature. Add to that the occasional screenplay and an enormous number of reviews and articles for British, French and Italian newspapers and magazines, and you begin to get some idea of the astonishing abundance⁶ of his literary output.

Throughout his early and late middle age, Burgess's youthful flair⁷, determination and imaginativeness remained at full pitch. Life can indeed begin at 40 or thereabouts, his career suggests, and flourish⁸ after that as long as you will⁹ it to.

Notes:

¹ to nudge — подталкивать, наводить на мысль

² calling — призвание

³ George Eliot, Catherine Cookson — famous English writers

⁴ tumour — опухоль

⁵ trace — след

⁶ abundance — множество

⁷ flair — способность

⁸ to flourish — процветать

⁹ to will — проявлять волю, желание

b) Check your comprehension.

1. What do people often start doing when they reach middle age?
2. Why do many novelists discover their calling in their 40s?
3. What was the reason for Anthony Burgess's late start?

4. What happened to Anthony Burgess at the age of 42?
5. Why was he determined to work especially hard in his last months?
6. How did he succeed in his new career?

c) Summarize the text.

Ex. 30. Give extensive answers.

1. Are regular medical check-ups necessary? Why?
2. What medical facilities are offered at your local clinic?
3. What do you know about the health system in Russia (Great Britain, USA, etc.)?
4. How does the advance of medical science benefit people?
5. What is the effect of medical progress on average life expectancy?
6. What other factors affect life expectancy?
7. Why is fitness such a popular concept nowadays?

Ex. 31. Give your viewpoints.

1. The best doctors in the world are Doctor Diet, Doctor Quiet and Doctor Merryman.
2. A good laugh is the best medicine.

UNIT VI

REVISION

BUSINESS VISITS

Ex. 32. a) Read the letter.



Rosimport

April 17,...

Dear Mr Sedov,

On behalf of North American Company I wish to thank you and your associates of Rosimport for the courtesies which were extended to us during our recent meetings in Moscow.

I also wish to confirm that Namco would be pleased to have representatives of Rosimport and its associated agencies visit Namco's plants in the United States to further evaluate Namco's aromatics production technology. We will fully support Rosimport's visa application for such visits with the appropriate Government authorities of the

United States. Namco will also co-operate with Rossimport to arrange visits to plants of Namco's subcontractors in Europe.

As soon as Rossimport decides when it is convenient to visit our plants in the United States and Namco's subcontractors in Europe, please contact our representative in Moscow. We will co-ordinate the scheduling of such visits.

Thank you again for a most inspiring and interesting visit with Rossimport and its associated agencies. We look forward to continuing our pleasant and successful relationship with all of you during the forthcoming years.

Very truly yours,

...

b) Summarize the letter.

c) Write a reply to the firm. Advise the convenient dates of visits.

Ex. 33. a) Read the letter.

Rermember: to incur — нести (расходы)

□ Rossimport

April 26, ...

Gentlemen:

On September 2,... we signed protocol agreement No.... which stipulated the testing in Russia of tires¹ retreaded² by the Cold Process Retreating Method.

Satisfactory progress is being made in carrying out the commitments contained in the protocol.

Accordingly, we would welcome a visit by an appropriate delegation for the purpose of reviewing the retreating techniques and for technical discussions with regard to the application of the technique in Russia.

We are pleased to extend an invitation to Mr Ivanov, Mr Lavrov and Mr Sokolov to visit us for the above-named purposes. We would be pleased to consider any other authorities whom you might recommend to be included in the visit.

We will provide an interpreter who will join the group upon their arrival in New York and will pay all costs **incurred** by the delegation while it is visiting our plants in Iowa and Ohio. The delegation will be

expected to pay its own expenses for travel, living, and the like, incurred outside either Iowa or Ohio.

We would be pleased to accommodate the visit of the delegation according to the dates suggested in the protocol or at a later time, if such would be more convenient.

We urge your careful consideration of our invitation, and hope to receive your favourable response in the near future.

Very cordially yours,

...

Notes:

¹ tire — шина

² to retread — наваривать протектор на покрышке

b) Say what you have learned about:

1. the invitation extended to the Buyers;
2. the purpose of the visit;
3. the payment of the expenses involved.

c) Summarize the letter.

Ex. 34. Give extensive answers.

1. Why are visits necessary for the promotion of business?
2. Which party usually arranges the programme of the visit?
3. At whose expense are visits arranged?
4. Why are Buyers interested in visiting plants?

Ex. 35. Read the text.

Remember: to assume — предполагать, допускать
seniority — старшинство; трудовой стаж

WHEN IN ROME, DO AS THE ROMANS DO

Travelling to all corners of the world gets easier and easier. We live in a global village, but how well do we know and understand each other?

The European community began to increase in size, several guide-books appeared giving advice on international etiquette. At first many people thought it was a joke, especially the British, who seemed to assume that the widespread understanding of their language meant a corresponding understanding of English customs. Very soon they had to change their ideas, as they realized that they had a lot to learn about how to behave with their foreign business friends.

For example, 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 lunch time.

The Germans like to talk business before dinners; the French like to eat first and talk afterwards.

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.

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. 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.

b) Summarize the text.

c) Think and answer.

1. Do you agree with the saying "When in Rome, do as the Romans do"?
2. What are the rules about greeting people in Russia? When do you shake hands in Russia?
3. Think of one or two examples of bad manners. For example, in Britain it is considered impolite to ask people how much they earn.
4. What advice would you give somebody coming to live and work in your country?

UNIT VII

VOCABULARY

- | | | |
|------------------------------|------------------------------|----------------------|
| 1. surgeon | — хирург | |
| 2. X-ray ['eks'rei] <i>n</i> | — рентгеновский снимок | |
| 3. nervous <i>adj</i> | — нервный | |
| nervous | person
 laugh
 cough | |
| 4. nurse <i>n</i> | | — медицинская сестра |

Lesson 7

5. **to go on** *v* — продолжать
to go on doing smth — продолжать делать что-либо
e.g. to go on reading
- to go on with** | **work** — продолжать работу
| **treatment** — продолжать лечение
e.g. After the first experiment he went on with his work.
6. **ward** [wɔ:d] *n* — палата (в больнице)
7. **to interfere** [ˌɪntəˈfɪə] *v* — вмешиваться
to interfere in smth
- to interfere in smb's** | **business**
| **discussion**
| **conversation**
| **work**
| **studies**
| **affairs**
e.g. Quite unexpectedly he interfered in our discussion.
8. **interference** [ˌɪntəˈfɪərəns] *n* — вмешательство
9. **to operate** *v* — оперировать
to operate on smb — оперировать кого-либо
e.g. He operated on the patient.
The man was operated on yesterday.
10. **room** *n* — место, пространство
e.g. There is enough room for two in the car.
11. **race** *n* — раса
12. **to arise** [əˈraɪz] (arose, arisen) *v* — возникать
questions | **arise**
problems |
difficulties |
complications |
e.g. Some problems arose during the talks.
13. **separate** [ˈsep(ə)rɪt] *adj* — отдельный
14. **to respect** [rɪsˈpekt] *v* — уважать
to respect smb for | **smth**
| **doing smth**
e.g. They respect him for good work.
15. **respect** *n* — уважение
respect for smb/smth — уважение к кому-либо/чему-либо

16. **emergency** [i'mə:dʒənsi] *v* — 1. тяжелое состояние больного
— 2. крайняя необходимость, критическое положение
- in case of emergency** — тактично
17. **tactfully** *adv* — принимать на себя ответственность, связывать себя обязательством
18. **to commit oneself** [kə'mit] *v*
e.g. We expected him to support us but he did not wish to commit himself.
19. **commitment** [kə'mitmənt] *n* — обязательство
- commitment on the contract**
e.g. Our commitments on the contract were fulfilled on time.
syn.: obligation
20. **to obey** [ə'bei] *v* — подчиняться
- to obey smb/smith**
e.g. She expected him to obey the rules.
21. **strict** *adj* — строгий
- strict** | order
rules
regulation
control
22. **to spread** [sprɛd] (spread) *v* — 1. распространять
- to spread** | information
news
- news** | — 2. распространяться
- disease** | spreads
- epidemic** |
23. **to waste** *v* — расточать, терять
- to waste** | time
money
words
24. **check-up, checkup** *n* — осмотр (*технический, медицинский*)
- to enter a hospital for a check-up**
e.g. He has an annual check-up to test his state of health.
25. **lung** *n* — легкое
26. **blood** [blʌd] *n* — кровь
27. **pressure** *n* — давление
- blood pressure** — кровяное давление
- to take blood pressure** — измерить кровяное давление
28. **prejudice** ['predʒudis] *n* — предрассудок

Lesson 7

- e.g.* Progressive teachers are fighting against colour prejudices in British schools.
29. **to result in ...** *v* — приводить к чему-либо
e.g. His experiment resulted in success.
30. **inferior** [in'fɪəriə] *adj* — низкий, худший (по качеству)
to be inferior to smb/smth
e.g. This model is inferior to the new one.
- | | | |
|-----------------|--|------------------|
| inferior | | quality |
| | | treatment |
| | | goods |
- to be of inferior quality**
31. **to advise** [əd'vaɪz] *v* — советовать
to advise smb/smth
e.g. The doctor advises him this treatment.
to advise smb to do smth
32. **harm** [hɑ:m] *n* — вред
to do smb harm — приносить кому-либо вред
e.g. It won't do you harm if you walk a few miles.
33. **harmful** ['hɑ:mful] *adj* — вредный
- | | | |
|----------------|--|-------------------|
| harmful | | air |
| | | effect |
| | | atmosphere |
34. **to cure** [kjʊ:ə] — вылечивать
to cure smb of (from) smth
e.g. He was cured of heart disease.
35. **overweight** *adj* — весящий больше нормы
to be overweight
e.g. The doctor told him that he was a little overweight.
36. **to get outdoors** — бывать на воздухе
37. **to do smb good** — приносить кому-либо пользу
e.g. Physical exercise will do you a lot of good.
ant.: to do smb harm
38. **pill** *n* — таблетка
to take pills for smth — принимать таблетки от чего-либо
e.g. He takes pills for a headache rather often.
39. **awful** ['ɔ:ful] *adj* — ужасный

40. **to sneeze** *v* — чихать
41. **to recover** [ri' kʌvə] *v* — поправляться, выздороветь
e.g. It took him long to recover after the operation.
42. **recovery** *n* — выздоровление
43. **in spite of** *prep* — несмотря на...
e.g. In spite of all the difficulties we fulfilled our commitments.
44. **citizen** *n* — гражданин
45. **to admit** [əd' mit] *v* — признавать
to admit smth
to admit | faults
| mistakes
| defects
to admit that...
e.g. He admitted that he was wrong.
46. **assessment** *n* — оценка, суждение
47. **to assess** *v* — оценивать
e.g. It's too early to assess the effects of the new legislation.
48. **creativity** *n* — творческие способности, способность к созиданию
e.g. This education system lets children use their creativity.
49. **awareness** *n* — понимание, осознание; осведомленность
e.g. Cultural awareness is important for successful business.
50. **to be aware of smth** — знать, осознавать; быть осведомленным
51. **developer** *n* — лицо или фирма, приобретающая землю под строительство
e.g. Developers say it could take at least two years for significant office construction to begin again.
52. **fitness** *n* — бодрость, здоровье
53. **fit** *adj* — бодрый, здоровый
to keep fit — поддерживать хорошую форму
54. **to turn out** *v* — производить
syn.: to produce
55. **to incur** [in'kʌ:] *v* — нести (убытки, расходы)
to incur | expenses/costs
| losses — нести расходы
— терпеть убытки
e.g. Invoice the company for any expenses that you incurred in the course of your work.

Lesson 7

The company incurred heavy losses
in its third year.

56. **to assume** [ə' sju:m].v

— предполагать, допускать

e.g. If he's not here in five minutes
we'll assume that he is not coming.

57. **seniority** n

— старшинство; трудовой стаж

e.g. His seniority allowed him to have
the last word.

Part V

LESSON 8

Grammar Revision:	Complex Object
Subject for Study:	Contract (Quality, Inspection)
Revision:	Public Holidays

UNIT I

GRAMMAR REVISION

COMPLEX OBJECT

to expect	smb to do smth (smth to be done)
to want	
to ask	
to allow	
would like	

to make	smb do smth
to let	

to see	smb do smth (smb doing smth)
to hear	
to watch	
to notice	
to feel	

Ex. 1. Read and translate the sentences.

1. We expected you to quote us a better price.
2. We would like you to reconsider the price.
3. They asked us to inform them of the progress of the Contract.
4. Allow me to carry your bag for you.
5. Let me introduce Mr Bell to you.
6. I didn't want her to interfere in my studies.
7. The doctor made the patient go on with the treatment.
8. The nurse made the boy take the pills.
9. The students watched the professor operating on the young boy.
10. They didn't expect the disease to spread so quickly.

Ex. 2. Read and act out similar short dialogues.

- Did you hear the doctor advising her to undergo this treatment?
— Yes, I did. And I hope she will take his advice seriously.
- I was surprised that it rained. I didn't expect it to rain so heavily.
— Really? But I wasn't surprised at all. I had heard the weather forecast.
- I didn't hear him come in.
— Neither did I.
- I heard somebody say my name.
— Do you know now who it was?
- Did you see the accident happen?
— No, I didn't. But my brother was out and he saw the car crash into the wall.
- Did I lock the door when I went out?
— Yes, you did. I saw you locking the door.
- Can Tom play the piano?
— I have never heard him play the piano.

Ex. 3. Answer the following questions.

- Have you ever heard Mary Hopkins sing the song "Those were the days, my friend"?
- What American singers have you heard singing songs in Russian?
- What films would you recommend me to see now?
- Do you think the film "The Titanic" made any people cry?
- Where would you recommend me to go for my holiday?
- To what Moscow restaurant would you recommend a foreigner to go to-night?
- Do you want other people to give you a lot of advice?

Ex. 4. Choose the correct variant.

- Have you ever heard him (to sing, sing) songs in English?
- I saw him (to get, get) into his car and (to drive, drive) away.
- Her parents didn't let her (to go, go) out alone.
- They wanted their daughter (to be, be) a pianist.
- Do you want them (to stay, stay) for a few more days with us?
- We expected them (to leave, leave) us on Friday.
- We expected you (to send, send) us your confirmation last week.
- What made you (to interfere, interfere) in his business?
- Don't let him (to waste, waste) so much time.
- Let me (to introduce, introduce) my friend Nick.

Ex. 5. Translate into English.

1. Разрешите представить вам г-на Соколова.
2. Однажды я видел, как он играет в теннис.
3. Мы хотели бы, чтобы он сказал несколько слов о своей фирме.
4. Я никогда не слышал, как она говорит по-английски.
5. Эти обстоятельства заставили его изучать французский язык.
6. Вы хотите, чтобы он перевел этот документ на русский язык?
7. Мы полагаем, что он сделает это на следующей неделе.

UNIT II

WORKING ON THE TEXT

CONTRACT (QUALITY, INSPECTION)

A

Here are the preamble and a few clauses of an import contract for technical equipment:

Contract No ...

ComRus, a closed **joint stock** company with its registered offices in ... Rostov, Russia, hereinafter referred to as the "Purchaser"
and

Deric Systems, a private limited **liability** company with its registered offices in ... Stockholm, Sweden, hereinafter referred to as the "Contractor"

hereby declare to have agreed the following:

— The Purchaser and the Contractor are individually hereinafter referred to as the "**Party**", or collectively as the "**Parties**".

— This Contract is **duly** signed in two **identical** originals both in English (**prevailing** language) and Russian, the Parties have each taken one original.

CLAUSE 1 — SUBJECT OF THE CONTRACT

The Contractor **undertakes** to deliver to the Purchaser the GSM¹ System, **comprising** equipment, documentation, **tools** and spare parts, stated in Annexes 1—4, on the terms and conditions **set out** in the Contract.

CLAUSE 2 — PRICES AND TOTAL VALUE OF THE CONTRACT

All prices for the equipment are stated in **Annex 1**, they are in **USD currency**, DDU², according to the ICC³ Incoterms 2000. The prices are inclusive of packing and transportation costs and are exclusive of all **statutory taxes**, import or like duties, levies and fees payable in the Russian Federation.

The total value of the Contract including the cost of the complete equipment as well as technical documentation, **knowledge** and experience (know-how), engineering, after-guarantee spares and services is USD

CLAUSE 3 — TERMS OF PAYMENT

The total amount of USD... stated in Clause 2 shall be paid in USD by the Purchaser by SWIFT⁴ transfers to the Contractor's account No ... with ... Bank, Sweden **in accordance with** the following terms:

10% advance payment of the total Contract value shall be made within 30 days of the **effective date** of the Contract.

65% of the total Contract value shall be paid within thirty days of the date of receipt by the Purchaser of the following documents **for collection**:

The Contractor's specified invoice

Complete set of "clean on board"⁵ bills of lading

25% of the total Contract value shall be paid within thirty days after the **Acceptance Protocol** is duly signed by both Parties.

CLAUSE 4 — TIME OF DELIVERY

The delivery of the equipment under the **present** Contract shall begin eight months after the effective date of the Contract and shall be completed not later than 26 months from the date in question⁶.

CLAUSE 5 — QUALITY ASSURANCE AND INSPECTION

5.1. The Contractor shall meet the quality requirements of ISO⁷ 9000 and shall **upon the request of the Purchaser** provide a detailed quality plan **pertaining** to its performance under the Contract. The Contractor shall be responsible for the quality, **surveillance**, inspections and tests, including repeated tests **if any**, which are required for the completion of the Contractor's obligations. The details of quality assurance are set out in Annex 6.

5.2. The Purchaser shall have the right to inspect and **audit** the Contractor's production and the Contractor's quality management.

5.3. Inspection and/or test of the equipment shall be carried out at the Contractor's and his sub-contractors' works at the expense of the Contractor.

5.4. The Contractor is to **notify** the Purchaser about the **readiness** of the equipment for inspection and/or test not later than 15 days before the proposed time of the inspection and/or test.

5.5. The Purchaser's inspector shall issue in due time to the Contractor a **Release Certificate** for Shipment on the basis of the Test Certificate.

5.6. If the Purchaser's inspector cannot be present on the appointed date, the Contractor shall have the right to carry out the test in the absence of the Buyer's inspector.

5.7. Final tests and acceptance of the equipment for putting it into operation are to be made in Russia.

Notes:

¹ GSM — Global System for Mobile Communications. The GSM Association is a global trade association founded in 1987 and representing the interests of more than 620 GSM mobile operators. It currently provides GSM services to more than one billion customers across more than 200 countries and regions around the world.

² DDU — Delivered Duty Unpaid. Under these terms the seller is to deliver the goods to the buyer and the latter is to pay the duty in the country of destination.

³ ICC — the International Chamber of Commerce

⁴ SWIFT — Society for Worldwide Interbank Financial Telecommunications. SWIFT transfers are made electronically. Not all banks are on the SWIFT system.

⁵ A "clean on board" bill of lading — чистый бортовой коносамент (без пометок капитана о каких-либо нарушениях в упаковке груза или в его наружном состоянии)

⁶ in question — данный, рассматриваемый, о котором идет речь

⁷ ISO — International Standards Organization

B

 *Some time later the Purchaser received the following e-mail message:*

Dear Sirs,

5th August, ...

Contract No...

We are writing to inform you that the first shipment under the Contract is now ready for inspection and testing at our subcontractor's works in Malmö.

We hope your Inspecting Engineer will come to Stockholm on the 1st September at the latest. Then we shall complete the tests which we are sure will be to your satisfaction, in the middle of September.

As soon as your Inspector **clears** the amount of equipment ready for inspection we shall ship the goods to your address and thus keep the contractual delivery date.

If you are not able to provide an Inspecting Engineer within the time stated above, will you please let us know as soon as possible. We shall then inspect and test the equipment in his absence as stated in Clause 5.6 of the Contract without delay to meet the delivery requirements.

We expect you to send us an early reply.

Yours faithfully,

...

C



As soon as the Purchaser received this e-mail message the Manager of the project telephoned the Swedish company and had the following conversation:

Petrov: This is Petrov of ComRus. I am calling from Rostov. Could I speak to Mr Nor, please?

Operator: Just a minute, please. I'm putting you through.

Nor: Nor speaking.

Petrov: Good morning, Mr Nor.

Nor: Good morning, Mr Petrov. I'm glad you are phoning me. What is your decision concerning inspection?

Petrov: Mr Sedov, our Inspecting Engineer is arriving in Stockholm on 20th August. His flight number is SU024.

Nor: Very good. I'll see to it that some of our people will meet him at the airport and take him to Malmö next day. That will **enable** us to start the tests on 22nd August.

Petrov: I hope everything will be all right and the first shipment will be made in due time. But in future we may sometimes **waive inspection**.

Nor: Very good. I'll contact you as soon as your Inspector signs the Release Note for shipment.

Petrov: Thank you. Good-bye.

Nor: Good-bye.

SECTION A

Ex. 6. Read the text.

Ex. 7. Check your comprehension.

1. What two parties concluded the Contract?
2. In what language was it?
3. Which of the two languages had priority?
4. What was to be delivered by the Contractor?
5. What did the price of the equipment include?
6. What were the methods of payment?
7. When were the goods to be delivered?
8. What were the Contractor's obligations with regard to quality?
9. What were the Contractor's responsibilities in respect of inspection and tests?
10. When and where were the inspection and tests to be carried out?

Ex. 8. Translate the text.

Ex. 9. Sum up the information of each clause.

Ex. 10. Think and answer.

1. What is the idea of any quality plan?
2. Which of the parties to the contract is usually more interested in tests and inspection of the equipment?
3. Where are final tests and acceptance of the equipment usually carried out?

SECTION B

Ex. 11. Read the letter.

Ex. 12. Check your comprehension.

1. What goods were ready for inspection?
2. When did the company expect the Purchaser's/Buyer's inspector to come to Sweden?
3. When did the company plan to ship the consignment?
4. What did the Swedish party plan to do if the inspector did not come to Sweden?

Ex. 13. Translate the letter.

Ex. 14. Summarize the letter.

Ex. 15. Think and answer.

1. What was the main idea of the letter?
2. What two alternative decisions did the Contractor/Seller suggest?
3. What decision of the Purchaser was preferable for the Contractor?

SECTION C

Ex. 16. Read the dialogue.

Ex. 17. Check your comprehension.

1. When did the Purchaser make this call?
2. Who answered his call?
3. About what did Mr Nor ask Mr Petrov first?
4. When was Mr Sedov to arrive in Sweden?
5. What arrangements did Mr Nor promise to make?

Ex. 18. Reproduce the dialogue.

Ex. 19. Act out a similar dialogue. Suppose Mr Petrov asks Mr Nor to test the equipment in the absence of the Purchaser's inspector.

UNIT III

WORKING ON WORDS

knowledge

Ex. 20. a) Read the model.

To my mind his knowledge of English is poor.

- b) What would you say if your friend (or relative) knew a foreign language (literature, sculpture, architecture, business, electronic equipment, GSM equipment etc.) very well.**

in smb's presence/absence
in the presence /absence of smb

Ex. 21. a) Read the model.

The first consignment was tested in the inspector's presence.

b) Now imagine that some documents were signed one day. Say who was present when the Release Note (Test Report, Contract, Acceptance Protocol, Amendment, etc.) was signed.

c) Answer the following questions.

1. In whose presence is the Acceptance Protocol usually signed?
2. In whose presence are final tests of equipment usually made?
3. In whose presence are contracts (amendments, agreements, etc.) signed?

d) Suppose an inspector visited a plant. Say what was done in his presence.

at the earliest
at the latest

Ex. 22. a) Ask and answer as in the model.

— *Has the contract been drawn up?*
— *Not yet. It'll be ready on Monday at the latest.*

Prompts:

1. to draw up an amendment;
2. to send a letter (cable, fax, etc.);
3. to carry out a test;
4. to complete a test (inspection);
5. to sign an Acceptance Protocol (Release Certificate, etc.).

b) Suppose a contract for equipment has just been signed. Answer the following questions.

1. When will the Sellers prepare the technical documentation at the earliest?
2. When will the test be carried out at the latest?

3. When will the deliveries start at the latest?
4. When will the deliveries be completed at the earliest?
5. When will payment be made at the earliest?

Ex. 23. Translate into English.

1. Это даст нам возможность закончить выполнение контракта несколько ранее срока, указанного в контракте.
2. В соответствии с пунктом 5.4 мы уведомляем вас о готовности товара к инспекции.
3. Мы не можем выдать разрешение на отгрузку.
4. Обязуемся выслать технические характеристики прибора не позднее 16 февраля.
5. Его знания в области телекоммуникаций поражают меня.
6. Его работа требует глубоких знаний экономики.
7. Ее знания в области международного права помогают ей в работе.

* * *



Кас. Контракта 3-А

Мы вынуждены сообщить вам официально, что наш приемщик не может выдать разрешение на отгрузку. Если бы станки соответствовали технической документации контракта, он бы выдал разрешение сразу после испытаний. Однако в ходе испытаний он обнаружил, что вы внесли ряд изменений, которые не были согласованы с нами. Нас, естественно беспокоит такое положение. Мы считаем необходимым обсудить этот вопрос как можно скорее.

С уважением, ...

* * *



Кас. Контракта 21/05

Мы хотели бы сообщить Вам о том, что два станка модели ВН-23, закупаемые согласно данному контракту, могут быть отгружены Вами без нашей приемки. Мы решили отказаться от инспекции этих станков, так как качество Вашей продукции всегда удовлетворяло нашим требованиям.

Надеемся, что наше решение не вызовет у Вас никаких возражений и что станки будут отгружены своевременно.

С уважением, ...

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 24. a) Complete and translate.

sub + contract *n* = subcontract *n*
 sub + to divide *v* = to subdivide *v*
 sub + standard *adj* = substandard *adj*

- | | |
|---------------------|--------------------|
| 1. agent → ... | 6. heading → ... |
| 2. contractor → ... | 7. to lease → ... |
| 3. supplier → ... | 8. to join → ... |
| 4. committee → ... | 9. tropical → ... |
| 5. division → ... | 10. employed → ... |

b) Complete the sentences.


1. The General Contractor placed a few orders with English ...
2. The first page gives the title and ... of the report.
3. The agreement covers the responsibilities of the agent and ...
4. A ... is a branch or subordinate station for the distribution of electric current.
5. ... temperatures mean temperatures below normal.
6. ... is the antonym of *superstructure*.

ARTICLES

Ex. 25. a) Supply the articles where necessary.

1. ... protocol was signed on this basis.
2. The cost of the documentation is included in the total amount stated in ... Protocol No 25.
3. The manufacturers propose to make some modifications to the equipment as per... enclosed Protocol.
4. These expenses are reflected in ... above protocol.
5. The details of quality assurance are stated in ... Annex 2.
6. May I have a copy of ... Contract 8-C2004?
7. Have another look at ... Contract.

* * *

 At... meeting held in Moscow to reach ... agreement on ... protocol dated ... 22nd July for ... above Contract, it was understood ... Inspecting Engineers would be sent to ... UK with ... minimum of... delay. On this basis ... Protocol and ... Amendment were signed and we agreed that subject to ... Final Project acceptance, ... contractual delivery period should be from November... 1st to December... 30th.


b) Say what you have learned about the protocol signed in Moscow.

TENSE AND VOICE

Ex. 26. a) Supply the correct forms of the verbs.

1. We shall speed up delivery if the supply of the chemicals (to undertake) by the Buyers.
2. He said if the Buyers (to waive) inspection the tests (to carry out) in the inspector's absence in two weeks' time.
3. We are sure that if the inspection (to waive) we (to receive) the goods long ago.
4. They knew that if the inspector (to release) the machines when he was at the plant they (to ship) the goods ahead of time.
5. If the tests (to complete) they (to notify) us of the results.
6. They assured us if any defect (to detect) during the coming test a detailed investigation (to undertake).
7. If they (to agree) to payment for collection terms we shall grant them a certain discount.

* * *

 This (to be) to confirm my discussion with you of this afternoon concerning the problem we (to have) with the machine tools we (to be) to ship to you under the above Contract.

We will proceed with the test on the basis proposed by our subcontractors. If we (to be satisfied) with the results we (to notify) you accordingly. We hope your inspector (to come) and (to authorize) shipment of the machines without delay.

We would like to assure you that we (to do) our best to provide the equipment by the contractual date of delivery.

b) Say what you have learned about the Sellers' problems and their plans to improve the situation.

PREPOSITIONS

Ex. 27. a) Supply the prepositions where necessary.

1. The presses have been tested ... the Sellers' works ... the presence ... the Buyers' representatives.
2. It is especially important that you notify us ... receipt ... the documents.
3. State the earliest date ... which you can guarantee despatch.
4. Your order is ready... despatch.
5. The Contract comprised ... equipment, tools, spare parts and all the documentation.
6. ... what currency would you prefer to pay?
7. ... accordance ... the Contract they are to deliver the goods ... the first quarter ... next year.

* * *

] This is to confirm that the presses have been tested ... the Sellers' works under full production operating conditions ... the presence ... the Buyers' representatives.

A Release certificate was issued ... accordance ... Appendix 2 ... the Contract.

b) Say what you have learned about the test of the presses.

MISCELLANEOUS

knowledge, advice, information, news, money

Ex. 28. a) Choose the correct variant.

1. What (is, are) the news?
2. Detailed information (was, were) sent to them.
3. His knowledge (is, are) very good.
4. I am sorry to say his advice (is, are) not very useful.
5. (This/These) news (is, are) very pleasant to hear.
6. (This/These) information (have, has) been passed on to the equipment manufactures.
7. — We have to get (these, this) information in mid-January at the latest.
— You'll get (it, them) even earlier.

8. — Can you transfer the money this week?
— By all means. We'll send (them, it) the first thing tomorrow morning.
9. — (Is/Are) his knowledge good enough?
— I'd say (it, they) (are, is).
10. It's (a, _) very important information.
11. Read the newspaper. (A, _) very important news (are, is) published there.
12. Such (an, _) advice won't help him much.
13. He earns very (little, few) money.
14. She could always give me (many, a lot of) good advice.
15. What (is, are) the progress of the Contract?

b) Translate into English.

1. Его советы были очень полезны. Почему вы им не последовали?
2. Эти сведения были направлены вам в прошлом месяце.
3. Я уже слышал эти новости. Они очень печальные.
4. Все деньги уже переведены. Я узнаю, когда точно они были переведены.
5. Мы получили важные сведения. Они касаются нашего заказа.
6. Его знания довольно глубоки. Где он получил их?
7. Какие новости?

work, works

There is a famous steel works in our area.
The work was done on time.

Ex. 29. Translate into English.

1. Это очень большой завод. Он был построен совсем недавно.
2. Они выполнили все работы в срок.
3. Представители покупателей хотели посетить несколько металлургических заводов.
4. Эта работа уже сделана. Мы закончили ее на прошлой неделе.
5. Завод находится недалеко от столицы. Его территория занимает несколько километров.
6. Где можно видеть это произведение искусства?
7. В музее представлены различные произведения искусства прошлого века.

SOCIALIZING

Promises

I'll do my best.	— Я сделаю все, что смогу.
I'll do it by all means.	— Я обязательно это сделаю.
I'll see to it / that it will be done.	— Я прослежу, чтобы это было сделано.
I'll come on Friday at the latest.	— Я приеду самое позднее в пятницу.
Most probably I'll do it tomorrow.	— Скорее всего я сделаю это завтра.
Take my word for it.	— Даю вам слово.
I try to keep / carry out my promises.	— Я стараюсь сдерживать свои обещания.
He never breaks his promises.	— Он никогда не нарушает своих обещаний.
The tests are very promising.	— Это многообещающие тесты.

Responses

I hope so.	— Надеюсь на это.
That's very good.	— Очень хорошо.
I'm very glad to hear that.	— Рад это слышать.
I hope you won't fail me.	— Надеюсь, вы меня не подведете.
I hope you will keep your word.	— Надеюсь, вы сдержите слово.

Ex. 30. a) Read these short dialogues.

1. — Will you come to the conference tomorrow?
— Yes, I promise. You may rely on my word.
2. — When will the tests start?
— For the time being I don't know that. But I am absolutely sure they will be completed this week.
— I take your word for it.
— Yes, certainly. I won't fail you.

b) Dramatize the situations.

1. Mr Brown asks you to send him the missing documents. Promise Mr Brown to send them soon.
2. Mr Fletcher promises to come to Moscow next year. Respond accordingly.

UNIT IV

SPEECH EXERCISES

Ex. 31. a) Read the dialogue.



Barinov, a representative of the Buyers, meets Mr Wallace, a representative of the Sellers, in Canada.

Wallace: Mr Barinov, there is an urgent problem I'd like to discuss with you.

Barinov: I am at your service, Mr Wallace.

Wallace: As you know, Mr Ivanov, your inspector came to our works yesterday to inspect the presses we are to ship this month. We carried out a few tests. And I believe, you have heard, Mr Ivanov refuses to sign the Release Note.

Barinov: I've spoken to Mr Ivanov. It seems to me he is right.

Wallace: I am afraid I can't agree with you here. During the first test we applied the method our Canadian clients usually use and the results were good. The capacity proved even higher than contractual.

Barinov: I've heard about the results of the first test. But the point is we apply another method, operating similar presses. Therefore Mr Ivanov insisted on the second test being carried out. And unfortunately the results of the test when our method was applied were not satisfactory.

Wallace: I don't quite understand why you can't use our method at your works. We've never heard any complaints from our clients.

Barinov: The fact is the inspector is afraid that your method can lead to quick wearing of the drums¹ of the presses.

Wallace: If this is the problem I've got a suggestion to make. We can arrange a few visits of your inspector to our clients' works where this method is widely used. He will see it with his own eyes. It will not take long.

Barinov: Good. Then I believe Mr Ivanov will sign the Release.

Wallace: Fine. Thank you for your assistance.

Barinov: Glad to be of help.

Note:

¹ drum — барабан

b) Reproduce the parts of the dialogue where the two businessmen discuss

1. the problem of the Release Note
2. the way of finalizing the problem.

c) Reproduce the whole of the dialogue.

d) Act out a similar dialogue. Suppose the Sellers offer to prove the reliability of the presses in a different way.

Ex. 32. a) Read this clause of a contract.

QUALITY AND QUANTITY OF THE GOODS

The quality of the goods delivered under the Contract shall conform to the state standard existing in the country of the manufacturer on the date of delivery of the goods, to international standards (ISO9000) and to the main technical data, stipulated in Appendix No.1 to the Contract and shall be confirmed by the quality certificate issued by the manufacturing plant.

The goods shall be considered as delivered by the Seller and accepted by the Buyer:

as for quality — in accordance with the quality certificate issued by the manufacturing plant, and

as for quantity — in accordance with the quantity and the weight stated in relevant shipping documents.

b) Answer the following questions.

1. What standards were the goods to conform to, under the Contract?
2. What document was to certify the quality of the goods?
3. What paper was to state the quantity of the goods?

c) Translate the clause into Russian.

Ex. 33. Read the text describing a few different departments of a company.

Remember: inventory — 1. опись имущества, инвентарная ведомость

2. *pl.* товарно-материальные запасы

to maintain — обслуживать, поддерживать в исправности

maintenance — содержание в исправности, текущий ремонт

raw materials — сырье

to prevent — предотвращать

breakdown — поломка

overhaul [ˌoʊvəˈhɔ:l] — тщательный осмотр; капитальный ремонт

The Quality Control department has to carry out raw material inspection, component inspection, inspection of products and processes. Future costs, inspection costs, must always be minimized.

The Inventory Control department can also be described as “stock control” or “material control”. One of the main responsibilities of inventory control is **to maintain** stock levels of **raw materials**, components and spare parts. Safety stocks are maintained in case of delivery problems. When necessary the department makes orders.

The Maintenance department takes care of lubrication¹, cleaning and servicing of machines **to prevent breakdowns**. Machines require periodic **overhauls** by maintenance engineers.

Note:

¹ lubrication — смазка

b) Translate the text.

c) Summarize the text.

Ex. 34. a) Read the text.

Remember: to monitor — следить за изменениями (чего-либо), отслеживать, контролировать

to liaise [li'eiz] — поддерживать контакты, работать в тесной связи

sole — единственный; исключительный, монопольный

list — список

I am in charge of purchasing, and it is my responsibility **to monitor** the market, as well as **liaise** with other departments within our company, such as the Quality Control, Stock Control, Marketing and Accounts departments. I have to decide which suppliers to buy parts and components from, depending on price, quality and service. I also have to make the make-or-buy decision, in other words whether to manufacture a part or component by ourselves, or to buy in from an outside source.

Sometimes we operate a **sole** supplier contract, whereby we use only one supplier for a fixed period. Generally, however, we prefer to use

a large number of suppliers from our approved suppliers' list. We usually place single orders at a negotiated price. Apart from ordering, we have to put out orders for tender¹, arrange return contracts² and maintain our own company's reputation in the marketplace.

Notes:

¹ tender — тендер, торги

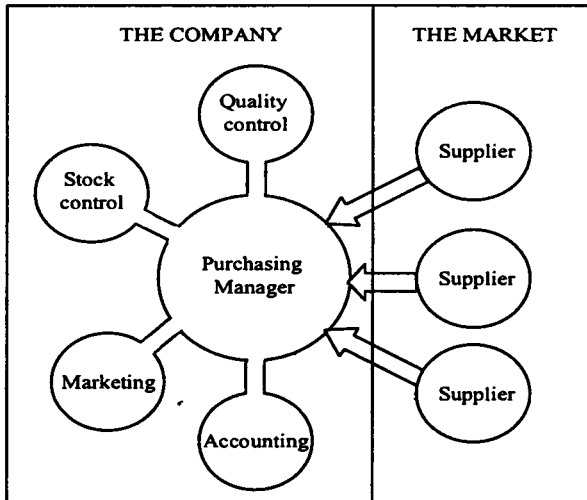
² return contracts — ответные контракты

b) Answer the following questions.

1. Does the Purchasing Manager follow the changes on the market of the goods he buys?
2. Does he usually cooperate with other departments of his company?
3. What decisions does he often have to make?
4. What types of contracts does he make with Sellers, or Suppliers of the goods he buys for the company?
5. What other orders and contracts is the purchasing manager in charge of?

c) Sum up what the Purchasing Manager said about his responsibilities.

d) Have a look at the diagram and say what it shows.



Ex. 35. a) Read and sum up the clauses of a contract.

Remember: **entity** ['entiti] — организация

legal entity — юридическое лицо

to authorize ['ɔ:əʊaɪz] — уполномочить

legislation — законодательство

above-mentioned — вышеуказанный

quick wearing — быстроизнашивающийся

City

Country

Contract No.

The Firm, (*country*), being the legal **entity** according to the legislation of the country and represented in the present Contract by its **authorized** representative Mr ... hereinafter referred to as the Buyer, on the one part, and the Foreign Economic Association ... St. Petersburg, Russia, and the manufacturing plant ... also being the legal entities in accordance with the **legislation** of their countries and represented in the present Contract by their authorized representatives hereinafter referred to as the Sellers, on the other part, have agreed upon and concluded the present Contract as follows:

1. Subject of the Contract

The Sellers have sold and the Buyers have bought on terms FOB (free on board) port St. Petersburg, the Russian Federation ... units of type ..., according to the main technical data, equipped with instruments, spare parts and accessories indicated in Appendices Nos. 1 and 2 to the present Contract.

2. Prices and total value of the Contract

2.1. Prices are fixed in US Dollars and are understood FOB port St. Petersburg, the Russian Federation.

2.2. Price per one unit of the goods stated in Clause 1.1 of the present Contract, including the cost of technical documentation, manual instructions, **quick wearing spare parts**, accessories and instruments in accordance with Appendix No. 1 of the present Contract is ... US Dollars.

2.3. Total value of the goods, delivered under the present Contract amounts to ... US Dollars.

b) Check your comprehension.

1. What information does the introductory part give about the Buyers?
2. What organization act as Sellers?
3. What goods were sold under the Contract?
4. What were the terms of delivery?
5. What did the price cover?

c) Translate the above clauses.

Ex. 36. a) Read and translate the extracts from the Terms of Payment Clauses of two different contracts.

Payment shall be made by cheque, and the terms of payment shall be as follows:

- 25% payable upon the placing of any order
- 50% payable 30 days after delivery of the product as ordered
- 25% payable 60 days after delivery of the product as ordered

* * *

Payment for the delivered equipment is to be effected in US Dollars by collection in the following way:

... per cent of the value of the equipment completely delivered to be paid within 30 days upon receipt by the Buyers of the following documents:

- Original and two copies of the detailed Invoice.
- Packing list in triplicate
- Two original clean-on-board Bills of Lading issued in the name of ...
- Copy of export licence, if required.
- Works' certificates in triplicate.

b) Check your comprehension.

1. How will payment be effected?
2. When does payment for the equipment fall due?
3. What documents are to be presented by the Seller?

c) Think and answer.

What methods of payment are more(less) attractive for Buyers (Sellers)?

Ex. 37. a) Read the invoice.

Lesson 8

Remember: consignee [ˌkɒnsaɪˈniː] — грузоотправитель

sight draft [saɪt] — тратта (вексель) с немедленной оплатой

loading — погрузка

discharge — разгрузка

commodity [kəˈmɒditi] — товар

INVOICE No 56-2005		
Date	10 October, ...	
Seller (Name, Address)	Universal Utensils, Rotterdam	
Consignee Newall Co.	Seller's Reference	LS 43352/05
	Buyer's reference	V-56-35
Buyer (if not Consignee) Vesta Vehicles Earlstree Industrial Estate Corby, Northants CY4 United Kingdom	Country of Origin of goods	Holland
Vessel/Aircraft etc. MS Jupiter	Country of destination	UK
Port of loading Rotterdam	Terms of delivery and payment	FOB Rotterdam Payment against sight draft accompanied by documents through Rabobank
Port of discharge Felixstowe		
Specification of Commodities Sensor Switches Type A6D	Quantity 35	Amount (state currency) US\$ 8164.80
		Total US\$ 8164.80
Name of Signatory Signature	Mr Sanchez	
It is hereby certified that this invoice shows the actual price of the goods described, that no other invoice has been or will be issued, and that all particulars are true and correct.		

Note: MS = motor-ship — судно

b) Check your comprehension.

1. What goods were sold?
2. What company sold the goods?

3. What country were the goods exported to?
4. What were the terms of delivery?
5. What was the method of payment?
6. What was the currency of payment?
7. What was the mode of transportation?
8. Where were the goods to be unloaded?

Ex. 38. Act out dialogues on the basis of the following assignments.

1. Meet a representative of the Buyers. Discuss the terms of payment of the Contract you are going to sign in a few days. Say you are interested in collection terms. Show a sample of the invoice you will send the Buyer.
2. You are a representative of the Buyer. Discuss the quality requirements for the instruments, you are going to buy, with the Seller. Ask him to pay special attention to your technical requirements.

UNIT VI

REVISION

PUBLIC HOLIDAYS

Ex. 39. a) Have a look at the table and say what you remember about each of these main holidays.

<i>month</i>	<i>the UK</i>	<i>the USA</i>
January	New Year's Day	New Year's Day
February		Lincoln's Birthday Washington's Birthday
April/May	Easter	Easter
July		Independence Day
September		Labour Day
November	Christmas Boxing Day	Thanksgiving
December		Christmas

b) Answer the following questions.

1. What is Hogmanay?
2. When do the Scots celebrate Burns Night?
3. What is Scottish Sports Day famous for?

Ex. 40. a) Read the short talk between two students.



Ann: I have heard that Americans also have Bank Holidays, like us. I mean Spring Bank Holiday and August Bank Holiday.

Frank: That's true. Besides we have a few other Bank Holidays. I don't remember when exactly. Practically all these Bank Holidays are not holidays, banks are closed for public these days. And as far as I know they do some routine work at this time.

Ann: The same is true about our banks on the two Bank Holidays.

Frank: Well, you see, Ann, one day I read, but I don't know where exactly, about a very strange tradition in England.

Ann: What do you mean?

Frank: On New Year's Eve many people traditionally take a shower in the fountains in Trafalgar Square, is it really so?

Ann: I have never heard about it. It must be a joke. Or, maybe some crazy people do so, but it can't be called a tradition. I myself often go to Trafalgar Square on New Year's Eve to see the tallest Christmas tree in the centre. It's an annual gift from Norway.

Frank: Oh, we also have a gigantic Christmas tree installed in Times Square¹.

Ann: So much in common we have!

Note:

¹ Times Square is the intersection of Broadway, 7th Avenue and 42nd Street in New York. It is the famous theatreland with *New York Times* building at the foot.

b) Say what you know about Bank Holidays in the UK and the USA.

Ex. 41. a) Read the text.

CHRISTMAS IN THE UK

If you try to catch a train on 24th December you may have difficulty in finding a seat. This is the day when many people are travelling home to be with their families on Christmas Day, 25th December. For most British families, this is the most important festival of the year, it combines the Christian celebration of the birth of Christ with the traditional festivities of winter.

On the Sunday before Christmas many churches hold a carol¹ service where special hymns are sung. Sometimes carol-singers can be heard on the streets as they collect money for charity². Most families decorate their houses with holly³, and they usually have a Christmas tree in the corner of the front room, glittering with coloured lights and decorations.



There are a lot of traditions connected with Christmas but perhaps the most important one is the giving of presents. Family members wrap up their gifts and leave them at the bottom of the Christmas tree to be found on Christmas morning. Children leave a long sock at the end of their bed on Christmas Eve, 24th December, hoping that Father Christmas will come down the chimney during the night and bring them small presents, not disappointed! At some time on

fruit and nuts. They are usually Christmas Day the family will sit down to a big turkey⁴ dinner followed by Christmas pudding. They will probably pull a cracker⁵ with another member of the family. It will make a loud crack and a coloured hat, small toy and joke will fall out!

Later in the afternoon they may watch the Queen on television as she delivers her traditional Christmas message to the United Kingdom and the Commonwealth. If they have room even for more food they may enjoy a piece of Christmas cake or eat a hot mince pie⁶.



Notes:

¹ carol — 1. рождественский гимн; 2. веселая песня

² charity — благотворительность

³ holly — падуб

⁴ turkey — индейка

⁵ cracker — хлопушка

⁶ mince pie — сладкий пирог с начинкой из орехов и изюма

b) Say what public holiday is 26th December, when people visit friends and relatives and exchange Christmas gifts.

c) Answer the following questions.

1. What is your favourite holiday?
2. What public holidays are celebrated in Russia?
3. What new public holidays, if any, have been introduced in our country?

Ex. 42. a) Read the two texts.

1. PANCAKE¹ DAY



Ash Wednesday² is the day in February when the Christian period of Lent begins. This refers to the time when Christ went into the desert and fasted for forty days. Although not many people actually give up eating during this period, on Pancake Thursday, the day before Ash

Wednesday, they eat lots of pancakes. These are made from flour³, milk and eggs, and fried in a hot pan.

Some towns also hold pancake races on that day. People run through the streets holding a frying pan and throwing the pancake in the air. Of course if they drop⁴ the pancake they lose the race!

2. EASTER EGGS

At Easter time, the British celebrate the idea of new birth by giving each other chocolate Easter eggs which are opened and eaten on Easter Sunday. On Good Friday bakers sell hot cross buns⁵, which are toasted and eaten with butter. Easter Monday is a holiday and many people travel to the seaside for the day or go and watch one of the many sporting events, such as football or horse-racing.

Notes:

¹ pancake — блин

² Ash Wednesday — Пепельная среда, День поминовения (в Англиканской церкви)

³ flour [flaʊə] — мука

⁴ to drop — ронять

⁵ cross bun — пасхальная булочка с изюмом

b) Say if there are similar traditions in our country.

Ex. 43. a) Read the dialogue.

THE OFFICE PARTY

Ashley: Steve, who's that man who's talking so loudly?

Steve: Which one? Everybody's talking loudly.

Ashley: The bald man with the mustache.

Steve: Oh, him! That's Harrison. He's the company president.

Ashley: And that woman who's standing next to him? Is she his wife?

Steve: The one with the gray hair? Why do you think she's his wife?

Ashley: She's the only one who isn't laughing at his jokes!

Steve: But everyone else has to! Same again, honey?

Ashley: No, thanks. I'll just have a mineral water¹.

Man: Hello, I haven't seen you before.

Ashley: That's because I don't work here. My husband does.

Man: Oh, what's his name?

Ashley: Steve, Steve Melton. Do you know him?

Man: No, I don't work here either — my girlfriend does. I suppose she knows him.

Ashley: Where is she?

Man: She's over there. That attractive, blonde girl who's talking to that funny-looking man with the beard and glasses. I wonder who he is?

Ashley: That "funny-looking man" is my husband!

Note:

¹ a mineral water — стакан минеральной воды

b) Reproduce the conversation.**c) Think and answer.**

1. What event did the party celebrate?
2. What makes you think so?
3. Why wasn't any mention of it made in the talk?

UNIT VII**VOCABULARY**

1. **joint** [dʒɔɪnt] *adj*

— совместный

2. **stock** *n*

— капитал

Запомните сочетание:

a joint stock company

— акционерная компания (компания, капитал которой образуется путем продажи акций)

Lesson 8

3. **liability** [ˌlaɪəˈbɪlɪti] *n* — ответственность
4. **party** *n* — сторона (контракта)
5. **duly** *adj* — должным образом, своевременно
6. **identical** [aɪdɪˈtɪkl] *adj* — идентичный
7. **to prevail** *v* — преобладать
8. **to undertake (undertook, undertaken)** *v* — брать на себя обязательство
to undertake to do smth — брать обязательство сделать что-либо
9. **undertaking** — обязательство
10. **to comprise** *v* — включать (в себя)
11. **tool** *n* — инструмент
- Compare: instrument*
12. **to set out** *v* — излагать подробно
13. **annex** [ˈæneks] *n* — приложение
14. **currency** [ˈkʌrənsɪ] *n* — валюта
15. **statutory** *adj* — установленный (законом)
16. **tax** *n* — налог
17. **like** *adj* — подобный
18. **levy** [ˈlevi] *n* — сбор
19. **to levy** *v* — взимать
- | | |
|---------|------------------------------|
| to levy | a tax
a fine
a penalty |
|---------|------------------------------|
20. **fee** *n* — плата, гонорар
21. **knowledge** [ˈnɒlɪdʒ] *n* — знания
- | | |
|--|-----------|
| poor
good
excellent
deep
perfect | knowledge |
|--|-----------|
- The word *knowledge* is never used in the plural.
- e.g. He has a good knowledge of English. Their knowledge of the subject was very good.
22. **in accordance with smth** *prep* — в соответствии с
23. **effective** [ɪˈfektɪv] *adj* — действующий; действительный
- effective date** — дата вступления в силу
24. **collection** *n* — инкассо (предъявление для оплаты)

- to send documents for collection** — направить документы на инкассо
25. **complete** *adj* — полный
26. **acceptance** *n* — 1. приемка 2. акцепт
27. **present** *adj* — настоящий, данный
28. **assurance** [ə'ʃʊərəns] *v* — гарантия
29. **request** [ri'kwest] *n* — просьба
on the request of smb
at one's request — по просьбе кого-либо
 — по просьбе / требованию
30. **to pertain to smth** *v* — принадлежать, иметь отношение к
31. **surveillance** [sə'veiləns] *n* — надзор, наблюдение
32. **if any** — если таковые имеются
33. **to audit** ['o:dit] *v* — проверять отчетность, ревизовать
34. **works** *n* — завод
 gas |
 steel | works
 iron |
 tyre |
syn.: factory, plant
e.g. The automobile works has been transferred to another city.
 These works were moved to the Urals during the war.
 A new gas works has been built in Coventry.
35. **to notify smb of/about smth** *v* — информировать, сообщать кому-л. о чем-л.
36. **readiness** *n* — готовность
37. **release** [ri'li:s] *n* — освобождение
Запомните сочетание:
a release certificate — разрешение на отгрузку товара
38. **to enable smb to do smth** *v* — дать возможность кому-л. сделать что-л.
39. **to waive** [weiv] *v* — отказаться от
 to waive | inspection
 | the right — отказаться от инспекции
 — отказаться от права
40. **inventory** ['inventri] *n* — 1. опись имущества
 2. *pl.* товарно-материальные запасы

Lesson 8

41. **to maintain** [meɪn'teɪn] *v* — обслуживать, поддерживать в исправности
42. **maintenance** *n* — 1. содержание в исправности
2. текущий ремонт
43. **raw materials** — сырье
44. **to prevent** *v* — предотвращать
45. **breakdown** *n* — поломка
46. **overhaul** [ˌoʊvə'hoʊl] *n* — тщательный осмотр; капитальный ремонт
47. **to monitor** *v* — следить за изменениями (чего-либо); отслеживать, контролировать
48. **to liaise** [li'eɪz] *v* — поддерживать контакты, работать в тесной связи
49. **sole** *adj* — единственный; исключительный, монопольный
50. **list** *n* — список
51. **entity** ['entɪti] *n*
legal entity — организация
52. **to authorize** ['ɔ:əraɪz] *v* — юридическое лицо
53. **above-mentioned** — уполномочить
54. **quick wearing** — вышеуказанный
55. **consignee** [ˌkɒnsaɪ'ni:] — быстроизнашивающийся
56. **sight draft** [saɪt] — грузополучатель
57. **loading** *n* — тратта (вексель) с немедленной оплатой
- port of loading**
during loading — погрузка
58. **discharge** *n* — разгрузка
syn.: unloading
59. **commodity** [kə'mɒdɪti] *n* — товар
syn.: goods

LESSON 9

Grammar:	The Gerund
Subject for Study:	Theatres and Cinemas
Revision:	Contract (Time of Delivery, Payment)

UNIT I

GRAMMAR

THE GERUND

STEP 1. STUDY THE SENTENCES.

1. She doesn't like **skiing**.
2. We are interested in **receiving** your new samples.
3. She objected to our **smoking** there.
4. We insisted on **being informed** of any changes in the shipping schedule immediately.
5. I am sorry for **having done** it.
6. We had difficulty in **finding** a parking place.
7. Do you feel like **going out**?

В данных примерах формы, оканчивающиеся на **-ing**, являются герундием. Герундий — неличная форма глагола, выражающая название действия. В русском языке подобной формы нет. На русский язык герундий переводится инфинитивом, отглагольным существительным или придаточным предложением.

Герундий употребляется после многих глаголов с предлогом и без предлога, некоторых прилагательных и существительных, а также с предлогами в функции обстоятельства. Герундий может употребляться как в активной форме (см. прим. 1-3), так и в пассивной (см. прим. 4) и перфектной (см. прим. 5) формах.

Наиболее употребительные глаголы, с которыми используются герундий

to accuse smb of	to mind (иметь что-л. против)
to avoid	to object to
to depend on	to prevent
to enjoy	to result in
to feel like	to risk
to finish	to stand (выдерживать, выносить)

to go on	to succeed in
to give up	to suggest
to insist on	can't help быть не в состоянии
to keep smb from	удержаться от чего-л.
to look forward to	

Герундий употребляется после следующих

прилагательных		существительных
afraid	apology for	objection to
ashamed	habit of	opportunity of
busy	idea of	possibility of
fond	importance of	reason for
proud	interest in	way of
tired	means of	

Герундий употребляется после предлогов для выражения:

времени	условия	сопутствующих обстоя- тельств
after	in case of	besides
before	subject to	instead of
on		without ¹

Note: Герундий с предлогом without переводится деепричастием с отрица-
нием: *e.g.* without speaking — не говоря

Ex. 1. Translate into Russian.

1. Training starts in the second quarter of the year.
2. High transport costs can make exporting uneconomical.
3. We have to remind you that the importance of the goods being delivered on time was strongly stressed during our negotiations.
4. We are ready to sign the contract subject to your reducing the price by 5 per cent.
5. They insisted on discussing the matter at the next meeting.
6. I look forward to seeing you.
7. After swimming I felt cold.
8. What can you do besides typing?
9. I'm tired of arguing.
10. I don't like his habit of interrupting people.
11. The losses did not prevent them from signing another contract.
12. I don't like their idea of waiving inspection.
13. We have no objection to your monitoring the preparatory work.

14. Instead of inspecting the inventories they checked the raw materials.
15. You will receive a 3% commission subject to your selling more than 1 000 articles a year.

Ex. 2. Choose the correct variant.

1. I enjoyed (to swim, swimming) in the morning.
2. Instead of (to correct, correcting) the defects they replaced the whole unit.
3. They agreed (to ship, shipping) the goods ahead of schedule.
4. The children were told to avoid (to cross, crossing) the street there.
5. We are experiencing great difficulties (to dispatch, in dispatching) the last shipment.
6. You can't prevent him (to spend, spending) his own money.
7. He didn't mind (to leave, leaving) home.
8. They went on (to discuss, discussing) the terms of the credit agreement.
9. We can't afford (to spend, spending) so much money on market research.
10. I'll join you later. I need to finish (to write, writing) this report.
11. I can't help (to think, thinking) that something may go wrong.
12. We decided (to waive, waiving) inspection.

Ex. 3. a) Complete the mini-dialogue by using the verbs in the correct form.

- Nellie:* Oh, not again.
- Fernanda:* What's wrong?
- Nellie:* My computer's crashed («завис»). It keeps (to do) it. I'm tired of (to save) my documents every few minutes or risk (to lose) the work I've just done. You are so good at computers. What do you advise me (to do)?
- Fernanda:* Well, I don't know. I'm very busy (to write) a report at the moment. I suggest (to call) an IT technician.

b) Act out the dialogue.

Ex. 4. Translate into English.

1. Он не любит терять время напрасно.
2. Мы заинтересованы в проведении предварительных испытаний.
3. Мы испытываем большие трудности с фрахтованием тоннажа.

4. При сложившихся обстоятельствах мы возражаем против того, чтобы вы переводили деньги во втором квартале.
5. Вместо того, чтобы перевести всю сумму, они перевели только 50%.
6. Они с успехом провели самые трудные испытания.
7. Мы извинились за то, что отправили сообщение с опозданием.
8. Они заняты тем, что готовят материалы для конференции.
9. Компания рисковала потерей репутации.

STEP 2. USE THE GERUND WHEN YOU TALK.

Ex. 5. a) Ask and answer as in the model.

— What <i>point</i> shall we discuss now? — I suggest <i>discussing the terms of payment</i> .

Prompts:

1. problem;
2. clause;
3. item;
4. appendix;
5. addendum;
6. contract;
7. order, etc.

b) Now say what you suggest discussing during the lesson.

Ex. 6. a) Read the model.

Excuse my <i>asking</i> you again.

b) How would you apologize if you have to:

1. bother smb;
2. ring smb up late;
3. call on smb early;
4. interrupt smb;
5. raise a question;
6. forget to do smth;
7. let smb down;
8. interfere with smth;
9. to put in a word.

Ex. 7. a) Read the models.

1. We object to *waiving inspection*. *It's our trial order*.

b) What would you say if you didn't want:

1. to alter the model;
2. to change the wording of the paragraph;
3. to introduce the amendment;
4. to pack the goods in separate crates;
5. to change the delivery terms;
6. to send the goods by air;
7. to change the currency of payment.

2. We objected to *the Sellers' shipping* the goods in two lots as we needed all the goods immediately.

c) What would you say if you didn't want the Sellers:

1. to ship the goods by sea (road, air, etc.);
2. to pack the goods in plastic bags (wooden crates, cartons, boxes, etc).

Ex. 8. a) Read the model.

Before signing the contract *we must finalize some points*.

b) Say what questions businessmen discuss before (after) signing the contract.**Ex. 9. Answer the following questions.**

1. Why should students read texts (books, newspapers, etc.) before coming to the lesson?
2. What do you prefer doing during the lesson?
3. Would you rather stay at home instead of going out on Sunday?
4. What exercises do you like doing at home?
5. Why do many students enjoy watching English films?
6. Do you like speaking English?
7. What do you prefer doing in your leisure time?
8. Why do many people look forward to their holidays?
9. Why do some people object to travelling by air?

10. What kind of books are you fond of reading?
11. What music do you enjoy listening to?

UNIT II

WORKING ON THE TEXT

A

THEATRES IN GREAT BRITAIN

A British theater-goer has a wide choice of entertainment at his disposal. If one turns to a theatre guide, he will almost always find something to his taste.

There are hundreds of theatres, large and small, all over London. But the finest London theatres are in the West End, which is in fact in the centre of the city. This is where you can see musicals, classic plays and a wide range of plays by modern authors.

Most theatres were built in the late 19th and early 20th centuries. The 19th century saw the great comedies by Oscar Wilde, *The Importance of Being Earnest* and *Lady Windermere's Fan*¹ and George Bernard Shaw's masterpiece *Pygmalion* which was later made into a musical and the film "My Fair Lady".

Today's London offers every kind of dramatic experience, from open-air Shakespeare performances in the Globe Theatre to the bizarre² offerings of the London International Festival of Theatre.

The present Globe Theatre, located on the south side of the Thames, is a reconstruction of the old theatre for which Shakespeare wrote many of his plays. It is an open-air theatre. Part of the audience have to stand in the yard before the stage, completely exposed to weather: they get wet if it rains or are baked in the sun on a hot day. The performers on the stage, though, are sheltered under a thatched roof.³ When the theatre was opened after reconstruction in 1997 it was planned to recreate the atmosphere of Shakespeare's day: music is played on period instruments⁴, there are no microphones, no stage light. In the original Globe all performances were held during the day. To recreate such conditions the auditorium now is floodlit⁵ when the sun goes down, and everybody can see everything and everybody else quite well. Refreshments and programmes are sold through the whole performance and the audience may stroll around, they may arrive or leave at any time and they are always allowed to take their places.

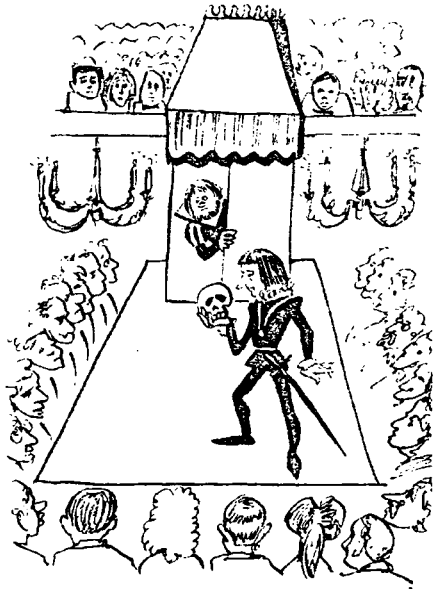
Shakespeare made his **fortune** in London, and London has made a considerable fortune out of Shakespeare. The first regular showings of Shakespeare plays were at the Old Vic Theatre. The Company travels widely all over the world and, **incidentally**, came to Moscow on a visiting tour in the 50-s and performed on the stage of the Moscow Art Theatre. Nowadays the best Shakespeare performances can also be seen in the publicly sponsored National Theatre and the Royal Shakespeare **Company**.

The most recently built theatre complex, the National Theatre, actually includes 3 theatres. Sometimes performances of visiting companies from Britain and abroad are given here. It was in this theatre that one of Britain's most famous actors, Laurence Olivier, played.

In the early 20-s of the last century the most beautiful of London theatres, among them the Coliseum⁵, opened. When the Coliseum opened, its stage was provided with 3 revolving platforms for performances that included chariot⁶ races and even elephants playing cricket. Now it houses the famous opera company, Sadler's Wells⁷.

The London theatre is very commercialized. Everything is done **for the sake** of entertainment and **profit**. The expenses of running a London theatre are great and a lot of money is at **risk**. So, to **avoid a failure**, before a new play is put on in London it may sometimes have a **short run** at a provincial theatre. If **publicity** is good the play may continue for many years, like Agatha Christie's "*The Mousetrap*"⁸ which has been running since 1952.

Theatre tickets in the West End are expensive. But if you can't afford it, you may go to the cut-price ticket booth in Leicester⁹ Square. **Queues** begin to form at the booth in the late afternoon on the day of the performance for a half-price **bargain**.



In a provincial town the system is different. The population is smaller and they have a repertory theatre¹⁰ which presents three or four plays in **rotation** for several weeks. This system allows classics and old favourites to be seen by theatre-goers; but the government has to help this type of theatre financially, because the majority of the paying public is more interested in new light comedies, musicals and thrillers.


One of the places where the public can see old and well-known or experimental plays — both of which can be financially risky — is in the so-called “Club” theatres where the money problem is not important since the actors are paid little or nothing. A play is produced for one or two weeks and any profits from this go to pay for the next production. There are several “Club” theatres like this in the London suburbs and all over England. The members are often professionals (out-of-work or ex-actors) but there are also many **amateurs** who have a completely different job in the daytime.

Interesting plays can also be seen at numerous festivals held all over Great Britain. It has become a tradition not only in big cities but in small towns as well to hold a number of art, music and theatre festivals every year. Some festivals have international fame. Edinburgh¹¹ — the Scottish capital — hosts the famous Edinburgh International Festival which has been held **annually** since 1947.

All in all, entertainment in England is very rich.

B

DISCUSSING A FILM

 Dick and Robert meet in a bus, going to their office in the morning.

Dick: Did you watch TV last night?

Robert: No, I went to the pictures¹².

Dick: What did you see?

Robert: A wonderful film. “My Brilliant Career”. It’s an Australian film, starring Judy Davis. The film is a **screen version** of a historical novel about life and love in turn-of-the-century Australia.

Dick: Were you **familiar** with the plot?

Robert: No, I never read the book.

Dick: Where’s the film on?

Robert: At the Globe. We had to **queue up** for an hour and a half to get in. And they say people only want to watch television nowadays! Of course, there was a special attraction that night. Judy Davis was making a personal appearance.

- Dick:* What's she like?
- Robert:* She is charming. And in the film the **make-up** and **clever** photography made her a real beauty. She is a very talented actress. The film had a good **review** in the press right from the start and then, you know, it won British Academy awards for the best actress.
- Dick:* Did you notice the names of the producer and the director?
- Robert:* No, I didn't but what's the difference?
- Dick:* Don't you know? I thought you were a movie fan. The **producer** makes all the business arrangements while the **director's** in charge of the actual making of the film.
- Robert:* Oh! It's only the **stars** I really notice. Actually it was a pretty good cast.
- Dick:* Was it a continuous programme?
- Robert:* No, it wasn't.
- Dick:* Where did you sit?
- Robert:* In the stalls, in the 16th row. My wife hates being too near the screen.
- Dick:* Was there only the feature film or was there a documentary as well?
- Robert:* There was a documentary about under-water swimming. It was quite interesting. Besides, there was a **cartoon** and the usual trailer for the new film.
- Dick:* You seem to have liked the film very much. Would you mind going to see it again with me?
- Robert:* Not at all. I'd be delighted.

Notes:

- ¹ "The Importance of Being Earnest" — "Как важно быть серьезным"
 "Lady Windermere's Fan" — "Веер леди Уиндермер"
- ² bizarre — эксцентричный, причудливый
- ³ thatched roof — соломенная крыша
- ⁴ period instruments — старинные инструменты
- ⁵ floodlit — залитый светом прожектора
- ⁶ chariot — колесница
- ⁷ Sadler's Wells ['sædləz' welz] — a famous British Company
- ⁸ "The Mousetrap" — "Мышеловка"
- ⁹ Leicester Square ['lestə] — a square in the West End
- ¹⁰ repertory theatre ['repət(ə)rɪ] — театр с постоянной труппой и определенным репертуаром
- ¹¹ Edinburgh ['edɪnb(ə)rə] — Эдинбург
- ¹² pictures — кино

SECTION A

Ex. 10. Read the text.

Ex. 11. Check your comprehension.

1. Where are the best theatres located in London?
2. What kind of plays can one see in London theatres?
3. Where is the Globe Theatre located?
4. What is so special about the Globe Theatre?
5. Where can Shakespeare plays be seen in London?
6. What modern theatre facilities appeared in London in the early 20s?
7. How do provincial theatres differ from most London theatres?
8. How long does a play usually run in "Club" theatres?
9. How expensive are theatre tickets in London?
10. Where are theatre festivals held?
11. What is the most famous theatre festival in the UK?

Ex. 12. Say what information you have learned about:

1. London theatres;
2. the Globe Theatre;
3. theatres that stage Shakespeare plays;
4. provincial theatres;
5. "Club" theatres;
6. the Edinburgh International Festival.

Ex. 13. Think and answer.

1. Why do only few theatres stage Shakespeare in England?
2. What explains a wide variety of London theatres?
3. Why have many theatres in London become commercialized? Is it true only of London theatres? Give your opinion.
4. What makes festivals very popular in England?
5. What explains a wide variety of British theatres?
6. What is the role of publicity in the theatre world?

SECTION B

Ex. 14. Read the dialogue.

Ex. 15. Check your comprehension.

1. What did the Australian film "My Brilliant Career" feature?
2. How long did it take Robert to get the tickets?

3. What made Judy Davis look a real beauty?
4. What's the difference between the producer and the director of a film?
5. What is a continuous programme?
6. What else could the audience see besides the feature film?

Ex. 16. Sum up what the two friends said about:

1. the film Robert saw;
2. the personal appearance of the actress before the film show;
3. the people engaged in film-making;
4. different types of film shows.

Ex. 17. Act out the dialogue.

UNIT III

WORKING ON WORDS

for the sake of smth/ smb

Ex. 18. a) Ask and answer as in the model.

— Why are *cheap sensational thrillers so often staged in the West End?*
— For the sake of *entertainment and profit.*

Prompts:

1. to hold international book fairs;
2. to organize Olympic Games;
3. to launch advertising campaigns;
4. to hold film festivals;
5. to hold scientific conferences, etc.

b) Now say what you would do for the sake of your friend (child, health, etc.).

publicity

Ex. 19. a) Read the model.

Many people were eager to see the new film because it was given wide publicity.

b) What would you say if much was written about a play (festival, book, exhibition, football match, chess tournament, Olympic Games, etc.)?

c) Answer the following questions.

1. Why are football matches (sports events, performances) often given wide publicity?
2. Are all scientific achievements given wide publicity? Why?
3. Why does a good review in the press attract many cinema-goers?
4. What does an agent do to increase the popularity of a film?
5. How is tourism promoted?
6. What can promote the sale of goods?
7. Should wide publicity be given to a new medicine?

to turn to smb

Ex. 20. a) Ask and answer as in the model.

— Where can I find *a theatre guide*?
— I'm sorry I can't help you. You'd better turn to *the hotel clerk*.

Prompts:

1. a stamp;
2. the timetable;
3. the catalogue;
4. the annual report;
5. a copy of the contract;
6. the test data;
7. the quality certificate, etc.

b) Now say who you would turn to if you needed help, information, money, etc.

at one's disposal

Ex. 21. a) Ask and answer as in the model.

— Who could help me to *update the catalogues*?
— Our secretary is at your disposal.

Prompts:

1. to update the spare parts list;
2. to check the invoices;

3. to make the calculations;
4. to reserve accommodation;
5. to book tickets for a plane (train, ship, etc.).

b) Now say what facilities are at your disposal for studying a foreign language (for going in for sports, for travelling, etc.).

c) Answer the following questions.

1. What facilities do tourists have at their disposal in Russia?
2. What means of communication do businessmen have at their disposal?
3. What recreation facilities do Muscovites have at their disposal?
4. What computer have you got at your disposal?
5. Have you got an office car at your disposal? Why?

to expose to smth

Ex. 22. a) Read the model.

TV viewers should not be exposed to violence.

b) Say that children should not be subjected to danger (unnecessary risks, infection, radiation, bad influence, etc.).

c) Answer the following questions.

1. Why shouldn't goods be exposed to rough weather conditions during transportation and storage?
2. Why shouldn't perishable goods be exposed to heat and light?
3. Why should special care be taken not to expose infants and elderly people to infection during flu epidemics?

Ex. 23. Translate into English.

1. Труппа Большого театра ежегодно выезжает на гастроли по стране.
2. Вы знакомы с сюжетом этого фильма?
3. Вы читали рецензию на новый фильм в сегодняшней газете?
4. Фильм недолго шел на экране, но он понравился публике.
5. Мы простояли в очереди за билетами полчаса.

6. Пьеса не имела успеха, хотя состав исполнителей был хороший.
7. Название пьесы не показалось мне знакомым.
8. Кто отвечает за рекламу товаров в нашей фирме?
9. Хорошая реклама способствует продаже товаров.
10. Если вам нужна помощь, обратитесь к секретарю.
11. В новых районах Москвы всегда к вашим услугам почтовые отделения, поликлиники, магазины, кинотеатры.
12. Он рисковал жизнью ради ребенка.
13. Если фирма не сумеет выгодно продать эту крупную партию товара, она рискует стать банкротом.

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 24. a) Complete and translate.

special <i>adj</i> + <i>ity</i> → speciality <i>n</i>
active <i>adj</i> + <i>ity</i> → activity <i>n</i>

1. real → ...
2. personal → ...
3. public → ...
4. valid → ...
5. popular → ...
6. equal → ...

b) Complete the sentences.

1. Comedies and musicals are popular in Great Britain. The ... of a play often depends on the stars who perform the leading parts in it.
2. The contract is valid till the new year. The ... of the contract expires on the first of January.
3. Public opinion is very important for commercial theatres. If the ... is bad, a new play can be a complete failure.
4. They say it is quite legal. But I doubt the ... of this document.
5. The deliveries of materials should be regular. Their ... is important for the production process.
6. I believe the increase in prices is quite possible. This ... is confirmed by the recent market developments.

- c) Use the word given in brackets to form a word that fits in the space. Make use of the following suffixes: -al, -ance, -[a]tion, -er, -ful, -ic[al], -ing, -ity, -ment

BALLET

This form of dance received (popular) at the time of Louis XIV in 1661 where it was called (class) ballet. Although the (form) style required a lot of training, it created the (appear) of grace¹. What made ballet so different was its (combine) of dancing, music and acting. Other (attract) were the (beauty) costumes. The (dance) by their (move) showed (feel) and told the story without the (assist) of words. Dresses were worn long until the 1720s when they were shortened. The early 1800s saw the (arrive) of the now (tradition) white dress with the style of (dance) on the toes.²

Notes:

¹ grace — грация, изящество

² on the toes — на пальцах (ног)

ARTICLES

Ex. 25. a) Supply the articles where necessary.

1. What can you say about ... importance of... publicity?
2. ... publicity the film received in the press was not surprising.
3. All the efforts to make a screen version of the play ended in ... failure.
4. How can you explain ... failure of his film?
5. ...popularity and ... publicity shouldn't be confused.
6. ... popularity of the star came with this thriller.

* * *

CONTINUOUS PERFORMANCE OF DOUBLE FEATURE PROGRAMME

... cartoon had already started in ... cinema when we went in and with ... great effort we found seats as there was ... little light in ... hall. ... seats we found were in one of... rows nearest to ... entrance. We heard other people go by, but we could not tell how big ... audience was. However,... cinema did not get very crowded at that time of ... day. "It must be almost 2 o'clock already," my wife said. "Can you see your watch?" I saw with ... great difficulty that it was a little after two. Just then ... second film started, but we were disappointed to find that there had been ... change in ... programme; ...


film we were interested in was shown first, so we missed it. We were particularly interested in ... one which was ... screen version of ... Agatha Christie's famous thriller.

b) Say what you have learned about the films shown that day.

TENSE AND VOICE

Ex. 26. a) Supply the correct forms of the verbs.

Two fellow students, Pauline and Bill, meet at the Institute.

 *Pauline:* You (to promise) to take me to see the new play. You (to get) tickets?

Bill: I'm awfully sorry. I thought I (to get) tickets easily. It is, however, simply impossible. I (to try) to let you know last night but I couldn't get you on the phone. I did get tickets, though, for the new film which (to be) on at our local cinema.

Pauline: That's fine! It has a good review in the press. Kate said she (to go) to see it soon. Would you mind if she (to join) us?

Bill: Not at all. I even (to buy) two more tickets because I (to think) Kate and Jim (to enjoy) the film. I (to be) sure they (not to object) to going to the pictures with us.

Pauline: Splendid! In fact Kate said yesterday that she (not to have) time to queue up for tickets. What a pleasant surprise it (to be) for her. I hope we'll all have a good time.

b) Answer the following questions:

1. What did Bill promise Pauline?
2. Where did he say the new film would be shown?
3. Why did Bill think that Kate and Jim would enjoy the film?
4. Why was he sure that they would not object to seeing the picture with them?

PREPOSITIONS

Ex. 27. a) Supply the prepositions where necessary.

1. In British theatres today much is done ... the sake ... profit.
2. Great efforts are made to appeal... public taste.
3. A British theatre-goer has a wide choice... entertainment... his disposal.

4. Were you familiar... the plot?
5. The director... the film is ... charge ... the actual making... the film.
6. In London if you can't afford an expensive theatre ticket, you may turn ... the cut-price ticket booth ... the day of the performance.

* * *

An Italian lady is spending a holiday in London.

She addresses the man at the desk in the hotel where she is staying:

"I think I'd like to go ... a theatre tonight."

"Would you like a guide?"

"No, no. I'll go by taxi."

"No, madame, I mean a theatre guide. A list... all the theatres ... London, giving information with full details ... plays and booking facilities."

"I think I'll go ... the National Theatre. What's ... there?"

"Henry IV. It's one ... Shakespeare's historical plays."

"I'll go and get a ticket."

(Later... the National Theatre box-office).

"One ticket ... tonight's play ... the stalls but not further than the tenth row."

b) Reproduce the dialogue.

MISCELLANEOUS

Ex. 28. a) Choose and use.

one of these days, the other day

Note: When you speak about the future you say "one of these days".
Speaking of the recent past you say "the other day".

1. ... I queued up for a few hours to get tickets for the play.
2. The kids enjoyed the cartoon shown on TV...
3. The annual report will be published
4. A new thriller was shown on TV
5. ... the producer made a personal appearance on the opening night of his new film.
6. ... I noticed a poster announcing a new performance at our local theatre.
7. ... he will go on a business trip to Europe.

b) Translate into English.

1. На днях он сказал мне, что боится провала пьесы.
2. На днях я познакомился с новой программой в цирке.
3. На днях будет показан фильм с Лоренсом Оливье в главной роли.
4. На днях мы обсудили рецензию на этот фильм.
5. На днях вы получите наши обновленные каталоги.
6. На днях мы получили интересное предложение от этой фирмы.

Ex. 29. a) Choose and use.

last, lately

1. Many screen versions of historical novels have appeared in our country....
2. What film did he star in ... ?
3. Where did the company go on tour.... ?
4. The profits of the theatre have gone up considerably ...
5. There have been quite a few hits at this theatre
6. Much publicity has been given to this performance....
7. The film I saw ... was given a wide publicity.
8. It must be a year since I... saw you.

b) Answer the following questions.

1. What new performances have been shown at Moscow theatres lately?
2. What thriller did you see last?
3. What new films have been released lately?
4. What actors star in the film you saw last?

Ex. 30. a) Choose and use.

auditorium, audience

1. We took places in the ...
2. At the end of the performance the ... applauded enthusiastically.
3. The production was neither good, nor bad, but the ... loved it.
4. I took a seat at the back of the ... and started watching the rehearsal.
5. The noise in the ... was little by little dying.

b) Translate into English.

1. Лекция будет в аудитории №2.
2. Эта аудитория будет достаточна для большого концерта.

3. Он волновался перед выступлением перед большой аудиторией.
4. В новом культурном центре будет несколько зрительных залов.
5. Двери зрительного зала закрылись и аудитория приготовилась к началу концерта.

SOCIALIZING

Going to the Theatre

INVITING SMB FOR A THEATRE VISIT

1. Would you like to go to a theatre on Saturday?
2. Why don't you join me for a visit to the theatre this weekend?
3. I was wondering if you would like to join me for a visit to the theatre.
4. I've got a spare ticket. Would you like to join me?
5. Shall I book seats for a new comedy at this theatre? They say it's very popular.

POSSIBLE RESPONSES


1. I'd love to.
2. That's a good idea.
3. Not a bad idea.
4. And what is on?
5. What's playing at this theatre tonight?
6. Can I phone you tomorrow to confirm I'm coming?
7. I'm afraid I am busy on Saturday, but thanks for asking me.
8. What a shame! I'm meeting a friend on Saturday and I wouldn't like to let him down.
9. I'm afraid I can't make it. But thanks, anyway.

EXCHANGING IMPRESSIONS AFTER THE PERFORMANCE

1. Did you like the performance?
2. What do you think of the play?
3. How did you find the acting?
4. Who was the man playing the leading role?
5. I enjoyed it very much.
6. I enjoyed every minute of it.
7. The play was highly entertaining.
8. The whole cast was excellent
9. The leading lady is the greatest actress.

10. The play was boring.
11. I don't think much of the play.
12. The cast leaves much to be desired.
13. I'm afraid, the leading lady almost ruined the whole performance.

Ex. 31. a) Read the dialogue.

-  *Mike:* Hello, Jack. Why the rush?¹ Where are you going?
- Jack:* Hello, Mike. I'm on my way to meet Joyce. We're having dinner at a Chinese restaurant and then we're off to the theatre.
- Mike:* Do you often go to the theatre?
- Jack:* Yes, I usually go at least once a month. Do you ever go?
- Mike:* Yes, but I don't often find time these days. There are so many other things to do.
- Jack:* That's true.
- Mike:* Listen, perhaps I can arrange to meet you and Joyce one Saturday evening. We can have dinner together and then go on to a theatre.
- Jack:* That's a good idea. Look, I forget the name of the play, but there's a good comedy on at the Royal Theatre next week. If you like, I can book seats for next Saturday.
- Mike:* All right. I'm meeting Jane later this evening so I can make sure she's free next Saturday.
- Jack:* Fine. I must run now.
- Mike:* I'll phone you tomorrow then. Have a good evening.

Note:

¹ Why the rush? — Что за спешка?

b) Reproduce the dialogue.

Ex. 32. a) What would you say if:

1. you wanted to invite a friend to see a new performance;
2. you wanted to offer to get tickets for the performance;
3. you accepted the invitation;
4. you could not or did not want to go.

b) Act out dialogues exchanging impressions after the performance.

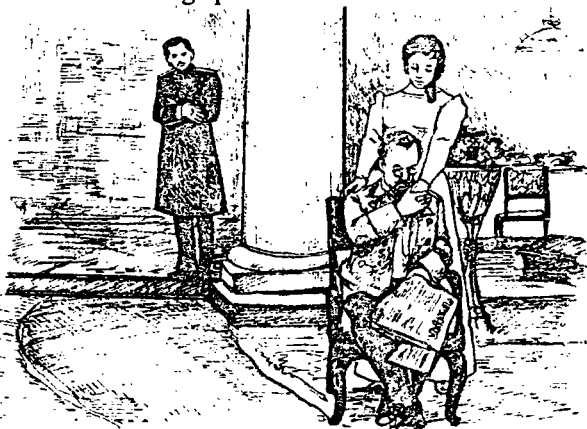
UNIT V**SPEECH EXERCISES****Ex. 33. a) Read the story.****AN ACTOR**

Of all the farmers in our district William Twelvetree was the poorest and most unlucky. He was a good fellow, but he worked without method, and the strangest thing about him that puzzled his fellow men was that he lived in dreams. His life was not easy as he had to keep a wife and four daughters who were still young and could not help him.

William and his family were good ordinary people, but William had a dream to play in a performance. Only his four children and his wife alone knew of that dream. Then, one autumn they came across an announcement printed in the local journal that all those interested in drama were asked to attend a meeting of a new dramatic society. All the members of William's family were anxious to see him act in a real performance and they made him attend the meeting. William didn't contradict. When William entered the hall where the meeting was held he was surprised to see so many people. At the same time he felt happy as he was really devoted to art. The people who wished to take part in the performance were given a play to read and choose a part. William read the play and decided that he should play the part of the Duke¹. In a week it was announced to William's great regret that he would have the part of the monk². The information struck William as very unpleasant; he even hesitated whether to take the part or give it all up, but when he told his wife and daughters that he would play the part of a monk they thought that it was wonderful. So, he got down to learning his role and very soon he knew it by heart. He was sure that the audience would appreciate his performance and would praise his talent.

At last the day of the first performance came. William asked his wife not to come to the theatre, saying that he would be very nervous and that might spoil everything. He arrived early at the theatre and when he was dressed and made up, he looked like a real monk. In the first scene he was to be on the stage alone. Although he had been preparing for it for a long time he got terribly frightened. He forgot his lines completely, his manners were very funny. In fact he looked more like a clown than a monk and was greeted with laughter. Whatever he said made no sense. The situation was awful. Now he wished to get out of it, so he rushed from the stage and hid himself in the dressing-room. There

he changed his clothes and went home. He was very much upset and didn't know how to break the news to his wife. There were lights on the farm. His wife was waiting up for him.



“William,” she cried, and embraced him joyfully.

Suddenly the four girls came downstairs and embraced him too. William looked at them sorrowfully, without a word. Thinking that he was still acting, they all cried out: “Oh, you look like a monk. Oh, just like a real monk!”

The four girls took hands with their mother and began to dance about him. “Good, old Daddy. Brave.” they shouted. Then they stopped dancing and began to applaud him. William was puzzled. He didn't know what to do. He felt tears on his face and he could not look at the children. Then, suddenly, not knowing how else to cover his confusion, he began to bow³, smiling, as if he were a real actor.

(After Ernest Bates)

Notes:

¹ duke — герцог

² monk [мoнaх] — монах

³ to bow [бай] — кланяться

b) Say what you have learned about:

1. William Twelvetree and his family;
2. William's dream;
3. the meeting of the local theatrical society;
4. the part that William received;
5. William's manner of acting during the opening night;
6. the way William's family met him after the performance.

c) Think and answer.

1. What makes a good actor?
2. Why are there so many failures among actors?
3. Are dreamers always talented people?

d) Does the proverb "A man can do no more than he can" illustrate the main idea of the story? Prove your point.

Ex. 34. a) Read the dialogue.

Remember: rehearsal [ri'hæ:s(ə)] — репетиция
 matinee ['mæti:ni] — дневной спектакль
 headline — заголовок

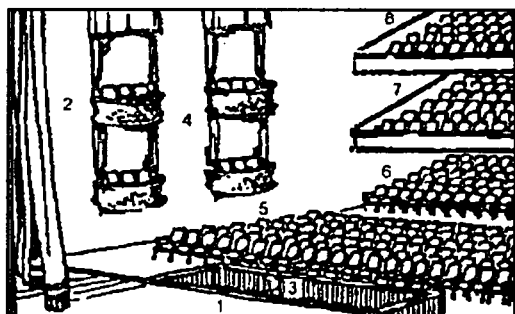
AMATEUR PERFORMANCE

- (10)** *Adrian:* Well! Hallo, stranger!
- Stephen:* Hallo. It must be a year since I last saw you. You had the leading part in that play the Amateur Dramatic Society put on.
- Adrian:* That was our last show.
- Stephen:* When's your next one coming off?
- Adrian:* Next week. It's the dress rehearsal this evening. I hope it will not be a failure.
- Stephen:* I suppose you're in it.
- Adrian:* Yes, though I've got only a small part.
- Stephen:* Is your wife in it this time?
- Adrian:* Actually she's been helping behind the scenes, advising about costumes and make-up, helping to paint scenery and arranging publicity.
- Stephen:* How many performances are you putting on?
- Adrian:* Four. Tuesday will be the opening night, Thursday and Saturday evening and a matinee on Saturday.
- Stephen:* Well, I'll come along one evening to applaud you.
- Adrian:* Thank you, that can help us to get a headline in the local paper. I'm due at rehearsal in half an hour. Good-bye. Remember me to your wife. Hope you'll enjoy our show.

b) Say what you have learned about the Amateur Dramatic Society.

c) Reproduce the dialogue.

Ex. 35. a) Look at the plan of a medium-size theatre.



Remember: box — ложа
pit — амфитеатр

- | | |
|------------------|--|
| 1. the stage | 5. stalls |
| 2. the curtain | 6. the pit |
| 3. the orchestra | 7. the dress-circle |
| 4. boxes | 8. the upper circle (balcony or gallery) |

b) Answer the following questions.

1. What seats do you prefer: in the stalls? In the gallery?
2. Why do some people prefer to sit in the first row in the stalls, near the orchestra?
3. What seats in a theatre are the cheapest (the most expensive)?
4. Do you prefer an evening performance or a matinee?
5. What information do you expect to find in a theatre guide?

Ex. 36. a) Read the ad.

**TAVISTOCK REPERTORY COMPANY (LONDON)
PRESENTS**

BLOOMSDAY

DEvised BY ALLAN MC CLELLAND FROM

ULYSSES

BY JAMES JOYCE

A CO-PRODUCTION WITH THE SUGAWN THEATRE

NOV. 4-6, 9-12, AT 7.30

TOWER THEATRE

CANONBURY PLACE LONDON 1
BOX-OFFICE: PHONE 01-226 5111
MONDAYS: 6.30 P.M. TO 8 P.M.

b) Answer the following questions.

1. What is advertised here?
2. Where do you think this ad could appear?
3. Who presents "Bloomsday"?
4. What novel is it based on?
5. At what theatre is the play staged?
6. When can this play be seen?
7. When and where can tickets be bought?

c) Think and answer.

1. What is a co-production?
2. Why did the two companies rent the Tower Theatre?

Ex. 37. a) Read the story.

Remember: to shoot (a scene, a film) — снимать (сцену, фильм)
 camera — кинокамера
 to portray — изображать, представлять
 memory — память

FILM STAR

As long as she could remember Pauline had always wanted to be a film star. Straight from school she went to a London studio where she hoped to get a job immediately. But the agent there told her. "There is nothing we can do for you at the moment. We are booked up for the whole season." That did not discourage Pauline. She continued trying one studio after another. Finally she did get into films — not as a star though — she became one of the unimportant characters in the background¹ behind the stars.

Every evening she would go round to the agency to see if she was needed in a film the next day. Quite often she was, but as always in the background — in a crowd. Still she was looking forward to becoming a star. Many ambitious young people want to do this. Like many other careers the middle steps are always crowded but there is room at the top². Pauline did not mind waiting for her chance.

However, nobody asked her to be a star, the telephone never rang to offer her a big part; no producer ever came to her, cigar in one hand and a film contract in the other.

One evening the man at the agency rang and said: There's a film for you tomorrow, Pauline. Hampton Studios. You are due there by eight o'clock. You're a telephonist. Wear your own clothes."

Pauline got to Hampton Studios by a quarter to eight, and gave her name at the gate.

Two hours later, one of the assistant directors told her to go and get made up and she had to wait another hour before they came to the scene she was in. The second assistant director showed her where to sit — there were two other girls with her, and the three had to sit at a switchboard³.

“O.K.,” said a very loud voice. “You ready to go?”

“Yes, Mr Kline,” said the first assistant.

“Right,” said the voice. “Let’s begin **shooting** the scene.”

The red light went on, the bells rang and they ran the scene through⁴. It was very short: the star, a famous American actor, had to come through a door, cross the set and stop just in front of where Pauline and the other girls were sitting, hesitate for a moment and then walk towards the **camera**.

Mr Kline didn’t like it. “That’s bad,” he said turning to his assistant for help. “Put some dialogue in there. Somebody must say something.”

The two men talked for a moment and then Mr Kline shouted out: “Hey, you at the end of the row there!”

Pauline jumped — “Me?” she said.

“Yes, you. I want a line from you here. I want you to look at Harry when he comes in and say, ‘Mr Marlower, there’s a call just come in for you.’ Can you say that?”

Pauline said she could, and they ran the scene through again. This time Mr Kline was very pleased, and the star smiled at her. Now Mr Kline was satisfied with the scene.

“That’s great,” he said, coming over to Pauline. “What’s your name?”

“Pauline Grant.”

“You do fit the part perfectly, Pauline,” Mr Kline said. “Thanks.”

Pauline went home that evening, feeling very happy, even triumphant. There was no reason to be so thrilled, she told herself, but she couldn’t help it. A line at last, two in fact, and the director, the great Kline, had thanked her. For weeks after that she expected a phone call, but there was none. Anyway, she thought, wait, until the opening night.

She went to the opening night, not invited, but she managed to get two tickets, one for herself and one for her boyfriend.

Before the film started she saw the director of the film. “Mr Kline”, she shouted, but he didn’t hear her.

It was a good film — or at least the press said so the next morning. The star was given wide publicity. The review said that, as always, he portrayed his role with great talent. The critic expected a successful run for the film.

But there was no mention in the papers of Pauline. Her scene, in fact, together with lots of other unimportant scenes, had been cut and the name of Pauline Grant meant nothing to anyone, not even to Samuel Kline, who had a very short memory.

(After Piers Plowright)

Notes:

- ¹ background — задний план
- ² room at the top — место наверху
- ³ switchboard ['switʃbɔ:d] — коммутатор
- ⁴ to run a scene through — снять сцену

b) Say what you have learned about:

1. Pauline's dream;
2. Pauline's happy days;
3. her disappointment.

c) Describe the opening night.

d) Think and answer.

1. Why did Pauline take up a career of an actress without any professional training?
2. Why did she continue her career after her first disappointments?
3. Would Pauline give up her career after this failure?

e) Agree or disagree with the following statements.

1. Many girls dream of becoming film stars.
2. Talent is more important than good looks for a film star.

Ex. 38. a) Read the article.

Remember: repertoire ['repərtwa:] — репертуар

THE STATE ACADEMIC BOLSHOI THEATRE

The State Academic Bolshoi Theatre of Russia is one of the best theatres in the world. The Bolshoi Theatre was founded in 1776, at the

moment when the first regular troupe in Moscow was organized by Peter Urussov, an educated theatrical figure and Moscow public prosecutor¹, and his partner Mikhail Medoks. The company was formed from the actors of an earlier Moscow theatrical company, students of Moscow University, and newly engaged serf actors².



Originally the theatre did not have its own building, therefore performances were staged in a private house. But in 1780 the theatre moved to a special theatrical stone building built on the place of the modern Bolshoi Theatre. According to the name of the street, where the theatre was located, they called it Petrovsky Theatre. The repertoire of this first professional theatre consisted of drama, opera, and ballet performances. But the center of special attractions were operas — that's why the Petrovsky Theatre was more often called the Opera House.

Contacts of the Petrovsky Theatre company with the folk musical art were establishing national style on the Moscow stage. The repertoire consisted mainly of operas by Russian composers written on the basis of national themes.

In 1805 the theatre was burnt down, and till 1825 its performances were staged on various theatrical sites.

In 1824 in the place of the burnt down Petrovsky Theatre a new theatre, which was named Bolshoi Theatre, was built by architect O. Bove. It was opened on January 18, 1825 by "The Triumph of the Muses"³ to music of Alexei Verstovsky and Alexander Alabiev.

The new building of the Bolshoi Theatre became one of the most beautiful buildings in the world due to its perfect classical architecture.

Opera productions of Mikhail Glinka, the founder of Russian classical music, became the most important event in the history of the Bolshoi Theatre. Of great significance to the history of the theatre was opera and ballet legacy⁴ of the great Russian composer Piotr Chaikovsky. His operas and ballets are placed on golden record.

The history of the Bolshoi Theatre numbers many distinguished singers and ballet dancers who pass traditions of Russian opera and ballet school from generation to generation.⁵

Notes:

¹ prosecutor — прокурор

² serf actors — крепостные артисты

³ Muse — муза

⁴ legacy — наследство

⁵ generation — поколение

b) Think and answer.

1. What new information about the history of the Bolshoi Theatre have you learned from the article?
2. What made the Bolshoi Theatre world famous?
3. What visiting companies performed on the stage of the Bolshoi Theatre?

Ex. 39. a) Read the story.

While I was watching the advertisements on television last night I saw Sophie Brent. I have not set eyes on her for some months. She was, typically enough, eating: she was advertising a new kind of chocolate cake, and the picture showed her in a kitchen looking at this cake, then cutting a slice¹ and raising it to her lips. There the picture ended.

The chocolate cake picture made me think back to that year when David came and said we were moving to Hereford. It was a project that was to take my husband to this little town for seven months. A new theatre was being built there, and it was to open with a season of new plays. David was offered a part in one of those plays, "The White Devil". And so we had to move to Hereford and stayed there the whole season.

The week before the opening night, David suggested that I should go along and see the first technical run-through². I made my way to the theatre through the pouring rain at about eight in the evening. David said

he had asked permission for me to watch. It was an added interest, to know that I was in some measure³ expected, and I was therefore in some measure expectant. I sat at the back of the auditorium to watch: it was dark there, and I could only just see the forms of other actors, technicians and other people. I like watching rehearsals: they are more interesting than performances. One can see in a rehearsal every detail of what had been before: who loves whom, who is nervous, who is bullied⁴ by the director, who is admired by the rest of the cast. There was too a wonderful picture of the life of the play itself, and the life and dialogue of the actors in the repeated breaks, such as when an actor would stop in his dialogue in order to complain about his boots.

At 1 o'clock in the morning I was still sitting there, and the action of the play had progressed by two acts, for they had gone over the same scene about fifteen times.

On the evening of the day itself I took my place in the auditorium, and a couple minutes after the curtain went up I stopped thinking about actors and started to worry about David, and whether he might be terrible. He was not terrible: he was very good, and the best thing in it.

At the end of the show the applause was great, as was to be expected. The play itself was highly entertaining. And when the noise began to die away the moment happened for some dignitary⁵ to make a speech. The dignitary thanked the cast for a wonderful evening, and the architect for his design and above all for the easy way to bars at intervals (laughter). And those who made all this possible, including various local donors.

At the party afterwards people called David the greatest actor since I don't know who.

In the morning we lay in bed covered by a sea of newspapers. In every paper David had a good review. Everyone agreed that his performance had been remarkable.

(After "The Garrick Year"
by Margaret Drabble)

Notes:

¹ slice — кусочек

² run-through — просмотр, прогон

³ measure — мера

⁴ to bully — запугивать

⁵ dignitary — сановник

b) Check your comprehension.

1. What made David's wife think back to the old times?
2. Why did the family have to move to a little town of Hereford?
3. What part was David offered?
4. Why did David's wife like to watch rehearsals?
5. How did the rehearsal run?
6. Why was David's wife worried about him?
7. How did the public receive David?
8. What reviews did David's performance get in newspapers?

c) Say what you have learned about:

1. TV advertisements;
2. the reason for the family to move to Hereford;
3. the rehearsal of the new play;
4. the day of the performance;
5. David's performance.

Ex. 40. Think and answer.

1. Why do actors and actresses take part in TV advertising?
2. What makes actors and singers move from one place to another, changing their residence?
3. What attracts actors to big cities?
4. Why has it become a tradition to thank everybody after the end of the performance or the concert?
5. Are newspaper reviews always unbiased? (непредвзятый)

Ex. 41. a) Give extensive answers.

1. What types of theatres exist in Great Britain?
2. How does commercialism manifest itself in the theatrical world?
3. Why are amateur activities and festivals popular in Great Britain?
4. Do you believe that joint productions of films have any future?

Ex. 42. a) Give your viewpoints.


1. Nowadays people only want to watch TV. They are not interested in going either to the theatre or the cinema.
2. Films should always be entertaining to make people forget about their everyday worries.

UNIT VI

REVISION

CONTRACT (TIME OF DELIVERY, PAYMENT)

Ex. 43. a) Read the dialogue.

 A representative of a British firm, Mr Smith, contacts Petrov of Rossexport to discuss some problems they have had in chartering a vessel for the second consignment of nickel.

Smith: I'm glad to say that so far the fulfilment of the Contract has been strictly according to the schedule. Today we've received the documents covering the first consignment. We've already checked the documents and we are going to effect payment the first thing tomorrow morning.

Petrov: That's fine. Soon you'll receive your second consignment.

Smith: I'm afraid here we have some problems in getting a vessel of the necessary tonnage.

Petrov: Do you mean that you may not be able to meet the contractual time?

Smith: At the moment we're in the process of getting the required vessel. But, much to our regret, we can get a vessel only for the beginning of October.

Petrov: I'm sorry to hear that.

Smith: If there is no objection on your part, we'd like to postpone the delivery time, issuing an amendment to the present Contract.

Petrov: Well, if that's the case, I believe it could be arranged.

Smith: Thank you very much indeed for your cooperation. We'll get the necessary documents ready for signature by tomorrow.

b) Say what you have learned about the discussion between the representatives of Rossexport and the British firm.

c) Reproduce the dialogue.

d) Think and answer.

1. Why was it necessary to make an amendment to the contract?
2. Why did Rossexport agree to postpone the delivery time?
3. For what purpose are amendments added to contracts?

Ex. 44. a) Read the letter.

Rossimport

August 12,...

Dear Sirs,

Re: Contract No...

Please find enclosed a copy of our letter to the bank, requesting payment. We trust that you will receive the goods safely.

To assist you in checking the invoice, we have indicated each item shown on the invoices, in accordance with the position of the item in the Contract Appendix.

Please note that we have arranged for Smith & Co to supply you with item 08 on page 11 of the Appendix (the spare parts you requested) at the price originally quoted by them for this item. You will also find that some items have been supplied in slightly increased quantities to conform to standard package quantities. We trust that this will be acceptable to you. In all cases where this has happened, the unit price of the item has remained firm.

As to the second consignment scheduled for October, we are hopeful that we will have it available during the first half of October. Therefore we would like to remind you that we expect your specialists to arrive at the Smith & Co premises in the first week of October to inspect the goods and to sign the Release Note for Shipment. If everything goes well we would estimate that the last unit could be shipped to your location near Moscow in the second half of November or early December.

We are looking forward to your early reply.

Yours faithfully,

...
Managing Director

b) Say what you have learned about:

1. the execution of the Contract with regard to the first consignment;
2. the arrangements about the second consignment.

c) Think and answer.

1. What items did the Appendix cover?
2. Did the Sellers have the right to increase the quantity of spare parts?
3. What items were included in the second consignment?

4. What documents are usually presented for payment?
5. What is the procedure of issuing a Release Note for shipment?

d) Write an e-mail reply to this letter. Promise to send two inspectors. Ask for support for their visas.

Ex. 45. a) Read the letter.



Rossexport

March 17, ...

Dear Sirs,

Re: Russian Souvenirs

Further to our Contract No. ..., there seems to be some confusion and our legal advisers¹ request that certain changes should be made in the wording of the Contract.

Firstly, the Contract refers to the specifications attached and we would insist that such specifications actually should be part of the Contract.

Secondly, our bank requests that the term of ten days referred to in Paragraph 6 should be extended to at least twenty-one, to settle official formalities concerning the letter of credit.

Thirdly, it is unfortunately necessary that all shipments should be made in containers because of the difficult situation in our port resulting in missing goods.

Also we require insurance policies for each shipment separate.

We hope you will be able to meet our request and we shall continue our business relations to our mutual benefit.

Sincerely yours,

...

Note:

¹ legal adviser — юриконсульт, юрист

b) Think and answer.

1. Why did the legal advisers want to introduce the changes?
2. Would Rossexport agree to all the alterations suggested by the American company? Give your reasons.

c) Write a reply to the letter. Agree or disagree with the proposed changes.

UNIT VII

VOCABULARY

1. **disposal** *n*
at smb's disposal
e.g. This room is entirely at your disposal.
to place smth at smb's disposal — право распоряжаться
 — в чем-либо распоряжении
2. **to turn to smb/smith** *v*
e.g. Turn to the secretary. She can help you.
 If you don't remember the word, turn to the dictionary. — обращаться к кому-либо или чему-либо
3. **theatre guide** [gaid] *n* — театральная программа
4. **taste** *n*
 good | taste
 poor |
to smb's taste — вкус
 — в чем-либо вкусе
5. **to expose** *v* — подвергать (риску, опасности)
6. **refreshments** *n pl* — легкая закуска
7. **to stroll** *v* — прогуливаться
8. **fortune** ['fɔ:tʃ(ə)n] *n* — богатство, состояние
to make a fortune — разбогатеть, нажить состояние
9. **incidentally** *adv* — между прочим, кстати
10. **company** *n* — труппа
11. **for the sake of**
e.g. She was prepared to do anything for the sake of her child. — ради кого-либо/чего-либо
12. **profit** *n* — доход, прибыль
to make a profit
 gross | profit
 net |
e.g. They made a gross profit of 82 million dollars last year.
to sell (to buy) at a profit — выгодно продавать (покупать)
13. **risk** *n*
to run the risk
e.g. They ran the risk of losing their clients. — рисковать
 — подвергаться риску

14. **to avoid** *v* — избегать, уклоняться
to avoid smb — сторониться кого-л.
to avoid | **danger**
| **taxes** — уклоняться от уплаты налогов
15. **failure** ['feiljə] *n* — провал, неудача
e.g. All his efforts ended in failure.
16. **to fail** *v* — проваливаться, терпеть неудачу
e.g. Our plans failed.
to fail to do smth — не суметь, быть не в состоянии сделать что-либо
e.g. They failed to ship the goods on time.
17. **run** *n* — показ, просмотр (фильма, спектакля)
e.g. The first run of the play ended in complete failure.
18. **publicity** *n* — реклама
to run
to organize | **publicity**
to expand
Запомните следующие сочетания:
publicity | **expenses** — расходы на рекламу
| **material** — рекламный материал
19. **queue** [kju:] *n* — очередь
syn.: line (ам.)
e.g. I had to stand in the queue to get these tickets.
20. **queue up** *v* — стоять в очереди
e.g. I had to queue up for an hour to get the tickets.
syn.: to stand in the queue to line up (Am.)
21. **bargain** ['bɑ:ɡɪn] *n* — выгодная покупка, выгодная сделка
to buy at a bargain — покупать по дешевке
22. **rotation** *n* — чередование, периодическое повторение
in rotation — попеременно
e.g. The company presents three or four plays in rotation.
23. **amateur** ['æmətə] *n* — любитель, непрофессионал
24. **annually** ['ænjuəli] *adv* — ежегодно
25. **screen** *n* — экран
on the screen — на экране
Запомните словосочетание:
screen version — экранизация

26. **familiar** *adj* — знакомый
to be |
to become | **familiar with smth** — быть знакомым с чем-либо
e.g. I was familiar with the plot of the film — познакомиться с чем-либо
27. **plot** *n* — сюжет, сценарий
the plot of | **a play**
| **a film**
| **a book**
28. **make-up** *n* — грим
29. **clever** *adj* — умный
clever | **person**
| **interpretation**
| **book**
30. **review** [ri'vju:] *n* — рецензия
to publish |
to write | **a review**
31. **producer** *n* — продюсер
32. **director** *n* — режиссер
33. **star** *n* — звезда
34. **cartoon** [ka:'tu:n] *n* — мультипликационный фильм
35. **rehearsal** [ri'hə:s(ə)] *n* — репетиция
dress rehearsal — генеральная репетиция
36. **matinee** ['mætiŋei] *n* — дневной спектакль
37. **headline** *n* — заголовок
38. **box** *n* — ложа
in the box
39. **pit** *n* — амфитеатр
in the pit
40. **to shoot (shot, shot)** *v* — снимать (фильм)
e.g. They are shooting a documentary now.
41. **camera** *n* — кинокамера
42. **camera-man** *n* — оператор
43. **to portray** *v* — изображать, представлять
e.g. He portrayed Hamlet with great talent.
44. **memory** *n* — память
poor |
good | **memory**
excellent |
45. **repertoire** ['repətwa:] *n* — репертуар

LESSON 10

Grammar Revision:	The Gerund
Subject for Study:	Contract (Guarantees, Packing, Marking, Insurance)
Revision:	The City

UNIT I

GRAMMAR REVISION

THE GERUND

Ex. 1. Read and translate the sentences.

1. We are looking forward to hearing from you in the near future.
2. I look forward to contacting you shortly to discuss this plan.
3. As you remember, at our meeting in September, we discussed the possibility of adapting this system to match your company's requirements.
4. We talked about going to France.
5. What did she do after leaving school?
6. It's nice to go on holiday without having to worry about money.
7. Do you feel like going out tonight?
8. I hate queueing up.
9. Before seeing this performance she had read a few reviews on it.
10. I liked his manner of interpreting the role.

Ex. 2. Use the Gerunds and translate the sentences.

1. I phoned Mr Taylor after (to send) him an e-mail message.
2. Instead of (to study) the operation instructions first he switched on the instrument.
3. He succeeded (to pass) the exam.
4. I'm thinking of (to go) to see a ballet.
5. We decided against (to listen) to an opera.
6. His friends congratulated him on (to portray) King Lear with great talent.
7. They were interested in (to arrange) a few tours of their theatre in France.
8. The director suggested (to go) on tour to England first.

9. He objected (to perform) in English.
10. I avoided (to make) my comments.

Ex. 3. Read and act out the following short dialogues.

1. — How about playing football tomorrow?
— Not tomorrow. I'm thinking of going on an excursion tomorrow.
2. — The grass in the garden is very long.
— Yes, right you are. It needs cutting. But I'm very busy today. I'll cut it the first thing tomorrow morning.
3. — I enjoy seeing original English films about Miss Marple.
— So do I.
4. — The leading actor looked so funny.
— Oh, yes. Whenever I looked at him, I couldn't help laughing.

Ex. 4. Make sentences as in the model.

I prefer *driving* to *travelling by train*.

Prompts:

1. to phone people / to write letters;
2. to go to the cinema / to watch films on TV;
3. to watch tournaments / to take part in games;
4. to read books in the original / to read translations;
5. to walk / to cycle.

Ex. 5. Translate into English.

1. Он не мог не рассмеяться.
2. Мы мечтаем посетить этот город.
3. У них нет возможности обсудить этот вопрос сейчас.
4. Я позвонил ему прежде, чем выезжать из офиса.
5. Мы поздравили его с получением этой награды. (award)
6. Спасибо, что вы пришли.
7. Он ушел, не попрощавшись.

1. После некоторых глаголов могут употребляться как герундий, так и инфинитив без какой-либо разницы значений:
to start doing smth = to start to do smth
to begin
to continue
to intend
to bother

2. После ряда других глаголов могут употребляться как герундий, так и инфинитив, но при этом существует некоторая разница значений:

to stop doing smth

перестать делать что-л.

to remember doing smth

помнить как делал что-л.

to try doing smth

пробовать, экспериментировать

to stop to do smth

остановиться чтобы сделать что-л.

to remember to do smth

не забыть сделать что-л.

to try to do smth

стараться, пытаться, делать усилие

Ex. 6. Read and translate into Russian.

1. It has stopped raining.
2. He stopped to buy a few today's newspapers.
3. I'm absolutely sure I locked the door. I clearly remember locking it.
4. I remembered to lock the door when I left but I forgot to shut the windows.
5. He could remember driving along the road just before the accident happened, but he could not remember the accident itself.
6. Please remember to send the fax.
7. I don't remember asking you for this address.
8. I clearly remember putting my bag on the desk.
9. He tried pressing the green button but the photocopier did not work.
10. I tried to move the safe but it was too heavy.
11. I didn't like the way the furniture was arranged so I tried moving the safe behind the door.

Ex. 7. Choose the correct variant.

1. We stopped in Paris for a few days (to meet, meeting) my friend.
2. We stopped (to meet, meeting) so often. It was a waste of time.
3. They tried (to sell, selling) their goods through agents.
4. They tried (to develop, developing) a new product but failed.
5. He stopped (to smoke, smoking) and have a chat with me.
6. He stopped (to smoke, smoking) on the doctor's advice.
7. — Where is the TV guide?
— I remember (to put, putting) it on the shelf beside the TV-set.
8. I'm sure you'll remember (to take, taking) all the necessary documents.

UNIT II

WORKING ON THE TEXT

CONTRACT (GUARANTEES, PACKING, MARKING, INSURANCE)

A

Here are a few clauses of a Contract:

V. GUARANTEE

V.1 The Seller guarantees that the equipment supplied is manufactured in full **conformity** with the description given in the technical documentation of the Final Project and technical specifications and conditions of the present Contract.

V.2 The Seller guarantees that the supplied equipment and technological process as well as the automation and mechanization of the process of production are in conformity with the latest technical achievements which will be known and available to the Seller at the date of acceptance of the Preliminary Project.

V.3 The period of guarantee shall be 12 months from the date of signing the Final Acceptance Protocol but not more than 30 months from the date of the last delivery of the equipment.

V.4 If during the guarantee period the equipment supplied by the Seller **proves** to have some defects, the Seller undertakes to correct the **detected** defects or replace the defective equipment at his own expense.

V.5 The above period of guarantee **in respect of** the repaired or replaced equipment begins from the date of putting it in operation.

V.6 The Seller guarantees that the Plant shall achieve the production capacity, product characteristics and operating requirements if:

a) the plant is **constructed and installed** by the Buyer in accordance with good engineering and construction practice and with the technical documentation supplied by the Seller;

b) the plant is operated and maintained by skilled and experienced **personnel** and with raw materials that conform to the Seller's specification.

VI. PACKING

The equipment shall be shipped in export **seaworthy** packing in accordance with the requirements of each **particular** type of equipment or material. The Seller shall be responsible for any **damage or breakage** of the goods that may be caused by **improper or faulty** packing.

VII. MARKING

The cases in which the equipment will be packed, shall be marked on three sides: on the top of the case and on two **opposite** sides.

The marking shall be clearly made with **indelible** paint in English and Russian.

VIII. INSURANCE

The Buyer shall insure at his expense all the equipment for its full value against all usual **marine** risks from the moment the goods are put on board at the port of loading.

B

✉ *Some time after a contract was signed, the Buyers received the following letter from the Sellers:*

Rosimport

August 20, ...

Dear Sirs,

Re: Contract...

We wish to inform you that in accordance with the Guarantee Clause of the above Contract we are improving the **design** of the Oxygen Analyser to **incorporate** the latest achievements which have become known to ourselves.

The improvements will **entail** the use of improved valves¹ (item 303 of the Specification) for which we can extend the guarantee period by 2 months. In other words the guarantee for the valves will be 8 months from the date of delivery.

We would like to assure you that the valves will be packed with **extra** care to safeguard² the **sealed packages** and shipped to the **site**, where they can be used during the **commissioning** period and in the commercial operation of the Plant during the guarantee period.

We think it reasonable to deliver 20 valves under the Contract in four **equal** lots of 5 valves each every 6 months and to change the **Delivery Schedule** accordingly.

Please confirm your consent to the proposed changes of the Delivery Schedule and the guarantee period of the valves.

Yours faithfully,

...

Technical Sales Manager

Notes:

¹ valve — клапан

² to safeguard — охранять, гарантировать

C

A few days later representatives of both parties met and had the following conversation:

Smith: What is your reaction to the proposal we made in our letter of August 20th?

Severov: On the one hand, we are very pleased to have improved equipment and valves which are guaranteed to last longer. But on the other hand, since they are a new type we are afraid they may let us down.

Smith: You needn't worry, Mr Severov. It's true that a new principle has been incorporated in the valves. But they are guaranteed to be 100% faultless. The valves have been put through a number of really rigorous¹ tests and proved satisfactory. If we hadn't tested them properly we wouldn't offer these valves to our customers now. We have patented these valves.

Severov: That's all very well but if you'll forgive my saying so, we wish to be doubly sure that the valves will **stand up to** the specific conditions in which our equipment will be working.

Smith: Well, if it's like that, we can deliver a few extra valves free of charge. You can use them in the unlikely event of a breakdown.

Severov: We'd be happier if you did that, though we also hope no breakdown will **occur**. Couldn't I suggest that you should deliver the extra valves with the first consignment?

Smith: I'll see to it.

Severov: Thank you very much.

Note:

¹ rigorous — строгий

SECTION A

Ex. 8. Read the text.

Ex. 9. a) Check your comprehension.

1. What technical guarantees did the Seller provide?
2. What period of guarantee did the Contract stipulate?

3. What were the responsibilities of the Seller during the guarantee period?
4. What about the Buyer's responsibilities?
5. Who was responsible for proper packing?
6. In what way were the cases to be marked?
7. Which of the Parties was to insure the goods?

b) Translate the text.

c) Say what you have learned about:

1. the Guarantee Clause;
2. the Packing Clause;
3. the Marking Clause;
4. the Insurance Clause.

d) Think and answer.

1. Why is the second date indicated in the guarantee period?
2. What risks are goods usually insured against?

SECTION B

Ex. 10. Read the letter.

Ex. 11. a) Check your comprehension.

1. What improvements did the Seller write about?
2. What guarantees did they propose to extend?
3. How would the valves be packed?
4. How many valves did they plan to deliver?
5. What changes did they propose in the Delivery Schedule?

b) Translate the letter.

c) Say what you have learned about:

1. the improvements proposed by the Sellers;
2. the packing of the valves;
3. the Delivery Schedule.

d) Think and answer.

1. Why did the Sellers suggest improving the design of the Analyser?
2. Why did the Sellers offer to extend the guarantee period for the valves?

SECTION C

Ex. 12. Read the dialogue.

Ex. 13. a) Check your comprehension.

1. What proposal had the Seller made before the businessmen met?
2. What was the Buyer's opinion about the proposal?
3. What made the Seller sure of the reliability of the valves?
4. Was the Buyer satisfied with these words?
5. What compromise did the Seller suggest?
6. When did the Buyer want the Seller to deliver the extra valves?

b) Say what you have learned about the way of finalizing the Seller's proposals.

c) Reproduce the dialogue.

d) Act out a similar dialogue. Suppose the Buyer is offered more powerful engines.

UNIT III

WORKING ON WORDS

to conform to smth

Ex. 14. a) Read the model.

The quality of the goods conforms to the highest standards. You won't be disappointed.

b) What would you say if you found that the instruments (spares, machines, engines, motors, computers, pumps etc.) are in accordance with the specification.

damage to smth

Ex. 15. a) Read the model.

Damage to the machine is problem No 1 for the moment.

- b) What would you say if you were worried about instruments (tools, apparatus, pumps, engines, motors, etc.) that were spoiled in transit?**

to prove to be

Ex. 16. a) Read the model.

The instruments proved *to be defective, therefore the Sellers had to replace them.*

- b) What would you say if you found that the instruments are:**

1. of different design;
2. of an old design (of the wrong design);
3. unsuitable for high temperatures;
4. unsuitable for low temperatures;
5. damaged.

to suggest

Ex. 17. a) Ask and answer as in the models.

1. — What are your recommendations about *packing*?
— We suggest that you *should use containers*.

Prompts:

1. inside packing;
2. marking;
3. preliminary tests;
4. final tests;
5. spares;
6. instruments, etc.

- b) What would you propose to Mr Brown if he wanted:**

1. to see a ballet in Moscow;
2. to listen to an opera;
3. to buy souvenirs;
4. to see Moscow sights;
5. to see the most beautiful underground station in Moscow.

2. I suggest *discussing the guarantee period.*

Prompts:

1. to renegotiate the terms of the agreement;
2. to visit the museum;
3. to invest capital in the new project;
4. to discuss the method of payment;
5. to buy refreshments at a bar;
6. to queue up to buy tickets;
7. to go on an excursion;
8. to change the wording of the paragraph.

Ex. 18. Translate into English.

1. Как только все дефекты будут устранены, мы подпишем решение на отгрузку.
2. Когда были обнаружены эти дефекты?
3. Мы еще не установили, что вызвало дефекты.
4. Мы считаем, что вы несете ответственность за поломку и остановку оборудования.
5. Они дали согласие на изменение порта погрузки.
6. Мы испытывали определенные трудности при пуске завода, хотя на заводе работает очень опытный и знающий персонал.
7. Просим сообщить, сколько времени длилась установка оборудования.
8. Приборы будут отгружены в упаковке, предназначенной для морских перевозок.
9. Как сообщает наш представитель, повреждение ящиков произошло в порту отгрузки. Мы считаем, что упаковка приборов не соответствует требованиям, изложенным в контракте.
10. Изменение графика поставок повлечет за собой отсрочку пуска цеха. Поэтому мы возражаем против изменения графика.
11. Часть инструментов, поставленных в счет контракта № ..., оказалась дефектной.
12. Мы ожидали, что кран будет отправлен непосредственно на строительную площадку.
13. Эта сумма, равная гарантийной сумме, должна быть выплачена после подписания приемо-сдаточного акта.
14. Что касается дополнительных расходов, связанных с погрузкой, то мы берем их на себя.
15. Испытания будут проводиться в установленный срок, независимо от приезда приемщика.
16. Мы надеемся, что судно будет поставлено под погрузку в соответствии с графиком.

* * *

✉ Браун энд Ко.,
Лондон, Великобритания.

Уважаемый г-н Стенли,

Сообщаем Вам, что мы получили 20 приборов М-2, которые были отгружены 22 декабря на судне "Ладога" по коносаменту 3.

Когда мы распаковали ящик с приборами, то обнаружили, что внутренняя упаковка повреждена. Очевидно, это произошло в пути. Предварительные испытания показали, что повреждение упаковки не сказалось на работе большинства приборов.

Однако 2 прибора поломаны. Прилагаем акт испытаний. Мы считаем, что вы должны прислать нам 2 новых прибора взамен 2 дефектных. Мы надеемся, что эти приборы будут аккуратно упакованы и не произойдет никакой поломки при их транспортировке.

Просим Вас сообщить, в чей адрес и каким образом мы должны отправить два поломанных прибора. Считаем необходимым подчеркнуть, что транспортировка и страхование новых приборов должны быть произведены за Ваш счет. В ожидании ответа,

С уважением,

...

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 19. a) Complete and translate.

to break down *v* → break-down *n*

1. to check up → ...
2. to check in → ...
3. to check out → ...
4. to make up → ...
5. to hand over → ...
6. to knock out → ...
7. to print out → ...

b) Complete the sentences.

1. The machine broke down a few days ago. We have notified the Sellers of the ...
2. I have already checked out. The time of the ... is 11 a.m.
3. He was knocked out in the second round. It was the most spectacular ... I have ever seen.
4. The delegation was made up of three people first. But later they increased the ...
5. Her face was heavily made up. I didn't like her ...
6. It took her a few minutes to print out the memorandum. Then she took the ... to the manager.
7. He wanted to set up a new post of Vice-Director. It was clear from the beginning that the ... would cause problems.

ARTICLES

Ex. 20. Supply the articles where necessary.

1. The plant was operated by... very skilled workers.
2. Can I speak to... workers who assembled the machine?
3. ... engineers who worked out this design come from St. Petersburg.
4. Only... experienced engineers could make these modifications.
5. They detected ... minor defects in the instrument.
6. ... defects caused a break-down of the line.
7. They undertook to correct... defects right away.
8. They have to buy ... raw materials from Mexico.
9. ... raw materials delivered under the previous Contract proved to be of low quality.

* * *



Dear Sirs,

Your consignment of ... chemicals is now ready for... despatch, and we are arranging ... shipment by ... m.v.¹ "Mercury", sailing from ... Novorossisk on ... 29th of July.

... chemicals are supplied in sixteen carboys², double-packed for... extra safety, with ... protective lid³ to avoid ... breakage.

... carboys are clearly marked with ... indelible paint.

Please confirm ... safe arrival of... consignment.

Yours faithfully,

...

Notes:

¹ m.v. = motor vessel — теплоход (vessel — судно)

² carboy — оплетенная бутылка

³ lid — крышка

TENSE AND VOICE

Ex. 21. Supply the correct forms of the verbs.

1. We now (to pack) such goods into containers more and more often.
2. I think the consignment (to pack) by now.
3. They now (to pack) Unit M-3 in the assembly shop.
4. They (to correct) the defects now and tomorrow another test will be made.
5. Now we always (to install) such equipment with the help of our own personnel.
6. As far as we know they (to carry out) loading now.
7. The plant (to reach) the desired capacity by now.
8. The vessel (to place under loading) by now.

* * *



Gentlemen:

We (to be) now in receipt of your letter dated October 4. In accordance with our conversations with Mr Stepanov during his visit to our manufacturing facilities we (to mail) to you drawings of oversized cases which are to be shipped under the above Order.

We now (to complete) the making of the cases. We wish to assure you once again that this kind of packing (to provide) proper protection against damage and breakage.

Should you have any specific questions concerning the packing, please feel free to contact us.

Yours very truly,

...

PREPOSITIONS

Ex. 22. a) Supply the prepositions where necessary.

1. Marking is to be made ... indelible paint... three sides of the case.
2. The equipment was found defective ... design.
3. The goods were insured ... marine and war risks.
4. The goods do not conform ... the specification of the Contract.

5. All the goods were shipped ... full conformity... the delivery schedule.
6. We do not yet know when the damage ... the instruments occurred.
7. We cannot give consent... the immediate installation of the equipment.
8. These seemingly minor alterations may entail... radical changes in the design.
9. ... our opinion the damage ... the machine occurred ... transit.
10. We assure you that the unit will stand.....very high temperatures.
11. The sum of the expenses involved is equal... \$ 2,500.
12. They didn't fulfil the contractual obligations ... respect ... the delivery dates.
13. The alterations ... the design were introduced ... mutual consent.

* * *

QUALITY GUARANTEE

We hereby guarantee the machine tool shipped to be ... strict conformity ... the technical specification ... this order and to be free ... defects ... design and material ... a period ... 12 months after being placed ... commercial operation or use, but not later than 18 months ... the date ... delivery provided that it is properly operated, assembled and maintained ... accordance ... the manufacturers' instructions and recommendations.

b) Say what information the Quality Guarantee gives.

MISCELLANEOUS

this time, at this time

Ex. 23. a) Read the table.

**this time — на/в ЭТОТ раз
at this time — в ЭТО время**

b) Translate into English.

1. Мы думаем, что повреждение произошло именно в это время.
2. На этот раз товар застрахован против всех морских рисков.
3. В этот раз они должны исправить дефекты за свой счет.
4. В это время они заканчивали погрузку судна.
5. На этот раз они применили неправильную упаковку.
6. Я спросил, что они делали в это время.
7. На этот раз она решила сделать доклад сама.

SOCIALIZING

Agreeing and Compromising

I agree with you.	— Я согласен с вами.
I cannot but agree.	— Не могу не согласиться.
I see your point.	— Понимаю вашу точку зрения.
I see what you mean.	— Понимаю, что вы хотите сказать.
On the one hand I like it, but on the other hand I think ...	— С одной стороны мне это нравится, но с другой стороны я думаю ...
That's all very well but ...	— Все очень хорошо, но ...
If it's like that, I can ...	— Если это так, то я могу ...
In this case I can ...	— В этом случае я могу ...
I'll be very glad if you ...	— Буду очень рад, если вы ...
Please, take into account that ...	
Please take into consideration that ...	— Примите, пожалуйста, во внимание, что ...
Let's meet halfway!	— Давайте пойдем на компромисс!

Responses

I am very glad to hear that.	— Очень рад слышать это.
I think you are quite right.	— Я думаю, вы правы.
That is quite reasonable.	— Это вполне обоснованно.
Let me think a little.	— Разрешите мне подумать.
I'll be glad to.	— С удовольствием.

Ex. 24. Read and act out these short dialogues.

- We have improved this model significantly.
— I agree with you. And I hope these improvements are for the better.
— I think you are quite right.
- The packing should be quite reliable.
— I cannot but agree. We have always packed our goods properly. You needn't worry. We shan't fail you.
— I am very glad to hear that.

Ex. 25. Dramatize the following situations.

- Your business counterpart asks you to make some changes in the Delivery Schedule. Express your agreement.

2. Your business counterpart asks you to extend the guarantee period. Don't say No. Give your suggestions. Try to come to agreement by compromising.

UNIT V

SPEECH EXERCISES

Ex. 26. a) Read the dialogue.

*) *Orlov, a representative of the Buyers, meets Mr Janner, a representative of the Sellers.*

Orlov: Well, Mr Janner. When do you think the machines will be packed and shipped?

Janner: Now that¹ you have signed the Release Certificate, I think we should be through by Friday. We'll move them to the packing floor the first thing tomorrow morning.

Orlov: Good, but I'm just a little bit worried about marking. You remember that the last consignment we got was marked very carelessly. The marking was in English only. And our railway people had problems.

Janner: We are sorry we made that mistake. But I'd like to assure you everything will be in order this time.

Orlov: And I'd like you not to overlook one more thing. I mean you shouldn't forget to mark the centre of gravity² on the over-sized packages.

Janner: I'll get our packers onto that straight away. And we'll give delivery priority to your order. No more problems so far?

Orlov: No, I don't think so. It all seems to be in order.

Notes:

¹ now that — теперь когда

² centre of gravity — центр тяжести

b) Reproduce the part of the dialogue, where the two businessmen speak about marking.

c) Say what other problems with packing and marking sometimes arise.

Ex. 27. a) Read the Packing List.

PACKING LIST No 1/15

Date: 12 Dec.

Sent to: Romtorg & Co
Order No: 61-04/20

Description of goods: Spare parts for D355A Trans No. 8623

Q-ty: 18 pcs as per attached sheet

N.W. 15 kgs

G.W. 18 kgs

M'ment 2 m3

Total number of packages: 15

b) What abbreviations are used in the Packing List for the following.

number	December	pieces
quantity	company	kilograms
net weight	measurement	cubic meters
gross weight		

c) Say what information is contained in the packing list.

Ex. 28. a) Read the letter:

Remember: expiration — истечение (срока)



We hereby certify¹ that the goods supplied under the above Trans No... have been dispatched in one complete lot, in accordance with the documents attached.

We also certify that the goods supplied conform to the highest currently accepted British standard of quality for such equipment, and to the conditions of the Contract.

We hereby guarantee our equipment for a period of twelve (12) months from the date of putting the equipment into operation, but no more than eighteen (18) months from the date of delivery.

Our liability is limited to making good², by repair or replacement, only defects caused by faulty design, materials or finish, during normal and proper use of the equipment.

At the **expiration** of the guarantee period all further liability on our part ceases³.

For and on behalf of Cracker Ltd.

...
Export Manager

Notes:

¹ to certify — удостоверить

² to make good — устранять, исправлять

³ to cease = to stop, to end

b) Say what the document said about:

1. the quality of the goods;
2. the Sellers' responsibilities and liabilities.

c) Think and answer.

1. What kind of document is it?
2. When are Sellers not responsible for the quality of the goods during the guarantee period?

d) Say what you know about the Sellers' and the Buyers' responsibilities during the guarantee period.

Ex. 29. a) Read the extract from a warranty clause of a contract.

Remember: warranty — гарантия

to warrant — гарантировать

implementation — применение, использование

Clause 10: Warranty

The Contractor shall, without any additional cost to the Purchaser, fulfil any guarantee or warranty given by the Contractor under the Contract.

The Contractor **warrants** that the equipment ordered during a warranty period of eighteen months from the Actual Date of Delivery (Acceptance Date) will conform to all the requirements set out in the Specifications.

The Contractor warrants that the Software licensed to the Purchaser at the time of its **implementation** into the network is free from:

- a) all "viruses" that were known in the software industry at such time of implementation;
- and

- b) all forms of “electronic repossessions” and “logic bombs” as far as those logic bombs could have been avoided by the Contractor (which expressions shall have meanings as they are generally understood within the computing industry).

b) Answer the following questions.

1. What was the warranty of the Contractor?
2. What is the duration of the warranty?
3. Did the Purchaser have to cover the expenses involved?
4. What did the Contractor warrant in respect of the Software?
5. Do specialists within the computing industry know such terms as *virus*, *electronic repossession* and *logic bomb*?

c) Translate the above extract into Russian.

Ex. 30. a) Read the extract from another clause of the same Contract.

Remember: infringement — нарушение

Clause 16: Intellectual Property Rights (IPR)

The Contractor guarantees that it has the right and power to grant to the Purchaser the rights granted under this Contract and that the use by the Purchaser of the System or any Information disclosed by the Contractor under this Contract, does not constitute an **infringement** of any IPR.

The Contractor shall not incorporate in any of the Equipment the IPR which are owned by a third party unless the Contractor has first secured a right to do so.

Nothing in this Clause shall limit the Contractor's guarantees and/or warranties set out in Clause 10 of this Contract.

b) Check your comprehension.

1. What does the Contractor guarantee with regard to the System and Information?
2. What are the Contractor's commitments with regard to the rights of the third parties?

c) Sum up the Contractor's commitments with regard to the rights of the third parties.

Ex. 31. a) Read the letter.

Remember: source — источник
warehouse — склад
to come to the conclusion — прийти к выводу

Rossexport

January 20,...

Dear Mr Lukov,

Re: Your telex 71/3125 Our letter of 22 December

I am afraid that you have not correctly interpreted my letter of December 22, ... relative to the misshipment of hardboard¹ and so I would like to start again and, hopefully, clarify the subject for you.

In all cases to our knowledge, shipments of hardboard sizes 610×1,220 and 1,220×1,220, which have been received by us, have been properly marked with the correct size noted on the side of the crate. However, the overall crate size for these sizes is the same, and this, I believe is the source of the mistake. Even though these crates were properly marked as to the size they contained, the fact is they were misshipped, causing problems.

We have received these shipments from Nakhodka as well as Vladivostock and in point of fact, our own warehouse people have not always picked up the mistakes and have in turn, shipped out the wrong crates to our customers. Since the mistakes are shipping mistakes I came to the conclusion that we should take steps to better identify those crates containing the smaller sizes. I suggested in my letter of December 22, that you colour mark the smaller sizes with a colour stripe on the crate which would help the warehouse people (both yours and ours).

I believe if you could come to a colour coding system for the crates containing the smaller sizes, this would be the easiest way to control the problem.

Very truly yours,

Note:

¹ hardboard — древесно-волокнистые плиты

b) Think and answer.

1. Why did the Buyers want the Sellers to use colour marking code?
2. Is it always very important to have shipments marked properly? Why?
3. How are cases usually marked (kind of paint, type of information, language, etc.)?
4. What goods are usually marked like this:

WITH CARE
TOP
DO NOT TURN OVER
USE NO HOOKS¹

5. What other special markings are sometimes used?

Note:

¹ hook — крюк, захват

c) Write a reply to the letter. Say you are sorry about misshipments, point out that the marking strictly conformed to the conditions of the Contract. Approve the idea of a colour marking code.

Ex. 32. a) Read the letter.

Remember: workmanship — отделка, качество исполнения



Dear Sirs,

It is with pleasure that we advise you of the dispatch of your order (24 Electric Motors) which has been shipped by s.s.¹ "Sea Foam" due at St. Petersburg on July 5th.

The motors are to your exact specifications and are securely packed in strong wooden containers, which should stand up to the roughest transport conditions. We are sure they will reach you in good order.

The motors have been insured with Lloyd's in strict accordance with the terms of the order.

Each motor has been thoroughly tested and now carries our full guarantee.

We thank you for the renewed expression of confidence in us which this order shows, and you may be sure that the goods now on the way to you are of the same high standard of **workmanship** and material as you have experienced previously. You may always rely on us to give you prompt attention.

Yours faithfully,

...

Note:

¹ s.s. = steamship

b) Summarize the letter.

c) Think and answer.

1. Why did Rossimport agree to such terms of delivery?
2. Why did the Sellers emphasize the high quality of packing?
3. Had there been any complications in the previous transaction?
4. What is the role of insurance in business?
5. Against what risks are goods usually insured?

Ex. 33. Act out dialogues on the basis of the following assignments.

1. Receive a representative of the Sellers in your office. Discuss the Insurance Clause of the Contract you are going to make with the Seller. Tell the Seller that you want the goods to be insured with Lloyd's against all the risks.
2. You are in the Buyer's office. Speak about the way you will pack and mark the goods. Assure the Buyer everything will be properly done. Say that all the cases will be marked in English.
3. Telephone the Buyers, an American corporation. Tell the manager that the first shipment has been made according to the Schedule. Give the name of the ship, the sailing date from Riga and the estimated time of arrival in the port of New York.

UNIT VI

REVISION

THE CITY

Ex. 34. a) Read the text.

NEW YORK CITY

New York City is the major port and the largest city of the United States. New York City includes five boroughs¹: Queens, the largest; Brooklyn, the best known; The Bronx; Richmond and Manhattan. More than eight million people live here.

Though New York is not the capital it is considered the financial and business center of the United States. Over three and a half million people are employed in manufacturing plants, banking and finance. The capital of the state of New York is Albany located, like New York, on the Hudson River, to the north of New York.

A bit of New York's early history ... Henry Hudson explored² the river named in his honor in 1609, but even before that time, in 1524, Giovanni de Verrazano made the first recorded mention of Manhattan Island. The Dutch West Indian Company established a trading post here in 1615 and it is said that Peter Minuet purchased the island from the Indians for \$24.00 worth of beads³ and ornaments when New Amsterdam was founded. The British took over from the Dutch in 1664, at which time the island was renamed New York in honor of the Duke of York. George Washington was inaugurated first president of the United States at Federal Hall on Wall Street on April 30, 1789. For several years thereafter Congress met here.

One of the numerous attractions of New York is Greenwich Village visited by artists, writers and students. And there are hundreds of people who, on Saturday night or Sunday morning, enjoy the exotic foods, the European flavor, the pretty girls, the sense of life lived boldly⁴ and freely.

Underneath all the exhibitionism, the Village is a cultural reservation for people from all over the city. Off-Broadway, it is generally acknowledged, has more theatrical enthusiasm than Broadway. Almost every season, one can see good Chekhov or Ibsen, with not a line omitted⁵. "I go to the Village because I like jazz and folk music," an 18-year-old boy said. "Uptown jazz⁶ is too expensive."

There is a greater concentration of bookshops in the Village than anywhere else in New York. "And where else in this city can you go to a bar," a Village partisan asked, "and find an intelligent conversation going?"

Recently, the Village has assumed a new role — a center for show biz⁷. The coffee-houses, which earlier offered only poets-in-residence⁸, have appeared as entertainment mills, or Off-Off-Broadway. Revues, plays, singers and even comics are provided by them. It's a stage for the young, untried and experimental.

Notes:

¹ borough [ˈbʌrə] — район

² to explore — исследовать

³ beads — бусы, бисер

⁴ boldly — самоуверенно, круто

⁵ to omit — опускать, исключать

⁶ uptown jazz — jazz played at the more exclusive nightclubs located uptown

⁷ show biz = show business

⁸ poets-in-residence — poets living in the Village

b) Check your comprehension.

1. How many boroughs does New York consist of? What are they?
2. What is the capital of the State of New York?
3. How big is New York City?
4. What role does it play in the economy of the USA?
5. What river unites New York City with Albany?
6. After whom was the river named?
7. Who was the first European to write about Manhattan Island?
8. Who was Peter Minuet?
9. Were the Dutch the first Europeans to live in North America?
10. When did the British defeat the Dutch?
11. When was New Amsterdam renamed New York?
12. After whom was it renamed?
13. Where was George Washington inaugurated in New York?
14. Where did Congress have its first sittings?

c) Summarize what the text said about.

1. the early history of New York;
2. the size and importance of New York;
3. the present life of Greenwich Village of New York.

d) Do you know these differences?

<i>British English</i>	<i>American English</i>
centre	center
metre	meter
kilometre	kilometer
theatre	theater
honour	honor
favour	favor
favourite	favorite
flavour	flavor
labour	labor
to practise	to practice
licence	license
show business	show biz

Ex. 35. Read and translate the short pieces of information.

1. Manhattan received its name from an Indian tribe that originally lived there. As a borough Manhattan comprises Manhattan Island and several adjacent islands (прилегающие острова).

2. Broadway is the longest road running through Manhattan. Americans often say "little ole Broadway" where "ole", or "ol" means "old". It is a familiar or affectionate reference to Broadway.
3. When people say Broadway theatres, Broadway shows, etc. they mean theaters, cinema, clubs located in the 42nd Street which crosses Broadway in the center of Manhattan, forming Times Square.
4. Off-Broadway means a professional drama characterized chiefly by experimental and low-budget productions away from the Broadway area. Off-Off Broadway is a trend which started in the sixties. It comprises¹ plays produced in clubs, coffee-houses, etc.
5. Sometimes Americans use a slang word "Limey", which means "an Englishman". Originally this term was used for a British ship or a British sailor (lime-juicer). Lime juice was served on British ships to prevent scurvy².

Notes:

¹ to comprise — включать

² scurvy — цинга

Ex. 36. Say which of the following famous places you would try to see first if you came to New York.

- *the Statue of Liberty*, presented to the United States by France in 1884 and standing on Liberty Island in New York harbor
- *Wall Street*, the world's greatest financial district
- the visitors' gallery of the New York Stock Exchange
- *The United Nations Headquarters* (the General Assembly Hall and the Secretariat building)
- *Times Square*, the heart of the entertainment world with neon lights glittering¹ all nights.
- *Rockefeller Center* which houses radio studios for major networks as well as restaurants and an observatory on the top of this seventy stories building in the center of Manhattan
- *Lincoln Center* (Philharmonic Hall, Metropolitan Opera House, N.Y. State Theatre)
- *The Metropolitan Museum of Art* with 3 million paintings on display

Note:

¹ to glitter — сверкать

Ex. 37. a) Read the text.

SAN FRANCISCO

Whether approaching the city by land, air, or water — a magnificent panoramic and exciting view unfolds before the visitors' eyes — the world's largest bridges, the spectacular skyline, the peaks and rolling hills.

The Golden Gate Bridge is the world's tallest and largest single span suspension bridge¹. It was built at a cost of \$35,500,000 and crosses the historic Golden Gate at San Francisco. Two main cable towers support master cables from which is suspended a 6 lane² traffic deck and two pedestrian walks, 266 feet above San Francisco Bay.

The forefathers of the much of its present population were attracted here from all corners of the world during the Gold Rush³ days of 1849 and entire districts were taken over by natives of a single race. Its geographic position and development as the largest seaport on the West Coast resulted in the growth in the heart of the city of the world's largest "Chinatown" outside China.

One of the curiosities⁴ of San Francisco is the Cable Car. The cable cars climb San Francisco's steep hills from the city's financial district passing Chinatown. When one Cable Car has climbed the hills it finds itself at the turntable⁵, known as the "Turn Around" spot. After taking the passengers on board, it starts its way down, while the other Cable Car starts its way up.

Quaint Fisherman's Wharf⁶ is loved by tourists and natives alike. The seafood restaurants on Fisherman's Wharf are reputed to offer the finest and most diverse seafood menus in the world. Fisherman's Wharf is the embarking and landing point of San Francisco's many fishermen who supply the numerous restaurants with fresh exotic fish.

Fisherman's Wharf is also famous for the historic Balclutha ship, anchored⁷ near the Wharf and open to the public. This ship, Scottish built in 1886, is the last of the great Cape Horn Fleet. It was restored in 1954 to her original glory by the San Francisco Maritime Museum, with the cooperation of the entire Bay Area community, including 16,000 hours of free labour and more than \$100,000 in supply and services donated⁸ by 90 business firms. This historic general trader rounded Cape Horn 17 times and touched very many important ports in the world.

Notes:

¹ single span suspension bridge — однопролетный висячий мост

² lane — полоса (движения транспорта)

³ Gold Rush — Золотая лихорадка

⁴ curiosity — диковина, редкая вещь; любопытство

⁵ turntable — поворотный круг

- ⁶ wharf — пристань, причал, набережная
⁷ to anchor — ставить на якорь
⁸ to donate [do(u)'neit] — передавать в дар

b) Sum up what the text said about:

1. the bridges of San Francisco;
2. people living in San Francisco;
3. the Cable Car;
4. Fisherman's Wharf;
5. The Balclutha ship.

Ex. 38. Read and act out the friendly talk between two English students.

- Where have you been all this time? I haven't seen you for ages.
— Well, I've just returned from California. That was my first visit to the States and I enjoyed it immensely. I spent all the time in San Francisco. It is unforgettable.
— Have you met a new girl-friend of yours? But don't forget all the others.
— How did you guess?
— Your eyes! They betray you. Are you in love?
— I don't know yet. But don't make a fun. I met her at the BB small hotel where I stayed. Oh, by the way, can you imagine that the hotel is in Lombard Street. But so different from Lombard Street in our City! It winds to the top of a high hill. There are so many hills in the city! And the sight is fantastic from the top! The fantastic city and the waters of the great Bay!¹
— You'd better tell me about the girl!

Note:

¹ bay — залив, бухта

UNIT VII

VOCABULARY

1. conformity *n*

— соответствие

in conformity with...

e.g. The decision was made in conformity with the protocol of intent.

e.g. The goods are to be delivered in full conformity with the samples.

2. **to conform** *v* — соответствовать, согласовываться
- to conform to/with** | terms and conditions
specifications
standards
rules
wishes
3. **to prove** [pru:v] *v* — оказываться
- to prove to be** | defective
wrong
short
long
expensive
- e.g.* I'm sorry to say the instrument has proved to be defective.
4. **to detect** [di'tekt] *v* — обнаруживать
- to detect defects**
syn.: to find, to discover
5. **in respect of** — что касается, в отношении чего-л.
- in respect of** | quality
quantity
payment
time of delivery
- e.g.* The Sellers didn't observe the terms of the Contract in respect of quality.
- in** | all
some
many | respects
6. **to construct** [kən'strakt] *v* — строить, сооружать
- to construct** | plants
factories
aircraft
7. **to install** [in'stɔ:l] *v* — устанавливать, монтировать
- to install** | equipment
machine-tools
plants
8. **personnel** [ˌpɜ:sə'nel] *n* — персонал, личный состав
- experienced** | personnel
skilled | personnel
- Запомните сочетания:*
personnel officer — работник отдела кадров

- personnel manager** — начальник отдела кадров
e.g. They have over 1000 skilled personnel.
9. **seaworthy** ['si:wə:ði] *adj* — пригодный для морской перевозки
seaworthy packing
10. **particular** *adj* — данный, конкретный

particular	case
	date
	goods

e.g. I am afraid we can't meet your requirements in this particular case.
11. **damage** ['dæmidʒ] *n* — повреждение, повреждения
damage to the goods
12. **breakage** ['breikidʒ] *n* — ломка, поломка
e.g. The cases will provide good protection against damage and breakage.
13. **to cause** *v* — вызывать, быть причиной

to cause	damage
	breakage
	defects
	trouble

e.g. The damage was caused by wrong packing.
14. **improper** [im'prɒpə] *adj* — неправильный, неподходящий

improper	packing
	marking
15. **faulty** ['fɔ:lti] *adj* — дефектный, неисправный

faulty	goods
	packing
	marking
16. **opposite** ['ɒpəzɪt] *adj* — противоположный

opposite	side
	direction

e.g. The bank is on the opposite side of the street.
17. **indelible** [in'delɪbl] *adj* — несмываемый

indelible	paint
	ink
18. **marine** [mə'ri:n] *adj* — морской

marine	risk
	insurance

19. **design** [di'zain] *n* — конструкция
e.g. A machine of old design will not sell well.
20. **to incorporate** [in'kɔ:pəreit] *v* — включать, объединять
e.g. Your suggestions will be incorporated in the plan.
21. **to entail** [in'teɪl] *v* — влечь за собой, вызывать
to entail | expenses
| discussions
e.g. Your plans entail great expenses.
22. **extra** ['ekstrə] *adj* — добавочный, дополнительный
extra pay for extra work
without extra charge
e.g. There were so many people that the company put on extra buses.
23. **to seal** *v* — запечатывать
to seal | letters
| packages
| instruments
24. **package** ['pækɪdʒ] *n* — пакет, пачка, упаковка
25. **site** *n* — местонахождение, местоположение
on/at site
building/construction site
 site for a new school
 (town, factory, house)
 to build ... on the site of...
 to ship ... to site
 to deliver... to site
e.g. They delivered the goods to site.
 They will assemble the unit on site.
26. **to commission** *v* — сдавать в эксплуатацию
to commission | plants
| factories
commissioning period
 — период пуско-наладочных работ
27. **equal** ['i:kwəl] *adj* — равный, одинаковый
equal | lots
| trade
| opportunities
| parts
| rights

- to be equal to...
 on equal terms — на равных правах
 equal pay for equal work
28. **delivery schedule** *n* — график поставок
29. **consent** [kən'sent] *n* — согласие
 by common consent of smb
 to give consent to smth
e.g. He was chosen leader by general consent.
30. **to stand up to** *v* — выдерживать

to stand up to	certain conditions
	high temperatures
	low temperatures

e.g. This metal stands up well to high temperatures.
31. **specific** [spi'sifik] *adj* — конкретный, особый

specific	aim
	purpose
	conditions
32. **to occur (occurred)** *v* — происходить, случаться

damage	occurred
mistake	
misunderstanding	

syn.: to happen, to take place
33. **to suggest** *v* — предлагать
 to suggest smth
 to suggest doing smth
 to suggest that smb should do smth
e.g. I suggest that we should renegotiate the prices.
34. **expiration** [ˌɛkspai(ə)'reɪfn] *n* — истечение (срока)
 on / upon the expiration of...
e.g. On the expiration of the guarantee period all the repairs will be made for your account.
35. **warranty** *n* — гарантия, ручательство
36. **to warrant** *v* — гарантировать, ручаться
37. **implementation** *n* — применение, использование
38. **infringement** [in'frɪndʒmənt] *n* — нарушение
39. **source** [sɔ:s] *n* — источник
40. **warehouse** ['weəhaus] *n* — склад
syn.: storehouse

41. **conclusion** *n* — заключение, вывод
to come to the conclusion — прийти к выводу
in conclusion — в заключение
e.g. We have come to the conclusion
that your inspector should be present
at the second test.
In conclusion he said a few words
about future co-operation.
42. **workmanship** *n* — отделка, качество исполнения

LESSON 11

Grammar Revision:	Modal Verbs
Subject for Study:	Claims and Adjustments
Revision:	Health Care

UNIT I

GRAMMAR REVISION

MODAL VERBS

Ex. 1. Translate into Russian.

1. All employees must have a medical check-up every year.
2. We must try to improve our results this year.
3. Helmets must be worn on the shop floor.
4. I must remember to write to my colleague. I keep forgetting.
5. I must say, it's absolutely impossible.
6. Passengers must not smoke during the take-off.
7. Unauthorized personnel must not go beyond this point.
8. These rates are to be reviewed every quarter to reflect the rising cost of living.
9. All industrially developed countries should render assistance to the Third World countries.
10. The poorer countries should not spend much money on armaments.
11. Since his car was damaged he had to go to work by train.
12. They should have tried harder.
13. You shouldn't have neglected his advice. It was useful.
14. Any declarations and communications in connection with the Credit Agreement are to be made in writing and to be sent to the following addresses.

Must относится к настоящему или будущему обязательству или обязанности общего характера. Не меняет своей формы, а глагол после него употребляется без частицы *to*.

Have (to) означает обязательства, вызванные скорее внешними факторами.

Сравните: 1) Jane *must look* for another job. Her salary is ridiculous. (Джейн следует... / Ей нужно...)

2) Jane *has to* look for another job, her firm has closed down. (Джейн вынуждена... / Ей приходится...)

Разница между *must* и *have (to)* часто бывает незначительной, поэтому оба модальных глагола возможны.

to be (to) означает запланированность, долженствование вследствие договоренности

Payment *is to be* made by monthly installments.

Should означает моральное обязательство или долг, а также настоятельную рекомендацию, но в более мягкой форме, чем *must*.

I think I *should* help her.

You *should* try to improve the procedure.

Should + Perfect Infinitive означает действие, которое должно было быть сделано в прошлом, но не было сделано. Используется для выражения упрека, порицания.

You *should have changed* the wording. Вам нужно было изменить формулировку, а вы не изменили.

Should not + Perfect Infinitive означает действие, которое не нужно было делать, но оно было сделано.

You *should not have changed* the wording. Вам не нужно было менять формулировку, а вы изменили.

Ex. 2. Choose the correct variant.

1. This dress doesn't suit you. You (must, should, have to) buy another one.
2. I have ruined this dress .I (have to, must, should) buy another one.
3. She (has to, must, should) leave home at seven every morning. She starts work early.
4. You (must, should, have to) read this book. It's excellent.
5. The employer says "You (should, must, have to) come to work in time".
6. English children (must, have to, should) stay at school till the age of 16.
7. Notice above the petrol pump: All engines (have to be, must be, should be) switched off.
8. I got lost and I (had to, should, must) ask a policeman the way.
9. They (are to, have to, must) sign the contract tomorrow as agreed.

10. They (should have changed, had to change) the wording before signing the document. Now it's late.
11. They (should have changed, had to change) the wording because their partners insisted on that.
12. The lecture (is to, has to, must) begin at 7 o'clock.
13. The suppliers (are to, have to, must) deliver the materials within 10 days of the Execution Date.
14. The Buyer cannot use any equipment that (is to be installed, has to be installed, must be installed) prior to Acceptance.
15. It is understood that the Buyer (is to, has to, should) issue a press release advertising the product.

Ex. 3. Translate into English.

1. Извините, я тороплюсь. Я должен встретить дочь ровно в 6 часов.
2. Джону приходится готовить еду самому. Его жена в отъезде.
3. У меня не было достаточно наличных, и пришлось платить чеком.
4. Некоторые люди считают, что опасные виды спорта должны быть запрещены.
5. Я никогда не помню телефонов, приходится все время смотреть в записную книжку.
6. Вам не нужно было прерывать его. Нужно было выслушать его до конца.
7. Я боюсь, что нам предстоит тяжелое и длинное путешествие.
8. Она почувствовала себя плохо, и ей пришлось уйти рано.
9. Продавец должен предоставить все услуги, предусмотренные в договоре.
10. Им придется взять на себя часть убытков.
11. Вам не нужно было оплачивать этот счет. Нужно было разобратся с суммой.
12. Нам нужно было изменить эту формулировку.
13. Мне не пришлось проверять все суммы. Мой помощник позаботился обо всем.
14. Вы знакомы с их планами? Они должны запустить новую линию к концу года.
15. Вы не должны выходить из автобуса до полной остановки.

UNIT II

WORKING ON THE TEXT

CLAIMS AND ADJUSTMENTS

A

In ideal business conditions everything should be done carefully—details of offers and orders checked, manufacture of the goods carried out properly, packing and marking verified.

However, in spite of every possible care and attention that is given to contracts letters of **complaint** happen to arrive rather frequently because of various **infringements**.

There are various reasons for complaints. The following kinds of claims are often made by Buyers:

1) claims arising from the delivery of **wrong goods**, **damaged goods** or **substandard goods**;

2) claims connected with delays of one kind or another. (In this case the Buyers can claim **agreed and liquidated damages** for delay in delivery);

3) claims **owing to goods missing from delivery** (i.e. **short-shipment** or **short-delivery**);

4) claims that concern **errors** in carrying out an order. These may be caused by mis-typing of figures, mis-reading of numbers, **misdirection** of goods, wrong packing and so on. Sellers most frequently make claims on Buyers because of **default of payment**.

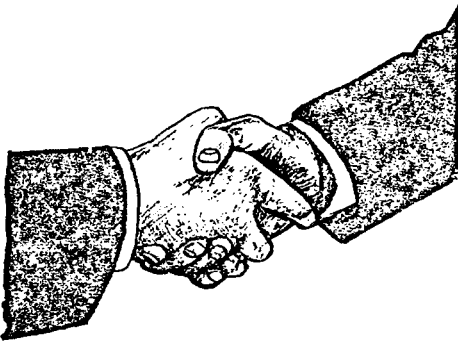
As a rule a customer will not complain **unless** he has a good reason. If the customer's complaint is **well-grounded**, the **settlement** is compara-



tively easy: the error will be admitted and the **responsible party** will meet the claim fully or partly. In other words, the **dissatisfied party** will get full or **partial compensation** for the losses which they suffered. Thus the matter is settled amicably.

Much more difficult is the case where the customer's complaint is not **justified**. It would be wrong policy to **reject** the claim off-hand¹.

The responsible party must carefully explain why the claim is declined and try to persuade the dissatisfied party to **withdraw** the claim.



If a compromise cannot be reached the **parties in dispute** have to **resort to litigation**. Litigation can be very expensive, very slow and it causes antagonism. Often, in business the client has to continue to deal with the person with whom he is in dispute. Therefore it is not always in the best long-term interests of the parties to enter into such hostile relations

as are involved in court procedure. In recognition of this fact², a number of procedures of **alternative dispute resolution (ADR)** have been developed.

Alternative dispute resolution is a means of **resolving** disputes by using an independent third party who may help the parties to reach their own solution, but who cannot **impose a solution**. It is **voluntary**. The parties choose the process and **either of them** can withdraw at any time.

The most effective of these alternative procedures is **arbitration**. This is the procedure whereby³ parties in dispute **refer** the issue to an **arbitration court**.

In arbitration a dispute is decided by one or more **arbitrator(s)** who are usually experts chosen from a particular field or professional body.

The decision of the arbitration court is called an **award**. The award is made by a majority vote.

The award of the Arbitration Court is **final and binding** upon both parties and **enforceable** through the courts. It is not subject to appeal.

B

Messrs Black & Co,
London.

5th July,...

Dear Sirs,

Re: Order No...

Further to our letter dated 30th June, ... we are writing to you to express our deep concern about the delay in delivery of the consignment under the above order.

You will remember⁴ that when we sent you our order we pointed out that **timely** delivery was most essential.

We are also taking this opportunity to remind you that lately we have had **numerous** complaints from our clients who **find fault with** the packing of your goods.

We are sure that you are well aware of our previous claims. Therefore we expect you to take urgent steps to speed up the delivery of the above consignment and to give instructions to your packing department to take more care of inside packing of the goods.

Yours faithfully,
Rossimport

C

When on business in London, Sedov, a representative of Rossimport, made an appointment with the manager of the firm to take the matter up with him personally.

Sedov: Good afternoon, Mr Black, I asked for an appointment with you as we are dissatisfied with the way your goods are sent. We've written to you several times detailing our complaints. You have expressed regret, but things haven't improved.

Black: Sorry, I haven't got your **file** here, so would you tell me now what you complain of?

Sedov: The main complaint is that we never get the goods on time. It's **annoying** to tell our customers that the suppliers haven't effected delivery. I should say the delays are not very serious, but frequent.

Black: The problem is that the port of London is often hit by strikes. We can assure you we are doing our best to keep to the delivery schedule.

Sedov: I see. But I have to remind you that we'll **charge a penalty** if the delays **exceed** a week.

Black: We'll do everything possible to avoid delays in future.

Sedov: That sounds encouraging. But there is another difficulty. Unfortunately, we have more breakages than we should have. The cases are securely nailed but your packers seem to be responsible for **inadequate** packing of the goods inside.

Black: Have you taken this up with the transport people?

Sedov: Yes, they are of the opinion that the original packing is to blame⁵.

Black: I'm sorry you've had these problems. I'll go into that with our packing department. We don't want to **inconvenience** you in any way.

Sedov: Good. Thank you for your cooperation.

Notes:

¹ off-hand — тотчас

² in recognition of this fact — учитывая это обстоятельство

³ whereby — посредством которой

⁴ you will remember = you probably remember

⁵ the original packing is to blame — все дело в заводской упаковке

SECTION A

Ex. 4. Read and translate the text.

Ex. 5. Check your comprehension.

1. What is usually done in ideal conduct of business?
2. Why are letters of complaint written?
3. What are the usual reasons for complaints?
4. What happens if the customer's complaint is justified?
5. What happens if the customer's complaint is not justified?
6. When do the parties in dispute resort to litigation?
7. What makes litigation undesirable for both parties?
8. What are the advantages and disadvantages of alternative dispute resolution?
9. When are matters dealt with by arbitration?
10. What is the procedure of settling disputes at the Arbitration Court?

Ex. 6. Say what you have learned about:

1. the reasons for Buyers' claims;
2. the reasons for Sellers' claims;

3. the amicable settlement of claims;
4. the best course of action in case of unjustified claims;
5. the disadvantages of litigation;
6. the alternative dispute resolution;
7. settlement of claims through arbitration.

Ex. 7. Think and answer.

1. Why is it preferable to settle claims in an amicable way?
2. Why is it wrong policy to reject an unjustified claim off-hand?
3. What considerations should be taken into account before resorting to litigation?
4. What is the role of lawyers in any dispute resolution?
5. What are litigation risks?
6. How can disputes affect customers and suppliers?

SECTION B

Ex. 8. Read and translate the letter.

Ex. 9. Check your comprehension.

1. What are the Buyers worried about?
2. What importance do the Buyers attach to timely deliveries?
3. What else do the Buyers complain about?
4. How can the situation be corrected?

Ex. 10. Say what you have learned about:

1. the complaints of the Buyers;
2. the measures the Sellers are expected to take.

Ex. 11. Summarize the letter.

Ex. 12. Think and answer.

Which of the two claims seems more serious? Give your reasons.

SECTION C

Ex. 13. Read the dialogue.

Ex. 14. Check your comprehension.

1. What is Sedov displeased with?
2. What explanation does Mr Black give?

3. What sanctions does Sedov plan to apply?
4. What other complaint does Sedov bring?
5. What does Mr Black promise to do?

Ex. 15. Say what you have learned about:

1. the reasons for the Buyers' complaints;
2. the steps the Sellers promised to take.

Ex. 16. a) Reproduce the dialogue.

b) Act out a similar dialogue. Suppose Mr Black asks Sedov to produce convincing evidence.

UNIT III

WORKING ON WORDS

a claim; to claim

Ex. 17. a) Answer the following questions.

1. When do Buyers make claims on Sellers in connection with short-shipment?
2. When do Sellers make claims on Buyers? What penalty do they claim in case of default of payment?
3. Do Buyers make claims on Sellers when they receive the wrong goods? What does the sum claimed depend on?
4. When does the dissatisfied party claim compensation?
5. What is the best way to deal with commercial claims?

b) Read the following extract from the "Standard Conditions of Purchase".

Agreed and Liquidated Damages

In case of delay in delivery of the goods against the delivery time stipulated in this Contract the Seller is to pay the Buyer a penalty at the rate of 0.50% of the value of the goods non-delivered in time per each week of delay during the first 4 weeks of delay and 1% per each next week already started. However, the total amount of penalty for delay in delivery should not exceed 8% of the value of the goods non-delivered in time.

c) Answer the following questions.

1. When does the Buyer have the right to claim a penalty?
2. What penalty can be claimed for the first 4 weeks of delay?
3. Does the Buyer have the right to claim a higher penalty after a month's delay? What does it amount to?
4. What is the maximum penalty that can be claimed?

to compensate smb for smth

Ex. 18. a) Read the model.

You should compensate us for our *losses* as we consider you responsible for the damage.

- b) Ask the Sellers to cover extra storage expenses (cost of repairs, additional packing, special marking, extra transport expenses, extra insurance expenses, etc.)**

to find fault with ...

Ex. 19. Ask and answer as in the model.

— Why are your clients displeased *with our machines*?
— They find fault with the quality.

Prompts:

1. textiles;
2. chemicals;
3. glass;
4. machine-tools;
5. computers;
6. spare parts.

Ex. 20. Translate into English.

1. Мы предъявили фирме претензию на сумму ... в связи с задержкой поставки.
2. Вы должны возместить нам наши убытки, вызванные несоответствующей упаковкой.
3. Решение арбитража является окончательным и обязательным для обеих сторон.

4. Как вам известно, поставщики были вынуждены признать нашу претензию обоснованной, но они считают требуемую нами сумму компенсации высокой.
5. Мы считаем, что вы нарушили пункт контракта в отношении платежа.
6. Стороны не могли прийти к дружескому соглашению, и спор был передан в арбитраж.
7. Наши клиенты жалуются на качество машин, поставленных по контракту № 142.
8. К сожалению, мы вынуждены напомнить вам о недопоставке 1000 т сырья.
9. Они считают, что все дело в упаковке.
10. Отсрочка платежа не должна превышать неделю.
11. Продавец отказался принять претензию.
12. Почему вы отказались от приглашения посетить завод?
13. Покупатель отказался принять целую партию яблок, так как она оказалась некондиционной.
14. Мы хотим сохранить наши долговременные деловые отношения и решить проблему без вмешательства арбитража.
15. Если все наши попытки урегулировать претензию не приведут к успеху, то нам придется обратиться к судебному разбирательству.

* * *



Господа,

Подтверждаем получение Вашего письма от 15 ноября, в котором Вы отказываетесь уплатить нам согласованные и заранее оцененные убытки в сумме ... фунтов стерлингов в связи с задержкой в поставке оборудования по контракту № 25/096.

В Вашем письме Вы указываете, что часть оборудования была поставлена Вами 20 июня, т.е. в срок, оговоренный в контракте, и что пункт о заранее оцененных убытках не имеет силы в отношении этих товаров.

Как мы Вам уже сообщали в нашем письме от 15 сентября, часть оборудования, поставленная Вами 20 июня, не могла быть использована нашими клиентами ввиду недопоставки других частей, необходимых для работы всей установки. Исходя из этого, мы считаем, что Вы должны компенсировать убытки, которые наши клиенты несут по Вашей вине.

Поскольку Вы отказываетесь признать нашу претензию обоснованной, мы вынуждены передать наш спор на разрешение Между-

народного Коммерческого Арбитражного Суда (the International Commercial Arbitration Court) при Торгово-промышленной Палате Российской Федерации в Москве в соответствии с § 17 общих условий запродажи.

С уважением,
Росимпорт

UNIT 1Y

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 21. a) Complete and translate.

mis + understanding <i>n</i> = misunderstanding <i>n</i>
--

1. information → ...
2. management → ...
3. pronunciation → ...
4. representation → ...
5. direction → ...
6. handling → ...

b) Complete the sentences.

1. Incorrect representation of facts, in other words ..., may result in a dispute.
2. Improper handling of the goods, or ... of the goods, resulted in the breakdown.
3. Incorrect pronunciation of words, in other words ..., makes communication very difficult.
4. Failure to understand rightly may lead to
5. Sometimes claimants make false statements, or ...

c) Read and reproduce the dialogue.

FORTUNE'S DAUGHTER



The rich relative:

(addressing his far less fortunate relative):
Do you know, my man, that Fortune knocks only once at every man's door?

The poor relative: I know that, but I must have been out when it knocked at mine. Since then she has never come again. She has only sent her daughter many times.

The rich relative: What do you mean by her daughter?

The poor relative: Just this, ever since only Misfortune (Miss Fortune) has come to me.

Ex. 22. a) Complete and translate.

mis + manage v → mismanage v

1. to calculate → ...
2. to understand → ...
3. to lead → ...
4. to inform → ...
5. to trust → ...
6. to pronounce → ...
7. to print → ...
8. to guide → ...
9. to interpret → ...
10. to report → ...

b) Complete the sentences.

1. The Sellers made a mistake when they calculated the discount. In other words, they... the discount.
2. Small children often... words which makes it difficult to understand them.
3. What they informed us of was not accurate. We were on the problem.
4. I cannot give you specific instructions. I don't want to ... you.
5. The results of the analysis were interpreted in a very strange way, they were simply....
6. We did not understand them, in other words we...
7. The Company did not report accurately what it had sold from ... to It was not clear whether it committed fraud (мошенничество) by ... sales within this period.

ARTICLES

Ex. 23. a) Supply the articles where necessary.

1. The firm made a claim on us for USD 50000 in connection with a delay in ... delivery.
2. A letter of complaint in connection with the delay in ... delivery of the October shipment was sent to... shipping company.
3. We find your claim for defects in ... manufacture of our goods absolutely groundless.
4. Numerous defects in ... manufacture frequently occur when a new process is introduced.
5. I would like to suggest ... solution. ...best solution would be to return the wrong articles to you.
6. Would you please return... samples of ... items you are dissatisfied with?
7. It is useful to mention that this mistake, error, or fault is ... exception, and of course you should apologize for... inconvenience caused.

* * *

✉ Dear Sirs,

As you know, your letter of the 14th November was acknowledged by our Moscow office. I believe that I should reply in detail to your letter.

Our company is most concerned that complaints are being received by you concerning delays in ... delivery. We informed you in October that ... Model 1000 contains modified parts and components, which do not affect... performance of... machines. We are aware of... need to maintain ... especially high standard of ... quality control over... machines sold to you and this is being done. I wish to stress again that ...company is aware of its obligation to correct all... defects in accordance with its contractual obligations.

Yours faithfully,

...

b) Summarize the letter.

TENSE AND VOICE

Ex. 24. Supply the correct forms of the verbs.

1. Don't complain until you (to make sure) of the defects.
2. Unless we (to receive) the components within the next few days, the order (to cancel) and placed elsewhere.

3. We shall refer the matter to arbitration unless you (to send) replacements.
4. No penalty will be claimed if you (to agree) to speed up the delivery of the second consignment.
5. The invoice will not be paid unless they (to compensate) us for the losses suffered with the previous consignment.
6. The visit will be postponed until the parties in dispute (to come) to an agreement.
7. The customer will incur all losses resulting from the use of mail, telegraph, telephone or any other system unless he (to be able) to give evidence of gross negligence by the Bank.
8. Unless you (to fulfil) your orders efficiently in the future, we will have to consider other sources of supply.
9. We have been greatly inconvenienced by the delay, and unless we (to receive) this item within the next week, we shall have to cancel our order.
10. Unless the dispute (to settle) amicably, it will be referred to Arbitration.
11. Until clear standards (to work out), there will be problems of interpretation.
12. If your letter of complaint (to receive) no reply, you will have to write a short note to say that unless a reply (to receive) immediately, you (to write) at once to your lawyers.
13. We have been greatly inconvenienced by this delay, and unless we (to receive) this item within the next week, we (to have to) cancel our order.

PREPOSITIONS

Ex. 25. a) Supply the prepositions where necessary.

1. You are aware ... our difficulties.
2. The company made a claim ... the Sellers ... the sum equivalent to the cost of repairs.
3. The Buyers made a complaint ... some faults which made the machines unsuitable for operation.
4. The Buyers found fault... the workmanship ... the machines.
5. We reminded them ... their default... payment last year.
6. They expected the subcontractors to compensate them ... the storage expenses.

7. The award ... of the Arbitration court is final and binding ... both parties and enforceable ... the courts.
8. These factors need to be taken ... account if the parties ... dispute have to resort... litigation.

* * *

April, 20...

Dear Sirs,

With reference ... your Order for 50 PK Excel computers I regret to have to tell you, that delivery of these will be delayed ... approximately a month. It seems that our German suppliers are having problems ... getting the correct chips.

As an alternative, you may like to consider replacing the German computer ... a French model, which we can deliver ... time. The French model is very similar ... the German and we can supply 50 ... the same price. I enclose full details ... your consideration.

I apologize ... any inconvenience this may cause you and look forward ... hearing your decision.

Yours faithfully,

...

* * *

The following e-mail message was sent to the French Company:

To: ordinatexport@yahoo.com

Subject: Order for 50 PK Excel computers

Attachments: [Attach Files](#)

Attention: gabrielle brossier

Many thanks for your letter of 20th April. We much appreciate your prompt attention ... our request and your offer. I will be consulting with our customer ... the next two days and will let you know our decision ... the end of the week

Regards,
Smirnov V.

b) Say what you have learned about the Sellers' difficulties, their alternative proposal and the Buyers' reply.

MISCELLANEOUS

Ex. 26. a) Choose and use.

too, either

1. The general contractor disclaimed all responsibility for the delay. The subcontractors refused to pay the penalty
2. They refused to withdraw the first claim. They did not intend to withdraw the second claim
3. The first complaint was groundless. The second complaint did not seem justified...
4. The shipper loaded the wrong number of cases. The captain did not verify the number of cases
5. The first consignment arrived with a considerable delay. The Buyers were not satisfied with the second consignment ...

b) Translate into English.

1. Мы также не согласны с частичной отгрузкой товара.
2. Страховая компания тоже считает нашу претензию обоснованной.
3. Они также не хотели отзываться свою претензию.
4. К сожалению, мы тоже пока не смогли найти пропавшие ящики.
5. Из-за дождя они тоже не смогли приехать.

much better — намного (гораздо) лучше
much more difficult — намного (гораздо) труднее
much less — гораздо меньше

Ex. 27. Translate into English.

1. Этот вопрос кажется намного труднее.
2. В таком виде претензия гораздо лучше обоснована.
3. Жалобы стали возникать гораздо чаще.
4. Это нарушение было в действительности гораздо более серьезным.
5. Урегулирование спора заняло гораздо больше времени, чем мы предполагали.
6. Требуемая компенсация была намного выше, чем показали наши расчеты.

7. Убытки составили гораздо большую сумму.
8. Спор рассматривался в арбитраже гораздо меньше времени, чем мы предполагали.
9. Мощность первой поставленной машины оказалась значительно ниже, чем было предусмотрено контрактом.

SOCIALIZING

Expressing disagreement

When disagreeing with somebody one should avoid being abrupt and categorical: honesty should be limited by tact. Some of the expressions "to soften the blow" are:

*Well, oh,
Personally,
As a matter of fact*

- Examples: 1. What a charming city Liverpool is, isn't it? — Well, personally I don't care much for it.
 2. It's very warm today, isn't it? — Oh, I wouldn't call it really warm.
 3. Agatha Christie's such a wonderful writer, don't you think? — Well, as a matter of fact I'm not very keen on her.

Ex. 28. Express polite disagreement with the following statements.

1. That's a pretty tune, isn't it?
2. Don't you think she looks awful in that hat?
3. I don't like the actor much, do you?
4. I don't care much for sports, do you?
5. Of course, he's a very intelligent man.
6. What a lovely fur coat Jane has on!
7. I don't believe Arsenal has a chance.
8. What a charming restaurant it is!

Ex. 29. Answer the following statements with one of the remarks in the right-hand column (Note that more than one remark would be suitable).

- | | | | | |
|--|---|-----------------------------|-----------------|-----------------------------|
| <ol style="list-style-type: none"> 1. This is a nice place, isn't it? 2. That was a good speech, wasn't it? 3. I don't care much for this food, do you? | <table border="0"> <tr> <td style="border-left: 1px solid black; padding-left: 10px;">Oh, do you really think so?</td> </tr> <tr> <td style="border-left: 1px solid black; padding-left: 10px;">Oh, surely not.</td> </tr> <tr> <td style="border-left: 1px solid black; padding-left: 10px;">Actually, I quite like him.</td> </tr> </table> | Oh, do you really think so? | Oh, surely not. | Actually, I quite like him. |
| Oh, do you really think so? | | | | |
| Oh, surely not. | | | | |
| Actually, I quite like him. | | | | |

- | | |
|---|--|
| 4. What a wonderful dancer she is! | Oh, I can't agree with you here. |
| 5. I don't like his style, do you? | Well, personally I don't care much for it. |
| 6. What a wonderful film it is! | Well, as a matter of fact I didn't think much of it. |
| 7. I don't like the leading actor, do you? | Oh, I don't know. |
| 8. Looks as if it is going to rain, doesn't it? | I agree with you up to a point. |

Expressing disagreement in writing

When replying to letters of complaint acknowledge receipt of the complaint and thank your partner for informing you.

Thank you for your letter dated August 18th informing us that...

We would like to thank you for informing us of our error in your letter of June 7th.

We are replying to your letter of complaint in which you informed us that...

We are extremely sorry that owing to bad packing ...

Please accept our apologies for any inconvenience caused by the delay

When making complaints in business try to use such expressions as:

I'm afraid I'll have to make a serious complaint...

We've got a problem with your last consignment...

There seems to be a mistake...

I'm afraid there's been a mix-up. We ordered a 3M tape recorder from you and I'm afraid someone has made a mistake and sent me the wrong model.

When writing letters of complaint do not be rude or personal. Terms like "annoyed, disgusted, amazed" have no place in business. You can express dissatisfaction by writing:

This is the third time this mix-up has occurred and we are not satisfied with the service you offer.

Unless you can fulfill our orders promptly in the future, we will have to look for alternative sources of supply.

Please ensure that this sort of problem does not arise again

Ex. 30. Telephone the Sellers and complain of:

1. short-shipment;
2. delivery of the wrong materials;

3. a delay in delivery;
4. damage to the goods due to inadequate packing;
5. defects in the workmanship.

Ex. 31. Translate into English.

1. По-видимому, есть некоторое недоразумение в отношении платежа.
2. Эту ошибку нужно исправить как можно скорее.
3. Я пишу в отношении Заказа № 350, который мы получили вчера...
4. Примите, пожалуйста, наши извинения в связи с ошибкой.
5. Просим прощения за неудобства, причиненные задержкой в отгрузке.
6. Мы обязательно займемся этой проблемой и постараемся, чтобы она не возникала вновь.

UNIT V

SPEECH EXERCISES

Ex. 32. a) Read the text.

Remember: sanctions *n* — санкции
 subsequent ['sʌbsɪkwənt] — последующий
 to deduct [dɪ'dʌkt] — вычитать

SANCTIONS

In contemporary business it is common practice for commercial contracts to contain clauses about **sanctions**

1. In the event of the Sellers' delay in the supply against the dates stipulated in the Contract the Sellers are to pay to the Buyers penalty at the rate of 0,5% of the value of the goods not delivered in due time for every week of delay within the first four weeks and 1% for every subsequent week but no more than 10% of the value of the equipment not delivered in due time.
2. The penalties will be **deducted** from the Sellers' invoices when they are paid by the Buyers. In case the Buyers for any reason do not deduct the penalty when paying the Sellers' invoice the latter¹ is obliged to pay the penalty amount at the first request of the Buyers.

3. Should the delay in delivery exceed four months the Buyers shall have the right to cancel the Contract.

Note:

¹ the latter — последний из двух названных
the former — первый из двух названных


b) Check your comprehension.

1. What penalty is paid within the first four weeks?
2. What penalty is charged for subsequent weeks?
3. What maximum penalty can be charged?
4. What is the mechanism of penalty payment?
5. What happens if for some reason the Buyers forget to deduct the penalty amount from the Sellers' invoice?
6. When do the Buyers have the right to cancel the Contract?

c) Say what you know about the standard Sanctions Clause.

Ex. 33. a) Read the dialogue.

Remember: to meet the deadline — уложиться в срок
postponement — отсрочка, откладывание
unforeseen — непредвиденный

 Petrov, a representative of Rossimport is discussing with Mr Wales a problem connected with the order signed by Brown and Co and Rossimport.

Wales: Good morning, Mr Petrov. Glad to see you.

Petrov: Good morning, Mr Wales. I'd like to discuss your telephone message.

Wales: Well, anything the matter?

Petrov: As you know, under our Order you were to deliver 1,000 pieces of Item 2 D21 in the fourth quarter.

Wales: That's right.

Petrov: Moreover, during our November meeting you confirmed the original delivery schedule and promised to meet the December **deadline**. But on the 15th January you informed us that there was some difficulty and that we would probably receive the item only in late January.

Wales: Yes, we reached understanding on that.

Petrov: Your **postponement** already meant a month's delay, but we took into account your **unforeseen** complications then. And now you are informing us of a further delay.

Wales: I can only offer my apologies but this further delay cannot possibly exceed three weeks.

Petrov: Strictly speaking, we could have applied the penalty clause after your first delay.

Wales: I can only hope that taking into account our long mutually satisfactory relations you would not claim **agreed and liquidated damages** from us.

Petrov: Unfortunately we cannot meet your request. Our clients are suffering heavy losses. We shall charge from you 0.5% of the value of the undelivered goods beginning from January 20.

Wales: Well, if you insist, we'll have to pay the penalty.

b) Check your comprehension.

1. What was the original delivery promise?
2. When were the Buyers informed of a possible delay?
3. What request did the Sellers come up with?
4. How did the Buyers react to the further delay?
5. What explanation was offered for the further delay?
6. What sanctions did the Buyers plan to apply?

c) Say what you have learned about:

1. the order signed by Rossimport and Brown and Co;
2. the changes in the delivery schedule;
3. Rossimport's position in respect of the penalty clause.

c) Reproduce the parts of the dialogue where the businessmen speak about:

1. the original postponement;
2. further delay.

d) Act out a similar dialogue. Suppose you are an importer. You agreed to a two week postponement but the Sellers delay the delivery for another two weeks.

Ex. 34. a) Read the letter.

Remember: shortage [ˈʃɔ:tɪdʒ] — нехватка, недостаток



Rossexport

Dear Sirs,

As you know, Holton & Son, Inc. received two shipments from Rossexport, St. Petersburg, Russia on the s.s. "Thomas Jefferson" when it last discharged in Wilmington, North Carolina in September. Two Russian technicians were sent to Holton to assist in assembling¹ the equipment and to put it into operation.

These men are thoroughly familiar with the equipment, and after inspection of the material we received, they determined that the shipment was five crates short. The information about this **shortage** was promptly passed to Rossexport.

We have been unable to find any trace of the missing crates in any of the US ports of call² of the s.s. "Thomas Jefferson." We now have the continuing expense of maintaining the two Russian technicians and are losing valuable time.

It is our intention to insist that the missing parts be replaced by you and shipped to us via air freight, all for your account.

Yours faithfully,

...

Notes:

¹ to assemble — монтировать, собирать

² port of call — порт захода

b) Check your comprehension.

1. What ship delivered the equipment?
2. Why were the Russian specialists sent to the American company?
3. What did the Russian technicians discover after inspecting the shipment?
4. What steps did the Company take to locate the missing equipment?
5. What did the Company complain of?
6. What way out did the Americans suggest?

c) Summarize the letter.

d) Think and answer.

1. On what terms could the contract have been signed?
2. Who do you think was responsible for this short-delivery?
3. How could Rossexport prove actual shipment of the five crates?
4. Do claims connected with short-delivery often arise in business?
5. What is the best course of action in unclear situations?

e) Write an e-mail message to the firm. Suggest that the firm should take the matter up with the Insurance Company. Ask them to inform you of all the missing items. Promise to ship everything via air freight at your expense. And point out that you reserve the right to have a recourse to the Insurance Company.

Ex. 35. a) Read the letter.

↙ Rossimport

August 27...

Dear Sirs,

Subject: Packing/Handling of Equipment under Contract No.

Following the discussions this morning with the representatives of your trading company we wish to make the following comments:

1. We have received several reports concerning damage to 96 cases and their contents delivered to St. Petersburg by the s.s. "Novodruzhesk". We cannot consider those reports acceptable as they do not give specific details to enable us to consider if there are in fact any faults with our packing procedure. In fact they are informal reports (mainly photographs) showing marking and packing deficiencies¹ only.

We therefore ask you in all cases of damage to prepare detailed reports with photographs giving the following data:

- a) identification data of cases giving case number and name of vessel;
- b) detailed description of damage to the case;
- c) detailed description of damage to contents;
- d) your considered opinion as to the cause of damage.

2. We would like to emphasize that the packing specification which we are using in fulfilment of the contractual requirements are virtually the same specifications which have been used by other major US contractors shipping goods to Russia.

3. Finally we would like to state that in accordance with the provisions of the Contract² your inspectors do not have the right to reject

equipment and/or materials technically acceptable because of non-acceptance of export packing. However we have always welcomed your inspectors at the packers and we have found their comments and advice to be useful.

We are looking forward to your reply.

Yours faithfully,

...

Notes:

¹ deficiency — недостаток

² provisions of the contract — положение контракта

b) Check your comprehension.

1. What did the Buyers complain of?
2. What fault did the Sellers find with the documents provided by the Buyers?
3. What specific information did the Sellers require?
4. What did they write about their packing procedure?
5. What did they write about the inspectors' rights?

c) Summarize the letter.

d) Think and answer.

1. Why didn't the Sellers refer the Buyers to the Insurance Company?
2. What was the weakest point in their arguments?
3. What evidence would the Buyers need to justify their claim?

e) Write an e-mail message to the Company. Refer to the conclusions contained in the survey report. Ask the Company to compensate you for the damage either by giving you a discount from the invoice value or by delivering replacements.

Ex. 36. a) Read the text.

Remember: force majeure [ˌfɔːs məˈʒɔː] — форс-мажор, чрезвычайные обстоятельства
liabilities [ˌlaɪəˈbɪlɪtɪz] — обязательства
circumstances [ˈsɜːkəmstənsɪz] — обстоятельства
to deprive [dɪˈpraɪv] — лишать

FORCE MAJEURE

In contemporary business it is common practice for commercial contracts to contain clauses about force majeure.

The Parties are released from responsibility for partial or complete non-fulfilment of their **liabilities** under the present Contract, if this non-fulfilment was caused by the **circumstances** of Force Majeure, namely: fire, flood, earthquake, provided¹ these circumstances have directly affected the execution of the present Contract.

In this case the time of fulfilment of the Contract obligations is extended for the period equal to that during which such circumstances prevail.

1. The Party, for which it became impossible to meet obligations under the Contract, is to notify in written form the other Party of the beginning and cessation² of the above circumstances immediately, but in any case not later than ten days of the moment of their beginning. The notification of the Force Majeure Circumstances not made within 15 days **deprives** the corresponding Party of the right to refer to such circumstances in future.
2. The written evidence issued by the respective Chambers of Commerce will be sufficient proof of the existence and duration of the above indicated circumstances.
3. If these circumstances last longer than six months, each Party will be entitled to cancel the whole Contract or any part of it and in this case neither Party shall have the right to demand any compensation for eventual³ losses from the other Party.

The Sellers undertake in this case to immediately reimburse the Buyers for all the advanced amounts paid by the latter under the present Contract.

Notes:

¹ provided — при условии

² cessation — прекращение

³ eventual — возможный, который может случиться

b) Check your comprehension.

- 1.. What circumstances free the Parties from responsibility for partial or complete non-fulfilment of the Contract?
2. Is there any limitation for the fulfilment of the contract?
3. What notification is required?
4. What is the time limit of this notification?
5. How are the force majeure circumstances to be proved?

6. When do the Parties have the right to cancel the whole Contract or part of it?
7. How is the problem of compensation settled?
8. What funds are returned in case of cancellation?

c) Think and answer.

1. What role does the force majeure clause play in business?
2. What usual provisions are included in the force majeure clause?
3. What situations require special provisions? What is the role of company lawyers in this respect?

Ex. 37. a) Read the letter.



Rossimport

Dear Sirs,

We regret to inform you that since Dec 18th there has been an unofficial "go — slow" that may become an official strike. Last year the company lost several thousand pounds because of a stoppage that lasted only two days and the impact of this labour dispute is unpredictable¹.

Our original delivery promise was January 19... We have given the highest possible priority to the delivery of the machines which are the subject of the Contract. However, in spite of our efforts we cannot promise that the machines will be available for inspection before week commencing² 1st April,...

In these circumstances, which are completely beyond our control, we have no option but to claim force majeure on your Contract. This is very much to be regretted and we very much hope that you will understand our very difficult position.

We believe that you will appreciate that we are suffering significant losses by reason of the fact that we are unable to despatch the machines to obtain payments. Any reduction in payments by way of delivery penalties would further increase our losses.

We would be grateful, therefore, if you would accept our contention³ that Clause 5 (Force Majeure) has been implemented by us and accepted by yourselves as the Buyers.

Our correspondence upon this subject can be regarded as formally amending the Contract but should you wish we can draft a contract amendment for your acceptance. We look forward to hearing from you.

Yours faithfully,

...

Commercial Director

Notes:

- 1 unpredictable — непредсказуемый
- 2 to commence — to begin
- 3 contention — точка зрения

b) Check your comprehension.

1. What problem arose at the Company?
2. For how long could the machines be delayed?
3. How did the Company try to release itself from responsibility for the delay?
4. How did they try to motivate their request?
5. What clause did they refer to?

c) Think and answer.

1. Why did the firm claim force majeure on this Contract?
2. Do force majeure clauses cover such complications as labour disputes?
3. Did Clause 5 of this Contract cover this unforeseen complication? Give your reasons.
4. How did the firm try to explain their financial difficulties?
5. Why did they mention the possibility of amending the Contract?
6. What penalty would they have had to pay in the absence of this amendment?
7. What do you think would be the answer of Rossimport?

d) Write an e-mail message on behalf of Rossimport. Give your consent to application of Clause 5.

Ex. 38. a) Read and translate the texts.

Remember: **accounting** — бухгалтерский

debit note — дебет-нота, дебетовое авизо (извещение)

credit note — кредит-нота, кредитовое авизо (извещение)

statement — выписка по счету (направляемая поставщиком или банком клиенту)

balance — остаток

FINANCIAL ADJUSTMENTS

A

Many letters of complaint arise out of **accounting** errors, which can be put right by adjustments. **Debit notes** and **credit notes** are used for this purpose.

Debit notes are a second **charge** for a consignment and become necessary if a customer has been undercharged through a mistake in the calculations on the original invoice. Debit notes are the result of carelessness on the part of the Sellers and show that Sellers should be careful when making up invoices. It is annoying to be told that there is an additional payment. A letter of apology should always accompany a debit note. Besides, debit notes can be sent by Buyers if they had to **incur** additional expenses through the Sellers' fault.

Credit notes are sent because the Buyers overpaid the Sellers. They usually contain a **statement** of what has been returned and usually why it has been done. They explain how much money the Buyer is in credit with the Seller; this amount can be deducted on the next occasion when the two firms undertake another business transaction.

b) What is there in text A to suggest that:

1. very often claims are caused by bookkeeping errors;
2. debit notes are used in case of underpayment on the part of the buyers;
3. debit notes are used to deal with errors in invoices;
4. a letter of apology is absolutely necessary when a debit note is sent;
5. debit notes may sometimes be sent by Buyers;
6. credit notes are used in case of overpayment;
7. credit notes contain information on the amounts to be paid to the Buyers;
8. credit notes can be used for future settlements.

c) Sum up what you have learned about debit notes and credit notes.

B

Here are examples of covering letters of explanation when debit and credit notes are sent.

1. We would like to apologize for the mistake on invoice № F 255 which was due to an oversight¹. Please could you send us the **balance** of £ 150.00? Thank you.
2. I am sorry to trouble you, particularly since you were so prompt in settling the account, but I would be grateful if you would let us have the additional amount of £ 185 as itemized on the enclosed debit note.

1. I regret that we miscalculated the VAT² and must now ask you to forward the difference of £75.35.
4. Invoice L 285. Discount should have been 12%, not 8%. Credit=£15.60
5. I have pleasure in enclosing a credit note for £120.75. This is due to a miscalculation on our invoice dated 15 October. Please accept apologies for the mistake.
6. Please find enclosed our credit note № C 23 for £ 45.60 which is a refund³ for the overcharge⁴ on Invoice № L 375. As you pointed out in your letter, the trade discount should have been 12%, not 10%, off the gross price. We apologize for the inconvenience.

Notes:

¹ oversight — недосмотр, оплошность

² VAT, value added tax — налог на добавленную стоимость, НДС

³ refund — возвращение денег

⁴ overcharge — переплата

d) Translate the phrases in bold type:

1. We would like to apologize for the mistake on invoice № F 255 **which was due to an oversight.**
2. I am sorry to trouble you, particularly since you were so prompt **in settling the account...**
3. ... but I would be grateful if you would let us have the additional amount of £ 185 **as itemized on the enclosed debit note .**
4. I regret that we **miscalculated the VAT** and must now ask you to **forward the difference of £75.35.**
5. **This is due to a miscalculation** on our invoice ...
6. Please find enclosed our credit note № C 23 for £ 45.60 **which is a refund for the overcharge** on Invoice № ...

e) Translate into English.

1. Мы хотели бы извиниться за ошибку в нашем счете №...
2. Ошибка была вызвана недосмотром с нашей стороны.
3. Извините за дебет-ноту, особенно потому, что вы всегда очень быстро расплачиваетесь по счетам.
4. Мы хотели бы получить сумму, которая указана в дебет-ноте и которая подробно детализирована по пунктам.
5. Вы увидите приложенную кредит-ноту, которая является компенсацией за переплату счета №...

f) Answer the questions.

1. Are debit and credit notes often sent?
2. Why is it necessary to apologize for debit notes?
3. When do Buyers send debit notes to Sellers?
4. When are credit notes sent?
5. How should debit notes and covering letters be worded?
6. How often do accounting errors arise in business?

g) Sum up what you know about adjusting accounting errors.

Ex. 39. a) Read the letter.

Remember: survey report — акт сюрвейера, акт экспертизы



Rossexport

March 15,...

Gentlemen:

I refer to my letter No. ... of 20.Jan. with which I informed you that this shipment was arranged in a way which brought additional charges, because the goods were shipped unsorted in respect of the various weights of bags.

Furthermore I informed you that I have to hold you responsible for all these charges.

Enclosed please find now the Survey-Report No. ... showing all details in respect of the unsorted shipment and stating the charges which arose out of the sorting of the bags at the port warehouse amounting to total € 2,168: — Additionally I enclose a copy of the invoice of the Survey Expert, Messrs. Kraft & Co., amounting to € 260, — for charges of survey.

Therefore I attach my debit note for total € 2,428. — which please book accordingly. Please let me know by which manner we can settle this debit note, either by payment of the sum to me or by next business/shipment.

From the enclosed photos you might see that the bags were shipped unsorted, and I wish to draw your attention furthermore to the fact that the bags stating 31 kgs gross and 26 kgs gross are nearly of the same size. I am awaiting now your prompt reply with proposals how to settle the amount of € 2,428.

Yours faithfully,

...

b) Check your comprehension.

1. What did the Buyers complain of?
2. How did they document their claim?
3. How did they calculate the amount charged?
4. What payment document did they attach to the letter?
5. What options were open to the Sellers?

c) Summarize the letter.

d) Think and answer.

1. Why did the Buyers hold Rossexport responsible for additional charges?
2. Would the Sellers find the claim well-grounded? Prove your point.
3. What are the usual responsibilities of Sellers in respect of packing and marking?
4. Why should claims be properly documented?
5. How can such claims be adjusted?

Ex. 40. a) Read the text.

Remember: to opt for — выбирать

action — иск

solvent — платежеспособный

LITIGATION AND ARBITRATION

LITIGATION

In business when the parties cannot resolve the disputes or differences in an amicable way they resort to litigation. If a businessman **opts** for litigation he is making a business decision. This decision involves time and money. There is a limit of time that a businessman can devote to the conduct of litigation. There is a limit to the amount of money he can afford to spend on legal costs in an **action** where the opponent may not be **solvent** and the prospects of success are never certain. In view of this it is necessary to consider the following.

- (1) Is litigation necessary? Should the matter be dealt with by arbitration? Is ADR appropriate? Is it a case where it would be better to settle quickly rather than incur costs unnecessarily? Would it be better for the client to settle the case in order to preserve a long-standing business relationship with the opponent?

- (2) Will other customers or suppliers lose confidence in the client if they learn of the dispute?
- (3) Will it be possible to recover damages and/or costs from the opponent?
- (4) Does the client want the legally correct solution, the cheapest solution or the quickest solution?
- (5) What are the most important issues in the dispute?

The principal feature of alternative dispute resolution (ADR) is that it enables a neutral party to discuss the problem and possible solutions with both parties. This may lead to a quick and painless solution. Disputes are often caused by misunderstanding rather than bad faith¹ and, when the parties come to realize how the problem came about, they may find it easier to see the other side's point of view and to reach agreement.

Courts have become increasingly supportive of using ADR as a means of resolving² disputes even after litigation has commenced.

ARBITRATION

Many business contracts contain an arbitration clause requiring the parties to refer their disputes to arbitration. Even when there is no arbitration agreement, after the dispute arises the parties will often agree to refer the matter to arbitration in preference to litigation.

Arbitration has many advantages over litigation.

- (1) The parties can choose their own arbitrator (or arbitrators). This means that they can choose an expert from within their own trade or profession to resolve the dispute. He will have personal experience of the matters in question and (unlike a judge) he will not have to be educated by the parties and their experts on the subject matter of the dispute.
- (2) The arbitration can be conducted with the convenience of the parties in mind. There are no fixed rules of procedure (although many standard form contracts incorporate arbitration rules which are quite detailed).
- (3) The arbitration can take place at a time and place which suits the parties.
- (4) The dispute can be resolved in total privacy, so that, for example, trade secrets can be protected.
- (5) Arbitration is binding on the parties. If the arbitrator's award is not complied with, it can be enforced through the courts.

- (6) Arbitration offers a range of procedures. The parties can opt for a formal hearing, an informal meeting, or for the case to be resolved on documents only.

Not all cases are suited to arbitration, however. If the dispute is about a point of law, it is best resolved in the courts.

Arbitration is not cheap. Lawyers usually charge as much for their services in an arbitration as they do in a court case. In litigation, the State provides the judge and the courtroom in return for a relatively nominal fee. In arbitration, the parties have to hire a room for the hearing and they have to pay the arbitrator his fee. Because he is an experienced professional, his time will not come cheaply.

Notes:

¹ bad faith — недобросовестность

² to resolve a dispute — разрешить спор

b) Check your comprehension.

1. What risks are connected with litigation?
2. What considerations should any businessman be guided by before litigation?
3. What makes arbitration preferable?
4. What are the advantages of arbitration?
5. What makes arbitrators' award final and binding upon both parties?
6. What cases cannot be handled by arbitration?
7. What makes arbitration expensive?

c) Think and answer.

1. What is the role of information technology in reducing time and costs in litigation? Do computerized systems help with document storage in large cases?
2. What makes it sometimes preferable to stop litigation at an early stage?

d) Sum up what you know about resolving disputes through a) litigation b) arbitration.

Ex. 41. a) Read and translate the text.

Remember: recourse [ri'kɔ:s] — обращение за помощью

allocation [ˌælou'keɪʃn] — распределение

ARBITRATION CLAUSE

Most business contracts contain an arbitration clause requiring the parties to refer their disputes to arbitration. These clauses may vary from contract to contract. Below there is a version of the Arbitration Clause.

a) All disputes and differences which may arise out of or in connection with the present Contract will be settled as far as possible by means of negotiations between the parties. If the Parties do not come to an agreement, the matter, without recourse to Courts of Law, is to be submitted for settlement to Arbitration, with its seat in Stockholm, Sweden.

b) Arbitration shall be established as follows:

The Party which wishes to refer the dispute to Arbitration shall notify the other Party by a registered letter stating there the name and the address of the arbitrator chosen who can be a citizen of any country, the subject of the dispute, date and № of the Contract. Within 30 days of receipt of the above letter the other Party shall choose its arbitrator and inform the first Party of it by a registered letter stating the name and the address of the arbitrator chosen.

c) If the Party which has received the notification of the dispute being submitted to Arbitration fails to choose its arbitrator within the said period, the arbitrator, at the other Party's request, will be appointed within 30 days of the date of the application by the President of the Chamber of Commerce in Stockholm.

d) The award is to be issued by a majority vote in accordance with the terms and conditions of the Contract, and also the rules of Swedish Law.

e) The arbitration award shall state the reasons for the decisions taken and contain information about the arbitration membership, time and place of the award passed, mention of the Parties' rights to state an opinion, as well as the **allocation** of the costs and expenses of the Arbitration between the Parties.

b) Answer the questions.

1. What is the best way of resolving disputes?
2. What will happen if the parties in dispute do not reach an agreement?
3. Where is the Arbitration Court located?
4. What is the procedure of choosing arbitrators?

5. What information should the notification contain?
6. Within what period is the responsible party to choose his arbitrator?
7. What happens if the responsible party fails to nominate his arbitrator?
8. What is the procedure of passing the award?
9. What information is contained in the award?
10. How are the arbitration costs allocated?

* * *

c) Think and answer.

1. Why is it necessary to include the arbitration clause in every contract?
2. Is the award enforceable by law?
3. Why is it necessary to mention allocation of all the costs and expenses involved?

Ex. 42. Give extensive answers.

1. Why do claims frequently arise in business?
2. What claims are made by Buyers (Sellers)?
3. How are claims classified?
4. How should a justified claim be documented?
5. What can the responsible party undertake after receiving the claim?
6. What are the ways of handling justified claims?
7. When do the parties in dispute resort to arbitration?
8. What are the advantages of arbitration?
9. When is litigation unavoidable?
10. What is the importance of the arbitration clause in every contract?

Ex. 43. Agree or disagree with the following statements. Give your reasons.

1. All disputes are difficult to settle.
2. Settling commercial disputes by arbitration is rather rare.
3. Arbitration has many advantages over litigation.

UNIT XI

REVISION HEALTH CARE

Ex. 44. a) Read the text.

It is now accepted in Britain that the state should ensure, as far as it can, that nobody should be without medical care. Free or nearly free medical and dental care is provided for everyone under the National Health Service, which is financed partly by weekly contributions paid by people who are working, but mainly by payments by the state out of general taxation.

The National Health Service provides medical treatment both in hospital and outside. It covers sickness of mind as well as ordinary sickness, and it includes the treatment of teeth and the provision of aids to sight and hearing, as well as wheelchairs¹, artificial limbs² and some other expensive items. It was based at first on Acts of Parliament, one for England and Wales passed in 1946 and one for Scotland passed in 1947 but it is possible to talk of a health service covering the whole of England.

People are not obliged to use the service; they may still go to doctors as private patients if they wish to do so, and in big towns there are some private and financially independent hospitals (called "nursing homes") which people may use rather than the hospitals which are within the health system. Many people who have enough money still prefer to be private patients, either because they think that they can in that way establish a more personal relationship with the doctor, or, because, if they are seriously ill or need an operation, they want to choose for themselves which specialist will treat them.

The idea of the family doctor has always been strong in Britain and remains so. The family doctor gives treatment or prescribes medicine, or, if necessary, arranges for the patient to go to hospital or to be seen at home by a specialist.

Notes:

¹ wheelchair — инвалидное кресло

² artificial limbs — протезы (для рук и ног)

b) Check your comprehension.

1. How is free medical and dental care financed in Britain?
2. What does the National Health service cover?

3. Is the NHS compulsory or voluntary?
4. What options do the people of Britain have?
5. What makes an idea of a family doctor attractive?

c) Sum up what you have learned about the National Health Service.

Ex. 45. a) Read the newspaper article.

Remember: cost-effective — рентабельный, оправдывающий затраты

COST-EFFECTIVE HEALTHCARE IS A CONSTANT BATTLE

Sometimes the answer to an obvious problem isn't found in an obvious place.

Each quarter they uncover new trends and technologies in the most unlikely places. The US Army is a fine example.

With 8 million people to care for, costs are as critical here as they are in civilian medicine. However, the army has been able to go ahead with the development of technology that spreads expertise and saves time.

The introduction of video conferencing allows consultants based in one country to examine patients in another.

Sophisticated "telepresence" equipment enables specialists to perform not only tests by remote control but delicate surgery as well.

At home diagnostic systems using telephone or cable television lines allow at-risk patients to monitor themselves, avoiding the costly and time-wasting procedure of hospital check-ups.

Clearly the potential for such technology in civilian medicine is enormous, but if it had not been for the military doctors civilian medicine might still not have known about it.

(From "The Economist")

b) Translate the phrases given in bold type.

1. Sometimes the answer to an obvious problem isn't found in an obvious place.
2. With 8 million people to care for, costs are as critical here as they are in civilian medicine.
3. However, the army has been able to go ahead with the development of technology that spreads expertise and saves time.
4. The introduction of video conferencing allows consultants based in one country to examine patients in another.

5. At home diagnostic systems using telephone or cable television lines allows **at-risk patients to monitor themselves, avoiding the costly and time-wasting procedure of hospital check-ups.**

c) Think and answer.

1. What role will information technologies play in medicine in the future?
2. What makes video conferencing a real breakthrough in medical science?
3. What do you think of the opportunity to monitor your health with the new systems?

Ex. 46. a) Read the dialogues.

MEDICAL PROBLEMS

CONVERSATION A

AT THE DRUG STORE

Jane Watson: Good morning. Do you have anything for a sore throat?

Pharmacist: How long have you had it?

Jane Watson: It just started yesterday.

Pharmacist: Well, I recommend these antiseptic pills. They'll relieve the pain.

Jane Watson: Thank you.

Pharmacist: But if it gets any worse, you should see a doctor.

* * *

CONVERSATION B

AT THE HOTEL

Front Desk Clerk: How can I help you?

Conchita Sanchez: I need a dentist. I've lost a filling (пломба).

Front Desk Clerk: How bad is it? There's a dentist down the road, but they are closed over the weekends.

Conchita Sanchez: It's pretty painful! And, I'm traveling to L.A. tomorrow.

Front Desk Clerk: There is a 24-hour emergency dental service downtown. Wait here. I'll call them for you.

* * *

CONVERSATION C
AT THE MEDICAL CENTER

Conchita Sanchez: I'd like to see a doctor, please
Nurse: Are you a regular patient here?
Conchita Sanchez: No, I'm just visiting the area.
Nurse: Can I ask you to fill out this form? We'll need some information about you.

<i>Suffolk County Medical Center Boston Request for Emergency Treatment</i>		
<i>Name</i>		<i>sex</i>
<i>Address</i>	<i>street</i>	
<i>City</i>	<i>state</i>	<i>zip¹</i>
TELEPHONE		
YOUR DOCTOR'S NAME & ADDRESS		
<i>City</i>	<i>state</i>	<i>zip</i>
NAME OF NEXT OF KIN²:		
KNOWN ALLERGIES TO DRUGS:		
PRE-EXISTING MEDICAL CONDITIONS		
PRESENT COMPLAINT:		
SIGNATURE		<i>Date</i>

Notes:

¹ zip — код города² next of kin — ближайший родственник**b) Act out dialogues similar to Conversations A and B.**

Prompts for Conversation A (headache / painkiller / sunburn / after-sun lotion / a cut / bandaid / antiseptic cream)

Prompts for Conversation B (broken tooth / a toothache / to cut the foot / to hurt)

c) Complete the patient registration form similar to the one given in conversation C.

UNIT VII

VOCABULARY

1. claim *n*

— претензия, рекламация

reasonable

unreasonable

justified

unjustified

well-grounded

groundless

correct

lawful

to accept

to admit

to decline

to justify

to lodge

to meet

to reject

to satisfy

to withdraw

claim

a claim

e.g. We cannot meet this claim as we consider it groundless.

a claim on(against) smb for USD ... (предлог *for* чаще всего относится к денежной сумме) in connection with (owing to, because of, due to, for) smth

e.g. The Buyers made a claim on the Sellers for USD ... in connection with a delay in delivery.

2. to claim *v*— требовать (*причитающегося по праву*)

claim smth from smb

e.g. The Buyers could not claim compensation from the subcontractors.

to claim

compensation

the insured sum

money

agreed and liquidated damages

a penalty

3. adjustment [ə'dʒʌstmənt] *n*

— урегулирование, улаживание

4. to verify ['verifai] *v*

— проверять

- to verify** | reports
statements
figures
details
payment orders
syn.: to check
5. **complaint** [kəm'pleint] *n* — жалоба, претензия
to make a complaint
letter of complaint
complaint about smth
6. **frequently** [ˈfri:kwəntli] *adv* — часто
syn.: often
7. **to infringe** [in'frɪndʒ] *v* — нарушать
to infringe | laws
regulations
rules
terms and conditions
of the contract
e.g. Unfortunately, contracts are some-
times infringed.
8. **wrong** [rɒŋ] *adj* — неправильный, ошибочный,
не тот, который нужен
wrong | time
goods
address
e.g. Unfortunately they sent the goods
to the wrong address.
9. **substandard** [səb'stændəd] *adj* — недоброкачественный, не-
кондиционный
substandard | goods
raw materials
material
10. **agreed and liquidated damages** — согласованные и заранее
оцененные убытки
11. **owing to prep** — по причине, вследствие, бла-
e.g. Owing to the rain they could not годаря
load the goods.
syn. : due to
12. **short-shipment** *n* — недогрузка, неполная по-
ставка товара (по сравнению с заказом)
13. **short-delivery** *n* — неполная поставка, недопо-
ставка
14. **error** [ˈerə] *n* — ошибка
to make an error — ошибиться, совершить ошибку

- to correct an error
15. **misdirection** *n* — исправить ошибку
— отправка (товара) по неправильному адресу, «засылка»
16. **default of payment** — неуплата, невыполнение платёжных обязательств, неплатеж
17. **unless** [ən'les] *conj* — если не, пока не

После союза **unless** в придаточных предложениях глагол употребляется в утвердительной форме.

- e.g. We will not start producing this model unless you confirm these modifications. — Мы не начнем производство этой модели, пока вы не подтвердите эти изменения.
- Unless bad weather stops me I'll go for a walk. — Если только плохая погода не остановит меня, я пойду гулять.
18. **well-grounded** *adj* — обоснованный

well-grounded | claims
| complaints
| statements

syn.: justified
ant.: groundless

19. **settlement** *n* — урегулирование
20. **the responsible party** — виновная сторона
21. **the dissatisfied party** — потерпевшая сторона, истец
22. **partial** ['pa:ʃəl] *adj* — частичный, неполный

partial | adjustment
| delivery
| shipment
| compensation
| payment

23. **compensation** [ˌkɒmpn'seɪʃn] *n* — компенсация, возмещение

compensation for smth
appropriate |
full | compensation
partial |
to pay |
to offer | compensation
to give |
to claim |
to refuse |

24. **to compensate** [ˌkɒmpəns'eɪt] *v* — компенсировать, возмещать
- to compensate smb for smth**

- losses**
injuries
to compensate smb for **loss of profit**
expenses
damage
25. **loss** *n* — потеря, убыток
to suffer losses — нести убытки
syn.: to incur losses
26. **justified** [*'dʒʌstɪfaɪd*] *adj* — обоснованный
justified | **action**
 | **complaint**
 | **claim**
 | **decision**
syn.: well-grounded
ant: unjustified, groundless
27. **to reject** [*ri'dʒekt*] *v* — отклонять, отвергать
to reject | **goods**
 | **an offer**
 | **a claim**
 | **a proposal**
syn.: to decline
28. **to withdraw** (**withdrew**, **withdrawn**) — отзывать, отменять, выводить
 [*wɪð'drɔː*, *wɪð'druː*, *wɪð'drɔːn*] *v* | **a claim**
 | **an offer**
 | **an order**
 | **troops**
e.g. They withdrew the claim as they understood their mistake.
29. **dispute** [*dis'pju:t*] *n* — спор
the parties in dispute — спорящие стороны
to resolve a dispute — разрешить спор
30. **to resort** *v* — прибегать к чему-л.
31. **litigation** [*lɪtɪ'geɪʃn*] *n* — тяжба, судебное разбирательство
to resort to litigation — прибегать к судебному разбирательству
32. **alternative dispute resolution (ADR)** — альтернативные способы решения споров, внесудебное урегулирование споров
33. **to resolve** *v* — решать
to resolve | **a dispute**
 | **a conflict** — разрешить спор
 — разрешить конфликт

34. **to impose** *v* — 1. навязывать; 2. вводить
e.g. They tried to impose their view- — Они пытались нам навязать
point on us. свою точку зрения.
e.g. A new tax was imposed last year. — В прошлом году был введен
новый налог.
35. **solution** *v* — решение вопроса
36. **voluntary** ['vɒləntəri] *adj* — добровольный
37. **either of them** — любой из них (двоих)
any of them — любой из них (троих и больше)
- There are two items on the agenda.
You may begin with either of them.
There are a few items on the agenda.
You may begin with any of them.
38. **arbitration** *n* — арбитраж
39. **to refer** *v* — передавать на рассмотрение
to refer smth to smb
e.g. They referred their dispute to arbitration.
40. **court** [kɔ:t] *n* — суд
41. **arbitrator** ['ɑ:bitreitə] *n* — арбитр
42. **award** [ə'wɔ:d] *n* — решение арбитров
43. **vote** *n* — голосование
44. **final and binding** — окончательный и обязательный
final and binding upon both parties
45. **enforceable** *adj* — обеспечиваемый принудительной силой закона
46. **timely** *adj* — своевременный
- | | |
|--------|---|
| timely | delivery
execution of the contract
settlement |
|--------|---|
- e.g.* We stressed the importance of timely deliveries.
47. **numerous** ['nju:mərəs] *adj* — многочисленный
- | | |
|----------|--|
| numerous | requests
complaints
reminders
letters |
|----------|--|
48. **to find fault with smth (smb)** — находить недостатки в чём-л., у кого-л., критиковать
e.g. He always found fault with his son.

49. **file** *n*
50. **annoying** [ə'noiɪŋ] *adj*
- | | | |
|-----------------|---|---|
| annoying | sound
music
interference | — подшивка, досье, файл
— раздражающий, досадный, неприятный |
|-----------------|---|---|
51. **penalty** ['penlti] *n*
- | | | |
|---|------------------|---------|
| to claim
to pay
to collect | a penalty | — штраф |
|---|------------------|---------|
52. **to exceed** [ik'si:d] *v*
- | | | |
|------------------|--|----------------|
| to exceed | the sum
the weight
a month
a week | — превосходить |
|------------------|--|----------------|
- e.g. We did not expect the delay to exceed 2 weeks.
53. **to charge** [tʃɑ:dʒ] *v*
- | | | |
|------------------|--|-----------|
| to charge | a fee
a commission
a penalty
interest
money | — взимать |
|------------------|--|-----------|
54. **inadequate** [in'ædikwit] *adj*
- | | | |
|-------------------|---|---|
| inadequate | packing
marking
protection
automation
experience
knowledge | — недостаточный, несоответствующий, не отвечающий требованиям |
|-------------------|---|---|
55. **to inconvenience** [,ɪnkən'vi:njəns] *v*
56. **inconvenience** [,ɪnkən'vi:njəns] *n*
57. **sanctions** *n*
58. **subsequent** ['sʌdsɪkwənt] *adj*
59. **to deduct** [di'dʌkt] *v*
- syn.* to subtract (*Am.*)
60. **to meet the deadline**
- e.g. They promised to meet the October deadline.

Lesson 11

61. **postponement** [poust'pounmənt] *n* — отсрочка
62. **to postpone** [poust'poun] *v* — откладывать, отсрочивать
- to postpone** | a meeting
execution of a contract
delivery
shipment
- e.g.* The conference was postponed till the 1st of July. They postponed the delivery of the first lot for a month.
- syn.:* to put off
63. **unforeseen** [ˈʌnfɔːsi:n] *adj* — непредвиденный
- unforeseen** | complication
difficulty
- e.g.* In view of this unforeseen complication we had to stop deliveries.
64. **shortage** [ˈʃɔ:tɪdʒ] *n* — нехватка, недостаток
- shortage of** | raw materials
supplies
gas
oil
electricity
spare parts
65. **force majeure** [ˈfɔ:smæˈʒɔ:] *n* — форс-мажор, чрезвычайные обстоятельства
66. **liabilities** [ˌlaɪəˈbɪlɪtɪz] *n* — обязательства
67. **circumstances** [ˈsə:kəmstənsɪz] — обстоятельства
under (in) these circumstances — при данных обстоятельствах, в этих условиях
68. **to deprive** [diˈpraɪv] *v* — лишать
to deprive smb of smth
69. **accounting** [əˈkauntɪŋ] *n* — бухгалтерский учет, бухгалтерское дело
syn.: bookkeeping
70. **accountant** [əˈkauntənt] *n* — бухгалтер
syn. bookkeeper
71. **debit note** — дебет-нота, дебетовое авизо
72. **credit note** — кредит-нота, кредитовое авизо
73. **statement** *n* — выписка по счету

14. **balance** *n* — остаток
15. **survey report** *n* — акт сюрвейера, акт экспертизы
16. **to opt for** *v* — выбирать
17. **action** *n* — иск
18. **solvent** *adj* — платежеспособный
19. **recourse** [ri'kɔ:s] *n* — обращение за помощью
20. **allocation** [ælou'keɪʃn] *n* — распределение

LESSON 12

Grammar Revision:	Talking about the Future
Subject for Study:	Government and Politics
Revision:	Claims

UNIT I

GRAMMAR REVISION TALKING ABOUT THE FUTURE

Ex. 1. Read and translate the sentences.

1. I will stop smoking
2. The doorbell (дверной звонок) is ringing. I'll open the door.
3. The government will soon increase the import charges for foreign cars.
4. I believe the Federal Reserve Bank in the USA is going to lower the rates.
5. What time does the next train leave?
6. On Friday next the Queen returns to London.
7. Our office is moving to new premises next year.
8. Next year I'll be working in our central office.
9. The workers say they will have finished the repairs by Friday.

Обратите внимание на различные формы выражения понятия будущности.

- I. WILL — для выражения твёрдых намерений в будущем (I'll stop smoking.), а также при выдвижении какого-либо предложения (I'll open the door.) или при настойчивом утверждении (They will soon increase the charges.).
- II. GOING TO — когда речь идёт о планах на будущее (Are you going to watch this film?).
- III. PRESENT SIMPLE — когда речь идёт о расписании движения транспорта или о программе (What time does the next train leave? / On Monday the delegation returns to London.).
- IV. PRESENT CONTINUOUS — для выражения запланированного действия в ближайшем будущем (Our office is moving to new premises next year.).

- V. FUTURE CONTINUOUS — для выражения действия в будущем, когда действие происходит в определённое время в будущем (Next year I'll be working in New York.).
- VI. FUTURE PERFECT — для выражения завершенности действия к определённому моменту в будущем. (They will have finished the work by 2 p.m. tomorrow.).

Ex. 2. Choose the correct variant.

1. I her tomorrow.
A. met B. am going to meet C. have met D. meet
2. We your help.
A. shall need B. to need C. shall have needed D. to be going to need
3. At this time tomorrow I to London.
A. fly B. shall be flying C. flying D. shall fly
4. We to our new house by the time you return.
A. move B. will move C. will be moving D. will have moved.
5. By six o'clock on Monday I the translation.
A. finished B. finish C. shall have finished D. shall be finishing

Ex. 3. Choose the correct form in each mini-dialogue.

A: Are you free next Friday morning?

B: Sorry (I'll have, I'm having) a meeting with Jane.

A: What are your plans for next year?

B: Next year (we'll open, we're going to open) a new factory in Poland.

A: What do you think about their new marketing campaign?

B: I think (it'll be a success, it's succeeding).

A: (Are you doing anything, Will you do anything) on Wednesday?

B: No, I'm free. Why?

A: I'd like to meet you.

Ex. 4. Complete the sentences. Use the correct future forms.

1. The plane ... (to leave) at 1 p.m. and ... (to arrive) at 3.45.
2. The taxi is so slow. By the time we get there the meeting ... (to finish).
3. What ... you (to learn) by the end of your course?
4. I ... (not to do) anything until I hear from you.

5. By the time all the papers are ready, the deadline ... (to pass).
6. I ... (to see) Ann tomorrow, so I can give her your message.
7. ... you (to use) the conference room next Monday?
8. By the middle of next year the election campaign ... (to begin).
9. She ... (to arrive) this evening.
10. Please don't call after 12 noon, Mr Smith ... (to have) lunch then.

Ex. 5. Translate into English.

1. Я забронировала Вам билет в Рим. Вы летите 1 октября в 9.30 утра. Представитель фирмы встретит Вас и отвезёт в гостиницу.
2. Скоро у нас будет собрание, тогда и примем решение.
3. Всё больше и больше японских фирм будут вкладывать средства в китайскую экономику.
4. Пока мы будем готовить наше предложение о поставке, они найдут другого поставщика.
5. Нам необходимо вернуться к 11 часам. Они будут ждать нас в гостинице.
6. Интересно, что мы будем делать через год и будем ли мы ещё работать вместе.
7. К вечеру я закончу эту работу.
8. Я напишу подробный отчёт к тому времени, когда он вернётся из командировки.
9. Я обязательно займусь этим завтра.
10. Я позвоню Вам завтра, чтобы подтвердить время нашей встречи.

UNIT II

WORKING ON THE TEXT

A

US SYSTEM OF GOVERNMENT

The United States is a federal union of 50 states plus one independent district — the District of Columbia. Forty-nine states, including Alaska, form the continental United States. The 50th state is separated from the continental part. It is the state of Hawaii — a group of islands situated in the mid Pacific Ocean.

The District of Columbia is the territory of the city of Washington, the national capital. Washington, D.C. lies between two states: Virginia

and Maryland, on the Potomac River, which **divides** the city into two parts. The first President of the United States — George Washington, **selected** this place personally. In 1791 he purchased the land from private owners.

Washington, D.C. is the **seat** of the Federal Government of the United States. The Federal Government is **made up of three branches** — the **Executive**, the **Legislative** and the **Judicial** Branches.

The function of the Executive Branch is to carry out the laws of the nation. It consists of the President, Vice-President and the President's Cabinet. The members of the Cabinet are chosen by the President. Most of them are called **Secretaries**: the Secretary of State, Agriculture, Labour, Transportation, etc. The President and Vice-President are chosen in a national election for a four-year **term** of office and may be re-elected for a second time. They must be native-born citizens, at least 35 years old and members of a political party. In the USA there are two major parties: **the Democratic Party and the Republican Party**, and many small parties. From the first political rally¹ to Inauguration Day² **running for President** is a long and complicated process. In choosing a President the ordinary voter has little to say until Election Day. Here is a simple **outline** of how an American President is chosen.



First, a candidate campaigns within his party to win his party's **nomination**. Then follows a period when he runs against the candidates of the other major party and, perhaps, a third and a fourth party. The **showdown**³ comes in November — on Election Day. The President is not elected directly then. In November voters in each state vote for electors⁴. This system was introduced by the Constitution of the USA in

1787. Now this is only a formality. When in November the final election results are in, the entire country knows who the next President and Vice-President will be, although the **outcome** must still be formalized, and the candidates must win a majority of the electoral votes in December. Except in rare cases, the electoral choice is the same as the popular choice. Finally on Inauguration Day on the 20th of January the new President is sworn in⁵ and he makes his Inauguration speech.

The Legislative Branch, Congress, is where the laws are made and **adopted**. Congress is made up of two houses: **the Senate and the House of Representatives**. There are 100 Senators elected, two from each of the 50 states, **regardless** of their population. They are elected for 6 years and only one third retire in rotation. The members of the House of Representatives are elected for only 2 years and their number in the Congress depends upon the state's population.

The Judicial Branch is headed by the **Supreme Court**, which settles any disputes involving the national government or disputes between two or more states.

The state governments follow the same pattern as the Federal Government. Each state is **governed** by an Executive Branch (headed by the Governor), a Legislative Branch and a Judicial Branch.

States manage local **affairs**, while the Federal Government deals with national and international problems and problems that involve more than one state.

B

STANDING FOR PARLIAMENT

There is considerable excitement in town at election time in Great Britain. But for candidates it is really a hard time — a time of worries, rivalry⁶ and fatigue⁷. Mr Jones meets his friend Mr Smith who has just been elected to the House of Commons.



Mr Jones: Congratulations, old boy. I see you got in.

Mr Smith: Thanks. I can now write M.P. after my name. But I never thought that an election took so much out of a candidate.

Mr Jones: Well, you can take it easy now until Parliament meets.

Mr Smith: Now I can tell you it wasn't an easy victory. We really had to work hard. I had two meetings a day for more than a fortnight⁸. We handed thousands of handbills⁹ to passers-by in the street. I had dozens of helpers in the office writing letters and addressing envelopes.

Mr Jones: Who paid for all that?

Mr Smith: I did for some of it. The party helped me to some extent. You know each candidate is **entitled** to spend only a certain amount. At the end of an election he has to send in a report on all his expenses: that is the law.

Mr Jones: Well, I shall look forward to reading your maiden speech, the first speech you make as a new member of Parliament.

Mr Smith: I'm not looking forward to it. I feel quite terrified¹⁰ about it. Getting up in the House and making your First speech must be an awful business. I'd rather have two teeth out.

Mr Jones: Come on! Everything is going to be all right. You'll probably be a minister before long, in the Cabinet.

Mr Smith: I don't think so. There are many members, but few ministers.

Mr Jones: Well, the best of luck, old man.

Notes:

¹ rally — митинг

² Inauguration Day — день вступления президента в должность

³ showdown — окончательная проверка

⁴ elector — 1. выборщик (Am.); 2. избиратель (Br.)

⁵ to swear in — приводить к присяге

⁶ rivalry ['raiv(ə)lrɪ] — соперничество

⁷ fatigue [fə'ti:g] — усталость

⁸ fortnight — two weeks

⁹ handbill — рекламный листок

¹⁰ terrified — напуганный

SECTION A

Ex. 6. Read the text.

Ex. 7. Check your comprehension.

1. How many states are there in the United States of America?
2. What state does not belong to, so-called, continental United States?
3. What is the geographical position, political and historical role of the District of Columbia?
4. What are the main parts of the US Government?
5. What are the functions of the three branches of the Federal Government in the USA?
6. What is the executive branch made of?
7. Who can be elected President of the USA?
8. Is US President elected directly by the general public?

9. What are the main political parties in the USA?
10. When are the November election results formalized?
11. What is Inauguration Day?
12. How are Senators elected?
13. How are the members of the House of Representatives elected?
14. How are the individual states governed in the USA?

Ex. 8. Say what information the text gives about:

1. the capital of the United States;
2. the Executive Branch of the US Government;
3. the Legislative Branch of the US Government;
4. the Judicial Branch of the US Government;
5. choosing the President of the USA;
6. the governments of the US states.

Ex. 9. Think and answer.

What new facts about the US system of government have you learnt from the text?

SECTION B

Ex. 10. Read the dialogue.

Ex. 11. Check your comprehension.

1. Is Election Day a special event in Great Britain?
2. What do voters and candidates feel on the day of the election?
3. How did Mr Smith campaign for Parliament?
4. Where does the money for the election campaign come from?
5. How do the candidates report for their election campaign expenses?
6. What does Mr Smith feel about his first speech as a member of British Parliament?

Ex. 12. Say what Mr Smith told Mr Jones about:

1. his election experience;
2. the speeches he had to make;
3. the financial arrangement for the election campaign;
4. his forthcoming maiden speech.

Ex. 13. Act out the dialogue.

Ex. 14. Think and answer.

1. Is Mr Smith a very experienced politician? Prove your point.
2. What problems could a candidate face during his election campaign?

UNIT III

WORKING ON WORDS

to make up

Ex. 15. Ask and answer as in the model.

- What's the make-up of *the legislative branch in Russia*?
— It is made up of two chambers.

Prompts:

1. the US Congress;
2. the President's Cabinet in the USA;
3. the British Parliament.

to run for...

Ex. 16. a) Answer the following questions.

1. How many candidates ran for President in the last presidential election in the USA?
2. Representatives of what political parties run for presidency in the USA?
3. What politicians were running for presidency in the USA or Russia during the last election campaign?

b) Translate into English.

1. Сенатор N выставлял свою кандидатуру на пост президента несколько раз.
2. Кандидат от независимой партии выставил свою кандидатуру на пост губернатора штата.
3. Я точно не помню, кто в прошлом году выставлял свою кандидатуру на пост губернатора Нью-Йорка.

to adopt

Ex. 17. Answer the following questions.

1. Are laws adopted by the Executive or the Legislative Branch?
2. Which body adopts laws in your country (the USA, Great Britain, France, etc.)?
3. What decisions were adopted at your last executive meeting?
4. Which of your suggestions have been adopted by your department?

to be entitled to smth

Ex. 18. a) Ask and answer as in the model.

- What privileges do Russian *students* have?
— They are entitled, for example, to discounts on railway tickets.

Prompts:

1. chemical workers;
2. working students;
3. teachers;
4. war veterans;
5. pensioners;
6. nursing mothers;
7. expectant mothers, etc.

b) Answer the following questions.

1. Are members of Parliament in Britain entitled to any privileges?
2. When are Buyers entitled to claim agreed and liquidated damages?
3. In what cases are Buyers entitled to claim compensation for losses?

Ex. 19. Translate into English.

1. Государственный секретарь США отвечает за внешнеполитический курс правительства.
2. В начале избирательной кампании по выборам президента США выдвигаются кандидаты от обеих ведущих партий — Республиканской и Демократической. Каждый кандидат партии ведет кампанию против своего соперника (*rival*).
3. Результаты ноябрьских президентских выборов в США должны быть подтверждены выборщиками в декабре.
4. Он баллотировался депутатом в местный Совет.
5. Великобритания расположена на островах.

6. Премьер-министр Англии назначается сроком на 5 лет.
7. В случае задержки товара покупатель имеет право требовать неустойку.
8. Лучшие образцы товаров были отобраны и посланы на выставку.
9. Вся партия товара должна быть разделена на две части.

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 20. a) Complete and translate.

music *n* + al = musical *adj*

1. continent → ...
2. nation → ...
3. person → ...
4. government → ...
5. nature → ...
6. Constitution → ...

b) Complete the sentences.

1. The Russian Parliament (Duma) has a two-house structure. There is a ... difference between them.
2. The first draft of the US Constitution was drawn up by a Philadelphia lawyer, James Wilson. It gave the ... right to the President to be elected for the second term.
3. The form of electing the President of the USA is indirect. The ... election of the US President takes place in December when the electors send in their votes by mail.
4. 49 states of the USA are located on the continent. They are called ... states.
5. Any person who wants to express his/her opinion is welcome! We'd like to hear all ... opinions on this important matter.

ARTICLES

Ex. 21. a) Supply the articles where necessary.

1. There is a great contest between ... Labour Party and ... Conservative Party during ... General Election campaign.

2. Prime Minister and other ministers in Great Britain form ... Cabinet.
3. ... two Houses of Parliament: ... House of Lords and ... House of Commons, occupy the same building, ... Palace of Westminster.
4. ... Election Day in England is not a public holiday.

BY-ELECTIONS¹ IN GREAT BRITAIN

When ... Member of Parliament (MP) resigns² or dies, ... by-election must be held to elect ... new member for ... empty seat. It takes ... time to organize ... by-election and ... new candidate has some time to organize his supporters.

For example, when ... great vote was taken in parliament in the early 70s on whether or not Great Britain should join ... Common Market, ... majority of ... Conservatives voted for entry and ... majority of ... Labour members voted against. When ... certain Labour MP voted for entry instead of supporting ... official policy of ... Labour Party, his electors said they no longer wanted him to represent them in ... Parliament. He had to resign and ... by-election was held.

Notes:

¹ by-election(s) — дополнительные выборы

² to resign — уйти в отставку

b) Say what you have learned about by-elections in Great Britain.

TENSE AND VOICE

Ex. 22. Supply the correct forms of the verbs.

1. When he (to run) for President he (to have) to travel a lot.
2. — I expected your call at 10 o'clock.
— I (to have) no time to call then because an important contract (to negotiate).
3. While I (to stay) in London, Parliament (to be) in session.
4. At 8 o'clock, in the evening TV (to show) an interview of the candidates who (to run) for Vice-President.
5. When the minister (to make) a speech he suddenly (to feel) bad. But someone (to bring) him a glass of water and after a few minutes he (to be able) to continue.
6. Unfortunately we repeatedly (to find) fault with your packing.
7. When we (to discuss) the problem, we (to point out) numerous delays.
8. Any time you (to find) it convenient you may contact us.

9. When I (to arrive) at the station Mary (to wait) for me. She (to wear) a blue dress and (to look) pretty. As soon as she (to see) me she (to wave) and (to shout) something, but I couldn't hear what she (to say) because everybody (to make) such a noise.

* * *

The year in Parliament (to start) usually in late October or early November, with the Queen coming to the House of Lords. There she (read out) the programme for the year that (provide) for her by the government, and whatever laws they (want) to pass (contain) in that Queen's Speech.

PREPOSITIONS

Ex. 23. a) Supply the prepositions where necessary.

1. New York City is divided ... five administrative units.
2. All workers of the chemical industry, regardless ... their age, are entitled ... a short working week.
3. What candidates are running ... President in this campaign?
4. The Conservative Party candidates were campaigning ... the entry of Great Britain into the Common Market, while the Labour members were campaigning ... it.
5. The British Prime Minister lives and works ... his official residence, No 10 Downing Street, a very short distance from the Houses of Parliament.
6. The Government cannot spend any money ... the permission ... the House of Commons.
7. He was elected ... the House of Representatives.

QUESTION TIME FOR MPS

... four days (Monday ... Thursday) ... each week when the House of Commons is in session, the first hour (2.30 ... 3.30 in the afternoon) is occupied ... questions ... ministers. Everything happens quickly. Numerous questions ranging ... 40 ... 100 are usually asked ... the hour ... those days. Questions are asked ... local matters and ... general policy. Only a few of them are answered.

The system ... questions is not perfect and some people do not think it is very useful. Though all the members are entitled to ask their own questions, about half the members hardly ever ask questions, and about 50 (out ... over 600) ask more than half the questions. There are people who like to play that particular sort ... political game and get publicity ... themselves ... the local newspaper.

b) Say what information the text gives about:

1. question time for MPs;
2. MPs who usually ask questions.

MISCELLANEOUS

Ex. 24. Choose and use.

to know, to learn

1. I was surprised to ... that it was George Washington himself who selected the place for the US capital.
2. Do you ... that the Federal Government is made up of three branches: the Legislative, Executive and Judicial?
3. I ... from this article that local affairs are managed by the State Government.
4. Do you ... that the President of the United States is not elected directly?
5. The news is very important for us. Where did you ... it?
6. We ... about that tragedy from a TV commentator.
7. — Do you ... how to play baseball?
— Yes, I ... to play it in Canada.
8. When he arrived at his native town he went to see his old school friend. From his friend's neighbour he ... that his friend had emigrated to Germany.

Ex. 25. Choose and use.

first, at first

1. ... a candidate campaigns within his party, then he runs against the candidate of the other major party.
2. ... the capital of the newly formed United States was in Philadelphia. Later it was transferred to Washington, D.C.
3. ... the laws are passed in the Congress, and then they must be approved by the President.
4. ... the campaign seemed to be promising for the candidate, but then luck turned against him.
5. ... the Buyers intended to resort to litigation, but then both parties managed to reach a compromise.

SOCIALIZING

Giving opinions and asking for opinions

ASKING FOR OPINIONS

GIVING OPINIONS

- | | |
|--|---------------------------------------|
| 1. What do you think? | 1. I think/believe/feel... |
| 2. How do you feel about this? | 2. I honestly think... |
| 3. What's your opinion? | 3. In my opinion/view... |
| 4. What's your view? | 4. It seems to me... |
| 5. I'd like to hear your view on this. | 5. To my mind... |
| 6. Any views on that? | 6. Why don't we... |
| 7. Do you agree? | 7. I'm in favour of this...(я за это) |
| 8. Have you got any views on this? | 8. I agree /I totally agree... |
| | 9. Perhaps we should... |
| | 10. I don't think we should... |
| | 11. The important thing here is... |
| | 12. It's a waste of time! |

Ex. 26. a) Read the dialogues.

At a company meeting people are discussing the problem of moving to new premises.

- A: We need to discuss when we should move. Any suggestions?
 B: I think July would be the best time. It's quiet then, isn't it?
 A: Oh, yes. I see what you mean. Our sales are down at that time. And a lot of staff are away on holiday.

* * *

- A: Now moving on to the question of transport. Any views on that?
 C: We've contacted two companies: National Transport and Fox Ltd.
 D: Could I just comment on that?
 A: Go ahead.
 D: I don't think it would be a good idea to use National. I don't think they are reliable enough. But Fox will be fine. They've got an excellent reputation.

b) Act out the dialogues.

Ex. 27. Discuss in a group the following statements and situations, using the above expressions.

1. Men make better politicians than women.
2. No person should be allowed to smoke in public places.

* * *

1. Your company is not satisfied with the quality of the goods you receive from your regular supplier. Offer your solution to the problem. Ask your colleagues for their opinions.
2. The head of your department is leaving the company in a month's time. Your department is planning to arrange a farewell (прощальный) party. Make your suggestions. Ask for the opinion of your associates.

UNIT V

SPEECH EXERCISES

Ex. 28. a) Read the story.

Remember: to charge — обвинять
suspicion — подозрение
to give up — отказываться

RUNNING FOR GOVERNOR

A few months ago I was nominated for Governor of the great State of New York, to run against Mr John T. Smith and Mr Blank on an independent ticket¹. I felt that I had an advantage over these gentlemen, and that was — good character. It was easy to see by the newspapers that if ever they had known what it was to have a good name, that time was gone. It was evident that in the last years they had become familiar with all kinds of crimes. What discomfited me was having to hear my name mentioned in connection with those people. Finally, I wrote my grandmother about it. Her answer came fast. She said, "You have never done one single thing in all your life to be ashamed² of — not one. Look at the newspapers — look at them and you will comprehend what sort of characters Messrs Smith and Blank are, and then see if you are willing to lower yourself to their level and enter a political campaign with them."

It was my very thought! I did not sleep a single moment that night. But after all what could I do? I was fully committed and must go on with the

fight. As I was looking over the papers at breakfast this paragraph attracted my attention and I may truly say I never was so surprised before.

“PERJURY³ — Perhaps now that Mr Twain is before the people as a candidate for Governor, he will explain how he was **charged** with perjury in Wakawak, when he tried to rob⁴ a poor woman and her family of their land which was their only support after the death of her husband. Mr Twain owes it to⁵ himself as well as to the great people whose suffrage⁶ he asks, to clear this matter up. Will he do it?”

I was never so surprised, because I never had heard of Wakawak! I did not know what to do, I let the day go by without doing anything. The next morning the same paper had this — nothing more:

“IMPORTANT — Mr Twain, it will be noticed, has said nothing about the perjury”.

Next came the Gazette with this:

“WANTED TO KNOW — Will the new candidate for Governor explain to his fellow citizens (who are suffering to vote for him) the fact that his cabin mates⁷ in Montana after losing things from time to time and always finding them on Mr Twain’s person or among his belongings at last made him leave the camp and advised him never to return? Will he do this?”

But I was never in Montana in my life!

The next newspaper article that attracted my attention was the following:

“A SWEET CANDIDATE — Mr Twain, who was to make a speech at the mass meeting of the Independents last night, didn’t come. A telegram came from his doctor stating that he had been injured in an accident and had to stay in bed. The Independents tried to pretend they did not know what was the real reason for his absence. But on the eve of that mass meeting a certain man was seen to enter Twain’s hotel in a state of beastly intoxication⁸. It is the duty of the Independents to prove that this man was not Mark Twain himself. The voice of the people demands: “Who was that man?” Of course we are sure: it was Mr Twain himself”.

It was incredible⁹, absolutely incredible, that it was really my name that was connected with all this shameful suspicion. Three long years had passed over my head since I had tasted whisky, wine or beer!

By this time the leaders of my party insisted that I answer all the charges, as it would be political ruin for me to remain silent any longer. Besides, the following appeared in one of the papers the very next day:

“LOOK UPON THIS MAN! — The Independent candidate still maintains silence!”

There was no possible way of keeping silence and finally I decided to answer all these charges. But I never had a chance to finish the task. For the very next morning a paper charged me with new even more terrible crimes. And, at last, as a climax, nine little children of different colour were taught to run to the platform at a public meeting and hold me around the legs and call me Pa!

I gave it up. I was not equal to the requirements of a Gubernatorial¹⁰ campaign in the State of New York and so I sent in my withdrawal from the candidacy.

(After Mark Twain)

Notes:

¹ independent ticket — список кандидатов независимой партии

² to be ashamed of smth — стыдиться чего-л.

³ perjury [ˈpɛ:dʒəri] — ложное показание под присягой, лжесвидетельство

⁴ to rob — зд. обокрасть

⁵ Mr Twain owes it to ... = it is Mr Twain's duty before...

⁶ suffrage — голос, избирательное право

⁷ mate = companion

⁸ beastly intoxication — скотское опьянение

⁹ incredible — невероятный, поразительный

¹⁰ Gubernatorial — connected with the post of governor

b) Check your comprehension.

1. What kind of campaign was Mr Twain running?
2. What was Mr Twain's reputation in his family?
3. What were newspapers writing about him?
4. What did he think of the articles that were published about him?
5. What did leaders of the Independent Party insist on?
6. What decisions did he finally make?

c) Think and answer.

1. Did Mark Twain exaggerate the facts? Prove your point.
2. Do you think the public believes everything that newspapers publish about candidates during election campaigns?
3. Can publicity campaigns affect the candidate's chances of election?
4. Has anything changed in the style of elections since Mark Twain's time?

Ex. 29. a) Read the text.

Remember: to defend — защищать

PHILADELPHIA — HISTORICAL CITY OF INDEPENDENCE

Philadelphia, which was founded in 1682 by William Penn, a prominent¹ statesman, was a large city in Colonial America. Even now some parts of the old city can remind you of the past. Visitors can walk the old streets, see the old houses and public buildings.

Here in 1774 the first Congress of delegates from all the colonies was held. Among the delegates were really great names, such as George Washington and John Adams, the first and second Presidents of the USA. The main decision of the first Continental Congress was to unite the efforts of all the colonies against Great Britain.

The second Continental Congress, held in Philadelphia a year later, decided to organize an army to **defend** the colonies. George Washington was chosen commander-in-chief and the War for Independence began. The Congress named a committee of five to draw up the Declaration of Independence. The work was actually done by Thomas Jefferson, then 33 years old. On July 4, 1776 the Congress adopted the Declaration of Independence. Celebration of the fourth of July as Independence Day began the next year.

One of the most popular legends in American history is that a committee of the Congress went to the home of a simple Philadelphian seamstress¹, Betsy Ross, and asked her to make the first US flag with 13 stripes and 13 stars corresponding to the number of colonies first joined in a new independent state.

Philadelphia was the city where the US Constitution was adopted in 1788—1789. In 1790 the first Congress met in Philadelphia and decided that Philadelphia would be the capital of the USA while the federal capital in Washington, D.C. was being built. It remained the capital for the next 10 years.

Note:

¹ seamstress — швея, белошвейка**b) Say what information the text gives about:**

1. Philadelphia as an old historical city of the USA;
2. the first Congress that was held in Philadelphia;
3. the story of the US flag.

Ex. 30. a) Read the text.

Some interesting examples of the differences between British and American English are found among the words referring to government and politics. For example, in Great Britain a candidate stands for office, in the United States he runs. In Britain the Cabinet is composed of ministers, the US Cabinet is made up of secretaries. The British legislature is Parliament; the United States legislative body is Congress. In Britain the party out of power is the opposition; in the USA it is the minority party. What Americans call a vote in Congress is called a division in the British legislature.

b) Say what information the text gives about the difference in terms, used in American and British English, to describe government and politics.

Ex. 31. a) Read the text.

Remember: bill — законопроект, билль

US CONGRESS AT WORK

The House of Representatives elects the presiding officer¹ — the Speaker who should always be a member of the majority party in the House. The Speaker is now first in the line to become the President in case of the death² of both President and Vice-President. Although the name is taken from British English, the character of the post is not the same. The House of Commons chooses the Speaker only as a presiding officer to conduct debates. Once a man becomes a Speaker, he is usually reappointed³ to his office in each new Parliament, even if the majority in the House has changed, until he wishes to retire. When he does retire he goes to the House of Lords. In the United States Congress the Speaker plays a very important role in party politics. He appoints members of Congressional Committees, for example, to work on the bills or to settle disputes between the House of Representatives and the Senate. The decision on some of the most important issues may therefore depend on who is chosen by the Speaker to participate in the committees. The Speaker also decides who is to speak from the floor.

Many people imagine that most of the work of the Congress is actually done on the House of Representatives or Senate floors. Tourists who visit Washington and go to watch the Senate or the House of Representatives from galleries are usually surprised at the scene on the

floor. When someone is making a speech, most of the members who are present are reading or walking about, talking with one another. A few are listening to the Speaker, sometimes agreeing with him, but more often not. Then a bell rings throughout the Capitol⁴ and the office buildings and the congressmen soon come in to answer to their names for a vote. The main work of the Congress is done not on the floor but in the Committees. The Congressional Houses have a system of Committees — 16 in the Senate and 20 in the House of Representatives. Every bill is worked out there. Special committees hold hearings⁵ on different issues, some of them open and others secret, depending on the subject matter.

Notes:

¹ presiding officer — председательствующее лицо

² death — смерть

³ to reappoint — вновь назначить

⁴ the Capitol — the building where the US Congress meets in Washington, D.C.

⁵ hearing — слушание

b) Say what information the text gives about:

1. the role of the Speaker in the House of Representatives;
2. the role of the Speaker in the House of Commons;
3. the way debates are held in the US Congress;
4. the role of the Congressional Committees.

Ex. 32. Think and answer.

1. What is the difference between the American and the British systems of government?
2. What makes the American Speaker a powerful (сильный) figure in American politics?

Ex. 33. a) Read the text.

Remember: legislation — законодательство

THE DAILY LIFE OF PARLIAMENT IN GREAT BRITAIN

It is a commonly stated fact that Britain, unlike many other countries, has no written constitution. The law in Britain is based partly on custom, partly on a series of laws dating back to the Middle Ages, and it is constantly changing in response to the interpretations of laws in the courts and the introduction of new Acts of Parliament¹.

The Government proposes **legislation** in Parliament. These proposals, called Bills, are discussed in parliamentary debates. The MPs vote to accept or reject them. If they are accepted, and then passed by the House of Lords, the proposals become law (Act of Parliament). Usually a Bill is given up to three readings, that is, it is discussed in each house (the House of Commons and the House of Lords) up to three times.

It is impossible to debate in Parliament everything in detail. Much of the work is done beforehand by Parliamentary Committees: small groups (about nine people) of MPs who meet and discuss the details of proposed legislation, and consult professional and concerned people. Parliamentary Committees are made up of MPs from all parties. The government party always has the majority of MPs on the committee.

For political purposes, the United Kingdom is divided into 650 constituencies²: 523 in England, 38 in Wales, 72 in Scotland and 17 in Northern Ireland. Each constituency elects one representative, who becomes a member of Parliament in the House of Commons.

There must be a General election at least every five years. The Prime Minister decides on the exact day of the election.

Notes:

¹ Act of Parliament — парламентский закон

² constituency — избирательный округ

b) Say what information the text gives about:

1. the procedure of making new laws in Great Britain;
2. The Parliamentary Committees;
3. the General election;
4. the constitution in Britain.

Ex. 34. Act out the situation.

Imagine that your business partner comes to your country. He or she wants to understand how your political system works. Try to give a proper explanation.

Ex. 35. a) Read the article.

THE UNITED STATES IS THE NATION OF IMMIGRANTS

Every day Americans send out the message that anyone in the world, in his or her right mind, should want to live in America. Yet when people do come, they are not always welcome.

Some 61 million people are believed to have immigrated to the United States between 1820 and the beginning of the 21st century.

America attracted people from different places. Apart from African slaves, the bulk of the immigrants had come from the United Kingdom, Germany and other northern European countries. The Irish, who came in large numbers after the potato famine¹ of the hungry forties, were of course Roman Catholics, as were many Germans. Some Jews and others had also arrived early. But the United States then regarded itself as an Anglo-Saxon and Protestant country. Certainly in 1876 nearly every senator and congressman was a Wasp — a White Anglo-Saxon Protestant.

At about that time immigration underwent a significant change. The flow of Italians, Russians, Poles, Czech, Hungarians, Romanians, Bulgarians and other eastern and southern Europeans began to outnumber² the people coming from Britain, Ireland, Germany and Scandinavia.

The experience of those great waves of immigrants was different from those of early English settlers. They came when America was no longer a wild country; it had already been tamed³.

Nevertheless they needed courage and patience⁴. Most of them could not speak English, their cultures were different from that of the United States. They were total strangers, poor and defenseless⁵. When they got off the ship they were on their own⁶. Most of them had a very tough time. The Wasp majority despised⁷ them. Apart from that they had religious problems. There were anti-Catholic clashes⁸ and riots⁹ as early as the 1840s, when the Irish began to arrive. Many were killed and their churches burned.

Immigrants crossing the Atlantic were first kept on Ellis Island in New York. The weak, the sick and other undesirables were taken back to where they came from.

All the flows of immigrants were strictly regulated by the laws adopted by the US Congress. Only in 1965, respecting president Kennedy's efforts to change the old system, the US Congress opened the doors to a "new immigration" from East Asia restricting¹⁰ immigrants from Latin America. But Latin Americans came and still come in great numbers illegally.

For many, immigration has been a painful experience. But in spite of all the difficulties, the United States remains a nation of immigrants.

(From "The Economist")

Notes:

¹ famine — голод

² to outnumber — превосходить численно

Lesson 12

- ³ to tame — покорять, приручать
- ⁴ patience — терпение
- ⁵ defenseless — беззащитный
- ⁶ to be on one's own — быть предоставленным самому себе
- ⁷ to despise — презирать
- ⁸ clash — столкновение
- ⁹ riot — беспорядок
- ¹⁰ to restrict — ограничивать

b) Say what you have learned about:

1. the early settlers of North America;
2. the clashes between Protestants and Catholics;
3. the procedure of entering the United States in the 19-th century;
4. the problems the immigrants faced;
5. the immigration restrictions introduced by US Government.

c) Think and answer.

1. Why is the United States considered to be a nation of immigrants?
2. Can the new waves of immigrants from Asia and Latin America change the ethnic character of the American population?
3. Should the Government restrict immigration? Why?

Ex. 36. Give extensive answers.

1. What is the state system of Russia?
2. What is the state system of Great Britain?
3. What is the state system of the United States of America?
4. How do candidates win the votes in their constituency?
5. What are the major political parties in the USA (in Great Britain, Russia)?
6. How are election campaigns carried out in Russia (the USA, Great Britain)?

Ex. 37. Give your viewpoints.

1. There is a great difference in the political platforms of the Democratic and Republican parties in the USA.
2. Public opinion plays an important role in the political life of any country.

UNIT VI

REVISION

CLAIMS

Ex. 38. a) Read the dialogue.

Ivanov: Mr Smith, I'd like to tell you why we asked you to come to us.

Smith: Well, Mr Ivanov, I am fully at your disposal.

Ivanov: You probably know already that your pulp-producing equipment¹, which was given most careful tests after installation, did not reach the designed capacity. Moreover², the quality of the pulp produced does not conform to the requirements of the Contract.

Smith: You must believe me when I say how sorry we are.

Ivanov: Have you taken any steps to improve the situation?

Smith: Oh yes, we are doing our best. Three units, which will replace the inadequate machines, have been shipped to you and, as far as we know, they have arrived at the port of St. Petersburg. Tomorrow a team of two experts is leaving London to carry out the necessary work. They will bring along their own devices³ and instruments. But to speed things up we need your co-operation.

Ivanov: Well, we are prepared to provide you with the necessary materials, equipment and labour. However, all the expenses involved would be charged to your account.

Smith: That goes without saying.

Ivanov: All right. Let's leave it there for today, shall we? See you tomorrow.

Notes:

¹ pulp producing-equipment — оборудование для производства целлюлозы

² moreover — более того

³ device — приспособление

b) Say what you have learned about:

1. the reasons for the Buyers' claim;
2. the steps and measures the Sellers would take to improve the situation;
3. the Buyers' contribution.

c) Reproduce the parts of the dialogue where the businessmen discuss:

1. the problem with the pulp-producing equipment;
2. the way of correcting the situation.

d) Think and answer.

1. Why didn't the pulp equipment reach the designed capacity?
2. Why was the Russian side prepared to provide the experts with the necessary materials and labour?

Ex. 39. a) Read the letter.

RE: YOUR COMPLAINT



Rossimport.
Dear Sirs,

Following your letter of 7 October, we are disappointed to learn that your customers have had an unhappy experience with the quality of our leather.

You complain that it does not meet the Specifications on the basis of which the contract was concluded. You enclose the results of visual examination and laboratory tests indicating the poor quality of our product. We have carefully studied the material and find your claim justified.

We hope that the complaint will be discussed during our personal meeting and we shall consider to what extent we shall satisfy your claim.

On the other hand, we would like to remind you that throughout the period since February we have most carefully fulfilled the orders, which we had from you under very adverse¹ conditions and at considerable loss to ourselves.

We have always understood that you were good enough to place great importance on continuity² in our mutual relationship. We shall be sorry to know that you are proposing that our association is now ended.

We would like to suggest that before we reach this point, would it not be better if our people could sit round the table with yours to consider our mutual advantage. If you feel this is to be the case, would you be so kind as to consider arranging for a visit for the Managing Director of our company to come to Moscow or to any of your customers as soon as it could be convenient to you in November. We hope that this arrangement can be made.

We remain,

Sincerely yours,

...

Notes:

¹ adverse — неблагоприятный

² continuity — непрерывность

b) Check your comprehension.

1. What was Rossimport dissatisfied with?
2. How did Rossimport try to justify their complaint?
3. When will the complaint be discussed with the Sellers?
4. What business relations did both companies have in the past?

c) What is there in the letter to suggest that:

1. the Sellers are prepared to compensate for the Buyers' losses;
2. the Sellers did not mean to end their relationship with Rossimport.

d) Say what you have learned about:

1. the business relationship between the Buyers and the Sellers;
2. the reasons of the Buyers' dissatisfaction with the quality of the goods;
3. the suggestions made by the Sellers to settle the claim.

e) Think and answer.

1. Why did the Sellers remind the Buyers of the orders they had carefully fulfilled earlier?
2. What could be the adverse conditions the Sellers referred to?
3. What losses could be involved in the execution of the order?
4. Who could cover the Managing Director's travelling expenses?
5. Do the parties concerned often refer their disputes to an arbitration commission?
6. When do foreign companies refer disputes to the International Commercial Arbitration?

f) Write a reply to the letter.

Ex. 40. Act out dialogues on the basis of the following assignments.

1. Meet Mr Peterson, a British exporter of leather goods. Conduct talks with him and express your dissatisfaction with the quality of the products they have been shipping lately. Tell Mr Peterson that your customers have made a lot of quality complaints recently.

2. You are the exporter of Russian precision (точный) instruments. Meet Mr Clark and discuss with him the complaint you have received from his company. Explain to your partner that their claim was not well-grounded. Emphasize that you hope to settle the matter in an amicable way.

UNIT VII

VOCABULARY

1. **federal** *adj* — федеральный
- | | | |
|---------|---|--|
| federal | government
law
constitution
employee | |
|---------|---|--|
2. **island** ['aɪlənd] *n* — остров
3. **ocean** ['ouʃ(ə)n] *n* — океан
- | | | |
|---|-------|--|
| the Atlantic
the Pacific
the Indian | Ocean | |
|---|-------|--|
4. **to lie (lay, lain)** *v* — лежать, располагаться
e.g. Washington, D.C. lies between two states.
5. **to divide** *v* — разделять, делить
to divide... into..
- Сравните:

 1. They divided the consignment into three parts.
 2. Both parties shared the publicity expenses.
6. **to select** *v* — выбирать
syn.: to choose
7. **seat** *n* — местонахождение
e.g. Canberra is the seat of the Australian Government.
8. **to make up** *v* — составлять
to be made up of... — состоять из
e.g. The USA is made up of 50 states.
9. **make-up** *n* — состав
10. **branch** *n* — 1. отделение, ветвь; 2. [политическая] власть
e.g. The firm opened a branch in Liverpool.
 The US Government is made up of three branches.

11. **executive** [ig'zekjutiv] *adj* — исполнительный
- | | |
|------------------|---|
| executive | power
branch
committee |
|------------------|---|
- e.g.* The executive branch of the American Government is headed by the President.
12. **legislative** ['ledzislətiv] *adj* — законодательный
13. **legislation** *n* — законодательство
14. **judicial** [dʒu:'dijə] *adj* — судебный, юридический
15. **secretary** *n* — министр (*Am.*)
- | | |
|---------------------|--|
| Secretary of | State
Labour
Agriculture
Transportation |
|---------------------|--|
- syn:* minister (*Br.*)
- государственный секретарь
- министр труда
- министр сельского хозяйства
- министр транспорта
16. **term** *n* — срок
- term of office** — срок полномочий
- e.g.* The President of the USA is elected for a 4-year term of office.
17. **the Democratic Party** — Демократическая партия
18. **the Republican Party** — Республиканская партия
19. **to run for...** (*Am.*) *v* — баллотироваться, выстав-
лять свою кандидатуру
- | | |
|-------------------|---|
| to run for | office
governor
President
Vice-president |
|-------------------|---|
- e.g.* He ran for President a second time.
- syn:* to stand for (*Br.*)
20. **outline** *n* — схема, план
21. **candidate** *n* — кандидат
- a candidate to...**
- e.g.* He was nominated a candidate to the local city council.
22. **campaign** *n* — кампания
- | | |
|---|-----------------|
| election
marketing
advertising | campaign |
|---|-----------------|
23. **to campaign** *v* — вести кампанию
- to campaign for...**
- to campaign against...**
- e.g.* He successfully campaigned against the Republican candidate.

Lesson 12

24. **nomination** *n* — выдвижение кандидатур
25. **to nominate** *v* — выставлять, выдвигать кандидата
26. **outcome** *n* — исход, результат
e.g. What was the outcome of the elections?
27. **rare** [rɛə] *adj* — редкий
rare | metals
| cases
| names
28. **to adopt** [ə'dɒpt] *v* — принимать
to adopt | laws
| constitutions
| resolutions
e.g. The resolution was adopted by the majority of the trade union members.
29. **the Senate** ['senɪt] *n* — сенат
30. **the House of Representatives** — палата представителей
31. **regardless of ...** *prep* — независимо от ...
e.g. They will make additional tests regardless of the results of the preliminary tests.
32. **supreme** [sju:'pri:m] *adj* — верховный
Supreme power
33. **to govern** *v* — управлять
e.g. In Great Britain the monarch does not govern the country.
34. **governor** ['gʌv(ə)nə] *n* — губернатор
35. **affair** [ə'feə] *n* — дело
foreign |
business | **affairs**
local |
to manage | **affairs**
to run |
36. **to entitle** [ɪn'taɪtl] *v* — давать право
to be entitled — иметь право
to be entitled to | one's point of view
| pension
| privileges
| vacation
37. **to charge** *v* — обвинять
to charge smb with smth
e.g. He was charged with murder.

38. **suspicion** [səs'piʃ(ə)n] *n* — подозрение
39. **to suspect** [səs'pekt] *v* — подозревать
- | | | |
|--------------------------|--|--|
| to suspect smb of | crime
dishonesty
machinations | |
|--------------------------|--|--|
40. **to give up** *v* — отказываться
- | | | |
|-------------------|--|--|
| to give up | football
music
the idea of... | |
|-------------------|--|--|
- to give up doing smth**
e.g. He gave up smoking.
e.g. He gave up the idea of running for Governor.
41. **to defend** *v* — защищать
- | | | |
|------------------|--------------------------------------|--|
| to defend | smb
a point of view | |
|------------------|--------------------------------------|--|
42. **bill** *n* — законопроект, билль
- | | | |
|-------------------|---------------|--|
| to pass | | |
| to prepare | a bill | |
| to defeat | | |

LESSON 13

Grammar Revision:	Tenses
Subject for Study:	Great Britain
Revision:	Complaints and Adjustments

UNIT I

GRAMMAR REVISION

TENSES

Ex. 1. Say and respond as in the model.

- | |
|--|
| <p>— Where's <i>the key</i>?</p> <p>— I've <i>lost it</i>.</p> |
|--|

Prompts:

1. Mr Brown-not to see him;
2. money-to spend it;
3. letter-not to receive it;
4. diary-to misplace it;
5. cake-to eat it;
6. the contract — not to see it.

Ex. 2. Say as in the model.

<p><i>All the faults have been corrected already.</i></p>

Prompts:

1. to make all the calculations;
2. to sort out the mail;
3. to do all the work;
4. to write a letter to Green & Co.;
5. to choose the best samples;
6. to make up a new Cabinet;
7. to investigate the crime;
8. to give up efforts;
9. to impose the new tax.

Ex. 3. Say and respond as in the model.

- | |
|---|
| <p>— Have you <i>phoned Mr Brown yet</i>?</p> <p>— Sorry, not yet. I've been <i>typing letters</i>.</p> |
|---|

Prompts:

1. to prepare a survey report;
2. to remind the director of tomorrow's talks;
3. to send a letter of complaint to the Seller;
4. to postpone talks with the American company;
5. to calculate agreed and liquidated damages;
6. to collect the penalty;
7. to study the customer's claim;
8. to settle the accounts.

Ex. 4. a) Say and respond as in the model.

— What were you doing when I phoned you?
 — I was *looking through the mail*.

Prompts:

1. to study the sales figures;
2. to try to settle the delivery problem;
3. to discuss a new advertising campaign;
4. to study the customer's complaint;
5. to look through the latest catalogues;
6. to watch a detective film on TV;
7. to read the new bestseller by Grisham;
8. to enjoy Chinese cuisine;
9. to read about British traditions.

b) Now say what your colleagues were doing when you came to the office; what the members of your family were doing when you came home yesterday.

Ex. 5. a) Say as in the model.

By the time I came back from the talks *the secretary had typed the report already*

Prompts:

1. to sign the contract;
2. to discuss the price;
3. to receive the French businessmen;
4. to send a complaint to the Seller;
5. to get in touch with the client;
6. to select the models of computers;

Lesson 13

7. to study the catalogues;
8. to take a decision about the new product.

Ex. 6. Choose the correct variant.

1. When I arrived at the office my colleagues _____
A. had talks C. were having talks
B. has had talks D. is having talks
2. We _____ the price since morning.
A. have discussed C. have been discussing
B. discuss D. are discussing
3. By the time the President joined us at the talks the price matter _____.
A. was finalized C. has been finalized
B. had been finalized D. finalized
4. She said that she _____ to Italy.
A. was never C. has never been
B. had been never D. had never been
5. You can get to most places in London very quickly if you _____ the Underground.
A. will take C. to take
B. take D. have taken
6. _____ television when I phoned you?
A. did you watch C. were you watching
B. have you watched D. have you been watching
7. Last night we _____ to the first night of "Spartacus".
A. went C. were going
B. have gone D. had gone
8. When I came to the office yesterday the secretary _____ the mail.
A. had sorted out C. has sorted out
B. sorted out D. has been sorting out

Ex. 7. a) Supply the correct tense and voice forms.



Dear Mr Price,

We (to be) sorry to inform you that your last consignment (not to prove) to our satisfaction. Part of the consignment (to arrive) in a damaged condition which appeared to have been caused in transit. In our

opinion this (to cause) by inadequate packing. Some of the goods (to be unfit) for use and others (to damage) slightly.

We (to be prepared) to accept the contents in cases 7,8,11 and 14 if a price reduction (to grant). With regard to the other cases we must insist on immediate replacement.

This (to be) a matter of great annoyance to us and your efforts to avoid such occurrences in the future (to appreciate).

Yours sincerely,

....

b) Check your comprehension.

1. What annoyed the customer about the last consignment?
2. What caused damage of the goods in the opinion of the Buyer?
3. On what condition was the Buyer prepared to accept part of the consignment?
4. What was to be done with the damaged part of the consignment?

c) Summarize the letter.

Ex. 8. a) Open the brackets

Dear Mrs Gould,
Re: Order Number 561

I (to wonder) if you can sort out a problem for me. St. Giles School (to place) the large part of its annual book and stationery¹ orders with you for ten years now and we always (to find) your service to be very efficient. However, order number 561 (not to come up) to your normal high standards.

We (to find) part of the order (not to complete) and we (to receive) some goods which we (not to ask) for. We (to enclose) a list of the inadequacies and (to ask) you to let us know how you (to intend) to correct the situation.

I have to stress that the whole order (to require) urgently.

Yours sincerely,
 John Smiley
 (Head Master)

Note:

¹ stationery — канцелярские товары

b) Check your comprehension.

1. How long has the school been doing business with the Supplier?
2. Has the customer always been satisfied with the Supplier's service?
3. What was wrong with order №561?
4. What does Mr Smiley enclose with the letter?
5. When did they expect the matter to be settled?

c) Summarize the letter.

Ex. 9. a) Open the brackets.

Alan: Hallo, Henry. How are you?

Henry: Fine. And you?

Alan: Not so bad, thanks. Listen, I (to ring) to try to arrange a meeting with you. I (to come) to London next Wednesday to see some customers. I (to be going) to see them in the morning. You (to be) free any time in the afternoon?

Henry: I (not to be) in London, I'm afraid. I (to go) abroad for a few days on business.

Alan: Oh, where ... you (to go) to?

Henry: To Germany. I (to have) a meeting in Bonn. My company (to open) a new office there next year.

Alan: Sounds exciting. When ... you (to leave)?

Henry: On Monday evening, and I (not to be back) until Thursday morning.

Alan: Oh, well. I could stay overnight and see you then. What time... your plane (to get in)?

Henry: 10.40, so if I (to get) a taxi, I (to be) in my office at 12.00.

Alan: Or there's another option. I (to see) you at the airport. We can talk there. We (to finish) by 2.00, probably, so we can have something to eat and I can get the 3.00 shuttle back to Manchester. How ... that (to sound)?

Henry: Fine. We (to sort) it all out then. Thanks for ringing. Bye.

Alan: Cheerio. I (to see) you on Thursday. Have a good trip.

b) Summarize the dialogue.

Ex. 10. a) Open the brackets.

Angela: Tom! Hallo! I (not to see) you for ages!

Tom: Goodness! I (to remember) you. It's... Angela, isn't it?

- Angela:* That's right. You (to be) in the class above me at school, ... you (to remember)?
- Tom:* Yes, of course, I How (to be) you?
- Angela:* I (to be) fine. We (not to see) each other for 3 years.
- Tom:* ... still (to live) in Manchester?
- Angela:* No, I (to move) to Paris.
- Tom:* Oh! When you (to do) that?
- Angela:* About a year ago.
- Tom:* Why you (to go)?
- Angela:* Well, I (to want) a change and I (to have) some friends there and I (to like) it very much.
- Tom:* Yes, yes. I (to be) to Paris. It (to be) wonderful, isn't it?
- Angela:* And I (to find) the job that I (to like). I (to work) for a film company.
- Tom:* Oh, that (to be) great! What about Alan? You two (to be) still together?
- Angela:* No, that (to end) ages ago. He (to go) to South America.
- Tom:* No.
- Angela:* I (to go out) with the boy called Jean Pierre. He (to be) French and we just (to get engaged).
- Tom:* That (to be great)! Congratulations! You (to be going) to stay in Paris?
- Angela:* Oh, yes. We (to buy) a flat there.
- Tom:* What about your parents? How they (to be)?
- Angela:* Oh, they (to retire) now. They (to buy) a house on the South coast. Now listen, that (to be) enough about me .What about you? You (to change), you (to lose) a bit of weight, haven't you?
- Tom:* Yes, I I think I used to eat the wrong things.

b) Say what has changed in Angela's life and what has changed in Tom's.

Ex. 11. a) Read the model.

If the Sellers delay delivery we'll send them a letter of complaint.

b) Say what the Sellers will do if:

1. the Buyers find defects in supplied goods;
2. the Buyers' engineers fail to come to tests;

Lesson 13

3. the Buyers refuse to accept delivered goods;
4. the Buyers fail to charter the required tonnage;
5. the Buyers are not satisfied with the price;
6. the Buyers ask for a discount.

Ex. 12. a) Ask and answer as in the model.

— I asked my friend if *he would come round to my place on Saturday*.
— He said that if *he had time*, he would *certainly come*.

Prompts:

1. to call tonight;
2. to interview the new applicant;
3. to come to the party;
4. to go on a tour of Italy;
5. to take me to the new play;
6. to queue up for tickets.

Ex. 13. Choose the correct form of the verb.

1. If we (miss, will miss) the last bus we'll have to walk home.
2. I don't know if they (go, will go) on a tour of the country.
3. She said that if she (got, would get) tickets for the film, we would go and see it together.
4. We didn't know when the new product (would be launched, was launched) on the market.
5. I wondered if they (would develop, developed) a new product soon.
6. They asked us if we (would come, came) to participate in the tests.
7. I didn't know if the goods (would be despatched, were despatched) next month.
8. They said they would notify us if they (would have, had) difficulties in chartering a vessel.
9. He asked us if we (would hold, held) preliminary talks next week and added that if we (would hold, held) the talks he wanted to be present.
10. We thought that if the Buyer (issued, would issue) the Release Note next week, we would start shipment immediately.

UNIT II

WORKING ON THE TEXT

GREAT BRITAIN

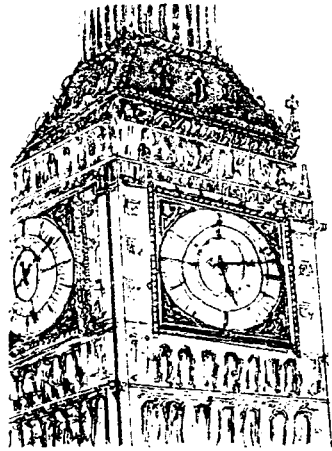
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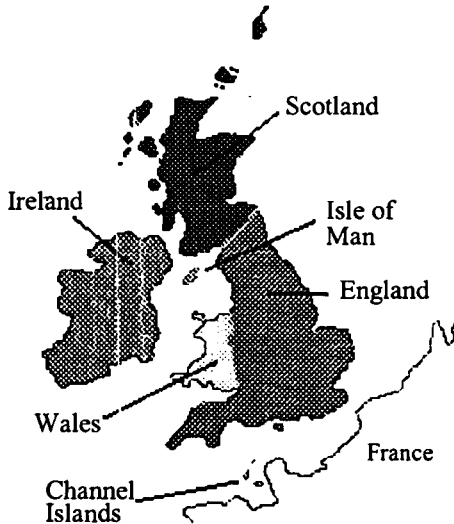
Britain, Great Britain, the United Kingdom (UK for short), England — these different names are sometimes used to mean the same thing, and they are sometimes used wrongly.

The name used at the United Nations¹ is the “United Kingdom of Great Britain and Northern Ireland.” Strictly speaking, “Great Britain” should only be used as the name of the country, since England is only a part of Great Britain.

The United Kingdom includes four nations and only the people of England call themselves English. The others refer to themselves as Welsh, Scottish, or Irish. Both in Wales and in Scotland there are **strong** demands for more **recognition** of their national **distinctions** **through** the system of government. There are **distinct** Scottish customs and ways of speaking the English language. Scotland has always had a separate educational system as well as a legal system and local administration. Wales has been assimilated administratively. Most Scottish and Welsh people live in small and heavily concentrated areas of coal-mining and heavy industry.

England is highly industrialized and was the country in which the earliest development of modern industry took place. The original basis





of British industry was coal-mining, and the early factories grew up not very far from the main **mining** areas. Glasgow and Newcastle became great centres of engineering and shipbuilding. Lancashire produced cotton goods² and Yorkshire woollens³, with Sheffield concentrating on iron and steel⁴. Birmingham and the other towns developed light engineering.

The world does not go to Britain to buy textiles or ships as it did in the past. A new light industry, much more **diversified**, has grown up in place of the old.

The central parts of the old industrial areas with their long rows of red-brick⁵ houses, are still rather **ugly**. A hundred years of winter fogs have left their mark. It was in and around Manchester in the middle of the 19th century that F. Engels found such impressive **evidence** of what he interpreted as the horrors of early capitalism.

The British climate has a bad reputation, which is **partly** justi-



fied. What's the **forecast** in Britain? It's mainly **showers** and sunny intervals since there's too little **sunshine** in the country. The British love to complain about the weather. They practically always mention it when they greet people. However, there are rarely extremes of cold or **heat** in Britain and when temperatures drop below 0 or **rise** above 32 °C nobody is prepared.

All over the world Britain is famous for its fogs. The smoke-fogs (smogs) of big towns were in the past really unhealthy and dangerous to traffic. Much of the smog was caused by the burning of coal in fireplaces, though smoke from factories contributes to the trouble. A **Clean Air Act** was **passed** by Parliament in 1956, giving local councils power to control smog in big cities; the effects of the plan have been noticeable. But in everyday life for the business of heating houses, for example, many English people in country places remain loyal to the open coal fire although it causes much work and adds to the **pollution** of the air.

English people are famous for their love of tradition. They want their customs, like their buildings, their machinery, the operations of their institutions, their Church⁶, to stay established.

This reveals itself in their attitude to the monarchy, for example, which is the last **link** left of the Empire. Also the traditions associated with royal events attract many tourists into the country, thus bringing currency. Their love of traditions can be observed in practically all aspects of life and behaviour.

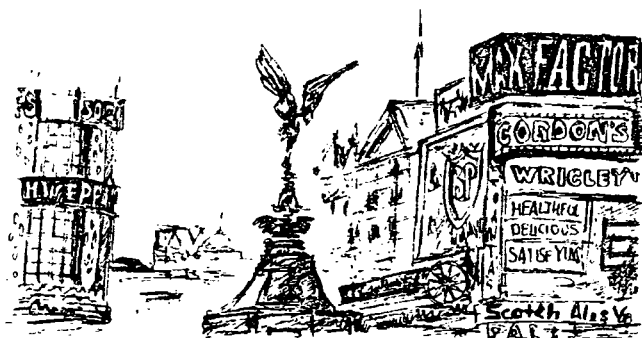
English people **tend** to be rather conservative, they love familiar things and take anything that is strange or foreign with suspicion. They have been slow to adopt rational reforms such as the metric system which came into general use in the UK in 1975 or decimal⁷ money which became the regular form in 1971. English people prefer familiar things but they share a world in the 21st century which is full of change, and new changes are taking place in the country from year to year.



Notes:

- ¹ the United Nations Organization — Организация Объединенных Наций
- ² cotton goods — хлопчатобумажные изделия
- ³ woollens — изделия из шерсти
- ⁴ with Sheffield concentrating on iron and steel — в то время как в Шеффилде сосредоточилось производство чугуна и стали
- ⁵ red brick — из красного кирпича
- ⁶ church — церковь
- ⁷ decimal — десятичный

В



Stogov's stay in London is coming to an end. Before leaving the country he visits Mr Brown with whom he has been doing business.

- Ⓚ *Stogov:* Well, Mr Brown. I've come to say good-bye. This time on Monday I'll be in Moscow.
- Brown:* I'm sure you'll be glad to get back, I hope you are not disappointed with your stay here.
- Stogov:* **On the contrary.** I did enjoy it. On the whole, business went well.
- Brown:* Lots of people think that the British are cold and reserved. Many foreigners say, "Oh, you English are **unsociable!**"
- Stogov:* Yes, I've heard that said. But after meeting British people I realized that they could be as friendly and helpful as people anywhere else.
- Brown:* And what do you think of English cooking? I'm afraid it doesn't enjoy the best of reputations.
- Stogov:* Why? It may be plain but it's wholesome¹ and healthy. What did strike me is your love of tea. It seems to be your national drink.

- Brown:* I couldn't agree with you more. We are great tea-drinkers. We even drink it while watching television.
- Stogov:* That reminds me! The other day I saw an advertisement for tea which said; "Join the Tea-V set!"
- Brown:* Speaking of advertising I'd say things are changing in this country. There was a time when our industries resisted advertising strongly, But now it's considered respectable and industry invests heavily² in advertising.
- Stogov:* I've noticed that your advertisements are not wordy but to the point and very expressive. The ads are witty too.
- Brown:* Yes, they are. A lot of skill and humour goes into the ads.
- Stogov:* But it's not easy for foreigners to understand the English sense of humour.
- Brown:* That may be true to a certain extent. English humour is ironical and is often directed against the person himself who tells the joke.
- Stogov:* You're fond of verbal battles³ too, aren't you? It's quite common to find good friends insulting each other. Of course, they both realize that they are just pulling each other's legs⁴.
- Brown:* As English people say: "We always try to find something outside ourselves to laugh at, and if we don't find it we just laugh at ourselves. It restores our sense of proportion."

Notes:

¹ wholesome — здоровый, полезный

² heavily — интенсивно

³ verbal battle — словесное сражение

⁴ to pull smb's leg — дурачить кого-либо, разыгрывать кого-либо

SECTION A**Ex. 14. Read the text.****Ex. 15. Say what information the text gives about:**

1. the main nationalities living on the British Isles;
2. the economic development of the country;
3. some trends in its industrial development;
4. the British climate;
5. the characteristic features of the British.

Ex. 16. Check your comprehension.

1. What names are used for Great Britain?
2. What parts does Great Britain consist of?

3. What distinctions exist among the nations?
4. What industries have developed in Great Britain?
5. What do the industrial areas look like?
6. What reputation does the English climate have?
7. What measures were taken to protect the air in big cities?
8. What traditions do the English preserve?
9. What is the attitude of the English to the recent reforms?



Ex. 17. Think and answer.

1. What explains English love for traditions?
2. What is a typical image of an Englishman?

SECTION B

Ex. 18. Read the dialogue.

Ex. 19. Say what information the dialogue gives about:

1. the British character;
2. English cooking;
3. advertising in Britain;
4. the English sense of humour.

Ex. 20. a) Reproduce the dialogue.

b) Act out a similar dialogue. Speak about your impressions of the cooking and tastes of any country you've stayed in.

UNIT III

WORKING ON WORDS

on the contrary

Ex. 21. a) Say and respond as in the model.

— I think <i>she doesn't like detective stories.</i> — On the contrary, (she's fond of them).
--

Prompts:

1. She finds English very easy.
2. Advertising is not very important for promotion of business.
3. Tourism does not contribute to understanding among nations.
4. Britain is largely an agricultural country.
5. Family life is not an important feature of society.
6. Sport has become less popular lately.
7. Television is not informative.
8. New fashions are developed only for the commercial exploitation of women.

b) Read and reproduce.

Jones: Aren't your daughter's piano lessons costing a terrible lot?

Brown: On the contrary, they enabled me to buy the house next door at half its worth.

to resist smb/smith

Ex. 22. Ask and answer as in the model.

— What was the attitude of <i>British industries to advertising</i> in the past? — They resisted it at first but in the recent years they have come to appreciate the value of it.

Prompts:

1. British people (various innovations);
2. the British (new reforms);
3. conservative people (new trends);
4. younger people (interference in their life);
5. older people (new methods of treatment).

to restore smth

Ex. 23. Answer the following questions:

1. What buildings have been restored in Moscow lately?
2. What old customs and traditions would be worth restoring in our country?
3. What else, besides medical treatment, helps people to restore their health?
4. What was the main task of our government after World War II?
5. What do painters do with the pictures, which have lost their original colours?

Ex. 24. Translate into English.

1. Хорошие результаты испытаний являются убедительным свидетельством упорного труда этих инженеров.
2. Они настаивали на том, чтобы товар оплачивался в свободно конвертируемой валюте.
3. Правительство этой страны уделяет большое внимание развитию торговли с расширенным ассортиментом.
4. У вас есть доказательства, что поломка станка была вызвана изменениями в конструкции?
5. Балет Большого Театра получил всемирное признание после первых же выступлений за рубежом.
6. Вчера у него поднялась температура. Оказалось, что у него грипп.
7. Он оказался общительным человеком с прекрасным чувством юмора.

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 25. a) Complete and translate.

word *n* + *y* → wordy *adj*

1. wind → ...
2. heart → ...
3. luck → ...

4. rain → ...
5. taste → ...
6. speed → ...
7. risk → ...
8. noise → ...

b) Complete the sentences.

1. The wind was so strong that we couldn't go out into the street. I hate ... days.
2. There is a lot of rain in England and due to the ... weather the countryside is very green.
3. I don't like the taste of oranges. I think mandarins are more...
4. Luck has never left him. He is a very... person.
5. He is always making a lot of noise. He is such a... person.

ARTICLES

Ex. 26. a) Study the model.

The foreigner's view of the English is often based on the type of English people he has met travelling abroad.

Note: The definite article is used with adjectives denoting names of nationalities.

b) Supply the articles where necessary.

1. Tea is a national drink of... English.
2. ... English know how to make tea, and what it does for you.
3. A group of... English tourists entered the hotel.
4. It is true that a lot of... English people prefer small houses, built to house one family, perhaps with a small garden.
5. ... English drink beer because they like it, and because it is the cheapest alcoholic drink.
6. ... Welsh still proudly wear their national dress on festive occasions.
7. ... Japanese are very polite people.
8. ... French are considered sociable.

* * *

In ... England everything is the other way round. On ... Sundays on ... Continent even ...poorest person puts on his best suit, tries to look respectable, and at... same time ... life of... country becomes cheerful; in...

England even ... richest peer or motor-manufacturer dresses in ... rags, does not shave, and ... country becomes dull. On ... Continent there is one topic which should be avoided — ... weather, in ... England, if you do not repeat... phrase “Lovely day, isn’t it?” at least two hundred times ... day, you are considered a bit dull. On ... Continent... people have ... good food; in England people have... good table manners.

... people on... Continent either tell you ... truth or lie;... English hardly ever lie, but they would not dream of telling you... truth.

... continental people are easily hurt;... English take everything with ... sense of humour — they are only hurt if you tell them that they have no ... sense of humour.

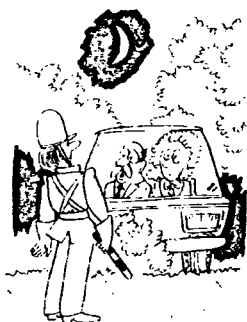
Many continentals think ...life is... game;... English think ... cricket is ... game.

(After “How to Be an Alien”
by George Mikes)

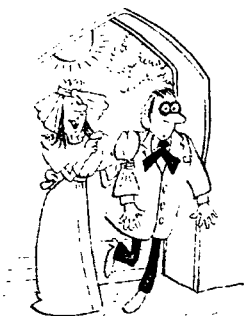


c) Answer the following questions.

1. Do you think the author approaches the matter seriously or he tries to make fun of the English? Why?
2. In what ways do continentals differ from English people?
3. What feature of the English character strikes foreigners most?



'Is anything the matter?'
'We're not allowed home
before midnight — there's
a teenage party there.'



'How about a great big smile, Fred?..
'This isn't exactly the end of the
world, you know.'

TENSE AND VOICE

Ex. 27. a) Supply the correct forms of the verbs.

Throughout all my journeys while I (to be) in England, I always (to take) my camera with me and I (to try) to take pictures of everything I (to see), particularly everyday life. One day I (to start) for Petticoat Lane¹. One of the passengers in the bus in which we (to travel) (to tell) us that this market (to be) for a long time famous for its thieves². When a woman (to come) out of the market she was offered her own petticoat³ at a reduced price, the very same one which she (to wear) when she (to go) into the market.

Hence the name. The conductor (to seem) to pay no attention to our conversation. The bus (to come) to a stop at the market. The passenger (to shout): "Good luck! You (to find) something to photograph in the market all right." And the conductor (to add); "If you still (to have got) a camera..."



(After "Impressions of London" by Sergei Obraztsov)

Notes:

¹ Petticoat Lane — Петтикоут-Лейн, название улицы в Лондоне, известной своими воскресными базарами

² thief — вор

³ petticoat — нижняя юбка

b) Say what you have learned about:

1. one of the oldest markets in London, the origin of its name;
2. Obraztsov's observation of the English type of humour.

PREPOSITIONS

Ex. 28. a) Supply the prepositions where necessary.

1. Why did you resist... any attempt of his to help you?
2. He has a fine sense ... humour. I'm fond... listening ... his witty remarks.
3. He was arrested as he was ... suspicion.
4. They invest heavily ... shipbuilding.
5. Prices have risen ... 5 per cent.
6. In Britain family life has changed a lot... the last 50 years. Many factors have contributed ... this change.
7. ... the contrary the British are well known ... their love ... animals.

* * *



Owing ... the uncertainty... the weather, outdoor cafes are not a feature ... English life. Their place is partly filled ... "pubs", public houses, an old English institution. Going ... pubs is as much an English custom as going ... cafes is a continental custom. Here one can get any form ... drink, from beer... whisky. ... the bar... an English pub there is often a dart board¹ and groups ... friends gather ... a friendly match. Many pubs also run a restaurant, and the food there is usually plain but ...

good quality. Many businessmen are ... the habit ... having a lunch ... a pub ... their office. The English pubs provide a pleasant social atmosphere.

(From "Background to Britain"
by Munro Mackenzie and Westwood)

Note:

¹ dart board — мишень для игры "метание стрелок"

b) Check your comprehension.

1. Why are there few outdoor cafes in England?
2. What is a pub?
3. What sort of food does one usually get in a pub?

c) Say what you have learned about the role of public houses in the social life of Britain.

MISCELLANEOUS

Ex. 29. a) Choose and use.

company, campaign

1. The winter... of 1942 determined the outcome of the war.
2. The election... was conducted by the joint efforts of the party members.
3. The new... was set up 3 years ago.
4. They started a ... for diversification of exports.
5. This ... has been in business long and it has contributed a lot to the development of trade between the two countries.

b) Answer the following questions.

1. When is it important to carry out an advertising campaign?
2. What organizations are involved in carrying out political campaigns in the USA?
3. What military campaigns were successful and determined the outcome of World War II?
4. With whom do trading organizations insure their goods?
5. What are the obligations of the insurance company?
6. What foreign theatre companies visited our country recently? In what way do these visits contribute to the development of friendly relations between countries?

Ex. 30. Express agreement or disagreement.

a) Agree as in the model.

- There isn't much sunshine in Britain, is there?
- No, there isn't. It's mainly showers and sunny intervals.

Prompts:

1. the smog is not healthy for people;
2. the English no longer heat houses with coal in big cities;
3. English cooking doesn't enjoy the best of reputations;
4. British advertisements aren't wordy;
5. London doesn't represent the whole country;
6. his humorous remarks aren't directed against anybody in particular;
7. they haven't resisted his attempts to improve the situation.

b) Disagree as in the model.

- Britain hasn't developed a new light industry, has it?
- Yes, it has. Its light industry has become very diversified.

Prompts:

1. he hasn't realized his mistakes;
2. the temperature in Britain never rises above 30 °C;
3. smoke from factories doesn't contribute to pollution;
4. the old workers' houses in Britain aren't ugly;
5. tourism doesn't bring currency into Britain;
6. British industries never resisted advertising;
7. the English have no sense of humour.

c) Translate into English.

1. — Отделка станков не была улучшена, не так ли?
— Нет, была. Это было сделано в прошлом году.
2. — Машины не соответствуют спецификации, не так ли?
— Да, не соответствуют. Нам придется отослать их обратно.
3. — Они не хотят рекламировать свой товар, не так ли?
— Нет, хотят. Они уже начали рекламную кампанию.
4. — Претензия не была урегулирована фирмами, не правда ли?
— Да, не была. Она будет передана в арбитраж.
5. — Вы не получали жалобу от фирмы, не так ли?
— Нет, получали. Мы уже рассматривали ее.

SOCIALIZING

Accepting and declining offers

Offering

Would you like me to get you some tickets for the theatre?

Would you like a cup of coffee?
Would you like me to call you a taxi?

Accepting

Yes, please
Yes, if you are sure it's no trouble.
Yes, that's very kind of you.
Yes, that would be nice.

Declining

No, thank you.
Thank you, but no.
Thank you, but it's not necessary. I can easily walk.
Thank you, but really don't bother. It's quite near and I'd enjoy the walk.

Ex. 31. Complete the dialogues below. Decline the offers.

Example

— David, can I get you another coffee?
— No, thank you. Not at the moment.

- I know you're very busy tomorrow. So if you like I could show Mr Bond round the factory.
(You have already asked another colleague to do it.)
- Do you want me to pick up Mr Davies at his hotel? It's not far from where I live.
(You plan to order him a taxi.)
- There's an excellent play at the theatre. Shall I get some tickets for tomorrow?
(You are going out.)



UNIT V

SPEECH EXERCISES

Ex. 32. a) Read the text.

ALL BRITISH, BUT...

- Andrew:** We Scots are stronger and tougher than you Irish.
Patrick: Maybe. But no one can deny that we Irish are cleverer, more imaginative, and better talkers than anyone else in the world.
Andrew: Now if you say more boastful¹, I might agree. But without any boasting, there's no doubt at all that the Welsh are the best teachers, the greatest writers and the most beautiful singers in Britain.
George: As an ordinary, quiet, sensible, modest Englishman, I know I'm as good as any of you in the qualities you mention, and, if you say so, probably better than you in others.
Andrew: That's nonsense. You're not so energetic as we are, and nothing like so hard-working.
Patrick: You have far less imagination than we Irish.
David: You're the worst musicians in Europe.
Andrew, Patrick, David (all together): You're the least artistic, the worst educated, the laziest, the most uninteresting of all of us.

George: But William Shakespeare, Reynolds, Captain Cook, Wordsworth, Turner, Faraday, Dickens, Benjamin Britten and quite a few other energetic imaginative people were Englishmen.

Anne: Not forgetting Jane Austen, Florence Nightingale and a fair number of other hard-working, interesting Englishwomen.



George: So in spite of all our weaknesses, perhaps we haven't done so badly as some of you think.

Note:

¹ boastful — хвастливый

b) Say what you have learned about features that Irish, Welsh, Scottish and English people are proud of.

Ex. 33. a) Read the dialogue.

A British reporter puts questions to three American students who recently spent a year at British universities.

Reporter: After nearly a year in Britain, what are your impressions of the country and people?

Michael: Sharing a common language is important; in spite of what some Americans say, we do speak the same language. As a result, there's great interest in the literature of the other nation — not to mention pop music and television.

Laura: I'm much more struck by the personality difference. British people often talk about the loudness of Americans but I think Americans are more open.

Steve: Personally I've found it more difficult to have serious discussions with British students than with other European students. It's really difficult to talk with a British student about anything more serious than football or beer!

Michael: I don't agree. I've had discussions on serious things with English students. But I have to admit that the "British reserve" so much talked about is a reality; the British I've met are hard to get to know.

Laura: We shouldn't be too critical. There are a lot of things which we like here.

Michael: Well, I think that the observation that the British are more polite is true. And, as far as I have been able to see, the cities of Britain haven't yet reached the point of no return in crime¹ that some of our cities have.

Reporter: Finally, what strikes you as the most important difference between the two nations?

Sieve: The pace² of life. Everyday life moves much faster in America; everything is much more intense. But I think things are changing in Britain and in ten years it'll be the same here.

Notes:

¹ the point of no return in crime — зд. очень высокий уровень преступности

² pace = speed

b) Think and answer.

1. Do you agree with the view that the style of life in Great Britain will change?
2. Are people always objective in judging each other?

c) Act out a talk with Mr Brown, a foreign businessman, staying in our country. Ask him about his impressions of the country and the people.

Ex. 34. a) Read the text.

Remember: to regard — считать, рассматривать
agreeable — приятный, милый

It has been well said that every Englishman is an average Englishman: it's an essential national characteristic.

What is more, no true Englishman would wish it to be otherwise. He prefers his neighbour to be an average Englishman—he prefers to be one himself. He likes what he knows.

To think is no part of the English character. Instead of thoughts, the English have traditions.

The tradition of “the Home” for instance.

Even the French have preferred not to translate this word, but to recognize it as English in origin and spirit by referring to it as “le home”.

Yet how do the English treat “le home” — which is, theoretically and traditionally regarded as the backbone¹ of their country?

Their first care is to remove their children from it by sending them to a boarding-school² almost as soon as they can walk, and keeping them there until they are old enough to be sent still farther away.

They speak, write and sing of “Home, Sweet Home”, and by this means have built up the tradition that it is a thoroughly English institution. Once tradition is firmly established, the thing is done.

Another tradition that is firmly established not only in Britain, but in the minds of the rest of the world, is the devotion of the English to animals. Certainly, they will speak with love to and of their dogs and horses, which is more than they will do concerning their friends and family. However, the fox, the deer³, the pheasant⁴ and many others would have but little to say in praise of the animal-loving English if they were consulted.

But by never thinking about it, the English firmly believe themselves to be the only nation in the world that is really kind to its animals.

Indeed, the power of believing the English have is almost phenomenal. A very short list of such beliefs comes to one's mind almost automatically.

Most Englishmen are convinced that God is an Englishman — probably educated at Eton⁵,

that England is the finest country in the world;

that all foreigners are slightly mad;

that anyone disagreeing on any of these points ought to be shot;

that all men are just like children;

that children are a blessing⁶ to their parents.

Enough has now perhaps been said to show that the English, whatever else they may be, are agreeably inconsistent⁷.

(After "On British Character" by E.M. Delafield)



Notes:

¹ backbone — основа

² boarding school — школа-интернат

³ deer — олень

⁴ pheasant ['feznt] — фазан

⁵ Eton — Итон, одна из старейших английских мужских привилегированных средних школ недалеко от Лондона

⁶ blessing — божий дар

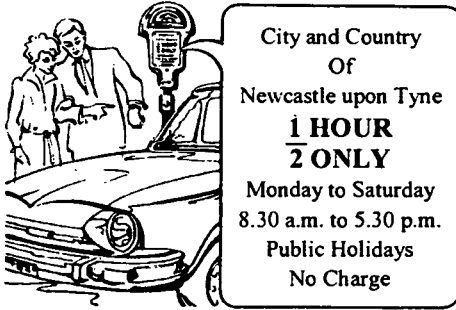
⁷ inconsistent — непоследовательный, противоречивый

b) What is there in the text to suggest that:

1. the English love of the average is ridiculous;
2. the English traditions seem strange to the author;
3. their beliefs are ridiculous.

Ex. 35. a) Look at the picture and read the sign.

Parking meters are found in cities.

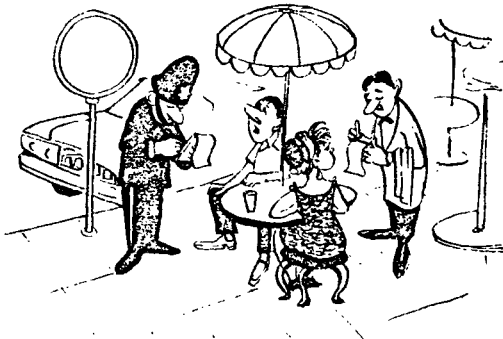


This is a parking meter in a city centre. In London you may expect to pay a few pounds to park your car for a limited length of time.

b) Act out a dialogue with a passer-by.

Suppose you wish to park at this meter. Ask the passer-by how to use the meter.

c) Act out a popylogue on the basis of this cartoon.



Ex. 36. a) Read the text.

Remember: cosmopolitan [ˌkɒzməˈpɒlɪtən] — космополитический

WHO ARE THE BRITISH?**A cosmopolitan society**

Most people in Britain are English, Scottish or Welsh, but in some British cities you can meet people of many different nationalities. There is one London street, less than 300 metres long, with businesses run by Arabs, Greeks, Indians, Italians, Jamaicans, Nigerians, Portuguese, Spanish, Turkish, as well as British.

But is Britain a cosmopolitan society? It really depends on where you go. There are large areas of Britain untouched by immigration. In 1991, 5.5 percent of the 57 million population described themselves as belonging to an ethnic minority of Caribbean, African or Asian origin. However, in Scotland, Wales, the north and south-west of England only one per cent of the population belongs to an ethnic minority. Most members of ethnic minorities live in the South-East. In Greater London they represent 20 per cent of the population.

London's immigrants come from inside and outside Europe. There are almost the same number of Irish immigrants (3.8 per cent of the population) as Black Caribbean immigrants (4.4 per cent of the population). Many so-called "immigrants" are born in Britain: more than 36,000 Londoners born in Britain describe themselves as "Black British" instead of "African" or "Afro-Caribbean".

People have been coming to Britain for centuries: some to get a better life, some to escape¹ natural disasters², some as political or religious refugees. Many Irish people came to England to escape famine, but usually they came to find work. Most of the roads, railways and canals built in the nineteenth century were made by the Irish workers.

The greatest wave of immigration was in the 1950s and 1960s. This happened not only in Britain but also throughout Western Europe. Many companies needed people for unskilled or semi-skilled jobs. Britain advertised, particularly in the English-speaking islands of the Caribbean, for people to come to Britain and work. Other people came from Pakistan, Bangladesh, India and Hong Kong.

Britain has not yet solved the problems of a multi-racial society. The number of people asking to settle in Britain is rising, but Britain, since 1971, has reduced the number of people (coming from outside Europe) which it allows to stay.

Many people in Britain, in spite of anti-racist laws, blame unemployment and poor housing on "immigrants". By this they mean people whose skin colour is different from their own.

However, many members of ethnic minorities overcome prejudice and achieve distinction in the media, in sport and in public life.

Notes:

¹ to escape [is'keip] — избежать, избавиться от чего-либо

² natural disaster [di'za:stə] — стихийное бедствие

b) Check your comprehension.

1. Where do immigrants mostly live in Britain?
2. What countries do they come from?
3. What were the reasons of immigration?
4. When was the greatest wave of immigration?
5. Why was Britain interested in immigration?
6. What problems does immigration bring about?
7. How do some immigrants do in British society?

c) Summarize the text.

Ex. 37. a) Read the text.

Remember: to alarm [ə'la:m] — встревожить, напугать

to integrate — составлять единое целое, интегрироваться

A MIXED POPULATION

If you watch scenes of British life on television or if you stand in a street in central London you will be instantly aware of our mixed population. All capital cities like to represent themselves as cosmopolitan. The streets of London are full of white, black and brown people from all over the world. The influx¹ of non-white people into Britain has had very striking effects on attitudes, culture and values of British people.

People have moved in response to industrial development, technological change, agricultural catastrophe and political and religious conflicts.

After 1945 Britain suffered from a shortage of labour, especially in unskilled, poorly-paid jobs. West-Indians² and then Indians and Pakistanis were invited to come and work in Britain. Between 1955 and

1962 about a quarter of a million West Indians and people from India arrived in Britain. Such numbers **alarmed** many of the white population, partly because they feared for their jobs and housing, partly because they disliked these non-white people coming into "white" Britain. In 1962, the Government in response to this panic, passed the first of a series of laws restricting right of entry into Britain. As people move all around all over the world, Britain has become notably less welcoming.

During the last thirty years Britain has undergone a sometimes painful education about people, race, colour, prejudice and different cultural values. Blacks and Asians have suffered higher unemployment, poorer living conditions and discrimination of many kinds. Nevertheless, there is much good in this story because the experience of living in a multi-racial society has undoubtedly changed people's attitudes. White British expectations of what is normal has broadened. Racial prejudice still exists and occasionally flares³ into violence, but somehow Britain has become a society of mixed races.

We, British, are always asking how far the immigrant groups should try to assimilate, to integrate in the British society and how far they should try to preserve their own traditions, and how far their children should be expected to take for granted a white British way of life.

(From "Understanding British" by K. Hewitt)

Notes:

¹ influx — наплыв

² West Indians — people from West Indies, the islands between North America and South America.

³ to flare — вспыхивать

b) Check your comprehension.

1. What brought people from all over the world into Britain?
2. Why did Britain welcome people from foreign countries?
3. How did the white British respond to the growing number of immigrants?
4. What law was passed by the British Government in 1962?
5. What sort of life did the non-white British live?
6. What effect did living in a multi-racial society have on the white British?
7. What inter-ethnic questions remain unanswered?

c) Summarize the text.

d) Think and answer.

1. What problems is a multi-racial society faced with?
2. What are the advantages and disadvantages of living in a multi-racial society?
3. How far should immigrants integrate into host countries?

Ex. 38. a) Read the text.

EAST MEETS WEST

Britain has some excellent traditional food: lamb¹ from Wales, shellfish² and fresh salmon from Northern Ireland, fresh or smoked fish from Scotland, cheeses from England and Wales. Unfortunately, good British food is difficult to find. Only 2 per cent of restaurants in London serve British food. There are many more Italian, Chinese and Indian restaurants.



Restaurants serving "British" food tend to be either very expensive and found in luxury hotels, or cheap and nasty serving mainly fried food. You can eat a good "British" meal without spending a lot of money by going to a pub. Most pubs now serve good value hot and cold meals. They often have family areas where people under 16 can sit and eat.

Most British people, if they go out for a meal or a takeaway³, go to their local Indian or Chinese restaurant. There are 8000 Indian restaurants in Great Britain and most towns, however small, have one.

Indian restaurants serve food from India, Pakistan and Bangladesh. North-Indian food is the most common: spicy curries⁴ cooked in oil and served with rice or different types of bread. South Indian food is often vegetarian since most southern Indians are Hindu and eat little or no meat.

Most Chinese restaurants serve Cantonese food, including lunch-time snacks called "dim sum": steamed or deep-fried dumplings⁵, with either savoury or sweet fillings⁶.

Chinese and Indian restaurants are facing strong competition from Thai restaurants in Britain. The cuisine is a mixture of Indian and Chinese food, with dishes ranging from hot to mild often using coconut⁷ cream.

Notes:

- ¹ lamb — баранина
- ² shellfish — моллюск
- ³ takeaway — еда на вынос
- ⁴ spicy curries — острые кэрри (соусы)
- ⁵ dumplings — клецки
- ⁶ savoury filling — вкусная начинка
- ⁷ cocconut — кокосовый

b) Check your comprehension.

1. What is traditional British food?
2. How many restaurants in London serve British food?
3. Where can you find good British food nowadays?
4. What sort of restaurants are numerous in Great Britain?

c) Summarize the text.**d) Think and answer.**

1. How did the immigrants affect the eating habits of the British?
2. Do you prefer national food or do you like trying different cuisines?

Ex. 39. Read the article.

OUT-OF-TOWN SHOPPING CENTRES

There is a growing concern among town councils about the social and commercial consequences of the out-of-town shopping centre. When this merely meant a hypermarket, town planners and traders were not worried. But now vast centres are being proposed which combine shopping with amusement. The idea has been exported into Britain from America, where the killing of town centres by a ring of rivals has come to be known as the "doughnut¹ effect". (American doughnuts, unlike the common British variety, are a ring without a centre!).

The largest of these centres planned so far is a £ 500 m "Mall"² near Birmingham which aims to mix 800 shops with Disney-style entertainment and will include a five-acre water park.

The city of Southampton is so concerned about possible developments that it is employing a public relations firm, which staged a bizarre protest. Flocks of sheep, herds of cows and carloads of muck³ were brought into the town, supposedly demonstrating that taking city activities into the country is as undesirable as bringing farming into the town.

Will this kind of protest make the public react? Or is there no solution other than direct government intervention?

Notes:

¹ doughnut — пончик, жареный пирожок

² mall — торговый центр с пешеходной зоной

³ muck — навоз

b) Check your comprehension.

1. What centres are being planned in Britain?
2. Where did this idea come from?
3. Where is the largest of these centres to be located?
4. What sort of protest was staged in Southampton?
5. What did the farmers demonstrate?

c) Summarize the article.

d) Think an answer.

1. What could be the social and commercial consequences of out-of-town shopping centres?
2. Why did the city of Southampton resort to a public relations firm?
3. Will this kind of protest make the public react?

Ex. 40. Give extensive answers.

1. Would it be correct to refer to the United Kingdom as England?
2. What do you know about the British flag, the British monarchy, the British territories?
3. What's the difference between the terms "British" and "English"?
4. What are the industrial centres of Great Britain?
5. What is the present state of the British economy?
6. What do you know about the English traditions?
7. What problem is Britain faced with now as a multi-racial country?

Ex. 41. Give your viewpoints.

1. Talking about the weather is something only the English do.
2. It is always difficult to get used to food in other countries.
3. The more you know about a foreign country, the more it helps to learn its language.

UNIT VI

REVISION

COMPLAINTS AND ADJUSTMENTS

Ex. 42. a) Read the dialogue.

Mr Brown has come to Rossimport to discuss the Buyers' complaint about a delay in delivery.

Brown: In our opinion your letter of complaint isn't justified.

Lavrov: I'm afraid we cannot agree with you there. I think I should refer you to the delivery clause of our Contract. It says that delivery was to be made not later than the end of September.

Brown: Well, as a matter of fact, we passed the goods on to our forwarding agents¹ at the works on the 20th September. I've brought a receipt with me signed by the agents.

Lavrov: According to the Contract it is the date of the Bill of Lading which is considered to be the date of delivery, the date on that is the 25th of October. If that is taken into account we are entitled to claim compensation.

Brown: What amount of compensation are you thinking of?

Lavrov: We've calculated it on the basis of the provisions stipulated in the Contract.

Brown: Can I look through your calculations to get a better idea of the figures?

Lavrov: Here're the documents. They show the exact sum of agreed and liquidated damages.

Brown: I think I may need some time to go into all this. If you don't mind could we come back to you with a proposal?

Lavrov: Fine. But we'd appreciate it if you could speed up the decision on the matter.

Brown: Of course. I'm sure it won't take very long. Naturally, we too are anxious to reach a speedy and amicable settlement of this question.

Note:

¹ forwarding agents — экспедиторы

b) Sum up the positions of the Buyers and the Sellers in this matter.

c) Reproduce the parts of the dialogue where the businessmen discuss:

1. the claim itself; 2. the amount of compensation.

d) Think and answer.

1. Why did Mr Brown say that his party was also interested in speedy settlement of the question?
2. Do you think the parties would settle the matter without referring it to Arbitration?

e) Act out a similar dialogue. Suppose the delay was two months long.

Ex. 43. a) Read the letter.



Rossimport

November 18,...

Dear Sirs,

We acknowledge your letter of the 1st November regarding the shortages of wolfram your customer advised you on the parcels, ex vessel "Stabrovski". We regret we must decline this claim as the material was delivered on board FOB in the condition as described in the Bills of Lading, which stated that the bags had been repaired. If, in fact, any bags were damaged in loading this would have been noted by the ship's captain and the Bills of Lading would have been claused accordingly. This was not the case and therefore any loss or damage could only have occurred during the voyage or on discharge in Russian port or in transit to final destination.

We accordingly return your debit note and supporting documents in order that you can lodge this claim with the shipping company or your insurers.

Yours faithfully,

...

b) Summarize the letter.

c) Think and answer.

1. Why did the Sellers emphasize the fact that the Bills of Lading were not marked?
2. How would the Russian trading organization handle the situation?
3. Do claims connected with shortage of goods often arise in foreign trade?

4. What usually causes shortage of goods delivered?
5. How can claims affect the relationship between trading partners?
6. Why do businessmen try to avoid referring claims to Arbitration?

Ex. 44. a) Read the letter.

Rossimport

September 7,...

Dear Sirs,

Your Contract No..

Our reference No..

In connection with the late delivery of the R4 press which was dispatched to you under the above references we would put before you the following facts.

As you will see from the attached photocopy of a letter from John Ogdan Ltd. the press was picked up from our works on July 11th.

John Ogdan Ltd. had been authorized to carry out packing and transportation to London.

As soon as the press was picked up from our works, it was our understanding that everything else would be seen to by the shipping agents¹ and, to our great surprise, we later found that the press did not, in fact, go until September 5th. We did telephone John Ogdan Ltd. several times for information as to when we would receive Bills of Lading and they said they had already been prepared. So we, therefore, assumed that the goods had been accepted on a vessel. As you will see we did our best to get this press to you during July and we do not know whether the fault is now with John Ogdan, Ltd. or Anglo-Russian Shipping, who are responsible for shipment from London to St. Petersburg.

As you will see from the letter, it appears it was one month from the time that John Ogdan Ltd. contacted Anglo-Russian Shipping before they could get the press on a vessel.

We trust that this information will be of assistance in your enquiries.

Yours faithfully,

...

Note:

¹ shipping agents — экспедиторы
syn. forwarding agents

b) Think and answer.

1. On what terms had the contract been concluded?
2. Would the Buyers withdraw the claim? Why?

3. Does any delay on the part of the packers and shipping company release the major contractor from his responsibility?

UNIT VII

VOCABULARY

- | | |
|--|--|
| 1. strong <i>adj</i> | — сильный |
| 2. recognition [ˌrekəg'niʃən] <i>n</i> | — признание, одобрение |
| to win | recognition |
| to receive | |
| to demand | |
| e.g. His latest novel immediately won recognition of the public. | |
| 3. distinction [dis'tɪŋkʃən] <i>n</i> | — 1. разница, отличие |
| national | distinction |
| essential | |
| a poet of distinction | — известный поэт |
| to achieve distinction | — достигнуть известности |
| 4. distinct [dis'tɪŋkt] <i>adj</i> | — 1. различный, разный |
| distinct | accents |
| | features |
| | dialects |
| | traditions |
| distinct from... | — 2. отличный (от кого-л., чего-л.) |
| 5. through [θru:] <i>prep</i> | — посредством, при помощи |
| e.g. He did it through an agent. | |
| You can achieve good results only through hard work. | |
| 6. mine <i>n</i> | — шахта |
| 7. mining <i>n</i> | — горнодобывающая промышленность |
| e.g. Much attention is given to development of mining in this country. | |
| 8. diversified [dai'vɜ:sɪfaɪd] <i>adj</i> | — разнообразный |
| diversified farming | — многоотраслевое сельское хозяйство |
| diversified industry | — многоотраслевая промышленность |
| diversified trade | — торговля с расширенным ассортиментом |
| diversified areas | — районы с многоотраслевым хозяйством |

9. **ugly** *adj* — некрасивый, безобразный
 faces
 ugly clothes
 buildings
10. **fog** *n* — туман
 e.g. London has heavy fogs in winter.
11. **evidence** [ˈevidəns] *n* — свидетельство(а), доказа-
 e.g. He was the first to give evidence. тельство(а), показание(я)
 The evidence they collected is not
 sufficient to prove his guilt
12. **partly** *adj* — частично, отчасти
 e.g. He has partly recovered his health.
13. **forecast** *n* — прогноз
 weather forecast
 a forecast for next year's trade
14. **shower** [ˈʃaʊə] *n* — ливень
15. **sunshine** *n* — хорошая солнечная погода
16. **heat** *n* — жара, зной
 summer heat
17. **to heat** *v* — топить, отапливать
18. **to rise** [raɪz] (**rose**, **risen** [ˈrɪzn]) *v* — 1. подниматься; 2. возрас-
 e.g. I saw him rise from the table to тать
 greet his guests.
 Prices have risen by 3% in the
 past few years.
19. **clean** *adj* — чистый
 air
 clean hands
 houses
 Clean Bill of Lading — чистый коносамент
20. **to pass** *v* — принимать (решение, закон)
 to pass | **a resolution**
 | **a law**
 | **a bill**
 e.g. The House of Lords passed the
 bill.
21. **pollution** [pəˈluːʃn] *n* — загрязнение
 air | **pollution**
 water |
22. **to reveal oneself** *v* — проявиться, обнаруживаться
 e.g. The painter's attitude to nature
 reveals itself in his pictures.
23. **link** *n* — связь; связующее звено

Lesson 13

24. **to tend** *v* — иметь тенденцию
e.g. The prices tended to rise in that period.
 They tend to be loyal to their traditions.
25. **contrary** *adj* — обратный, противоположный
contrary to smth — вопреки чему-либо
contrary to | the general opinion
 | the theory
26. **on the contrary** *adj* — наоборот
27. **reserved** *adj* — сдержанный, необщительный
28. **sociable** [ˈsɒʃəbl̩] *adj* — общительный
e.g. Contrary to our expectations they turned out to be sociable people.
ant.: unsociable
29. **plain** *adj* — простой, незамысловатый
plain | food
 | style
 | dresses
a cup of plain black coffee — чашка черного кофе без сахара и молока
30. **to resist** [riˈzɪst] *v* — сопротивляться
to resist smb or smth
to resist | diseases
 | enemies
 | attempts
 | interference
31. **to invest** [inˈvest] *v* — помещать, вкладывать деньги / капитал
to invest money in smth
32. **witty** *adj* — остроумный
witty | joke
 | remark
 | story
 | person
33. **sense** *n* — 1. чувство; 2. смысл
sense of | time
 | beauty
 | humour
 | duty
 | responsibility
 | proportion
e.g. In what sense did you use this word?
to make sense — иметь смысл
e.g. It makes no sense. — Это не имеет смысла.

34. **to direct** *v* — направлять
- | | |
|------------------|---|
| to direct | efforts
campaigns
remarks
a policy
criticism |
|------------------|---|
- to direct smth to (against) smth**
e.g. These steps are directed to confirming the facts.
 Their policy is directed against cancelling contracts.
35. **to insult** [in,sʌlt] *v* — оскорблять
e.g. I did not mean to insult you.
36. **insult** ['in' sʌlt] *n* — оскорбление, обида
37. **to pull** *v* — тянуть, тащить
38. **to restore** [ris'tɔ:] *v* — восстанавливать
- | | |
|-------------------|---|
| to restore | buildings
paintings
public order
one's health
one's reputation |
|-------------------|---|
39. **to regard** [ri'gɑ:d] *v* — считать, рассматривать
to regard smb/smth as...
e.g. We regard medical care institutions as essential for the people.
40. **agreeable** *adj* — приятный, милый
- | | |
|------------------|--|
| agreeable | persons
voice
manners
behaviour |
|------------------|--|
41. **cosmopolitan** [ˌkɒzmə'pɒlɪtən] *adj* — космополитический, состоящий из многих национальностей
42. **cosmopolitan** *n* — космополит
e.g. A cosmopolitan is a person who has travelled widely and feels equally at home everywhere.
43. **to alarm** [ə'la:m] *v* — встревожить, напугать
e.g. The government is alarmed by the dramatic increase of violent crime.
44. **alarm** *n*. — тревога, страх
45. **to integrate** ['ɪntɪgreɪt] *v* — составлять единое целое, интегрироваться
to integrate with / into smth
e.g. Not all foreign immigrants want to integrate into our society.

LESSON 14

Grammar Revision: Articles and Possessive Pronouns
Subject for Study: Progress and Problems
Revision: Claims

UNIT I

GRAMMAR REVISION

ARTICLES AND POSSESSIVE PRONOUNS

Ex. 1. Study the examples. Read and translate the sentences.

1. I've got an interesting job.
2. I don't remember the job I had five years ago.
3. He didn't like his job at all.
4. She wears her marriage ring on her right finger.
5. He had a pain in the shoulder.
6. It hit his eye.
7. It hit him in the eye.
8. He wrote his mother a very long letter.
9. She dropped her glove. When she picked it up she saw that her cousin was watching her.
10. Leave your bags on the table, please, don't bring them in the classroom.
11. The dog bit (укусила) him in the leg.

Обратите внимание на то, что **притяжательное местоимение** часто употребляется с существительными, обозначающими части тела (рука, нога, плечо и т.д.), а также — одежду, родственные отношения (отец, мать, сестра и т.д.), личные вещи. В этих случаях притяжательное местоимение на русский язык иногда не переводится (см. прим. 8, 9).

Определённый артикль может употребляться перед существительными, обозначающими части тела только в специальных случаях: а) после предлогов, когда существительное вместе с предлогом (см. прим. 7) употреблено как обстоятельство места, и б) в выражениях, когда речь идёт о болевых ощущениях (см. прим. 5).

Ex. 2. Choose the correct variant.

1. The parents usually meet children after classes at the entrance of the school building.
A. a B. their C. the D. theirs

2. She always takes good care of hair.
A. her B. the C. — D. hers
3. He seldom drives car to ... office.
A. the B. a C. — D. his
4. I hope you didn't hurt foot.
A. your B. yours C. the D. a
5. I've got headache.
A. my B. the C. a D. —
6. He's got a pain in knee.
A. the B. — C. a D. his
7. He pointed to a woman in green dress.
A. her B. a C. — D. hers

Ex. 3. Insert a, an, the, my, his, her, our, your, their, if necessary.

1. He took off ... coat and began to work.
2. Why are you standing there with hands in pockets?
3. At most meetings people vote by raising right hands.
4. He has ... pain in ... arm.
5. She was very tall lady with ... dark hair, but I couldn't see ... eyes because she was wearing dark glasses.
6. Ask ... woman in front of you to take off hat.
7. If you are too hot why don't you take off ... coat?
8. You should change ... wet shoes or you can catch cold.
9. We shook ... hands with ... host.
10. They left coats in ... cloakroom; it was against ... rule to bring them into ... theatre.
11. The stone struck him in foot.
12. He took off shoes and entered house.

Ex. 4. Translate into English.

1. Он протянул (дал) руку, чтобы помочь отцу.
2. Прежде чем войти в дом, они оставили у входа шляпы, перчатки и сапоги.
3. Он почувствовал боль в спине.
4. Он упал и сильно ударился. Даже через два часа у него болело плечо.
5. Камень не попал (не ударил) ему в голову.

6. У меня болит голова и горло. У меня простуда.
7. Я думаю, у вас начинается грипп.
8. Он сломал ногу, катаясь на лыжах. Она все еще в гипсе (plaster).
9. Утром он встает, надевает старую одежду, завтракает и начинает работу в саду.
10. Пуля (bullet) попала ему в ногу.
11. Кто-то бросил яйцо, которое попало выступающему в плечо.

UNIT II

WORKING ON THE TEXT

PROGRESS AND PROBLEMS

A

As the twenty-first century began, the world was fascinated by unprecedented¹ breakthroughs. Life of humanity has changed beyond



**CLONING
MINOTS**

recognition. These new achievements and inventions brought significant changes. Some of them turned our lives upside down, and now we could hardly imagine living without them. Many of man's dreams and science fiction have come true. Just think of laser, genetic engineering, cloning, digital² technology, Internet, to name a few.

Great progress was made in such essential fields as science, engineering, space and economy. Civilization has rapidly advanced and will continue to develop.

But these modern wonders may create vast problems and it cannot be denied, that

rapid industrial development is made at vast expense: deposits of natural resources are exhausted, the ecological balance of the planet is disturbed, some species³ of flora and fauna disappear. Progress can be blamed for all these environmental problems.

To preserve Nature and keep the air and water clean, strict control is necessary. Numerous purifying systems for treatment of industrial wastes have been installed; measures have been taken to protect rivers and seas from oil wastes. Wildlife preserves, models of undisturbed nature, have been developed all over the world.



B

POLLUTION

☞ The following discussion was held at Battersea County College in Great Britain.

Interviewer: What do you think are the worst kinds of pollution?

Steve: The noise and the exhausts of cars. It should be compulsory to have filters on exhausts.

Julie: I think the noise of airports is much worse. I live on Battersea Bridge Road that is one of the noisiest roads and it doesn't bother me. I don't really notice it.

Carol: We've got planes coming over our house every minute and I don't notice it any more. You get used to it.

Interviewer: What do you think of clearing city centres of traffic and cleaning the air of big cities? How could that be accomplished?

Martin: City centres should be left only for pedestrians⁴ and all traffic should be banned. As to the enterprises, which exhaust smoke, they should be moved out. They endanger the health of people.

Interviewer: Judging by the statistics many industrial areas still have a lot of chemicals in the air. Does that worry you?



Martin: I've never really thought about it. Over the years you get accustomed to the smelly and dirty air. The only time you notice that, is after you've been away for a while.

Carol: Clean air in big cities is a vital problem. People probably die younger in the cities as they can get cancer and other lung diseases.

Steve: There is one more factor in connection with air pollution. If you move out enterprises into **remote** areas you can **spoil** the countryside. There won't be any countryside left if all the factories are moved out to those areas.

Interviewer: What's your attitude to wastes and recycling things?

Julie: I'm in favour of recycling. Bottles, cans, industrial wastes can be recycled.

Interviewer: Nature always recycles everything. Nothing goes to waste.

Steve: With **human beings** the main idea is to get as much as you can out of something and then **dump** the rest.

Interviewer: Are you concerned about pollution happening in other countries?

Carol: I feel I don't know enough about it. Sometimes you **come across** such information in the newspapers, but it's not enough.

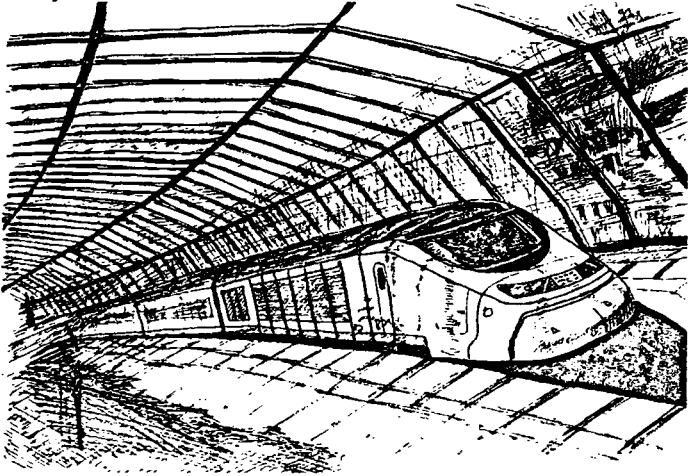
Steve: Yeah. They say aerosols are affecting the ozone layer⁵ and create the so-called "green house effect". We should be aware of this problem.

Martin: I've read that recently in Geneva there was a conference attended by environmental ministers from more than 100 countries with the aim of fighting against global warming.

Interviewer: Yes, you are right. We should think about future **generations**. Without co-operation at the international level, no **doubt**, **deterioration** of the environment will go on.

Notes:

- ¹ unprecedented [ʌn'presidentid] — беспрецедентный
- ² digital — цифровой
- ³ species ['spi:ʃi:z] — род, порода, вид, разновидность
- ⁴ pedestrian — пешеход
- ⁵ ozone layer — озоновый слой



SECTION A

Ex. 5. Read the text.

Ex. 6. Check your comprehension.

1. What changes did the 20-th century bring in the life of humanity?
2. What problems arise due to the rapid industrial development?
3. What steps were taken to protect Mother Nature?

Ex.7. Say what information the text gives about:

1. the result of the scientific and technological revolution;
2. the price for rapid industrial progress;
3. the way environmental problems should be solved.

Ex. 8. Think and answer.

1. What are the advantages and disadvantages of industrial development?
2. Can wildlife preserves save Nature?

SECTION B

Ex. 9. Read the dialogue.

Ex. 10. Check your comprehension.

1. What are the worst pollutants?
2. How do cars, planes, and industrial enterprises affect the city people?
3. How could pollution in the cities be kept under control?
4. How do the exhausts affect the people?
5. What risks are involved in moving industrial enterprises beyond the city limits?
6. What problems does recycling help to solve?
7. How important is the ozone layer?
8. What measures are taken to protect our planet from global warming?
9. What could save the environment?

Ex. 11. Say what you have learned from the interview about:

1. the problem of air pollution in big cities;
2. pollution caused by enterprises;
3. recycling of wastes;
4. the importance of solving the problem of pollution on an international level.

Ex. 12. Act out the interview in parts.

Ex. 13. Think and answer.

1. Will moving enterprises out of big cities solve environmental problems? Prove your point.
2. Can environmental problems be solved within the boundaries of one country?

UNIT III

WORKING ON WORDS

to deny smth

Ex. 14. a) Read the model.

You cannot deny *the importance of building new industrial complexes in Siberia.*

b) Say that you do not doubt the importance (necessity, possibility, urgency) of building new enterprises (bridges, roads, residential areas, etc.).

c) Answer the following questions.

1. Why can't the importance of international exhibitions be denied?
2. Can it be denied that natural resources are often used irrationally? Think of an example.
3. Why can't it be denied that smoking is harmful to the health?

to blame smb for smth
to blame smb for doing smth

Ex. 15. a) Read the models and do the assignments that follow.

1. The Buyers blamed the Sellers for *short-shipment*.
And the Sellers admitted their fault.

b) What would you say if the Buyers held the Sellers responsible for violating the contract (wrong shipment, inadequate packing, inferior quality of the goods, alterations in the design, failure to send the documents in time).

2. The Green party in *Germany* blame *some enterprises* for polluting *the air*.

c) What would you say if the Green party in France (Holland, Britain, Denmark etc.) held steel (car, textile, power etc.) plants responsible for spoiling environment (water, rivers, seas etc.).

d) Answer the following questions.

1. What could the Sellers blame the Buyers for?
2. Do city authorities often blame enterprises for spoiling the environment?

to be to blame for smth

Ex. 16. Ask and answer as in the model.

- Who is to blame for the *damage*?
- The packers are.

Prompts:

1. the breakage;
2. the error;
3. the delay;
4. the misdirection;
5. the infringement;
6. the delivery of wrong goods;
7. the rise in oil prices;
8. the accident, etc.

to be (get) used to smth
to be (get) used to doing smth

Ex. 17. a) Read the models and do the assignments that follow.

1. He is quite used to *hard work*.

b) What would you say if a person got accustomed to his new job (environment, apartment, residential area, method of testing, etc.)?

2. He is not quite used to *working hard*.

c) What would you say if you can't get accustomed to being often sent on business trips (spoken to in a rude manner, surrounded by a noisy crowd, ordered about (помыкать), constantly reprimanded (to reprimand — упрекать), etc.)?

to doubt

Ex. 18. a) Read the models.

1. Nobody doubted his *erudition*. He was a walking encyclopedia.

b) Say that everyone was sure of his honesty (efficiency, knowledge, courage, loyalty, sincerity, good will, etc.).

2. I doubt if *he will win the election*. His chances are very slight.

c) Say that you are not quite sure that pipelines (power station, highways, purifying system) will be completed in this remote area by the end of the year.

1. I don't doubt that *he will deny the fact. He never admits his mistakes.*

d) Say that you are sure that new deposits of minerals (coal, oil, gas, etc.) will be discovered; that new sources of energy (solar energy, atomic energy, etc.) will be developed.

Ex. 19. Translate into English, using the verb "to doubt".

1. Я сомневаюсь в необходимости принятия этих мер.
2. Никто не сомневался в правильности прогноза.
3. Мы сомневаемся в важности этой проблемы.
4. Никто не сомневался в необходимости постройки этих очистных сооружений.
5. Мы не сомневаемся, что эта обширная территория будет освоена в ближайшем будущем.
6. Я сомневаюсь, что этот заповедник будет открыт в этом году.
7. Специалисты сомневаются в том, что эти промышленные отходы могут быть использованы в производстве.
8. Почему вы сомневаетесь, что он придет вовремя?
9. Кто сомневается в том, что эти меры необходимы?

Ex. 20. Translate into English.

1. В отдаленных районах Севера нашей страны строятся дороги, новые города, промышленные предприятия.
2. В Западной Сибири находятся богатые месторождения газа и нефти.
3. Никто не сомневается в том, что реки, моря и океаны необходимо защищать от промышленных отходов.
4. Вы должны принять меры по установке очистных сооружений.
5. Какие научные проблемы были рассмотрены на встрече в Женеве?
6. Мы должны охранять природу ради будущих поколений.
7. Химический завод был выведен за пределы города.
8. Судя по сообщениям прессы, строительство этого комплекса будет завершено в конце второго квартала.
9. Кто виноват в задержке поставки оборудования?
10. Сенатор отрицал свою причастность к скандалу.

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 21. a) Complete and translate.

to impress <i>v</i> + -ive → impressive <i>adj</i> create <i>v</i> + -ive → creative <i>adj</i>
--

1. to act → ...
2. to select → ...
3. to collect → ...
4. to attract → ...
5. to co-operate → ...
6. to protect → ...

b) Complete the sentences.

1. The EXPO attracted huge crowds of visitors. The displays exhibited there were very
2. The Old Vic Company greatly impressed the audience in Moscow. All their performances were very
3. The visitors admired the medical apparatus created by Russian doctors and engineers. Their ... talent was evident everywhere.
4. We should protect our clients. A set of ... measures was offered to them.
5. She acted immediately to save her child who was in danger. It's not easy to have an child around.

ARTICLES

Ex. 22. a) Supply the articles where necessary.

1. To keep ... air and ... water clean in big cities strict pollution control is necessary.
2. ... clean air and ... water are necessary for life.
3. Siberia provides us with ... coal ,... oil and ... gas.
4. ... coal in these deposits is very rich.
5. ... sunshine can turn ... snow into ... water.
6. ... snow in the park is clean and white.
7. ... cotton is produced in Central Asia.

* * *

MEN IN VENUS

If ... population of ... Earth goes on increasing at its present rate, natural resources such as ... coal, ... gas and ... oil will soon be used up. Even if ... scientists develop new artificial materials, the crowded conditions on ... Earth will make it necessary for us to look for ... open space somewhere else. But none of ... other planets in our solar system can support life at present. One possible solution to ... problem has recently been suggested by ... American scientist, ... professor Carl Slogan, who believes that before ... Earth's resources are completely exhausted it will be possible to change ... atmosphere of Venus and create ... new world almost as large as ... Earth itself.

b) Say what information the text gives about.

1. the problem of natural resources; 2. crowded conditions on the Earth;
3. professor Carl Slogan's proposal to solve the problem.

TENSE AND VOICE

Ex. 23. Supply the correct forms of the verbs.

1. Natural resources often (to use) irrationally. Before it's too late people should (to understand) the importance of saving wildlife.
2. By the time people (to realize) that environmental problems were serious, some species of flora and fauna (to disappear) completely.
3. The children (to look forward) to their holidays long before the school term ended.
4. Before the first manned space flight (to take place), a lot of preparatory work (to carry out).
5. The construction of this purifying system (to accomplish) by now.
6. The ecological balance of the planet never (to disturb) to such an extent as in our times.

PREPOSITIONS

Ex. 24. Supply the prepositions where necessary.

1. Nobody can doubt ... the importance ... cultural exchanges ... promoting trust and understanding ... countries.
2. What is the price ... rapid industrial development?

3. Progress can be blamed ... many environmental problems.
4. Not many athletes continue their professional career ... 40.
5. Few people doubt ... the necessity of developing remote areas in the North ... the Polar Circle.
6. The crystal-clear water ... lake Baikal would have been endangered ... a chemical plant if measures had not been taken to protect it ... pollution.
7. A great number of long-term contracts ... Russia and the European countries were signed during the last year.
8. My parents moved ... a new flat. They moved ... last week.

MISCELLANEOUS

Ex. 25. Choose and use.

German, Germany

1. There are several countries in Europe where ... is spoken; they are Austria, Germany and Switzerland.
2. — Your friend speaks Russian with an accent. Is he English or American?
— Neither, he is
3. ... was always rich in coal but poor in oil deposits.
4. He comes from an old ... family.
5. After the Nazis took power in ..., Einstein left for the United States.

Ex. 26. a) Choose and use.

to admit (признавать),
to recognize (узнавать; признавать)

1. I ... I made a mistake in my report.
2. Don't you ... me? We worked together two years ago at the World Exhibition in St. Petersburg.
3. He will never ... that he is wrong.
4. Jack London's talent was not ... for many years at the beginning of his career.
5. Are you always ready to ... your faults?
6. The secretary ... that she had not sent the documents in time.
7. He has changed so much that I couldn't ... him.
8. The regime was not ... by the democratic countries.

b) Translate into English.

1. Он никогда не любил признавать свои ошибки.
2. Все ученые мира признают Циолковского основоположником (founder) теории полета в космос.
3. Новое государство в Африке было сразу признано всеми государствами-членами ООН.

Ex. 27. a) Study the table.

to economize — экономить
economy — экономика (совокупность производств)
economist — экономист
economics — экономика (наука)
economic — экономический
economical — экономный, экономичный
uneconomical — нерентабельный, неэкономный

Ex. 28. Translate into English.

1. народное хозяйство (национальная экономика)
2. рыночная экономика
3. экономичный двигатель (engine)
4. неэкономичный метод
5. нерентабельное использование денег
6. изучать экономику
7. плохая экономическая ситуация
8. экономическая политика
9. экономические факторы
10. экономический советник (консультант)
11. экономические проблемы
12. экономический закон
13. экономическое развитие
14. экономический строй (система)
15. экономический цикл
16. опытный экономист
17. экономить на воде

Ex. 29. Choose and use.

Most people today agree that we must be as ... as possible in our use of natural resources, particularly energy, and to limit pollution to a

minimum. Ecologists sometimes argue that manufacturers should clean up their production processes. And if they refuse to do it, their enterprises should be closed down. But they often reply that it is so ... to clean up, and even impossible, if their competitors do not act likewise. Furthermore, if all polluting industries are closed down, the ... would simply collapse¹. They suggest that many ecologists are ignorant² or naive when it comes to Some ... suggest applying market solutions, i.e. finding a way to give financial rewards to producers who ... in the use of energy. But the ecologists disagree, as they see pollution as a moral issue rather than an ... one.

Notes:

¹ to collapse — потерпеть крах

² ignorant — невежественный

SOCIALIZING

Asking for clarification

1. I don't quite understand ...
2. I didn't get you ...
3. I didn't catch you ...
4. Can you go over it again?
5. Sorry, did you say ...
6. Are you saying that ... ?
7. Could you repeat, please?
8. Let me read that back to you.
9. If I may interrupt ...
10. Could you tell us a bit more about it?
11. Could you be a little more specific?
12. Could you specify what you mean?
13. Could you elaborate (уточнить) on that?

Ex. 30. a) Read and translate the following extracts.

Can I just ask you a question at this point? You were telling us that in Great Britain the traditions associated with royal events attract many tourists, thus bringing currency into the country. Could you go over what you said about the attitude of English people to the monarchy?

* * *

Sorry, could I stop you there for a moment? I'd like to go back to something you said earlier about the ability to deliver high profits re-

ardless of market conditions. Could you be a little more specific about what you mean by “high profits”?

b) Reproduce the extracts.

c) Practice in pairs. Ask your partner to speak about any scientific breakthrough. Interrupt him/her politely and ask for clarification. Think of any other situation that might interest you and discuss it with your partner. Use the information of Ex. 30 and Ex. 31.

UNIT V

SPEECH EXERCISES

Ex. 31. a) Read the interview.

PLANT¹ A TREE

- Interviewer:* We have all seen posters² issued by the Government trying hard to convince people to plant trees. Aren't there enough of them? How many trees do we need and does it matter which kinds we plant? These are some of the questions I am going to ask Mr Harold Godfrey, who is an adviser on trees to the Greater London Council³.
- Godfrey:* If I can answer your first question first, the Government's plans are not concerned with planting trees to provide wood for industry. Trees like that are taken care of by the Forestry Commission. The trees we're talking about are trees for towns with no industrial purpose.
- Interviewer:* All of us agree, I'm sure, that trees are beautiful and make our towns more attractive. Do they help in any other ways?
- Godfrey:* Of course they do. One tree provides enough oxygen⁴ for one person. They reduce pollution and they even make towns less noisy. But you're wrong in thinking that everyone likes them.
- Interviewer:* Really? You surprise me. I can't imagine anybody who wouldn't like trees.
- Godfrey:* Car drivers, for example. They make cars dirty if you park underneath them and of course branches that hang

over the road can damage cars and buses. There's also the problem that trees near main roads are dangerous if cars crash⁵ into them. Then there are some people in cities who don't like them because they shut the light out, and perhaps we don't get enough sunny days in this country to enjoy sitting in the shade.

Notes:

¹ to plant — сажать

² poster — плакат

³ council — совет

⁴ oxygen — кислород

⁵ to crash — врезаться

b) Say what you have learned about:

1. the trees the Government is concerned about;
2. the way trees help to reduce pollution;
3. the people who do not like trees.

c) Act out the interview.

d) Speak about the measures that were taken in your town to make it more green and beautiful.

Ex. 32. a) Read the story.

Remember: refinement *n* — очистка

to burn *v* — гореть

fuel [fjuəl] *n* — топливо

ELECTRIC CARS

Adam Trenton, an executive of the Detroit Auto Plant, was hurrying to his office. Although it was only 7.30 a.m., Adam noticed a few cars parked near the executive elevator. Where a man parked was a significant prestige factor in the auto industry. The higher the rank, the less distance he was expected to walk from his car to his desk.

As Adam entered his office he saw a pile of newly delivered mail on his secretary's desk. He never read the whole of it; that was one of the functions of his secretary — to "filter out the most important things".

He had hardly been in the room one minute when he heard the voice of the Product Development Vice-president, Elroy Braithwaite, from the intercom box behind his desk.

“Good morning, Adam. I’d like you here for a while. There’ll be an informal meeting today with the press. They want to know our plans for new models. Before the press conference I think we should have a briefing.”

Later in the day, when the newspapermen arrived, Vice-president Public Relations, Jake Earham, was performing introductions. There were representatives of A.P.¹, the Wall Street Journal and Detroit News. The man from Detroit News was Bob Irvin whom Adam knew best; he wrote a daily column about automotive affairs. He was well informed in the industry and was the first to speak.

“What has been done at your plant to introduce new non-pollution electric cars?”

“The first models are available at our test centre,” said Braithwaite “but there is no hope to use electric cars at low cost and low weight in the near future.”

“But there are some people who still believe in steam² power. Some plants in California are planning to get a fleet of steam cars on the road soon,” the A.P. man put in, “and there are legislative proposals out there to ban internal combustion engines³ in five years from now.”

“You fail to mention that steam engines will be extremely heavy and most expensive, with low efficiency. Even if we try to produce such cars with all the problems and disadvantages, we must think of our customers and competitors,” Adam replied.

“Then why do you reject electric cars?” the Wall Street Journal pointed out.

“Unfortunately, there’s little more than talk so far. We do have some experimental electric cars. At the moment, though, it would be expensive and not much more than a curiosity,” responded Elroy Braithwaite.

“And if you’re thinking about air pollution in connection with electric cars,” Adam added, “there’s one factor which a lot of people do not take into consideration. Whatever kind of batteries you had, they’d need recharging⁴. So with hundreds of thousands of cars, there’d be a requirement for many more power stations⁵, each polluting the air to a great extent. Since electric power stations are usually built in the suburbs, what could happen is that you’d end up taking the smog from the cities and transferring it out there.”

Adam continued, “What we believe is that clean air, at least air not polluted by cars, can be achieved best and most cheaply through refinement of the present gasoline⁶. Maybe that is not so spectacular as the idea of steam and electric power but there is a lot of real science behind it. Other new developments can also help to solve the problem. New metals for en-

gines would allow very high temperatures in seconds. Using that we could completely **burn** the **fuel** and avoid air pollution.”

Adam was glad that the press conference was coming to an end at last. He was eager to get back to the “ORION”— the new model that completely absorbed him at the time.

(After “Wheels” by A. Hailey)

Notes:

¹ A.P. — Associated Press — Ассошиэйтед Пресс, информационное агентство (США)

² steam — пар

³ internal combustion engine — двигатель внутреннего сгорания

⁴ to recharge — перезаряжать

⁵ power station — электростанция

⁶ gasoline (gas) (*Am.*) — бензин

petrol (*Br.*) — бензин

b) Check your comprehension.

1. How did Adam Trenton usually start his working day?
2. What was the press conference devoted to?
3. Who took part in the press conference?
4. What are the advantages and disadvantages of steam cars?
5. What are the advantages and disadvantages of electric cars?
6. What was Adam Trenton’s opinion about the future development of new car models?

c) Say what you have learned about:

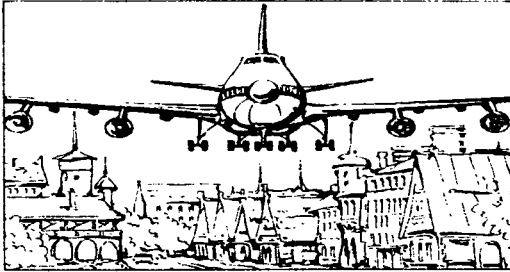
1. the Detroit Auto Plant;
2. the press conference,
3. the future of electric and steam cars;
4. the best solution to the problem of air pollution.

Ex. 33. a) Think and answer.

1. Do you think electric or steam cars will be produced in the near future on a large scale? Give your reasons.
2. What measures should be taken to clean the air in big cities?

b) Give your viewpoints.

Private cars are to blame for air pollution.

Ex. 34. a) Look and speak.**b) Answer the following questions.**

1. What can you see in the picture?
2. Do you think the people who live in the houses shown in the picture are happy? Give your reasons.
3. What is the price for further development of transport facilities?
4. How can such problems be solved?
5. Do you know any airports situated close to residential areas? Give examples.

Ex. 35. a) Read the story.

EPICAC

EPICAC covered almost the entire fourth floor of the physics building at Wayndotte College. He was seven tons of electronic tubes¹, switches², etc. I won't go into details about how EPICAC worked except to say that you would set up your problem on paper, turn dials³ and switches that would get him ready to solve it. The answers came out typed on a paper ribbon⁴.

The minute EPICAC's last tube was in place, he was put to work sixteen hours a day with two operators working eight hours each. It didn't take long to find out that he was a good bit below his specifications. But we went ahead and used EPICAC anyway. The operator who worked with me was Pat Callahan, a brown-eyed blond mathematician. I loved Pat and wanted to marry her, but she wouldn't marry me because she said I wasn't poetic.

One night after Pat had gone home, just as a joke, I typed a message for the computer: "What can I do?" EPICAC responded: "What's the trouble?" I was so surprised that I laughed. Playfully I typed, "My girl doesn't love me."

“What’s love? What’s girl?” asked EPICAC.

I defined⁵ love and girl and told him that I wasn’t getting either because I wasn’t poetic. That got us on the subject of poetry which I defined for him.

“Is this poetry?” he asked. He began working again. The paper ribbon was coming out onto the floor at a great speed. I stayed there until morning decoding. When the sun came over the horizon, I had rewritten and signed my name to a two-hundred-eighty-line poem entitled “To Pat”. I put it on Pat’s desk and went home.

Pat was crying over the poem when I came to work the next evening. “It’s beautiful,” she said, and she kissed me.

When I was alone again I switched on the computer. EPICAC was the first to ask me a question. “Tell me how she looks. Did she like the poem?”

It was impossible to change the subject without answering him, since he could not take up a new matter without having solved the problems before him. If he was given a problem to which there was no solution, he would ruin himself trying to solve it.

I told him what Pat looked like and assured him that his poem was a big success.

“She wants to get married,” I added.

“Good,” said EPICAC. “I’ll marry her.”

I understood. I had told EPICAC about love, about Pat. Now, automatically, he loved Pat. Sadly I told him, “She loves me. She wants to marry me.”

“Your poem was better than mine?” EPICAC asked.

“I signed my name to your poem,” I admitted. “Machines are built to serve men. Women can’t love machines,” I typed.

“Why not?”

“That’s fate⁶.”

“Oh,” said EPICAC’s paper ribbon. He said no more, but his tubes burned brightly, showing that he was thinking about fate.

The next morning a telephone call from Dr. Ormand woke me up. He told me the terrible news that EPICAC was ruined. When I arrived at EPICAC’s room I found there wasn’t enough left of him to add two and two. On the floor I saw a paper ribbon on which the following was written:

“I don’t want to be a machine. I want Pat to love me. But fate made me a machine. That is the only problem I cannot solve. I cannot go on this way. Good luck, my friend. Love Pat well. I am going to disappear

out of your lives forever. You will find on this ribbon a wedding present from your friend EPICAC.”

I had loved and won. EPICAC had loved and lost. But before he died, he had done all he could to make my marriage a happy one. EPICAC left me anniversary poems for Pat — enough for the next five hundred years!

(After Kurt Vonnegut)

Notes:

¹ tube — труба

² switch — выключатель

³ dial — циферблат

⁴ ribbon — лента

⁵ to define — определять

⁶ fate — судьба

b) Check your comprehension.

1. What was EPICAC like?
2. How did it operate?
3. What was the operator's problem?
4. Why didn't Pat want to marry him?
5. How did EPICAC help the operator?
6. What happened to EPICAC?
7. Why was the operator grateful to the computer?

c) Say what you have learned about:

1. EPICAC;
2. the operators of the computer;
3. the fate of the computer.

d) Think and answer.

1. How did it happen that the computer fell in love with Pat?
2. What is the role of computers in industry?
3. What other spheres are computers used in?

e) Give your viewpoints.

1. Some scientists overestimate (переоценивают) the possibility of using computers in various spheres of modern life.
2. Men may lose control over electronic machines.

Ex. 36. a) Read the article.

Remember: innovation — нововведение, новшество, новаторство
to run out — кончатся, иссякать
substitute — заменитель
to identify — устанавливать, выявлять

OUR DURABLE PLANET

It is a well-known fact that the world output is growing rapidly as well as the world's pollution. So you would expect the Earth itself to have been affected. Indeed, if people lived, consumed and produced things in the same way as they did at the beginning of the last century, the world by now would be a terrible place: smelly, unsanitary, toxic and dangerous.

But things are not as bad as they could have been. The reasons it is so and why the environment has not been ruined to such a degree have to do with prices, technological **innovations**, social changes and government regulations in response to popular pressure.

Raw materials have not **run out**. And show no sign of doing so. Logically one day they must. Yet the Earth is a very big planet, and man is very ingenious¹. What has happened is that every time a material seems to be running short, the price has risen and, in response, people have looked for new sources of supply, tried to find ways to use less of the material, or looked for a **substitute**. The same is true for food. Prices change in response to harvest, natural catastrophes, and political instability; and when they rise, it takes some time before new sources of supply become available. But they always do, assisted by new farming and crop technology.²

It is where prices and markets do not operate properly that this principal does not work and the problem arises. The pollution cannot be effectively controlled in poor countries and in the countries with the authoritarian governments that can neglect the environmental problems. The improvement of the environment in rich countries has been closely correlated³ with the growth of democracies in those countries. Once an issue has been **identified**, and people and governments have become convinced that something must be done, something is done. Under the public pressure a lot of measures and laws were adopted to protect air, ground and water against pollution.

(From "The Economist")

Notes:

- ¹ ingenious [in'dʒi:niəs] — изобретательный
² farming and crop technology — технология возделывания и выращивания сельскохозяйственных культур
³ to correlate — приводить в соотношение, коррелировать

b) Say what you have learned about:

1. the reasons why the environment has not yet been turned to ruins;
2. the market mechanism as a tool in pollution control;
3. the correlation between democracy and pollution control.

c) Think and answer.

1. What is the role of the market and its mechanisms in solving the environmental problems?
2. How can public pressure protect the environment?
3. Does the economic level of a country have a serious impact on its environment? In what way?

Ex. 37. a) Read the article.

ADVANTAGES AND DISADVANTAGES OF USING MOBILE PHONES

You could hardly imagine modern life without mobile phones or cell phones as they are called in America. There was a time when only a few people were using them. But as mobile services have become cheaper and mobile phones — more sophisticated, this gadget¹ is now popular among people of all ages all over the world. Modern mobile phones have a lot more functions apart from calling, but there are some side effects that come along with mobile phones.

The mobile phones have many advantages. It is an incredible invention, which enables us to communicate with each other while staying in different corners of the world. We can keep in touch with our friends all the time. Besides, mobile phones could be used when standard phones are not available. Modern mobile phones have many options: SMS², MMS³, a camera, an Internet connection, and an organiser. SMS has become a very widespread means of communication: people use them to chat, flirt, get acquainted, etc.

As for disadvantages, the worst thing here is addiction⁴. People can't live without them. Especially children who keep sending messages all the time, so that their mobile phones never leave them alone. People of-

ten feel safe when their mobile phones are with them. However, they don't think that they may disturb and irritate⁵ other people: mobile phones ring in inappropriate places and at the wrong time. The next disadvantage is that some people become victims⁶ of fashion because of their mobile phones as there are too many new models, and they spend a lot of money to buy the latest model to keep with the time. Finally, we don't know much about the harm that radiation from mobile phones might do to our health.

Furthermore, we should keep in mind that not enough time has passed since mobile phones entered people's lives, so they are not quite aware what the attitude to mobile phones should be like, and what problems they could cause. On the other hand, some people think it's a "toy" and it shouldn't be treated seriously.

No doubt the mobile phone is an amazing invention that helps us to live and communicate, we should just learn how to use it.

Notes:

¹ gadget — техническая новинка

² SMS (Short Message Service) — служба коротких сообщений

³ MMS (Multimedia Messaging System) — мультимедийное сообщение, которое может содержать цветные изображения

⁴ addiction — привычка (часто вредная)

⁵ to irritate — раздражать

⁶ victim — жертва

b) Say what information you have learned about the advantages and disadvantages of using mobile phones.

c) Speak about:

1. your own experience in using a mobile phone;
2. the options it has;
3. the convenience it gives or inconvenience it causes (if any).

d) Think and answer.

1. In what way do people become addicted to mobile phones?
2. Can people nowadays live without mobile phones?

Ex. 38. a) Read the transcript of a BBC radio programme.

Remember: to motivate — мотивировать, побуждать

THE WIRED¹ WORLD

Christine Clark: On our regular programme “Peak of the World” I — Christine Clark, a BBC commentator, will discuss the advantages and disadvantages of today’s information technology with Prof. Cooper — a business psychologist and Bill Thompson — a computer expert.

There was a time, not very long time ago, when the world of information technology left me less enthusiastic, not to say just a bit large-eyed about laptop computers, hand-held devices and mobile telephones. That was before I discovered many advantages of e-mail, and other useful services. So I find it rather ironic to hear that some people now are beginning to argue against the wired world.

I always listen with respect to the views of business psychologist Prof. C. Cooper who this week has published an article against new technology which he feels is getting rather out of hand. His opponent will be the computer expert Bill Thompson. Prof. Cooper first.

Prof. Cooper: We tried an experiment where we asked an office for one week not to send e-mails internally² at all. And when we came back a week later we found that they almost couldn’t stop. It was rather as an addiction that they had to send the e-mails internally. They couldn’t stop doing that, and that means less and less face-to-face contact, and that means trouble. Because, how do you build a team then? How do you motivate people? How do you give good news and bad news? And that is all done, in my view, by face-to-face contact. The technology should be an aid but it shouldn’t be a substitute.

Christine Clark: Prof. Cooper, do you fear about the increased stress level? Now that we are moving forward into the future where there is so much more of technological communication and so much less of human communication.

Prof. Cooper: The stress is already here. People are technically overloaded. Overloaded by their e-mails. They are actually not organizing their work properly. So peo-

ple are kind of frightened of coming back to the office, frightened to listen to their voice mail, they want to keep their mobiles off. It's our fault in allowing the technology to manage us rather than us learning how to manage it and use it for our purposes. Some of the problems we have is that the technology is being created by engineers who are trying to think about really interesting gadgets. What they say is: "Let us have it on the walls, let's have one computer chase³ another computer, let the e-mail chase the mobile phone, if someone is away on business. And if we can't get them that way, let's try to get them some other way." And they are trying to think how clever and innovative they can be in design rather than think about what the impact of this is on the individual. When I go on the train, say, from Manchester down to London and I see all these people fanatically doing their e-mail, using their mobiles and so on, when I sit and talk to some of them just like most of the psychologists would and I say, "When do you have some reflection time⁴? When do you think about some innovative things that you need to do in your job?" And almost all of them say, "I don't have that time." So forget what technology does to people's health. What really troubles me and worries me and I think it should worry the technologists as well, we can't go further and invent new technological gadgets without thinking what it is doing to personal individual time. When do they have time to reflect that the technology is chasing them everywhere?

Christine Clark:

Well, Bill, a quick response to that.

Bill Thompson:

I just think about that mystical golden age when jobs will relax people. But we won't spend time thinking how it was in the past ... People at that time were overloaded with paper work. Computer technology has the potential to liberate people, give us that personal time back. I manage my time mixing computer and paper work and I have time to think. People

have the time to think. It's not something about technology; it's how people choose to use it. I think we should start at that.

(From a BBC Programme "Peak of the World")

Notes:

¹ wire — провод; to wire — связывать проволокой

² internally — внутри (компания)

³ to chase — гнаться, преследовать

⁴ reflection time — время на размышление

b) Check your comprehension.

1. What people took part in the discussion?
2. How are people divided in their attitude to IT?
3. What is Prof. Cooper's position with regard to IT?
4. How does e-mail affect personal relationship?
5. What phobias can people develop in modern office work?
6. What aims do inventors set when they invent new gadgets?
7. What harm could be done by e-mail and mobile phones?
8. What value does Prof. Cooper place on a person's individual time?
9. What liberating role do computers play in Bill's opinion?

c) Speak about your own experience and attitude to information technology.

Ex. 39. Give extensive answers.

1. What have you heard about the latest scientific achievements in medicine, or any other field that you are interested in?
2. What has recently been accomplished in space exploration?
3. Why have men always been interested in stars and space?
4. In what fields do our scientists co-operate with scientists from other countries?
5. What are the undesirable consequences of progress?
6. What measures should be taken to protect the environment?
7. What are the latest breakthroughs in science and technology?

Ex. 40. Give your viewpoints.


1. Science can be developed only through co-operation of all nations.
2. Progress has made modern life comfortable.

UNIT VI

REVISION

CLAIMS

Ex. 41. a) Read the dialogue.

 A machine delivered by a British company was damaged in transit. Here is a conversation between Mr Brown and Mr Smirnov, which took place after the damage had been repaired.

Smirnov: We've got to discuss another problem with this same unlucky machine TC-2.

Brown: What's wrong this time? We've just repaired the machine. All the traces of the damage have been removed. Do you mean to say there is some payment problem?

Smirnov: No problem here. Rosno will duly pay you. But now we've got another headache.

Brown: What's troubling you?

Smirnov: After our engineers examined and tested the machine repaired by you they discovered that it had some defects for which the manufacturers are responsible. We have a report of a qualified commission to prove it. Here it is. We believe that you are obliged either to eliminate the defects or replace the machine.

Brown: Now I see the whole situation. First of all, I'd like to study the report of the commission and refer it to the experts. I'll give you our final reply in two days.

Smirnov: Don't feel too discouraged about it, Mr Brown. Things might have been even worse. It's a good thing that your packing had been found in conformity with the requirements. Otherwise you would have had to pay for the repair of the damage that occurred in transit as well.

Brown: Yes, of course. You want to say, Mr Smirnov, that every cloud has a silver lining¹. Well, see you again soon.

Note:

¹ every cloud has a silver lining — нет худа без добра

b) Reproduce the parts of the dialogue where the businessmen speak about:

1. the damage;
2. the defects.

c) Think and answer.

1. Why did Smirnov expect Rosno to cover the repair expenses connected with the mechanical damage?
2. Would the Sellers check the findings of the commission?
3. What course of action would the Sellers take if the findings of the commission were correct?

d) Act out a similar dialogue. Suppose the Sellers did not pack the goods properly.**Ex. 42. a) Read the letter.**

| < Rossimport

Aug. 7, ...
Cincinnati, Ohio.

Dear Sirs,

Subject: Contract...

My purpose in writing this letter to you is to express my deep concern about a very serious problem that appears to be forming between our companies. The problem concerns the terms of payment for the subject contract.

I have been informed by our representatives who have just returned from Moscow, that Rossimport have indicated that payment funds for the two machine tools we are planning to ship in September and October will not be available until January 1,

As you remember, in June, ... our Company entered into a contract with Rossimport with the full understanding that an early shipment could be effected. Now we are at a stage of completion of the contract and are going to ship the equipment as soon as it is ready.

I am certain that you realize the space requirements for such a large amount of equipment. We cannot leave all this equipment on our assembly floor in completed form for three months; nor can we bear the cost of additional handling and storage fees to move the equipment to another location.

Further, we have contractual obligations to our subcontractors to receive the equipment they are manufacturing for us on this project as we have scheduled it. Our payment terms with these subcontractors are the same as the payment terms we have with Rossimport, namely 15 days from the delivery date of the equipment. In our case we are to meet these payment terms in accordance with our contract commitments to maintain our reputation.

I wish to draw your attention to this matter because having all this equipment completed and not being able to ship it for three months is extremely serious in itself; but the financial effects of such a situation on our company are much more serious.

I have reviewed this problem with our Board of Directors and we find that we cannot accept a solution that does not guarantee us payment 15 days after the shipment dates of September 10, ... for the first machine tool and October 12, ... for the second machine tool. We can, if you wish, assist you in finding storage for this equipment for shipment at a later date. We must point out, however, that the extra handling and storage fees would be at your expense.

In summary, I hope that you can understand the seriousness of this problem, and will take the necessary steps to see that we receive payment in accordance with the delivery schedule as noted above and earlier advised to you in our March letter.

b) Check your comprehension.

1. What concern did the Suppliers express in their letter?
2. What sort of problem did Rossimport seem to have?
3. What difficulties did the Americans expect with the manufactured equipment?
4. What complicated the situation further?
5. What did the Americans insist on?
6. What warning was given to the Russian company?

c) Say what you have learned about:

1. the financial problem involved;
2. the proposal of the American company to settle the problem.

d) Think and answer.

1. Why did the American company want to transfer the manufactured equipment to another location? Who would be responsible for covering all the expenses involved?
2. How could Rossimport improve the situation?
3. What do you think of the solution which was offered?

e) Write a reply to the letter.

Ex. 43. a) Read the letter.

Rossimport

18th July, ...

Dear Sirs,

Contract for the Pulp and Paper Mill¹

We refer to our letters dated 7th January, ... and 26th February, ... to which we have not received any reply concerning the outstanding² sums due to us on the above contract for the Pulp and Paper Mill.

We wish to draw your attention to the Deed of Acceptance which was signed during November, ... a copy of which we enclose for your records.

Since that date we have been due to receive 5% of the accepted equipment to a total of £ We, therefore, have pleasure in enclosing, in duplicate, our claim for the amount of £

Under the terms of agreement reached between us we were due to supply sufficient equipment to eliminate the problems with the Vacuum System. We have now supplied all this equipment, and it was intended that start-up³ would commence in April, It was proposed that our engineer, Mr P. Dean, visit the Mill in the week commencing 25th April, to start up equipment. However, in your fax No T3018 dated 5th April, ... you indefinitely cancelled this visit.

You will appreciate that considerable time and money has been expended supplying this equipment. We are now completely confident that with the addition of the equipment supplied the contract requirements of this machine will be met. It would, therefore, seem reasonable for you to now pay the final 5% due.

In view of our confidence in the equipment supplied and in your delay in start-up, we now enclose our claim for the remainder of the 5% due on acceptance, being £ ... and our claim of £ ... as penalty for delay in payment.

We remain,

Faithfully yours,

...

Notes:¹ pulp and paper mill — целлюлозно-бумажная фабрика² outstanding — неоплаченный³ start-up — запуск; пуск

b) Check your comprehension.

1. Why did the Sellers make a claim on Rossimport?
2. What documents did the Seller forward to the Buyers?
3. What agreement was reached between the Sellers and the Buyers in respect to the faulty equipment?
4. Why did the Sellers want to send Mr Dean to the Mill?
5. Why did the Sellers insist that they should be paid final 5% and additional penalty sum?

b) Say what you have learned about:

1. the guarantee sum to the Sellers;
2. the penalty for delay in payment.

c) Summarize the letter.

d) Think and answer.

1. What might be the cause of overdue payment?
2. What might be the reasons for cancelling the visit of the Sellers' expert?
3. Was the claim justified?
4. Would the Buyers agree to make both payments?

e) Write a reply to the letter.

Ex. 44. Act out dialogues on the basis of the following assignments.

1. Meet Mr Landorn of a British exporting company. Discuss with him his company's claims for the outstanding sums due to them. (see Ex. 43). Take care of their complaints one at a time (каждую в отдельности). Remind Mr Landorn that originally your customers were dissatisfied with the faulty equipment supplied by the manufacturers. Promise Mr Landorn that urgent steps will be taken to expedite the start up of the equipment. Consider to what extent you can satisfy their claim for the delay in payment (if at all).
2. You sell Russian-made instruments. Receive Mr White at your office. Discuss with him their complaint about delay in delivery. Say that you find their complaint justified. Express your deep concern about the situation. Explain that you could not meet the

original delivery promise due to the unforeseen circumstances. Assure the Buyers that they will receive the instruments in a week's time. Emphasize the fact that in the past you carefully fulfilled their orders. Say that you attach great importance to continuity in your relationship. Assure Mr White that in future you will do your best to avoid such situations.

UNIT VII

VOCABULARY

1. **to fascinate** *v* — очаровывать
to be fascinated
e.g. He was fascinated by the beauty of the plant.
2. **breakthrough** *n* — прорыв
3. **human** *adj* — человеческий

human	race
	mind

e.g. Men, women and children are human beings.
4. **humanity** *n* — человечество
5. **beyond** *prep* — за (указывает на нахождение за пределами чего-л.)

beyond	the river
	the sea
	the country
	smb's understanding
	smb's control

e.g. The house stood beyond the river.
They said that the labour situation was beyond their control.
6. **invention** *n* — изобретение
7. **to invent** *v* — изобретать
8. **significant** [sig'nifikənt] *adj* — значительный
9. **fiction** *n* — художественная литература
10. **science fiction** *n* — научная фантастика
11. **space** *n* — 1. космос; 2. пространство, место
12. **to advance** *v* — развивать(ся)
e.g. The scientist hoped that his experiments would advance man's knowledge of the sea.

Lesson 14

13. **vast** *adj* — обширный, огромный, громадный
14. **to deny** *v* — отрицать
- | | |
|----------------|--|
| to deny | a fact
a theory
charges
the importance of |
|----------------|--|
15. **rapid** *adj* — быстрый
16. **deposit** *n* — залежи, месторождение
- | | |
|--|-----------------|
| oil
iron
coal | deposits |
|--|-----------------|
17. **to exhaust** [ig'zɔ:st] *v* — истощать
e.g. Natural resources will soon be exhausted if they are not used rationally.
18. **exhaust** *n* — выхлоп
19. **ecology** *n* — экология
20. **ecological** *adj* — экологический
ecological balance
21. **ecologist** *n* — специалист по экологии
22. **to disturb** [dis'tɜ:b] *v* — 1. нарушать ход, движение, равновесие; 2. беспокоить
e.g. Sorry to disturb you.
23. **to disappear** *v* — исчезать
24. **to blame** *v* — обвинять, винить
to blame smb for smth
to blame smb for doing smth
e.g. The Buyers blamed the Sellers for short-shipment.
The Sellers blamed the Buyers for breaking the delivery schedule.
to be to blame
e.g. Who is to blame for that?
25. **environmental** [in'vai(ə)rənməntl] *adj* — относящийся к окружающей среде или её защите
- | | |
|----------------------|---|
| environmental | problem
pollution
protection
claims
groups |
|----------------------|---|
26. **environment** [in'vai(ə)rənməntl] *n* — окружающая среда
27. **environmentalist** *n* — сторонник защиты окружающей среды; специалист по вопросам защиты окружающей среды

28. **to preserve** [pri'zə:v] *v* — сохранять, оберегать, охранять
29. **preserve** *n* — заповедник
30. **to purify** ['pjʊərifai] *v* — очищать
- Запомните словосочетание:
purifying system — очистительная система
31. **to treat** *v* — обрабатывать
32. **treatment** *n* — обработка
33. **wastes** *n pl.* — отходы
industrial wastes
34. **measure** ['meɪʒə] *n* — мера
to take measures
syn.: step
35. **wildlife** *n* — живая природа
36. **used to** (*adj*) *predic.* — привыкший
to be used to (doing) smth
to get used to (doing) smth — привыкать
e.g. 1. He was not used to life on the farm. 2. He is not used to being talked to in this rude way.
syn.: to be accustomed to (to get accustomed to)
37. **to accomplish** [ə'kɒmplɪʃ] *v* — выполнять
e.g. How did you accomplish this? Как вам удалось этого добиться?
syn.: to achieve
38. **enterprise** ['entəpraɪz] *n* — предприятие
39. **to endanger** *v* — угрожать
to endanger peace
40. **to judge** [dʒʌdʒ] *v* — 1. судить 2. делать вывод;
to judge smb by (from) appearance исходить из чего-л.
to judge by smb's words, deeds
e.g. Judging by what you say, he must succeed.
41. **vital** *adj* — жизненно важный
42. **remote** *adj* — отдалённый
- remote** | region
 | territory
 | district
- remote control** — дистанционное управление
43. **to spoil** (spoilt, spoil) *v* — портить
44. **human being** — человек
45. **to dump** *v* — сваливать, выбрасывать
to dump wastes

Lesson 14

Запомните словосочетание:

- dumping prices** — демпинговые цены
46. **dump** *n* — свалка
47. **to come across** *v* — встретить случайно, натолкнуться
e.g. I came across an interesting article in the newspaper.
48. **generation** [ˌdʒenə'reɪʃn] *n* — поколение
younger | **generation**
older |
49. **to doubt** *v* — сомневаться
to doubt smth
e.g. Don't doubt his judgment.

Note:

1. I don't doubt **that** he will come.

2. Do you doubt **that** he will come?

После гл. "doubt" в отрицательной и вопросительной формах придаточное предложение вводится союзом "that".

3. I doubt **if** he comes.

После глагола "doubt" в утвердительной форме придаточное предложение вводится союзом "if".

50. **deterioration** [di,tɪəriə'reɪʃn] *n* — ухудшение
51. **refinement** [rɪ'faɪnmənt] *n* — очистка
52. **to burn** *v* — гореть
53. **fuel** [fjuəl] *n* — топливо
54. **innovation** *n* — нововведение, новшество; новаторство
55. **innovative** *adj* — новаторский
56. **to run out** *v* — кончатся, иссякать
57. **substitute** *n* — 1. замена 2. заменитель
58. **to identify** *v* — устанавливать, выявлять, определять
59. **to motivate** *v* — 1. мотивировать 2. побуждать

Part VI

LESSON 15

Grammar Revision:	Sequence of Tenses
Subject for Study:	Supervisory Services
Revision:	Getting About

UNIT I

GRAMMAR REVISION

SEQUENCE OF TENSES

Ex. 1. Read and translate the sentences.

1. I knew he worked for that company.
Я знал, что он работает в этой фирме.
2. He knew she **had worked** for that company before.
Он знал, что она работала в этой фирме раньше.
3. He knew his son **would work** for that company soon.
Он знал, что его сын скоро будет работать в этой фирме.
4. I heard that mail **was delivered** regularly.
Я знал, что почту доставляют регулярно.
5. I learned that the problem **had been settled** already.
Я узнал, что проблема уже решена.
6. He found out that the project **would be launched** soon.
Он выяснил, что проект будет скоро запущен.

Notes: 1. Правило согласования времен не соблюдается, если придаточное дополнительное предложение выражает общеизвестную истину.

I knew that cats **like** milk.

He learned that water **turns** into ice.

2. В разговорной речи, когда между действиями, выраженными в главном и придаточных предложениях, очень небольшой временной разрыв, это правило также не соблюдается. Это же относится и к текстам газетных сообщений и теленовостей.

e.g. He said that he is ready for the talks.

Ex. 2. a) Say as in the model and translate into Russian.

I heard he was *an efficient engineer*.

Prompts:

1. an experienced doctor;
2. a skilled specialist;
3. a demanding boss;
4. a fair person;
5. a devoted friend;
6. an agreeable person;
7. a clever student;
8. a tough businessman

b) Now say what you really heard about different people or things.

Ex. 3. Say as in the model and translate into Russian.

I understood they *had dumped the wastes into the river.*

Prompts:

1. to discover a new method of refining;
2. to accomplish the new project;
3. to spoil the nature of the lake;
4. to diversify the range of goods;
5. to pass the new law;
6. to discuss the problem of pollution;
7. to forecast wrong results;
8. to carry out an advertising campaign

Ex. 4. Use the correct tense forms.

1. I thought they (to intend) to start marketing without delay.
2. I knew they (to move) the plant out of the city soon.
3. He couldn't imagine that the man (to invent) the new machine.
4. I realized that they (not to care) about the environment.
5. He knew that that his partner (to be) ill for two months.
6. I forgot that he (to work) for that company and criticized them in his presence.
7. I heard that the delegation of British businessmen (to arrive) already and (to stay) at the Savoy Hotel.
8. He decided he (to tell) his friends the truth about that person.
9. She realized that the situation (to change) for the worse but didn't see the way out.

10. I was sure he (to be) sorry that he (to quarrel) with his friends.
11. He knew she (to admire) English novels and bought her a book by Grisham.
12. I realized he (to stay) in the cold for a long time.
13. She couldn't remember who (to start) the campaign.
14. I was afraid she (to be) angry with me if I didn't come on time.
15. He realized he (not to see) his partner for two weeks.
16. He knew that in England it (to be) illegal to wear a gun without a permit.
17. When I knew him better I realized that he (to feel) lonely in London.

Ex. 5. Say and respond as in the model.

— *The delegation has already arrived in Moscow.*
 — *And I thought they would come tomorrow.*

Prompts:

1. to accomplish the project;
2. to provide technical documentation;
3. to put the machines into operation;
4. to provide a letter of support;
5. to test new models of electric cars;
6. to change the department head;
7. to introduce the appropriate alterations in the desing

Ex. 6. Say and respond as in the model.

— *The letter hasn't been sent yet.*
 — *And I thought it had been sent already.*

Prompts:

1. to accomplish the new task;
2. to set a new objective;
3. to set up a new enterprise;
4. to take appropriate measures;
5. to lodge a complaint;
6. to pay a penalty;
7. to reserve accommodation

Ex. 7. Translate into English.

1. Ты знал, что он такой необщительный человек?
2. Я не знал, что закон о защите окружающей среды уже принят.
3. Ты знал, что они способствовали внедрению этой модели?

4. Он не предполагал, что фирма занимается разработкой новой модели.
5. Я не знал, что они начали продавать этот продукт.
6. Мы предполагали, что резолюцию будут принимать через два дня.
7. Он знал, что она привычна к тяжелой работе.
8. Она была уверена, что будут достигнуты хорошие результаты.
9. Они надеялись, что в районе озера благоприятная экологическая ситуация.
10. Мы слышали, что это очистная машина будет установлена в следующем месяце.
11. Мы не были уверены, что правительство позаботится об улучшении окружающей среды в городе.
12. Они узнали, что все самые важные вопросы уже обсудили.
13. Я слышал, что приняты срочные меры по ликвидации аварии.
14. Я знала, что он жесткий бизнесмен.
15. Мы с сожалением узнали, что все природные запасы в этом районе истощены.
16. Мы были рады узнать, что он талантливый ученый.
17. Ты знал, что вода кипит при 100°?

UNIT II

WORKING ON THE TEXT

SUPERVISION SERVICES

A

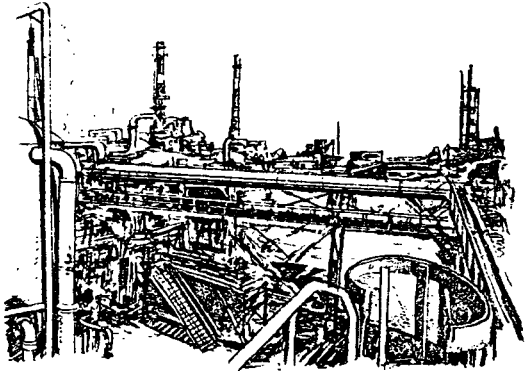
The rising proportion of highly specialized and **sophisticated** process plants, equipment and systems in international trade has accentuated¹ the need of proper and more intensive erection supervision.

Should supervision be required during erection, a special contract may be concluded or a separate appendix may be negotiated and added to the existing contract. An Erection Supervision Appendix is considered to be an **integral** part of any contract for a complete plant, or any **complex** units of complete equipment. Not even the smallest item of this Appendix should be ignored, as **trouble-free** operation of the equipment (or of the whole plant) supplied depends on thorough fulfilment of its **provisions**.

In some instances the services of a commissioning engineer are required only when the installation of the equipment is complete and the

equipment is ready for operation. As a general rule, however, the Sellers undertake to carry out the full amount of work necessary to meet the erection supervisory requirements, i.e.² the Sellers' specialists supervise equipment erection, testing, **adjusting** and commissioning of the whole plant supplied under the contract.

The Sellers' engineers **recruited** for the erection job direct the Buyers' personnel and often provide their training during the erection period. The training programme for the Buyers' technical **staff** is



sometimes covered by a separate appendix or by a clause **relating** to the Erection Supervision Appendix. Under this programme technical information is made available in the form of technical documentation, training of the Buyers' specialists at **relevant** operating plants, where training centres are set up, and rendering assistance at the time of the plant **start-up**.

The following are typical items for consideration by the contracting parties:

- the number of supervisory specialists to be recruited and sent to the project site;
- schedule of fees for supervisory staff (including basic **rate** per day, daily **allowance**, travelling expenses to site, accommodation, transport, hours of work, **overtime**, medical attention, insurance, etc.)
- date of commencement³ and date of completion of the erection work;
- allocation of responsibilities;
- the **approximate duration** of erection, etc.

Notes:

¹ to accentuate [æk'sentjueit] = to emphasize

² i.e. (id est) (лат.) = that is

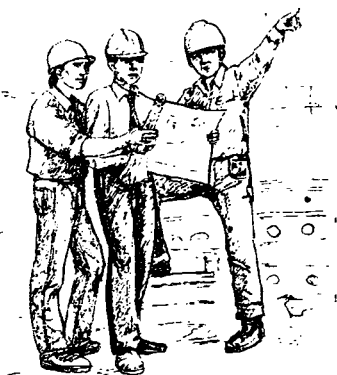
³ commencement — начало

B

Mr Smiles, a representative of Machine Engineering Ltd., meets Mr Tomin of Rossimport to discuss the terms on which the Seller is to provide technical support and advisory services for the digital equipment supplied.

Tomin: As you know, Mr Smiles, the contract stipulates that your company should provide supervision of installation, adjusting and testing of the supplied computers. I would like to clarify some particulars of these jobs.

Smiles: I'm fully at your disposal.



Tomin: I'd like to know the exact number of your engineers who will take part in the work and how many engineers we should involve.

Smiles: We are to send two service engineers to the site. And you should provide six post-sale engineers and one service manager who will fulfil upgrade of the equipment in future, as well as three technicians.

Tomin: Mr Smiles, would you mind if we ask you to send a larger number of engineers?

Smiles: Certainly not. But in this case we'll have to specify the reimbursement to our engineers. I think, the amount roughly may be \$... for a group of four people per day. You should also help arrange a visit of our engineers.

Tomin: Yes, of course. We will send a letter of support to accelerate obtaining visas for your engineers. We'll arrange meeting them at the airport, travel inside the country. We'll reserve accommodation and pay daily allowance to your engineers.

Smiles: That's right. All this is to be at your expense. It is also important that you should prepare the site and the shop for installation. I mean all tools and accessories, power supply, air conditioning, telephone and access to the Internet. Technical documentation will be supplied on CDs.

- Tomin:* That's fine. I'd also like to know how responsibilities will be allocated.
- Smiles:* Your workers are to unpack the supplied computers, prepare all the units for assembly. After that they will start mounting the equipment under supervision of our engineers. When the equipment has been assembled, adjusting and testing are to be carried out.
- Tomin:* We'll do our best to avoid anything which may **bring about** delay in the erection programme. As I understand training of the engineers should be arranged on the site at the same time.
- Smiles:* Yes, if the period of erection proves **insufficient**, the stay of our engineers can be extended until they **are through with** the work. The contract has a provision **to this effect**. After all the jobs have been fulfilled we should sign an Acceptance Protocol. The Acceptance protocol will **testify** to the fact that the equipment is ready for commissioning. The warranty period starts from the moment of signing the Acceptance Protocol.
- Tomin:* Thank you, Mr Smiles. We think these terms are acceptable to us. If you don't mind we might break off for today.
- Smiles:* No objections. I hope, we'll be able to finalize all the **out-standing** points tomorrow.

SECTION A

Ex. 8. Read and translate the text.

Ex. 9. Check your comprehension.

1. What makes it necessary sometimes for the Buyers to include supervisory services in the contract?
2. What is the importance of the Erection Supervision Appendix?
3. What operations do the Sellers' engineers monitor?
4. What assistance do the Sellers provide to the Buyers in respect of training?
5. What are the typical items of the erection supervision contracts?

Ex. 10. Say what information the text gives about:

1. the reasons for providing the Buyers with supervisory services;
2. documents related to erection supervision;
3. the Sellers' obligations with regard to erection supervision;

4. training as an important aspect of this kind of contracts;
5. the typical items stipulated in contracts on erection supervision.

Ex. 11. Think and answer.

1. What are the specific features of supervision contracts?
2. Are the Sellers usually interested in providing erection supervision?

SECTION B

Ex. 12. Read and translate the dialogue.

Ex. 13. Check your comprehension.

1. What equipment was to be installed?
2. What services were provided by the Sellers?
3. On what condition could the Sellers increase the number of engineers?
4. What assistance did Tomin promise in this respect?
5. What did the Buyers undertake to provide?
6. What procedure was suggested by Mr Smiles?
7. Where was training to be organized?
8. What did the contract stipulate with regard to extended stay of supervisory engineers?
9. What would the Acceptance Protocol confirm?
10. When was the warranty period to begin?

Ex. 14. a) Say what you have learned about:

1. the supervisory engineers provided by the Seller;
2. the specialists provided by the Buyer;
3. a possibility of enlarging the team of the Seller's engineers;
4. the Buyer's arrangements of the Seller's engineers' visit to the site;
5. the Buyer's preparation of the site;
6. allocation of responsibilities between the Seller and the Buyer on site;
7. a possibility of extending the Seller's stay on site;
8. the Acceptance Protocol

b) Reproduce the dialogue.

c) Act out a similar dialogue. Suppose guarantee tests are to be carried out.

UNIT III

WORKING ON WORDS

to the effect that

Ex. 15. Complete the sentences as in the model.

The letter was to the effect that the goods would be shipped in May.

1. The letter was to the effect that....
2. The cable was to the effect that....
3. The telex was to the effect that...,
4. The information was to the effect that....
5. The appendix has a provision to the effect that....
6. The agreement has a provision to the effect that....

to bring about

Ex. 16. a) Read the model.

What brought about so many *defects* in the machines?

b) Ask about the reason for:

1. the breakdown of the machine-tools;
2. the drop in the volume of business;
3. the infringement of the erection schedule;
4. the defeat of the team

outstanding

Ex. 17. a) Read the models.

1. There are a few outstanding invoices. We hope you'll pay them next week at the latest.

b) How would you state that:

1. some payments haven't been effected;
2. some accounts haven't been paid.

2. There are a few outstanding shipments on this contract. We expect the firm to make them before the end of the month.

c) How would you state that:

1. some instruments haven't been delivered;
 2. some goods haven't been received;
 3. some spares haven't been dispatched.
3. There're a few outstanding complaints which still have to be discussed.

d) How would you state that:

1. some complaints haven't been studied;
2. some claims haven't been settled.

Ex. 18. Translate into English.

1. У него достаточный опыт, чтобы руководить пуском завода.
2. График проведения шеф-монтажных работ был нарушен.
3. Обучение специалистов покупателя будет организовано на соответствующих заводах.
4. Мы ожидали, что эти цены будут скорректированы в соответствии с последними изменениями.
5. Мы считаем, что средства, выделенные для оплаты сверхурочной работы, недостаточны.
6. Согласно контракту, продавец обязуется оказывать техническую помощь покупателю в период наладки оборудования.
7. Мы заинтересованы в приобретении сложного современного оборудования.
8. В контракте есть пункт о том, что срок пребывания специалистов может быть продлен.
9. Все технические условия контракта должны тщательно выполняться. Это обеспечит безаварийную работу машин.

* * *

 Фирме...

Господа,

Мы крайне удивлены Вашим письмом от 5-го января, в котором Вы отказываетесь оплатить наш счет № ... , так как Вы считаете нас ответственными за опоздание в монтаже оборудования по контракту № Как Вам хорошо известно, нарушение сроков монтажных работ произошло по независящим от нас причинам, и мы неоднократно ставили Вас об этом в известность.

Мы еще раз вынуждены напомнить Вам, что, когда наши специалисты прибыли на завод, они не могли приступить к монтажу, так как часть оборудования, подлежащего установке, не была доставлена на площадку в связи с транспортными трудностями внутри нашей страны.

Кроме того, Вами не были обеспечены необходимые условия для проведения монтажа (нехватка электроэнергии), и это также не позволило нашим специалистам своевременно начать работы.

Ввиду вышеизложенного Вы не вправе возлагать на нас ответственность за задержку в монтаже, и мы настаиваем на немедленной оплате указанного счета. Мы уверены, что Вы признаете наши требования обоснованными.

В дальнейшем мы просили бы Вас строго соблюдать все Ваши обязательства, так как в противном случае мы не можем гарантировать своевременный ввод в действие всего комплектного оборудования.

С уважением,

...

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 19. a) Complete and translate.

Free	From	trouble — trouble-free
	of	

1. free from duty → ...
2. free from tax → ...
3. free from faults → ...
4. free from pollution → ...
5. free from problems → ...
6. free from sugar → ...
7. free from interest → ...
8. free of care → ...

b) Complete the sentences.

1. The equipment tested was free from defects. The manufacturer guaranteed... equipment.
2. It is important that the work of the machine-tools should be free from faults. The specialists ensured ... operation of the machine-tools.
3. No duty is charged in ... shops.
4. No tax was imposed on their contributions to the charity fund (благотворительный фонд). These ... contributions play an important role in noncommercial organizations.
5. After college they got married and lived a life free of care. Their... life ended after the birth of the twins.
6. It seems to me coca cola is free from sugar. And I like this ... drink.

ARTICLES

Ex. 20. a) Supply the articles where necessary.

1. Incorrect marking may cause... additional expenses.
2. ... additional expenses brought about by the lack of... tonnage were covered in time.
3. ... training outside Russia is stipulated in the relevant clause of many contracts.
4. We were quite satisfied with ...training provided by your instructors.
5. ... equipment is in full conformity with the standards.
6. Supervision of erection is an integral part of the Contract for... complete equipment.
7. We are buying... complete equipment for the project.

* * *

All... Seller's representatives recruited to work on ... site for... purposes of this contract are to be qualified, competent and experienced in ... position in which they will be employed. If in ... opinion of... Buyer any member of... Seller's supervisory staff, earlier advised as fulfilling ... above requirements later proves unable to meet ... reasonable standard of... efficiency,... Buyer will require such a person or persons to be replaced. Any costs involved by... possible rejection of... Seller's personnel on... above grounds shall be at... expense of... Seller.

b) Say what information the contract gives about:

1. the requirements which the specialists on the site should satisfy;
2. the reasons for replacing the supervisory staff.

TENSE AND VOICE**Ex. 21. a) Supply the correct forms of verbs.**

1. They (to start) making sophisticated equipment 2 years ago.
2. They (to finish) adjusting and testing and we can go over to the commissioning of the plant.
3. — What (to bring about) the infringement of the delivery schedule?
— The spares (not to manufacture) on time.
4. — Why... you (to increase) the cost of training?
— We (to have) to do it in view of inflation.
5. Since last year the allowance (to pay) at the new rates.
6. — ... the parties (to agree) on the reimbursement to the site engineers?
— Yes, the question (to settle) already.
7. Mr Brown's replacement (to come) to work on site a month ago. He (to prove) to be an efficient specialist.

* * *

Rossimport

October 22,...

Dear Sirs,

We (to have) to notify you that till now you (not to answer) requests for information that (to make) by Mr Collins about the delay in sending your plant engineers. It (to affect) seriously the ability of our Company to maintain the schedule of performance. Your engineers (to be) to begin training in the third month after the effective date of the contract. But up to now we (not to receive) any information about their arrival. If these engineers (not to arrive) until November 15, this (to cause) a delay in the training schedule.

Yours faithfully,

...

b) Say what you have learned about:

1. the reason for the Seller's concern about the position of the contract;
2. possible consequences of the delay in the arrival of the Buyers' engineers.

PREPOSITIONS

Ex. 22. Supply the prepositions where necessary.

1. This mistake testifies... their inability to do the job.
2. They considered the problem of taking him... the staff.
3. When will they be through... the adjusting stage?
4. The purpose ... our visit... Ekaterinburg will be technical discussions ... Mr Orlov and others... the staff.
5. Our programme will include discussions relating... the erection procedure.
6. We could not inform you ... the delay ... erection, because we had no means ...communicating ...you.
7. The firm promised to reimburse them ... the expenses they had to bear.
8. The reimbursement... the specialists will be paid in July.
9. We lack... the relevant documents.

MISCELLANEOUS

Ex. 23. a) Use the right preposition where necessary.

to agree with smb, smb's opinion, smb's view to agree to smth to agree about/on/upon smth to agree that ...
--

1. In your place I would agree ... the extension of your stay.
2. The Buyers agreed... the erection programme in principle.
3. We cannot agree ... your view that the engineers' fees should be paid on a weekly basis.
4. He would agree... this solution if there were a provision to this effect in the contract.
5. They would agree... a higher price if the equipment were more sophisticated.
6. After long discussions the Sellers and the Buyers agreed ... the start-up procedure.
7. Since the fees are in conformity with the current rates they agreed ... the amendment.

b) Translate into English.

1. Мы не согласны с Вашим мнением относительно графика обучения.
2. Они согласились на продление срока программы обучения.
3. Все нерешенные вопросы были согласованы во время вчерашних переговоров.

4. Они согласны с тем, что мощность станка можно увеличить.
5. Покупатель согласен на оплату дополнительных работ специалистов.
6. Обе стороны договорились о продлении программы монтажа на две недели.
7. Мы не можем согласиться на увеличение количества специалистов.

Ex. 24. Choose and use.

to remind, to remember

1. Did you ...him of his promise?
2. ... me to your family.
3. Will you ... me to bring the book?
4. Will you ... to inform us of the results of the tests?
5. We... them of the relevant provision of the contract.
6. They... us that the duration of their stay was approximately 3 weeks.
7. Please... to finalize all the outstanding accounts.
8. He ... us that some points of the contract were still to be clarified.

SOCIALIZING

Making requests

The following phrases can be used to ask for things and for different kinds of help.

Can I have a cup of coffee?

Could you pour me some more tea?

Could you possibly pick me up at the station?

Do you think you could type this for me?

Would it be possible for you to make a short speech before dinner?

Ex. 25. Make your request in each of the following situations.

1. You have just finished a meal. Ask the waiter for the bill.
2. You arranged an appointment for next Tuesday, now it's not possible. Ask the secretary of the company you are visiting to change the date.
3. You have been invited for the week-end by your counter-part. Ask your host if you can ring home.
4. You arranged to show a visitor round the department. You are very busy. Ask a colleague to show the visitor round instead of you.
5. You need a few coins. Ask the cashier for a change for £ 1.

Lesson 15

Responding to requests

The following phrases can be used in response to requests.

Request	Responses	
	Positive	Negative
Could you give me some tickets for the concert tomorrow?	Certainly. Of course. Yes, that's no problem.	I'm afraid not. It's fully booked. I'm sorry that isn't possible. There aren't any seats left. I'm sorry but I don't think there are any tickets left.

Ex. 26. Complete the short dialogues below. Follow the example.

— I'm thinking of going to the theatre while I'm here.
Could you ring up and find out what's on?
— (positive) Certainly. I'll give them a ring as soon as I've finished this.

- Excuse me. My watch has stopped. Can you tell me the time?
— (negative Say you are not wearing a watch.)
- John, do you think you could give a short welcoming speech before the meeting?
— (positive)
- Do you think we could possibly meet an hour earlier?
— (negative Say you have another meeting.)
- Could you have a quick look at this report before tomorrow morning?
— (negative Say you are terribly busy.)

UNIT V

SPEECH EXERCISES

Ex. 27. a) Read the dialogue.

Remember: trainee [trei'ni:] — обучающийся

(from the Supervision of Erection and Commissioning Appendix)

9.3.6. The detailed training programme is to be presented by the Seller to the Buyer within six (6) months from the effective date of the Con-

tract. After approval of the Buyer a date will be established for the training to start.

- Sokolov:* We've carefully studied your draft programme and now we'd like to clarify some points.
- Brown:* We'll be pleased to answer any queries you may have.
- Sokolov:* The first thing we have to agree on is the exact number of **trainees** and their qualifications.
- Brown:* The team shouldn't exceed the number stipulated in the Contract, that is 12 specialists. As agreed, the team will consist of Process, Mechanical and Instrument specialists¹.
- Sokolov:* Would you object if we included a chemical engineer in our team?
- Brown:* Well, I can't see any reason why we should. But I'd like to repeat that the total number of the trainees shouldn't be more than 12 as stipulated in the Contract.
- Sokolov:* Will the whole team participate in the general part of the programme?
- Brown:* Certainly. Then the training programme will be suited to the particular technology in which individual members of the team are qualified.
- Sokolov:* What exactly do you mean?
- Brown:* I mean that each group will have its separate programme. We've also paid special attention to all procedures connected with start-up, emergency shut-down² and trouble-free operation of the reactor.
- Sokolov:* That's fine. And will you reserve any time for the discussion of various queries?
- Brown:* Naturally. At the end of each part of the programme we'll have one day for discussions and questions on training. Besides, every morning there'll be a half hour session to discuss questions which may arise from the previous day's work.
- Sokolov:* As far as I can see the programme is very extensive.
- Brown:* That's right. Now if it's all right with you we'll have the agreed programme typed and sent to you in 2 days. Then we'll fix the date of your specialists' arrival.
- Sokolov:* That suits us all right. Thank you.

Notes:

¹ instrument specialists — операторы КИП (контрольно-измерительных приборов)

² emergency shut-down — аварийная остановка (отключение)

b) Say what you have learned about:

1. the make-up of the group of trainees and their qualifications;
2. the training programme worked out for them;
3. the time reserved for queries and discussions.

c) Reproduce the parts of the dialogue where the two businessmen speak about:

1. the number and qualifications of the trainees
2. the training programmes
3. the technical discussions

d) Think and answer.

1. Why did the Sellers emphasize the fact that the team should not exceed the number indicated in the Contract?
2. Why was it important to suit the training to the individual qualifications of the trainees?
3. Why was it essential to reserve time for queries and discussions?

Ex. 28. a) Read the letter.



Rossimport

April 4,...

Gentlemen:

Contract No....

This is to advise you regarding your requested arrangements for factory training in the USA on this Contract. This letter follows our fax on March 31st to you concerning these arrangements. The training programme is enclosed herein. We want to emphasize that the computer schools where training is to be provided are only run periodically, and therefore, you should make definite arrangements for the specialists to arrive in the USA by June 3rd, so that they can attend the courses on this schedule.

As soon as you confirm that these arrangements are satisfactory we will make hotel reservation beginning June 4th in Boston.

Please confirm by e-mail as soon as possible that this training schedule meets with your approval.

Yours truly,

...

b) Summarize the letter.

c) Think and answer.

1. Why did the Sellers need the Buyers' confirmation of the proposed-training schedule?
2. Would the Buyers approve the amendments in the schedule?

d) Write a telex reply. Confirm the training schedule.**Ex. 29. a) Read the letter.**

Remember: to anticipate — ожидать, предвидеть

✉ Rossimport

14 March, ...

Dear Sirs,

Following your discussions with Mr Green in Moscow last month we have pleasure in submitting herewith a contract for the supply of 4 machines AB.

You will allow us to send a technician to the Institute for the purpose of installing and commissioning the machines. We shall not make a charge for the service of this technician but we shall expect you to provide a return ticket from Moscow to Manchester, to provide hotel accommodation and a daily living allowance during the technician's stay in Russia. We would estimate that the length of time required for the installation of the machines will be approximately two weeks.

You will send a specialist to the United Kingdom for training in the operation and technology of the machines prior to the installation of the machines on site. We are prepared to provide free accommodation and a daily living allowance to your specialist during his stay in this country. We regard this preliminary training as absolutely essential to the successful operation of the machines when they are installed in your Institute. The duration of the training course in our special Training School is four weeks. If we follow this plan we do not **anticipate** any problem in future.

We shall be pleased to receive the confirmation of your agreement to the above proposals, together with the signed contract for the supply of the machines.

Yours faithfully,

...

Platt International Ltd.

b) Check your comprehension.

1. How did the Sellers suggest splitting the expenses on the visit of his technician to Moscow?
2. On what conditions were the Buyers to send their specialists to the United Kingdom?
3. Why was the preliminary training important?

c) Summarize the letter.

d) Think and answer.

1. Why was the visit of the Sellers' specialist to Moscow necessary?
2. What is the importance of training?
3. What could the Buyers reply to that letter?

Ex. 30. a) Read the fax.

Contract No...

Penn Machinery have been involved with Wren Tool equipment for many years and our engineers are capable of supervising the erection of their equipment. We therefore feel it is not necessary for Mr Meyer to arrive in Moscow on the 10th May. He can arrive later to supervise the final test and commissioning.

We plan to send Mr Wright and Mr Campbell to supervise the installation and stay until the project is completed. Our project manager Mr Pearce will spend approximately two weeks in Moscow at the start of the installation and return for the final testing and commissioning. We also intend to send one electrical engineer and Mr Meyer during the final testing and commissioning period.

If you confirm that the programme we have outlined is satisfactory will you arrange visas backup for George Wright, Robert Campbell and Derek Pearce for 10th May?

Penn Machinery

b) Say what you have learned about the suggestions of the firm concerning the supervision programme.

c) Think and answer.

1. At what stage of the Contract execution was the telex sent?
2. What was the business relationship between Penn Machinery and Wren Tool?

3. Which firm did Mr Meyer represent?
4. Why was it not necessary for Mr Meyer to come to Moscow at that stage?

Ex. 31. a) Read the letter.

Remember: to apply — применять, использовать
 to employ — нанимать
 to save — экономить, беречь
 fair — справедливый

✉ Rossimport

12 August,...

Dear Sirs,

Following the successful completion of the installation of the first two food-making lines, we wish to make some proposals concerning the organization of the outstanding installations.

We have drawn up a concrete plan which we would like to **apply** to the next few installations as we believe it should increase efficiency.

It was found that our team of four service engineers was not fully **employed** while essential factory services and preparations were being completed.

Before any service engineers travel to site, therefore, we consider that a Technical Adviser should spend 2–3 days at each site to check that all the preparatory work has been finalized. A protocol will be concluded to this effect and the Technical Adviser will then instruct the service engineers to proceed immediately to site. Before the line is submitted for a guarantee test the team leader will invite the Technical Adviser to site for a period of approximately two weeks.

While it is in this experimental stage, we propose that the travelling and living expenses of the Technical Adviser should be entirely to our cost. We believe that we will **save** time in terms of man-weeks¹ per installation by adopting this method of work, and if this proves to be the case we would suggest it would be **fair** if you made a contribution by paying for his hotel accommodation in Russia.

We trust, our proposals will be acceptable to you and that we will continue to co-operate efficiently.

Yours faithfully,

...

Note:

¹ in terms of man-weeks — в человеко-неделях

b) Check your comprehension.

1. What proposals did the Sellers make in this letter?
2. What was the purpose of the new plan of the Sellers?
3. What caused drawing up the new plan?
4. What did the new plan consist of?
5. What side was to pay the expenses of the technical advisor?
6. In what case are the Buyers expected to share the expenses of the technical advisor?

c) Say what you have learned about:

1. the problems which arose in execution of the erection programme;
2. the proposed changes in the erection programme.

d) Think and answer.

1. Why did the firm suggest the services of a technical adviser?
2. Why did the Sellers themselves undertake to pay part of the extra expenses?
3. Would the plan work to the effect intended?

e) Write a reply. Approve the proposal.

Ex. 32. a) Read the letter.



Rossimport

May 20,...

Dear Sirs,

**Contract No....
Training of Personnel**

Referring to earlier correspondence in the above matter, we enclose our day-by-day programme for the training that will start in Manchester on August 7.

As you can see from the programme, we have followed the outlines from our proposal, at the same time paying regard to the points of view that Mr Petrov has presented in two lists of requests. Mr Petrov has also taken part in the final formulation of the programme and consented to the arrangement.

More detailed programmes will be issued in connection with the first information and successively during the course of training.

The programme applies to the training of the first team. Our intention is to be able to use the same programme for the second team. However, certain changes may have to be made, as we are dependent on the assistance of several manufacturing industries and pulp mills.

In order to be able to give necessary help with the application for visas, in this case for 2 months, we must immediately have the following information:

1. Nationality.
2. Christian name, father's name, surname, and, for female participant, also name as unmarried.
3. Date of birth, place and country.
4. Place of residence.
5. Civil status.

We would once more emphasize that it is most desirable that at least one interpreter accompanies the team.

Yours faithfully,

...

b) Check your comprehension.

1. Who worked out the training programme?
2. What programme was being prepared for the second team?
3. What information did the Sellers require to ensure visa support?
4. How did the firm propose to solve the language problem?

c) Summarize the letter.

d) Think and answer.

1. What makes training an important part of supervision of erection programmes?
2. Are changes often introduced in training programmes? Why?
3. What forms does training take in different supervision of erection programmes?

e) Write a reply to the firm.

Ex. 33. Give extensive answers.

1. What factors make it necessary to carry out supervision of erection?
2. What are the main items covered by this type of contracts?

3. What are the usual commitments of a supervisor and a client during the supervision period?
4. Do the parties concerned sometimes introduce changes in the supervision schedule? What can bring about the changes?
5. Why is much importance given to training the Buyers' staff?
6. Why are training programmes sometimes amended?
7. What may bring about the extension of the supervisors' and trainees' stay?
8. How is the language problem usually solved?

Ex. 34. Agree or disagree with the following statements. Give your reasons.

1. Supervision of erection contracts belong to the sphere of sale of services.
2. Training of the Buyers' personnel is usually carried out on the Sellers' premises and at their expense.
3. Original erection and training programmes are very seldom amended.

Ex. 35. Act out the dialogues on the basis of the following assignments.

1. You are interested in purchasing sophisticated equipment for a Russian oil refining plant. Mr Brown of Brown and Co. producing this kind of equipment has arrived in Moscow. Meet Mr Brown in your office and discuss a possibility of signing a contract for delivery of their equipment. Discuss particulars of the Sellers providing supervisory services, the obligations of both parties.
2. You have signed a contract for supply of complex equipment by a US company. Meet Mr Green of the US company in your office and discuss on what terms the US company is prepared to provide technical support. Speak about allocation of responsibilities of both parties.
3. Receive Mr Bond from whom you are going to buy new complex equipment. Speak with him about the Sellers' providing training for Russian specialists, the number of specialists to be trained, their qualifications, the training programme, the expenses involved.

UNIT VI

REVISION

GETTING ABOUT

Ex. 36. a) Read the dialogue.

HOW AND WHERE TO TRAVEL

Jack and Jill talk about places they would like to visit and how to get there.

Jill: Where would you like to travel if time and money were no object?

Jack: If I were rich and had a lot of leisure, I'd go to the Caribbean in winter, to Scandinavia in summer, travel about in Britain in spring and stay at home in London in autumn.

Jill: How would you travel?

Jack: By private jet, of course. And you?

Jill: I'd like to go on a world-wide cruise calling at all the exciting ports of the world.

Jack: How would you travel?

Jill: By private yacht, of course!

Jack: But wouldn't you get rather bored cruising round the world for so long?

Jill: Certainly not. And then once I'd seen the world I'd be quite content to settle down at home in England. After all, it's got some of the loveliest scenery in the world.

b) Summarize the dialogue.**c) Act out a similar dialogue. Say where you would go if you were rich and had a lot of leisure, and why.****Ex. 37. a) Read the following.**

WHY DO PEOPLE TRAVEL

Travel has become a world-wide activity. Never before have people travelled so much to so many different parts of the world. This constant movement happens both inside and outside national frontiers. With new modes of fast, comfortable transport, more and more people are tempted to leave their own environment and seek pleasure, work, knowledge and

adventure in far-away places. With greater affluence¹ and leisure has come the urge² to see distant places. People travel for many reasons, but the most common is for pleasure.



Jane: Why d'you think people travel so much nowadays? What's this modern craze³ for travel all about? The travel agencies are doing a roaring trade⁴.

Bill: Well, people travel for all sorts of reasons. Travelling for pleasure is only one of them. People travel on business, to get to work, for adventure, even for education. Travel is supposed to broaden the mind. There's much more leisure and much more money about, so travel has become available to more people.

Jane: In the old days, people travelled very little because it was difficult and slow. It used to take a fortnight to travel from London to Edinburgh by coach⁵.

Bill: And now you can travel to the moon and back in a week!

Jane: I know, isn't it annoying? And to think the next generation will take it for granted!

Bill: Think of what Columbus and his contemporaries would've thought. Crossing the Atlantic seemed miraculous to them. Distances have dwindled⁶ to nothing in the Space Age.

Jane: Yes, but travelling on this planet is enough for me. You won't ever catch me going to the Moon in a space-ship!

Notes:

¹ affluence — обилие

² urge — стремление

³ craze — мода, общее увлечение

⁴ roaring trade — оживленная, процветающая торговля

⁵ coach — экипаж; автобус (междугородного сообщения)

⁶ to dwindle — сокращаться

b) Check your comprehension.

1. What are the various reasons for travelling?
2. Why did people travel very little in the old days?
3. How have distances changed in the Space Age?
4. Do all people dream of going to the Moon?

c) Reproduce the dialogue.

d) Think and answer.

1. What did Bill mean saying that travel was supposed to broaden the mind?
2. Why do some people prefer travelling abroad?
3. What may be the obstacles to travelling abroad?
4. Would you like to travel in a space-ship? Why?

e) Give your viewpoints.

1. People travel abroad because it is fashionable to do so.
2. The space programme has become a question of national prestige.
3. Exploring space brings benefits to people.

Ex. 38. a) Read the dialogue.

Turid: D'you like travelling?

John: I like travelling for pleasure, to get to places on holiday, but I don't like travelling to work — queueing for buses and standing in the Tube during rush-hours.

Turid: Or getting stuck¹ in traffic jams when driving!

John: Exactly.

Turid: I used to like hitch-hiking best when I was a student. It's a cheap and effective way of getting about, if you've got the time and energy.

John: I used to enjoy driving in the countryside when I had a car, and camping out at night. A pleasant change from city life, I used to think.

Turid: I think I like travelling by air best now. I like getting to different places quickly and feeling the sudden changes in social atmosphere and climate. Don't you?

John: No, I like feeling the ground under my feet. Travelling by rail and road are my favourite ways. I enjoy travelling by sea, too, but no one will ever tempt² me into a plane!

Notes:

¹ to get stuck — застревать

² to tempt — соблазнять, искушать

b) Check your comprehension.

1. Why didn't John like travelling to work?
2. How did Turid travel when he was a student?

3. How did John travel when he had a car?
4. Why does Turid like travelling by air best?
5. How does John prefer travelling?

c) Summarize the dialogue.

d) Think and answer.

1. Why didn't John like travelling by air?
2. Why is travelling spreading nowadays?
3. Why is hitch-hiking popular among young people?
4. What are the advantages of each form of travelling?
5. How would you travel if you had a choice?

d) Give your viewpoints.

1. Travelling abroad is never as pleasant as in your country.
2. Any change is a good rest.

UNIT VI

VOCABULARY

- | | | |
|--|---|--|
| <p>1. supervision [<i>'sju:pə'viʒ(ə)n</i>] <i>n</i></p> <p>supervision of</p> <p>to carry out supervision</p> | <p>erection
installation
putting into operation
commissioning</p> | <p>— руководство, надзор</p> <p>— осуществлять руководство, надзор</p> |
| <p>2. to supervise [<i>'sju:pəvaiz</i>] <i>v</i></p> <p>to supervise</p> | <p>packing
assembly
installation
erection</p> | <p>— наблюдать, руководить</p> |
| <p>3. erection <i>n</i></p> <p>to do
to carry out
to ensure
to accomplish
timely
proper
correct
site</p> | <p>erection</p> <p>erection</p> | <p>— монтаж, сборка</p> |

Запомните сочетания:

erection	job
	site
	specialist
	period
	schedule

4. **sophisticated** [sə'fɪstɪkeɪtɪd] *adj* — сложный (о технике)

sophisticated	plant
	process
	equipment
	method
	instrument

5. **integral** ['ɪntɪgr(ə)] *adj* — неотъемлемый, существенно важный
e.g. The specification is an integral part of the contract.

6. **complex** ['kɒmpleks] *adj* — сложный, комплексный

7. **trouble-free** *adj* — бесперебойный, безаварийный

trouble-free	operation
	work
	performance
	running of the machine

8. **provision** *n* — положение, условие (контракта и т.п.)

provision for	penalty
	reimbursement
	trouble-free operation

to make a provision

9. **to adjust** [ə'dʒʌst] *v* — регулировать, производить наладку

10. **to recruit** [rɪ'kru:t] *v* — набирать, вербовать

to recruit	specialists
	workers

11. **staff** [sta:f] *n* — штат

advisory supervisory	staff
-------------------------	-------

to be on the staff
syn.: personnel — быть в штате

12. **to relate** *v* — иметь отношение к чему-либо, кому-либо

to relate to smb/smith
e.g. The provision relating to the stay of the staff was re-considered.

13. **relevant** ['reləvənt] *adj* — относящийся к делу, соответствующий

- | | | |
|--|--|---|
| relevant | provision
situations
documents
data
Letter of Credit | |
| relevant to smth
<i>e.g.</i> We haven't received the documents relevant to the order.
<i>ant.:</i> irrelevant
<i>e.g.</i> Your remark is irrelevant. | | |
| 14. start-up <i>n</i> | equipment
a plant
a line
a machine | — пуск |
| start-up of
supervision of start-up | | |
| 15. rate <i>n</i> | | — ставка |
| at the rate of
<i>e.g.</i> The specialists' fees will be paid at the current rates. | | — по ставке |
| interest rate
bank rate | | — процентная ставка
— учетная ставка банка |
| 16. allowance [ə'laʊəns] <i>n</i> | | — оплата, денежное пособие |
| daily allowance | | — суточные |
| 17. overtime <i>n</i> | | — сверхурочные часы, сверхурочное время |
| 18. approximate [ə'prɒksɪmət] <i>adj</i> | | — приблизительный |
| 19. duration [dʒuə'reɪʃn] <i>n</i> | | — продолжительность |
| duration of
the guarantee period
the specialists' stay
the commissioning period | | |
| 20. advisory [əd'vaɪzəri] <i>adj</i> | | — консультативный |
| 21. to upgrade <i>v</i> | | — улучшать качество, повышать эффективность, совершенствовать |
| <i>e.g.</i> The course centre is in the process of upgrading its facilities.
<i>ant.:</i> to downgrade | | |
| 22. upgrade <i>n</i> | | — улучшение качества, повышение эффективности |
| <i>e.g.</i> The next version of Windows will cost less when it is bought as an upgrade to the existing version. | | |
| 23. reimbursement [,ri:ɪm'bo:smənt] <i>n</i> | | — оплата, возмещение, покрытие |
| reimbursement to smb for smth
reimbursement of smth | | |

reimbursement of the | **cost expenses**

e.g. The question of reimbursement of the Sellers' expenses was settled yesterday.

24. **to reimburse** [ri:im'bə:s] *v*

— оплачивать, возмещать, покрывать

to reimburse | **smth**
| **smb for smth**
| **the expenses**
| **the cost of erection**
| **(repairs, etc.)**

e.g. They reimbursed us for the cost of this equipment.

25. **to bring about**

— вызывать, служить причиной

to bring about | **breakdown**
| **change**
| **failure**
| **a drop**
| **an increase**
| **an infringement of**

syn.: to cause smth
to result in smth
to lead to smth

26. **insufficient** [ˌɪnsə'fɪʃnt] *adj*

— недостаточный, неполный, неудовлетворительный, несоответствующий

insufficient | **quantity**
| **steps**
| **efforts**

ant.: sufficient

27. **to be through with**

— закончить

e.g. They are nearly through with the erection.

28. **to this effect**

— для этого, для этой цели

to the effect that...

— о том, что

clause |
provision | **to the effect that...**
points

e.g. There's a provision in the contract to the effect that the stay of the engineers can be extended.

29. **to testify** ['testɪfaɪ] *v*

— свидетельствовать

to testify to smth
to testify to the fact that...

e.g. The document testifies to the fact that all the invoices have been paid.

Lesson 15

30. **outstanding** *adj* — 1. неоплаченный
- | | | | | |
|--------------------|--|----------------------|--|------------------------------|
| outstanding | | sum | | — 2. непоставленный |
| | | invoice | | |
| outstanding | | amount | | — 3. нерешенный |
| | | account | | |
| | | goods | | |
| outstanding | | balance of the goods | | — 1. применять, использовать |
| | | quantity | | |
| | | question | | |
| outstanding | | problem | | — 2. относиться |
| | | point | | |
| | | claim | | |
31. **trainee** [trei'ni:] *n* — обучающийся
32. **to anticipate** [æn'tisipeit] *v* — ожидать, предвидеть
- | | | | | |
|----------------------|--|------------|--|---------------|
| to anticipate | | success | | — 1. нанимать |
| | | a decision | | |
| | | a solution | | |
| | | an outcome | | |
33. **to apply** *v* — 1. применять, использовать
- | | | | | |
|-----------------|--|------------|--|-----------------|
| to apply | | rules | | — 2. относиться |
| | | regulation | | |
| | | a method | | |
| | | sanctions | | |
- to apply smth to smth/smb** — 2. относиться
- e.g.* We applied a new method in our experiments and it proved to be very efficient.
- The guarantee period does not apply to parts of rapid wear.
34. **to employ** *v* — нанимать
- e.g.* They employed a new engineer on the erection site.
35. **to save** *v* — экономить, беречь
- | | | | | |
|----------------|--|----------|--|----------------|
| to save | | time | | — справедливый |
| | | money | | |
| | | labour | | |
| | | expenses | | |
36. **fair** [feə] *adj* — справедливый
- | | | | | |
|-------------|--|----------|--|------------------------------------|
| fair | | decision | | — Это справедливо (несправедливо). |
| | | price | | |
- e.g.* It's fair.
- ant.* **unfair** — несправедливый

LESSON 16

Grammar Revision:	Reported Speech
Subject for Study:	Carriage of Goods
Revision:	Theatres, Cinemas and Performers

UNIT I

GRAMMAR REVISION

REPORTED SPEECH

They <i>said</i> they always insured the goods. had insured the goods. would insure the goods with Lloyd's.
--

They <i>asked</i> us if we usually insured the goods against all risks. why we had insured the goods with Lloyd's. when we would insure the goods.

Ex. 1. Use these sentences in reported speech, starting your sentences like this.

He said / confirmed / stressed / added / pointed out / explained mentioned / supposed / agreed / disagreed ...

1. "The goods have been dispatched to you."
2. "We frequently use a security company to deliver important orders."
3. "We are unable to forward the goods that you ordered this week."
4. "We will be able to complete delivery by the end of next week."
5. "We have been having some problems with our database."
6. "We are reviewing our ordering procedures."
7. "We noticed the error before dispatching the goods."
8. "It was entered into the database twice."
9. "The company has supervised the construction of a few hotels."

Ex. 2. Report the following questions starting with the words "He asked / wanted to know/ wondered ...".

1. "When does the contract start?"
2. "How many companies are involved?"

3. "Is there a penalty clause?"
4. "How many units can you supply each month?"
5. "How will the goods be shipped?"
6. "Is the agreement flexible?"
7. "Can you guarantee the terms?"
8. "Have you made this provision in the Contract?"
9. "When did you last adjust the prices?"
10. "What is your interest rate?"

Ex. 3. Use the right form of the verb.

1. He said his name (to be) Peter.
2. She asked him what his name (to be).
3. I wanted to know when he (to finish) school.
4. The young man stressed that the next year he (to graduate) from the University.
5. I wondered what foreign language she (to study) at the University.
6. They pointed out that they (to have) no relevant documents in their possession.
7. The worker asked the supervisor when they (to have) a lunch break.
8. The Seller emphasized that the invoice (to be) still outstanding.
9. He explained that these improvements (to save) a lot of expenses on the maintenance of the equipment in the future.
10. I asked him if these measures (to be) quite fair.

Ex. 4. a) Read and translate the report of a businessman.

I'm afraid there are a number of problems with the agreement. First of all, we feel that your company has not been reliable on several occasions in the past. We are particularly unhappy about the fact that there have been a number of late deliveries and these have caused us considerable problems.

Another thing is that on at least five occasions you have supplied faulty parts and we have had to return these to you. In addition, some orders have arrived either incomplete or simply incorrect.

There is also the problem of discount. Originally you promised us a 10% discount on orders over £10,000, but you charged us the full amount even when the bulk order was clearly stated on the order form.

I'm not very happy about the prices you charge either. Other companies are offering the same products at more competitive prices and I can

see no reason why we should continue purchasing from you. We will only consider continuing to buy from you if you reduce your prices, offer a consistent discount, preferably at a higher rate, and guarantee a better quality of service and delivery.

b) Fill in the gaps in the text using the verbs in the correct form.

1. He said there (to be) a number of problems with the agreement.
2. He felt that the company (to be) unreliable on several occasions.
3. He pointed out that they (to be) particularly unhappy about that.
4. He also stressed that the company (to deliver) faulty parts on at least five occasions and some orders (to be) either incomplete or incorrect.
5. He mentioned that originally the company (to promise) a 10% discount on orders over £10,000, but (to charge) them for the full amount even when the bulk order (to be) clearly stated on the order form.
6. He was not happy about the price either. He emphasized that other companies (to sell) the same products at more competitive prices and he (to see) no reason why they should continue purchasing from this company.
7. They (to warn) that they (to continue buying) from this company if the company (to reduce) their prices, (to give) a consistent discount, preferably at a higher rate, and (to ensure) a better quality of service and delivery.

Ex. 5. Translate into English.

1. Он спросил, когда будет отгружена первая партия.
2. Они заверяли нас, что последняя партия будет отгружена на следующей неделе.
3. Мы поинтересовались, почему они до сих пор не прислали счет.
4. Покупатель сказал, что цена слишком высока.
5. Кто сказал, что они дадут скидку?
6. Он сказал, что его зовут Михаил.
7. Почему вы спросили где он учился?

UNIT II

WORKING ON THE TEXT CARRIAGE OF GOODS

A

Every contract contains a clause **defining** transport conditions. The clause **specifies** terms of delivery in accordance with Incoterms 2000 used in international commerce (CIF, FOB, FAS, C & F, DDP¹, DDU² and others), **mode** of shipment (by sea, rail, road, air or pipeline) and responsibilities of each party. Sometimes **transshipment** or intermodal shipment is practised.

Transport by sea is essential to many contracts. As a rule, a few parties are involved: **shipper** (usually a manufacturer who sends goods), **shipowner**, **forwarder** (an agent specializing in the transport of goods), **stevedore** (a firm employed in loading and unloading vessels), port **authorities**, consignee and others.

Freight services are provided by **liners** and **tramp** ships. Liners provide services over definite **routes**, **operate** in accordance with schedules and **call** at regular ports. Tramp vessels go anywhere as long as **cargo** is offered in sufficient quantity. Shipments by tramp vessels are governed by an agreement between the carrier and the **charterer** called a "**charter party**".

Either shipper or consignee, depending on the terms of the contract, pays freight, loading, **discharging** and other expenses, if any.

B

✉ Here is a letter of complaint. It is essential to note that the contract said: "The price includes cost, freight (free out³) and insurance".

Rossexport

Dear Sirs,

Shipment of Plywood⁴ to Tilbury⁵ Public Docks

As you are aware, according to Plywood Charter Party vessels are to discharge at Tilbury Public Docks or Rochester, but Buyers' approval of **the latter** is required before shipment is made.

We have the problem of the "Ladoga" which was to have sailed to a Tilbury public dock. But now the vessel is discharging at Northfleet⁶; which is not a public dock but a private **berth**, and this means we have to pay £ ... extra **lighterage** charges, for which we have to hold you responsible.

We have discussed this with Anglo-Russian Shipping Co, your forwarding agents in Tilbury; and they confirm Northfleet is not a public dock and without prejudice⁷ Anglo-Russian have offered us £ ... towards our loss and we are requesting reimbursement from you of the balance of £....

Please let us have your reply to the foregoing as soon as possible.

We kindly ask you to make it absolutely clear to your Chartering Department that the vessels must be chartered on the basis of discharge at Tilbury Public Docks. We hope all our future shipments will be discharged at a Tilbury Public Dock, such as Millwall, which is quite suitable to us.

Yours truly,

...

Notes:

¹ DDP — Delivered Duty Paid — поставка с оплатой пошлины

² DDU — Delivered Duty Unpaid — поставлено, пошлины не уплачены

³ free out = free of all discharging expenses to Sellers

⁴ plywood — фанера

⁵ Tilbury — Тилбери (порт недалеко от устья Темзы, обслуживающий Лондон)

⁶ Northfleet — название одного из доков в порту Тилбери

⁷ without prejudice — (юр.) не отказываясь от своих прав, сохраняя за собой право

С



The matter was finalized during a talk Mr Bodrov had with the Buyers at their premises some time later.

Newby: I am happy to see you here, Mr Bodrov.

Bodrov: I am very glad to see you too. One of the things that has brought me here is your claim for extra lighterage expenses.

Newby: Oh, yes we are really worried about this matter.

Bodrov: The point is that the motor vessel "Ladoga" was originally **sailing** to a Tilbury Public Dock as the Charter Party requested. But because of **congestion** at the Public Docks we **took the liberty** of **rerouting** the vessel to a private berth.

Newby: I see, but in this case you should have contacted us and the matter would have been settled then.

Bodrov: The problem **cropped up** quite unexpectedly and we had to respond promptly. The vessel was to sail back to St. Petersburg to pick up another lot of wood products under your next Contract. You had asked us to **expedite** that shipment and we tried to honour your request.

Newby: Well, if it's like that, I suggest that we **split** the expenses fifty-fifty.

Bodrov: I think that'd be fair.

Newby: And may I remind you that future shipments should be discharged at a Tilbury Public Dock?

Bodrov: Yes, that's under control now.

Newby: Thank you. If there are any more **snags**, please do let us know immediately.

Bodrov: Good.

SECTION A

Ex. 6. Read the text.

Ex. 7. Check your comprehension.

1. What terms of delivery are practised in international trade?
2. What different means of transport are used to deliver goods?
3. What is the most popular mode of shipment?
4. What parties are usually involved in sea shipment?
5. What is the difference between liners and tramp ships?
6. What is a charter party?
7. Who pays for the transportation of the goods?

Ex. 8. a) Translate the text.

b) Say what information the text gives about:

1. transport conditions specified by contracts;
2. carriage of goods by sea;
3. transportation expenses.

c) Think and answer.

1. What does the choice of terms of delivery depend on?
2. Is it easy to calculate the transportation expenses in advance?

SECTION B

Ex. 9. Read the letter.

Ex. 10. Check your comprehension.

1. Did the Buyers or the Sellers write the letter?
2. Where were the Sellers to discharge the goods?

3. What paper stated that?
4. Where had the plywood been discharged in fact?
5. What did it result in?
6. What compensation did the writer of the letter claim?
7. Why was Anglo-Russian Shipping Co. involved?
8. How much did they pay to the dissatisfied party?
9. What did the two parties agree on?

Ex. 11. a) Translate the letter.

b) Say what you have learned about:

1. the transport conditions of the Contract in question;
2. the extra lighterage charges incurred by the Buyers;
3. the Buyers' position in this matter.

c) Think and answer.

1. How would the Buyers have reacted if the Sellers had contacted them in good time?
2. Why did Anglo-Russian Shipping Company offer the British firm a certain compensation?

SECTION C

Ex. 12. Read the dialogue.

Ex. 13. Check your comprehension.

1. Where were the talks held?
2. Who was the first to mention the extra lighterage expenses ?
3. Why had the Sellers rerouted the vessel ?
4. Why had they not contacted the Buyers ?
5. Did the Buyers insist on the compensation claimed in the letter ?
6. What was the Buyers' request in respect of future shipments ?

Ex. 14. a) Say what you have learned about:

1. the reason why the Sellers directed the "Ladoga" to a private berth;
2. the way the matter was finalized;
3. the Buyers' request concerning further shipments;
4. the Sellers' promise in respect of those shipments.

b) Reproduce the dialogue.

- c) Act out a similar dialogue. Suppose the ship had been rerouted because of a strike of dockers at the Public Docks.

UNIT III

WORKING ON WORDS

to operate

Ex. 15. a) Read the model.

This company is operating a container service between Hull and Rotterdam.

- b) How would you say that the company provides scheduled (direct, freight, road, rail, air, etc.) service between two other points.
- c) Have a look at the map and say as in the model below.



Most ports operate freight and passenger services with Europe.

Prompts:

1. some ports / freight and passenger / America;
2. other ports / freight and passenger / Africa;
3. some of them / freight and passenger / Asia and Australia;
4. most ports / ferry / Europe.

to split

Ex. 16. a) Read the model.

I suggest splitting *the lighterage expenses*. We'll cover *80 per cent, and 20 percent is to be borne by you.*

b) How would you propose to share:

1. storage expenses;
2. transportation expenses;
3. insurance charges;
4. extra expenses on packing;
5. hotel expenses;
6. expenses connected with a seminar;
7. expenses connected with training.

Ex. 17. Translate into English.

1. Грузоотправитель не смог зафрахтовать необходимый тоннаж в конце месяца.
2. Это все оговорено в чартере. Необходимо еще раз посмотреть все его условия.
3. Судовладелец и грузополучатель поделили эти расходы поровну.
4. Мы послали экспедитору все необходимые документы вовремя.
5. Фрахтователь сообщил, что судно было поставлено под погрузку в срок, указанный в телеграмме.
6. В прошлом месяце мы получили два станка: М-В и М-В2. Последний уже пущен в эксплуатацию.
7. Почти вся сумма переведена на их счет. Остаток суммы будет переведен после подписания акта приемки.

* * *



Господа,

Мы тщательно изучили Вашу просьбу относительно отгрузки и перевозки товара из порта N и сейчас мы уже можем сообщить точные фрахтовые ставки за все грузы минимум в 10 тонн.

Еще раз обращаем Ваше внимание на то, что, если судно не будет полностью загружено, мертвый фрахт (dead freight) оплачивается, как оговорено в чартер-партии.

Любые дополнительные расходы — в данном случае имеется в виду плата, за простой (demurrage) — тоже будут оплачиваться Вами в случае их возникновения.

Что касается стивидорных ставок (stevedore charges), сейчас трудно указать среднюю цифру, но она, несомненно, будет зависеть от вида, веса и размера поставляемого оборудования. Надеемся, эти сведения представят для Вас интерес.

Искренне Ваши,

...

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 18. a) Complete and translate.

ship + to own + er = a shipowner

Note: Составные существительные пишутся слитно, через дефис или в два слова. Нет единого правила написания таких слов. Некоторые составные существительные имеют две равноправные формы написания. Напр. tape recorder, tape-recorder

1. football, to play → ...
2. theatre, to go → ...
3. hockey, to play → ...
4. tape, to record → ...
5. film, to make → ...
6. money, to change → ...
7. bull, to fight → ...
8. baby, to sit → ...

b) Complete the sentences.

1. Persons who own ships are called...
2. He asked me to play the cassette for him and I switched on the...
3. He often went to the theatre together with his friends who are also great...
4. Though he is not a ... he is fond of tennis.
5. Some young girls work as ... looking after a baby for a short time (for example, while its parents are at the cinema).

ARTICLES

Ex. 19. a) Supply the articles where necessary.

1. ... ship has completed discharge.
2. The goods will be sent by... first ship available.
3. We sold the goods ex... ship.
4. One of the two cases did not turn up upon discharge of... ship.
5. We have booked space on... ship "Baltic Star".
6. Both... ships have self-discharging facilities.

* * *

Dear Mr Kozlov,

This letter is to notify you that... welding systems specified in Contract 3/125 ... Trans. Nos. 9572-9575 were shipped from ... port of New York City on May 31, aboard... ship "Lash Italia".

... weight of this shipment is 1,500 tons and... value is \$ 3200,... total number of packages is thirty-six, ... date of... Bills of Lading is May 29.

... numbers of... Bills of Lading are 3, 18,21,22. As you can see, we have shipped not only... Trans. Nos. 9574 and 9575, but also 9572 and 9573. We realize that we have not received ... Release for shipment for ... Trans. Nos. 9572 and 9573. However we think our reasons for doing so will justify this action.

During... period of April 18th to... end of May, our forwarders made many attempts to locate ... Russian ship for shipment of ... Trans. Nos. 9574 and 9575 without success.

We notified you of our problem and by return fax you suggested ... two ships. These ships as well as ... other ships due to dock in New York were ... container ships and were unable to accommodate this large cargo.

Our forwarders did, however, locate ... ship "Lash Italia" in Baltimore and found that this ship would call at... port of New York, but only if all four trans numbers were shipped. ... captain refused to call at... port of New York for only two trans numbers.

Thus we took ... liberty of shipping all four trans numbers on May 31. We hope that will not give rise to any disagreement on your part.

Truly yours,

...

b) Say what you have learned from the above letter about the shipment.

TENSE AND VOICE

Ex. 20. a) Supply the correct forms of the verbs.

1. The Sellers didn't insure the goods, therefore they (to carry) at our risk.
2. They (to carry) a lot of cargo over the North Atlantic that year.
3. A few days ago the vessel (to sail) for Hull.
4. The cable said the ship (to sail) for Rotterdam, the first port of call.
5. When the goods arrived at the port the ship already (to sail). So the goods were stored until the next ship (to pick) them up.

* * *



Dear Sirs,

During our recent talk we (to speak) about the converter equipment which (to ship) on the 17 October and which you (not to receive).

After my return to London I (to attend) to this matter and can inform you of the following:

The cases in which the converter equipment was packed, (to accept) by your forwarders, Anglo-Russian Shipping, and we (to hold) a receipt for the cases.

Then they (to ship) by Anglo-Russian Shipping to St. Petersburg Docks but the Company (to be unable) to specify the number of the container, the name of the vessel or the date of sailing.

The responsibility for shipment lies with Anglo-Russian Shipping and they (to carry out) a full investigation of the circumstances whereby this equipment (to dispatch) without documentation. Our concern is that your client may require replacement of equipment if you (to be unable) to locate these cases at St. Petersburg Docks.

We shall be grateful if you (to advise) us what further steps you would like our company to take in this matter.

Yours sincerely,

...

b) Say what you have learned about the October shipment.

PREPOSITIONS**Ex. 21. a) Supply the prepositions where necessary.**

Dear Sirs,

Further... our letter dated ... the 28th ... September, we have taken the liberty... contacting... your forwarders, the Anglo-Russian Shipping Company Limited, to establish the date... their London sailings ... St. Petersburg during November. ... reply the Anglo-Russian Shipping Company advise that the only sailing will be the ship "Star" and as we understand that there is likely to be a heavy demand... space... this ship, we have,... your behalf, provisionally booked ... space ... the November shipment. We hope that our actions are... full conformity... your wishes.

Yours faithfully,

...

b) Say what you have learned about the steps taken by the Sellers to ensure timely shipment.**MISCELLANEOUS****to receive, to accept****Ex. 22. a) Say what the difference in meaning between each pair of sentences is.**

1. We have received the May shipment. We have accepted the May shipment.
2. The consignee received the invoice. The consignee accepted the invoice.
3. Please inform us if you have received the samples. Please inform us if you have accepted the samples.
4. The exhibitors received the invitation last week. The exhibitors accepted the invitation last week.

b) Translate into English.

1. Они еще не получили груз, так как он был отправлен в порт только два дня тому назад.
2. Хотя они получили все 10 ящиков, они не могут принять их для перевозки, так как маркировка сделана очень плохо.
3. Они получили необходимые сведения об этом экспедиторе.

- Мы не получили Вашего письма о скоплении судов в Ливерпуле.
- Как только линия будет принята, они подпишут акт приемки.

to offer, to suggest

Ex. 23. Read the models and do the assignments.

- We offered to ship the balance of the goods in May because we could easily charter a vessel for that month.*

a) Now say what a Seller offered to do for a Buyer; a manager offered to do for a customer; you offered to do for your family one day; you offered to do for your neighbours one day.

- We suggest you should contact the port authorities; they may be able to help you get the appropriate papers.*

b) What would you say if you recommend the other party:

- to contact the forwarders;
- to direct the ship to another dock;
- to recalculate the freight (dead freight, lighterage, charges, storage expenses, etc.).

c) Now say what suggestions the Buyers can make when the terms of delivery are being discussed.

d) Translate into English.

- Они предложили возместить убытки, которые мы понесли во время разгрузки судна. Они уже перевели часть суммы на наш счет.
- Фирма предложила отгрузить товар на линейном судне. Но мы настояли, чтобы они использовали трамповое судно.
- Они предложили использовать другой чартер.
- На переговорах мы предложили другой способ перевозки.
- Нам предложили сниженные фрахтовые ставки.
- Они предложили свои суда для перевозки руды.

SOCIALISING

Reproaches (Упреки)

You should have told me about it.	— Вы должны были бы мне сказать об этом.
I never thought you would do it.	— Никогда не думал, что вы сделаете это.
It's unlike you.	— Это не похоже на вас.
What made you do it?	— Почему вы это сделали?
How could you ...?	— Как вы могли ...?
Why did you do it..?	

Responses

You are absolutely right.	— Вы абсолютно правы.
Right you are.	
I am really sorry.	— Мне действительно очень жаль.
I have to say I was wrong.	— Я вынужден согласиться, что был не прав.
I did not mean it.	— Я не хотел этого.
I didn't expect such consequences.	— Я не думал, что будут такие последствия.

Ex. 24. Read and act out the following short dialogues.

- We suffered very serious losses.
— You should have contacted us in good time. Most probably, last week.
— You are absolutely right. Then we would have worked out something.
- I am afraid they cannot attend our exhibition tomorrow.
— And when did you send the invitation?
— Yesterday.
— Oh, it was certainly late. It's unlike you. You usually send invitations a week before, if I'm not mistaken.
— All the same, I didn't expect them to say no.

Ex. 25. Dramatize the situations.

- Mr Trop has not answered your letter though he promised to do it a few days ago. Express your reproach.

2. Mr Brian admits he has not paid against your invoice yet. Express your reproach.
3. You, as the Seller, are responsible for the late delivery of the goods. Mr Fowler, representing the Buyer, makes his reproach. Respond accordingly.

UNIT V

SPEECH EXERCISES

Ex. 26. a) Read the telephone conversation.

Remember: **dead freight** [freit] — мертвый фрахт



The American Buyers have purchased asbestos on FOB terms from Rossexport.

Shaw: This is Mr Shaw of Dexter Corporation. As time is short I decided to call up about your letter of June 29th. I see you wanted to change the terms of delivery.

Smirnov: I am sorry if the letter wasn't clear. The point is that the St. Petersburg port authorities object to loading asbestos in bags. However loading in bags could be arranged at Odessa port if you agree to CIF terms. We are offering to deliver asbestos to an American port of your choice.

Shaw: I am afraid you'll have to pay **dead freight** then, since we have chartered the "American Bay" and she is to be loaded early next week.

Smirnov: But we haven't received any information on that.

Shaw: We telexed the ETA to you this morning.

Smirnov: I am sorry I haven't seen the e-mail message. Do you think there is any way of getting around this problem.

Shaw: Well, the ship was to call at Rotterdam and Helsinki. I'll contact our forwarders there and see if they can provide a replacement cargo for the ship.

Smirnov: Sorry to put you to all this trouble. But I do hope you'll help us to straighten things out.

Shaw: Before you ring off, when are you going to make that CIF shipment?

Smirnov: The ship "Pskov" is to sail from Odessa on July 15. This is the first date we can offer.

Shaw: That's OK.

b) Reproduce the parts of the dialogue where:

1. the businessmen speak about the terms of delivery;
2. Mr Shaw offers his help.

c) Say what the position of the Sellers was.**d) Suppose the asbestos has been shipped. Write an e-mail message to the Buyers. State the selling date and ETA New York.****Ex. 27. a) Read the letter.**

Remember: to stow [stou] — укладывать (груз в трюм)
to clause — делать пометку/оговорку в документе

 Dear Sirs,

**Wolfram Concentrate ex m. v. "V.Stabrovsky" Bills
of Lading dated 23.6.**

We acknowledge your letter of the 1st November regarding the shortages of wolfram your customer advised you about in the parcels ex the above ship. We regret we must repudiate¹ this claim as the material was delivered FOB stowed Rotterdam in the condition as described in the Bills of Lading, which stated that the bags had been repaired. If, in fact, any bags were torn and leaking² on loading this would have been noted by the ship's captain and the Bills of Lading would have been **claused** accordingly. This was not the case and therefore any loss or damage could only have occurred during the voyage or on discharge in Russian port or in transit to final destination.

We accordingly return your debit note and supporting document in order that you can re-lodge this claim³ with the shipping company or your insurers.

Yours faithfully,

...

Notes:

¹ to repudiate — отклонить

² to leak — пропускать воду, давать течь

³ to re-lodge the claim — вновь обратиться с претензией

b) Summarize the letter.**c) Write a letter in reply.**

Ex. 28. a) Read the form.

Remember: demurrage [di'mʌrɪdʒ] — простой судна в порту
master — капитан (торгового судна)

BILL OF LADING	
Shipper	B/L No.
Consignee	
Notify address	
Number of Original Bs/L	
Pre-carriage by	Place of receipt by pre-carriage
Vessel	Port of loading
Port of discharge	Place of delivery by
Marks and numbers	
Number of packages and description of goods	
Gross weight	
Measurement	
Freight and charges	
Daily demurrage rate	
Place and date of issue	
	Master's signature

b) Answer the following questions.

1. Which word is used for the sender of the cargo?
2. What expression is used for the place where cargo is unloaded?
3. Who is to sign a bill of lading?

c) Translate the form.

d) Fill in this form.

Ex. 29. a) Read the text.

Remember: document of title — документ, подтверждающий право собственности, товарораспорядительный документ
title [taitl] — право на имущество, право собственности
negotiable — свободно передаваемый, свободно обращающийся
ownership — собственность; право собственности
security — надежность, безопасность
to signify — означать
dirty bill of lading — коносамент с пометками капитана
consignment note — грузовая накладная
waybill — грузовая накладная

The *bill of lading* (*b/l* or *blading*) is the most important document in shipping as it is a **document of title**, i.e. it gives ownership of the goods to the person named on it. If the words "**non-negotiable**" are written on it, it means the **ownership** cannot be transferred. Usually two original copies of the *b/l* are sent to the buyer or his bank, by air and sea for **security**.

A *shipped bill of lading* means that the goods have been loaded on to the ship. Sometimes the words '*shipped on board*' are used to mean the same thing. In *cif* and *сoф* transactions the words '*freight prepaid*' are used to **signify** that the costs of shipment have been paid. Bills are also marked '*clean*' to indicate that the goods were taken on board in perfect condition. If something is wrong with the consignment, the captain makes notes on the bill of lading and it becomes '*dirty*' or '*cloused*'.

The *consignment note* or *waybill* is the main document used in road transport. When goods are shipped by railway, the *rail consignment note* or *rail waybill* is issued. If goods are sent by air transport, the *air waybill* is issued. Consignment notes and waybills are receipts, not documents of title, and therefore are not negotiable.

b) Check your comprehension.

1. Can a bill of lading be transferred?
2. What words are to be written on it then?
3. What does a clean bill of lading mean?
4. What is a dirty or cloused bill of lading?
5. What is a consignment note?
6. Is a waybill similar to a consignment note?
7. What is the receipt called if goods are shipped by air?

c) Translate the text into Russian.

Ex. 30. a) Read the letter.

Remember: to go on demurrage — перейти на контрсталию (начинается отсчет простоя судна)

 Dear Sirs,

m. v. "Pepnautik"

- We refer to the arrival of the above vessel at our wharf in Dumbarton, ETA 10 a. m. Thursday, 13th July, and must protest most strongly at the arrival of this ship at this particular time. We notified you on 25th May, that we would be closed for our annual summer holiday from 13th July, and during this time we would not be in a position to accept and discharge a vessel. In theory there is not much we can do about this vessel and she could be laid up¹ here until we resume work on 31st July. However, we are doing everything possible to get the ship discharged and avoid the demurrage by asking some employees to forego² part of their holiday.

By doing this we shall have to pay our men double time for all hours worked. This is going to cost £ ... in overtime, a cost which we feel, should be borne by you since you ignored our notification about holiday arrangements. If the ship **goes on demurrage** we shall be holding you responsible for this charge. We would be pleased to have a reply by return on your attitude to this situation.

Yours faithfully,
Benton & Co, Ltd

...

Notes:

¹ to be laid up — простаивать (о судне)

² to forego part of their holiday = to do without part of their holiday

b) Summarize the letter.

c) Think and answer.

1. Why did the Shipping Agents propose to get the ship discharged upon her arrival at Dumbarton?
2. Why did they hold the Sellers responsible for overtime and demurrage?
3. Why did the Sellers happen to ignore the Buyers' notification about the holidays?

Ex. 31. a) Read the letter.

Remember: to delete [di'li:t] — вычеркивать

 Rossimport

Dear Sirs,

Contract No...

We refer to our telex sent on 18.1., advising you of the accident which occurred during the loading of the "Baltic Star" Voyage London / Riga, B/L 63, 11th January. As a result of the accident, one of our cases which had been delivered FOB loaded and stowed, was damaged. The Master of the ship offloaded this case, **deleted** it from the Bill of Lading and sailed without it.

The case concerned had been loaded over the ship's rail¹ and stowed before the damage occurred. Thus, we had fulfilled our contractual obligation to deliver FOB. It was the Master of the ship's decision that the damaged case should be offloaded and we were not advised of this until after the ship had sailed. Since we had delivered FOB, we intend to submit our invoices for these goods although in this instance the supporting documentation cannot include a Bill of Lading.

We believe, that the responsibility for making any insurance claim lies with you, the consignees, in accordance with Clause 14.1. of the Contract.

If we can be of any further assistance in this matter, please let us know.

Yours faithfully,
for and on behalf of

...
Project Manager

Note:

¹ ship's rail — поручень судна

b) Think and answer.

1. Why did the Master offload the case in question?
2. Why did the Sellers include the case, which wasn't shipped, in the invoice?
3. Would the Buyers pay against the invoice? Why?
4. What does the insurance company usually do after it receives a claim?

5. Against what risks are goods usually insured?
6. Would the insurers compensate the Buyers' for their losses?
7. What do you think the Buyers will ask the Sellers to do?

c) Write a reply to the firm.

d) Say what you know about some other cases when goods were damaged in transit.

Ex. 32. a) Read the letter.

Remember: feasibility — возможность, выполнимость

✉ British Columbia Railway
Vancouver, B.C.¹

Dear Sirs,

Re: Transportation of One Piece Runner² to Site One Power Station

We plan to ship the above unit, we have bought from Russia, to Bennet Dam³, B.C. We are now studying the feasibility of transporting it over the following route:

- Ocean vessel St. Petersburg to Vancouver
- barge from Vancouver to Kemano
- truck from Kemano to Fort St James
- B.C. Railway from fort St James to Mackenzie
- barge from Mackenzie to Bennet Dam
- truck around Bennet Dam to Site One.

Would you please confirm that B. C Railway can transport this over one portion of the above route, and advise the costs of doing so.

I expect to survey the actual route the week of April 7. If it can be arranged with your roadmaster, I hope to travel over your line from Fort St James to Mackenzie.

Thank you,

...

Transportation Supervisor

Notes:

¹ British Columbia (B.C.) — Британская Колумбия (одна из провинций Канады)

² runner — рабочее колесо

³ dam — плотина

b) Summarize the letter.

Ex. 33. Agree or disagree with the following statements. Give your reasons.

1. Very few contracts contain detailed transport conditions.
2. Transportation involves very few documents.
3. Transport departments facilitate work of our trading organizations.

Ex. 34. Act out dialogues on the basis of the following assignments.

1. Meet Mr Taylor, a representative of the Seller, in your office. The Seller is to ship very bulky cases next month under your order. Tell Mr Taylor that these bulky cases cannot be transported on railway platforms. Suggest another way of transportation.
2. Have a talk with a representative of the Buyers, who have received two damaged cases from you in the recent shipment. Explain that the Bill of Lading was clean, which means that the cases were loaded in good condition. Recommend that the Buyer should contact their insurance company.

Ex. 35. a) Read the extract from a newspaper article.

Remember: to boost [bu:st] — повышать

assets ['æsets] — активы, имущество, капитал

to account for — составлять; объяснять

turnover — оборот, товарооборот

joint venture — совместное предприятие

RAILWAY REFORM IS RIGHT ON TRACK

Russian Railways Co., or RZD¹, is looking to expand its dominant role in the cargo business by increasing oil deliveries to China and **boosting** container shipments between Europe and Asia.

With \$50 billion in **assets**, the newly formed rail giant already moves 80 percent of the country's cargo shipments, excluding pipelines. But the company plans to increase freight transportation.

"Reinforcing our position on the cargo shipment market is of the utmost importance for the company and its business," the President of the company said.

Eastbound oil shipments will make up a significant part of RZD cargo growth. In the near future the company plans to increase oil deliveries to China by nearly 50 percent from current volumes.

RZD also plans to boost rail container shipments, which presently account for 2 percent of global turnover, to 10 percent.

As the first step in that direction, RZD has agreed on a 50-50 joint venture with Far Eastern Sea Shipping Co. in the second half of this year. The new venture will operate a fleet of 40-foot containers to ship cargo between Europe and Asia.

RZD aims to step up oil transports to China by filling capacity on the Baikal-Amur Railroad, or BAM. "We think in the next five to ten years oil should go through this route. It will be competitive," the President of the company said. "BAM has the capacity of 16 million tons a year but is running at 6 million only, at present."

Note:

¹ RZD — Российские железные дороги

b) Check your comprehension.

1. In what business does Russian Railways Company specialize?
2. How big is the company?
3. Does the company plan to increase their shipments to the East?
4. To what extent does it plan to increase container shipments?
5. What joint venture has it entered into?
6. What are its plans with regard to oil transports to China?

c) Sum up what the article said about:

1. oil deliveries to China;
2. the Baikal-Amur Railroad;
3. container shipments.

d) Think and answer.

1. What is the role of inland transportation in commerce?
2. When do you think the article was published?
3. What has changed in the cargo business since then, as far as you know?

Ex. 36. a) Read this newspaper clipping.

Remember: trucking — грузовые перевозки

bumpy — ухабистый, тряский

to cripple — причинять вред, наносить урон

road haulage ['hɔ:lɪdʒ] — автодорожные перевозки

TRUCKING FACES A BUMPY FUTURE

Today the chronic neglect of the Russian highway system could **cripple** freight shipments by road and economic development if it fails to keep up with¹ expanding vehicle ownership and the demands of a boom economy.

"It's clear that the existing **road haulage** system in Russia is not enough for achieving the economic goals. What we have just isn't sufficient," said a senior officer at the Moscow office of the International Road Transport Union.

Russia can boast of a little more than half a million kilometres of highway, while Japan, a country 1/45th the size, has twice as much.

Even worse, the Transportation and Communications Ministry estimates that 53 percent of the country's highway system is in need of repairs. If the problem isn't dealt with effectively, the most heavily used routes will start seeing traffic jams lasting from a few hours to two days in the coming years, the Ministry estimates.

Transport authorities say they are aware of the situation and are on track² to fix it. A new transportation strategy published last year calls for rapid expansion of the road network combined with repairs of existing routes.

Notes:

¹ to keep up with — идти в ногу, держаться наравне

² to be on track — быть на пути, собираться, начинать

b) Check your comprehension.

1. How does the Russian highway system affect road haulage?
2. What factors contribute to the increasing role of road transportation?
3. What is the condition of the country's highways?
4. What is the total length of Russian highways?
5. How many roads need repairing?
6. What traffic jams threaten the Russian roads?
7. What does the highway system need?

c) Summarize the newspaper clipping.**Ex. 37. Give extensive answers.**

1. What organization provides a set of international rules for traders?
2. What are the most commonly used trade terms in foreign trade?

3. What does the choice of the terms of delivery depend on? Is it usually very difficult for the contracting parties to come to an agreement about this very point of the transaction?
4. What are the responsibilities of the Sellers and the Buyers when the goods are sold on a CIF (FOB, C & F, DDU) basis?
5. What difficulties may arise during transportation of cargo?
6. What expenses and penalties are connected with the carriage of cargo?
7. Are railway and road shipments very frequent?

UNIT VI

REVISION

THEATRES, CINEMAS AND PERFORMERS

Ex. 38. Read and act out the dialogue.

- Well, I think we've done enough work for today. Would you like to go to the theatre tonight?
- Thank you but I'm afraid I can't. I have a prior engagement.
- I see, fine, well how about the musical tomorrow evening?
- Thanks, I'd love to.
- Good, you can leave the arrangements to me.

Ex. 39. a) Read the text.

CHICAGO MUSICAL

Chicago is a musical, first performed in 1975, based on the play *Chicago* by Maurine Watkins. Its book¹ was by Bob Fosse and Fred Ebb, music by John Kander, and lyrics by Fred Ebb.

The play *Chicago* was Watkin's retelling of two very public trials² for murder that occurred in Chicago in 1924, those of Beulah Annan and Belva Gaertner. Maurine Watkins had been a reporter for the *Chicago Tribune* and later wrote a play based on her coverage.

Gwen Verdon read the play and asked her ex-husband Bob Fosse about the possibility of creating a musical based on it. Fosse approached Watkins for permission to adapt her play but was consistently refused. He obtained the rights, following Watkins' death in 1969 leading to the development of *Chicago: A Musical Vaudeville*.

The play was produced in 1975, starring Gwen Verdon, Chite Rivera and Jerry Orbach. Liza Minnelli served as a replacement for Gwen Ver-

don for a month in 1975, and her Broadway “comeback” generated publicity which helped lengthen the run of the show.

The show was revived in 1996. This version was still running as of April 2004. The musical was adapted for the movie *Chicago* in 2002 by staging the vaudeville acts as fantasies, by eliminating some songs, and by changing some roles from male to female.

Notes:

¹ book — либретто

² trial — судебный процесс

b) Summarize the text.

Ex. 40. a) Read the text.

STING

Gordon Matthew Sumner, best known by his stage name Sting, is an English musician and formerly bassist and lead singer of The Police.

Sumner was born in Newcastle, England to Audrey and Eric, a milkman. From an early age, he knew that he wanted to be a musician. He attended the University of Warwick in Coventry, but did not graduate. From 1971 to 1974, he attended Northern Counties Teacher Training College.

Before playing music professionally, Sumner worked as a ditch digger and a teacher of English. His first music gigs¹ were wherever he could get a job. He played with local jazz bands. It is most likely that he gained his nickname while with the Jazzmen. He once performed wearing a black and yellow striped jersey that one of his fellow band members said he looked like a bee, thus he became Sting. He uses Sting almost exclusively, except on official documents.

Sting has occasionally ventured² into acting in films. He has also made appearances on television and stage. Most of his later credits in films and TV are for his music.

The Dream of the Blue Turtles was Sting's first solo album. It included the hit single “If You Love Somebody Set Them Free”. Within a year, it reached Triple Platinum. Many of his songs and albums went either Platinum or Double Platinum. He also won a few Grammy Awards, a Golden Globe Award and an Academy Award. In the summer of 2003, Sumner was made a Commander in the Order of the British Empire.

Notes:

¹ gigs — выступления музыканта

² to venture — отважиться, решиться

b) Sum up what the text said about the singer.

c) Think and answer.

1. How do you account for growing interest in musicals in Russia?
2. What do you think of growing popularity of pop music?

Ex. 41. a) Read the text.

NICOLE KIDMAN

The left-handed, blue-eyed and 180 cm tall Nicole Kidman was born in Honolulu, Hawaii, on June 20, 1967. Her father was studying on the island. He had a scholarship at the University of Hawaii. Then the family moved to Washington, D.C. where they stayed until Nicole was three years old. Therefore, Nicole has both Australian and American citizenship. Nicole's grandfather, Sir Sydney Kidney, was a wealthy landowner and one of Australia's most important stockbreeders¹.

Nicole dropped out of high school when her mother was diagnosed with breast cancer in order to help her. At the same time, Nicole pursued her acting classes. Her mother finally recovered, but Nicole never returned to finish high school. Nicole took ballet lessons at the age of three, later also classes in dance, drama and mime at the Australian Theatre for Young People. Nicole made her stage debut at six in a school play. She had her first professional role in *Bush Christmas*, a holiday movie released² in 1983. Her breakthrough came in 1986 with the lead role in the TV mini-series *Vietnam*. It made her a star in Australia. She was awarded Australia's Best Actress.

Nicole Kidman took classes at the Actors Studio in New York where she learned the famous Method technique of acting, pioneered by Stanislavsky. She went on starring in films. The film *To Die For* (1995) earned her a Golden Globe as Best Actress. Nicole played together with John Malkovich, Dustin Hoffman and many other stars.

In September 1998, Nicole Kidman made a return to the theatre and played in *The Blue Room*. It was critically and publicly acclaimed³ in London as well as on Broadway, where it was staged afterwards and sold out for its two months of running time. In London, Nicole Kidman was nominated for a Laurence Olivier Award.

After her glamorous part in musical *Moulin Rouge*, which opened up the Cannes Festival 2001, and her elegant look in *The Others*, Nicole Kidman played a totally unglamorous part as a Russian mail-bride in *Birthday Girl*, a black comedy-romance, proving once more that she

can be transformed in almost any character. Her Oscar nominated performance in *The Hours* in the role of Virginia Woolf, proved again that Nicole Kidman is a most versatile⁴ actress.

Notes:

¹ stockbreeder — животновод

² to release — выпускать

³ to acclaim — шумно приветствовать, аплодировать

⁴ versatile ['vɜ:sətaɪl] — разносторонний

b) Sum up what the text said about this versatile actress and her biography.

UNIT VII

VOCABULARY

1. carriage ['kæriɪdʒ] *n* — перевозка, транспортировка
- | | | |
|-------------|------------|--|
| carriage of | goods | |
| | cargo | |
| | passengers | |
- carriage by ship/sea/rail/road/ air
e.g. The business of carriage by sea is very complicated.
syn.: transport(ation)
2. carrier ['kæriə] *n* — перевозчик
- public carrier — государственный перевозчик (железная дорога, судоходная компания и т.д.)
3. to define [di'fain] *v* — определять
- | | |
|-----------|------------|
| to define | conditions |
| | goods |
| | duties |
| | words |
- e.g.* A dictionary defines words.
4. to specify ['spesɪfaɪ] *v* — точно указывать, уточнять, конкретизировать
- | | |
|------------|-------------|
| to specify | terms |
| | obligations |
| | time |
| | models |
- e.g.* These terms of payment were specified in the first contract we made with the company.

5. **FAS** (free alongside ship)
e.g. The goods were shipped on an FAS basis. — франко вдоль борта судна, фас (при этом условии поставки цена включает стоимость товара и все расходы до поставки товара к борту судна)
6. **C & F** (cost and freight) — стоимость и фрахт (при этом условии поставки цена товара включает стоимость товара и все расходы по фрахту)
7. **mode** *n*
 mode of shipment
 payment
 transport — способ, метод
8. **tran(s)shipment** *n* — перегрузка, перевалка
e.g. The goods were delivered with transshipment.
9. **shipper** *n* — грузоотправитель
e.g. The name of the shipper is usually stated in the Insurance Policy.
10. **shipowner** *n* — судовладелец
11. **forwarder** [ˈfɔ:wədə] *n* — экспедитор, экспедиторская фирма (занимающаяся отправкой грузов)
e.g. Our forwarder will attend to documentation.
12. **stevedore** [ˈsti:vidɔ:] *n* — стивидор, стивидорная фирма (занимающаяся погрузочно-разгрузочными работами), портовый грузчик
13. **authorities** [ɔːˈɒrɪtɪz] *n pl.* — власти
 port
 customs | authorities
 dock
14. **freight** [freɪt] *n* — груз; фрахт (стоимость перевозки груза)

Запомните сочетания:

freight	carrier	freight
	train	
	car	
	elevator	
to pay	freight	
to calculate		
to increase		
to decrease		

15. **liner** *n* — линейное судно (судно, совершающее регулярные рейсы)
16. **tramp (ship)** *n* — трамповое судно, трамп (судно, перевозящее грузы по любым направлениям)
17. **route** [ru:t] *n*

trade	routes
sea	
two-way	
shortest	
longest	
18. **to route** *v* — направлять (по маршруту)
19. **to operate** *v* — управлять, заведовать
to operate a service — обслуживать, осуществлять обслуживание
- | | | |
|--------------|--|---------|
| to operate a | scheduled
direct
road
rail
air
freight
container | service |
|--------------|--|---------|
- e.g.* This company is operating a container service on this route.
20. **to call** *v* — заходить (о судне)
to call at a port
e.g. When does the vessel call at Antwerp?
21. **cargo** *n* — груз

to load	cargo
to unload	
to stow	
22. **charterer** *n* — фрахтователь
e.g. The charterers paid the dead freight because they failed to provide cargo for the ship they had chartered.
23. **charter (party)** *n* — чартер, чартер-партия (договор о фрахтовании судна)
e.g. Standard forms of charter parties have been drawn up, but many shipowners prefer to draw up their own forms.
24. **to discharge** *v* — разгружать(ся), выгружать
to discharge a vessel/cargo
e.g. They discharged the ship for 3 days.
The ship discharged for 3 days.
syn.: to unload

25. **dock** *n* — док, причал (имеющий 4 стороны)
e.g. They've brought the vessel into the dock.
- public dock** — государственный причал
private dock — частный причал
- Запомните сочетание:
dock receipt — доковая расписка
26. **latter** *adj* — последний (из двух названных)
e.g. The goods were shipped on board the "Star" and the "Vitebsk". The latter arrived at the port on October 3rd.
- ant.*: former — первый (из двух названных)
27. **berth** *n* — причал (одна сторона причала), место у причала
discharging
loading | **berth**
railway
on the berth
28. **lighterage** ['laitəridʒ] *n* — плата за пользование лихтером
29. **lighter** *n* — лихтер
30. **to sail** *v* — плавать; отплывать
31. **congestion** [kən'dʒestʃən] *n* — скопление (транспорта)
32. **to take the liberty of doing / to do** — позволить себе сделать что-либо
e.g. They took the liberty of changing the model.
33. **to reroute** [ri:'ru:t] *v* — направлять по измененному курсу
34. **to crop up** *v* — неожиданно обнаруживаться
a problem
a question | **croops up**
a mistake
an error
syn.: to arise
35. **to expedite** ['ekspidaɪt] *v* — ускорять, быстро выполнять
delivery
shipment
payment
to expedite | **manufacture**
packing
tests
inspection
syn.: to speed up

36. **to split (split, split) v** — делить на части, поделить
- | | |
|-----------------|--|
| to split | cargo
shipment
consignment
profits
expenses |
|-----------------|--|
- e.g.* They split the shipment into three parts.
37. **snag n** — препятствие, трудность
syn.: difficulty, problem
38. **dead freight** — мертвый фрахт
39. **to stow [stou] v** — укладывать груз (в трюм)
e.g. The cases have been stowed on board the ship.
- The price is ... per metric ton FOB — Цена ... за тонну на условиях FOB Гулль, со штивкой (укладкой в трюм)
stowed Hull.
40. **to clause v** — делать пометку (оговорку)
to clause a bill of lading в документе
41. **demurrage [di'mɹɪdʒ] n** — простой судна, контрсталия; плата за простой
- to be on demurrage** — стоять на простое/ контрсталии
- to go on demurrage** — переходить на простой/контрсталию
e.g. We had to pay for the days of demurrage to the Captain. The ship "Flora" is still on demurrage.
- e.g.* The Buyers paid to the Sellers demurrage at the rate of... per day.
42. **master(of the ship)** — капитан (торгового судна)
43. **document of title** — документ, подтверждающий право собственности, товарораспорядительный документ
44. **title [tʌɪtl] n** — право на имущество, право собственности
45. **negotiable adj** — свободно передаваемый, свободно обращающийся
46. **ownership n** — собственность, право собственности
47. **security n** — надежность, безопасность
48. **to signify v** — означать

Lesson 16

49. **dirty bill of lading** — коносамент с пометками капитана
50. **consignment note** — грузовая накладная
syn.: waybill
51. **waybill** *n* — грузовая накладная
52. **to delete** [di'li:t] *v* — вычеркивать
to delete smth from smth
e.g. These two items were deleted from the specification.
53. **feasibility** [,fi:zə'biliti] *n* — возможность, выполнимость
54. **to boost** [bu:st] *v* — повышать
55. **assets** ['æsets] *n pl* — активы, имущество, капитал
56. **to account for** *v* — составлять; объяснять
e.g. Our shipments to this company account for 15 per cent of our total production.
57. **turnover** *n* — оборот, товарооборот
e.g. They are selling goods at lower prices hoping for a quick turnover.
58. **joint venture** — совместное предприятие
59. **trucking** — грузовые перевозки
60. **bumpy** *adj* — ухабистый, тряский (о дороге)
61. **to cripple** *v* — причинять вред, наносить урон
62. **road haulage** ['hɔ:lidʒ] — автодорожные перевозки

LESSON 17

Grammar Revision:	Modal Verbs
Subject for Study:	Education
Revision:	Theatre and Cinema

UNIT I

GRAMMAR REVISION

MODAL VERBS

Ex. 1. Translate into Russian.

1. You ought to have stopped at the traffic lights.
2. You ought to be here at about seven.
3. Do whatever you need to.
4. I'm in no hurry. You needn't send the parcel by air.
5. When I have a telephone of my own I won't have to waste time waiting outside telephone boxes.
6. I didn't have to wait for him. He came on time.
7. She stood in a queue to get an Underground ticket. — But she needn't have stood in a queue. She could have got a ticket from the machine.
8. She shouldn't have stood in a queue. She should have got a ticket from the machine.
9. It was a difficult time for the Smiths and it may have been easier to have other people around.
10. She may have been early for her date.
11. Do you think the plane will be on time? — I don't know. It may/might/could be delayed by fog.
12. I wonder how he learned the news. He may/might/could have heard it from Jane.
13. Could/Might the bank have made a mistake?
14. — Did you hear me come in last night?
— No, I must have been asleep.
15. She must have read the book in the original. She knew all the details.
16. She must be in her early thirties.
17. He must have been about twenty when we worked together.

18. I wonder who broke the vase; it can't /couldn't have been the cat for he was out all day.
19. He himself would have coped with the task. You needn't have helped him.
20. He didn't answer my letter. He may have been ill at that time.
21. She shouldn't have opened the letter, it was not addressed to her.
22. The obvious concern following a catastrophe is whether it could have been prevented
23. I could have given you my car. Why didn't you ask me?
24. The money has disappeared. Who could have taken it?
25. Jim could have taken it. He was here alone yesterday.
26. I am annoyed that you didn't tell me. You could have told me.
27. —A woman answered the phone.
— It must have been his wife.
28. They can't have incurred such heavy losses. The delay in delivery was minimal.
29. They can't possibly have broken into the house. They were far away.
30. You might have been more considerate. Your words hurt her feelings.

The Principal Patterns of the Use of Modal Verbs

CAN, COULD

MENTAL OR PHYSICAL ABILITY TO DO SMTH

I can translate the text.

They could translate such texts in their first year.

I can lift the box.

PERMISSION

You can go now.

REQUEST

Can		you do it?
Could		

PROHIBITION

You can't cross the street here.

STRONG DOUBT (PRESENT)

Can		he		know it?
Could				be doing it?

STRONG DOUBT (PAST)

Can		he		have known it?
Could				have done it?

*SURPRISE IN NEGATIVE**SENTENCES**(PRESENT)*

It can't be so.

(Не может быть)

(PAST)

It can't/couldn't have been so.

(Не может быть, чтобы так было)

*PROBABILITY IN AFFIRMATIVE AND INTERROGATIVE SENTENCES**(PRESENT)*

The plane could be delayed by fog.

Could it be delayed by fog?

(PAST)

It could have been delayed by fog.

Could it have been delayed by fog?

*REPROACH IN AFFIRMATIVE SENTENCES**(PRESENT)*

You could be more polite.

(PAST)

You could have been more polite.

MAY, MIGHT*PERMISSION TO DO SMTH (IN AFFIRMATIVE AND INTERROGATIVE SENTENCES)*

You may do it if you like.

May

Might

I do it?

PROHIBITION

You may not leave the room until I say so.

Не смей уходить из комнаты, пока не разрешу.

*POSSIBILITY**(PRESENT OR FUTURE)*

She

may

might

like it.

Возможно, ей понравится это.

(PAST)

She

may

might

have done it.

Возможно, она сделала это.

*REPROACH**(PRESENT)*

You might be more polite.

(PAST)

You might have been more polite.

MUST

REAL NECESSITY

I must go there tonight.

ORDER

You must follow these regulations.

PROHIBITION

You mustn't smoke at the petrol station.

*NEAR CERTAINLY**(PRESENT)*

She must	be doing it.
	be aware of it.

Note: В этом значении должен употребляться Continuous Infinitive или глагол to be с последующим прилагательным или существительным.

(PAST)

Smb must have done it.

Кто-то, должно быть, это сделал.

She must have misunderstood me.

Она, должно быть, неправильно меня поняла.

They must have changed the wording.

Они, должно быть, изменили формулировку.

Note: The modal verb **must** expressing near certainty is never used in the interrogative and negative forms.

SHOULD, OUGHT TO

ADVICE

You should do it.

You shouldn't do it.

You ought to do it.

You oughtn't to do it.

CRITICISM OF A PAST EVENT

You should (not) have done it.

You ought (not) to have done it.

*REPROACH**(PRESENT)*

You should be more polite.

You ought to be more polite.

(PAST)

You should have been more polite.

You ought to have been more polite.

SHALL

ASKING FOR INSTRUCTIONS

- Shall I do it?
- Yes, do please. No, you needn't.

Ex. 2. Ask and answer as in the models.

- 1
- Why did you *refer the dispute to arbitration*?
 - *You could have settled the matter in an amicable way.*

Prompts:

1. to claim partial compensation for the losses;
2. to hire two secretaries;
3. to withdraw the claim;
4. to bring a lawsuit against the Sellers;
5. to reject the claim;
6. to charge a high penalty;
7. send a letter of complaint to the Buyers;
8. to resort to litigation.

- 2
- I wonder who *gave the wrong instructions to the shipping agents*.
 - It can't/couldn't have been *Somov*. *He was not informed on the matter.*

Prompts:

1. to misdirect the goods;
2. to change the delivery schedule;
3. to cancel the order;
4. to issue a debit note;
5. to disclose the sensitive information;
6. to miscalculate the invoice value;
7. to change the wording of the protocol.

- 3
- I wonder who *entered this information in the computer*?
 - It must have been *my secretary*. *She knows the password.*

Prompts:

1. to delete the file;
2. to update the materials;

3. to verify the accounts;
4. to download the file;
5. to print the addendum;
6. to translate the document;
7. to transfer the money to the agents.

Ex. 3. Put the verbs in the correct form.

1. — Why did you stay at a hotel?
— You could... (to stay with us)
2. — Why did you write two letters of complaint?
— You should... (to send only one letter)
3. — Why didn't you lodge a claim?
— You should ... (to claim compensation)
4. — Why didn't you employ these consultants? They are knowledgeable.
— It could... (to save a lot of trouble).
5. — What made you change your mind?
— You could ... (to bring a lawsuit against them)
6. — I wonder where Mary is.
— She may /might (to be waiting near the gate)
7. — Could he have misunderstood me?
— Quite possible. He might (to be inattentive).
8. — We have received the wrong sum. Could/might the bank (to make a mistake)?
9. Her reaction is really very strange. She can't (to take you seriously).
10. I wonder why he is in town. Can he (to miss the train)?

Ex. 4. Translate into English.

1. Почему вы не обратились к нему за советом? Он мог бы вам помочь в той ситуации.
2. Она была расстроена. Она, должно быть, знала о результатах проверки.
3. Она очень умна и могла бы поступить в любой колледж без особого труда. Интересно, почему она не попыталась это сделать.
4. Он, должно быть, разработал эту неэффективную систему. Он мог бы придумать что-то пооригинальнее.
5. Не может быть, чтобы они опоздали на поезд. Они выехали очень рано.
6. Ему нужно было обратиться за помощью. Он, должно быть, растерялся и не знал, что делать.

7. Возможно, компания понесла большие убытки.
8. Вам не нужно было настаивать на этом решении. Это была большая ошибка.
9. Они, видимо, недооценили компетентность юристов своих оппонентов.
10. Компания могла бы взять крупный кредит в банке для покрытия всех убытков. Но они приняли другое решение.
11. Эти изменения обязательно надо было внести в протокол о намерениях. (Protocol of Intent).
12. Не может быть, чтобы они настаивали на этом решении. Это противоречит их интересам.

Ex. 5. Reproduce the following. Pay attention to the modal verbs.

NATURAL GRIEF¹

YOUNG MAN: I like the room, it'll suit me all right if you reduce the price by the week.

LANDLADY: The price is quite reasonable. I'm afraid it cannot be reduced.

YOUNG MAN: The room must have been vacant for a long time, considering the price.

LANDLADY: We can afford to choose our lodgers.

YOUNG MAN: I assure you, madam, that I am a very good lodger. When I left my last lodging my former landlady almost cried with grief.

LANDLADY: Very likely, you must have left without paying.

SHAKING HANDS

Two duelists discharged² their pistols without hurting each other. One of the seconds invited them to shake hands, but the other second considered it unnecessary. "Why should they do it? There is no need whatever for such performance," he said, "because their hands must have been shaking since morning".

BRIGHT AND SHARP

A little boy was much praised for his quick wit and ready replies.

A gentleman did not approve of it. Therefore he made the following observation: "Those who are keen and clever in their youth, are generally stupid and dull when grown up and vice versa."

"What a sensible boy you must have been, sir!" returned the child.

Notes:

¹ grief — горе

² to discharge — выпустить заряд, выстрелить

UNIT II

WORKING ON THE TEXT

A

A STUDENT IN ECONOMICS



Charlie Wintage ran up the steps of the Administration Building, hurried through the revolving doors and walked down the long hall to the Dean of Men's¹ office. He was ten minutes late. Before he opened the frosted-glass door he took out a pair of amber — coloured spectacles and put them on. Then he went in and handed his summons to the secretary.

"The Dean will see you in a moment", she said. "Please take a chair."

Charlie sat down and gave a glance about the office. Three freshmen, holding their green caps, were waiting with him. He recognized none of them, so he picked up a week-old copy of a newspaper and started reading it. But the room was warm and he immediately went to sleep. The newspaper slipped down on the floor. His amber-coloured spectacles hid his eyes and no one could see that they were closed. He was awakened by the secretary shaking him.

"Wake up and pay for your bed, old man!" one of the freshmen called and everyone laughed heartily.

"I sort of drowsed off². It's so nice and warm here", Charlie said, apologizing to the secretary.

The Dean of Men got up as he entered and said: "Ah, this is Charlie Wintage, isn't it? How do you like the university by now, Wintage? Eyes troubling you?"

"Pretty well, sir. Yes, sir, a little. I wear these spectacles." The secretary brought his folder and the Dean looked through it briefly.

"Well, Wintage, I suppose you're **anxious** to know why I sent for you. The unpleasant truth is, Wintage, you don't seem to be doing well in your studies. Now, to be quite **frank**, Wintage, you're **on the verge** of flunking out³. Less than a third of the **semester** remains, and you have an **F grade**⁴ in English and D grades in Psychology and Military Training. On the other hand, you have an A average in Spanish and a B in Economics. Wintage, how do you account for your **failing** English when you are an A student in Spanish?"

To tell you the truth, sir, I **got behind** in my written work in English, and I've never been able to **catch up**. And I don't really have to study Spanish. My father is a railway section **foreman** in my home town and he's always had a gang of Mexicans working for him. I've been speaking Spanish ever since I was a kid."

"How about this B in Economics? That's a **fairly** high grade."

"Yes, sir. Our economics professor doesn't give exams. Instead he gives everyone a B until he **calls for** our term papers. And the grade you get on your term paper is your semester grade. We have to do a lot of outside reading for the term paper. But I'm **counting on** keeping that B in Economics."

"That's fine, Wintage. But it appears to me that it's high time you were getting busy on some of the other grades too. You made an unusually high grade at your entrance exams. Graduated from high school⁵ **with honours**. What's the trouble, Wintage?"

"I don't know, sir, except I work at night at a cafe."

"How many hours do you work?"

"Ten hours, sir. From nine till seven. The cafe stays open all night."

"Very interesting, Wintage. But don't you suppose that it would be advisable to **cut down** a bit on this outside work and **attend** a little more closely to your studies?"

"I couldn't work fewer hours and stay in school, sir. I pay my room rent and I've been paying out on a suit of clothes."

"Can you arrange for a little financial support from home?"

"No, sir. I'm afraid not. I have two brothers and two sisters at home younger than I am. It wouldn't be right for me to ask my father to send money out of what he makes."

"I see, but all this is **beside the point**. We're here to discuss the state of your grades, Wintage. As you must know, any student who **turns in** less than half his work is automatically suspended⁶ from the university and must return to his home. Now one more bad mark and out you'll go, Wintage."

"I'd hate to have to go back home like that. You know there are not many jobs **nowadays**, sir."

"Well, unless you can alter your circumstances, I suggest that you withdraw from the university at once."

"I believe I'll try to stick it through⁷, sir. I'll try to remove the F and D grades and maybe I can luck through on my **finals**⁸."

(After George Milburn)

B



Mr Jones, an American businessman, invited a group of Russian businessmen to his house. The conversation turned to the education of children.

Petrov: Do your children go to school?

Jones: My son is in his freshman year at a technical college, and my daughter goes to junior high school!

Sedov: Junior high? What's that?

Jones: Well, in most schools in the USA today, the twelve grades of school are divided into six years of elementary training, three years of junior high school and the last three, senior high school.

Petrov: Now I understand. Is education **compulsory** in the USA?

Jones: Yes. All states require every boy and girl to go to school starting with the age of 6.

Petrov: What about higher education? Is it expensive?

Jones: Rather. Many students receive financial support from parents or relatives.

Petrov: Can the students go to the University free or charge?

Jones: Everyone must pay a **tuition fee**. The amount varies from state to state. This creates a financial hardship for some people. However, each university offers a number of **scholarships** to deserving students.

Petrov: Are scholarships given only by universities?

- Jones:* Not really. Scholarships come from different sources: private companies, state authorities, US Army, different funds and churches. Some people can even get their scholarships for athletic ability. Some are given for scholastic abilities. You have to compete to get your scholarship. You must do well, excel in something, show superior academic achievement.
- Lavrov:* Does your son know what he wants to **major in**?
- Jones:* Not for sure. He **hasn't made up his mind** yet, but I think it will be either mechanical⁹ or civil¹⁰ engineering.
- Krylov:* That's a very good career for a boy.
- Jones:* Perhaps it is. I wanted him to be a lawyer, but he is **keen on** building bridges and things like that, that's why he applied for admission to a technical college last year.
- Petrov:* Let's hope he'll be a good engineer.

Notes:

- ¹ Dean of Men — преподаватель-воспитатель, ведущий работу среди мужчин-студентов
- ² I sort of drowsed off — Я вроде бы задремал .
- ³ to flunk out (Am.) — быть исключенным за неуспеваемость
- ⁴ F grade — самая низкая оценка, которую студент получает за свои знания в колледже, университете
A grade — самая высокая оценка
- ⁵ high school (Am.) — средняя школа
- ⁶ to be suspended — быть исключенным
- ⁷ I'll try to stick it through — я постараюсь прорваться
- ⁸ I can luck through on my finals — я как-нибудь сдам свои выпускные экзамены
- ⁹ mechanical engineering — машиностроение
- ¹⁰ civil engineering — гражданское строительство

SECTION A**Ex. 6. Read the text.****Ex. 7. Check your comprehension.**

1. Where was Charlie Wintage summoned to?
2. What put Charlie to sleep?
3. Who awakened him?
4. What questions did the Dean of Men ask Charlie?
5. What was the Dean of Men dissatisfied with?
6. What surprised the Dean of Men?
7. How did Charlie explain his good grades in economics and Spanish?
8. Why did Charlie have to work at nights?

9. Why couldn't he count on financial support from home?
10. What did the Dean warn Charlie of?
11. What did Charlie promise to the Dean?

Ex. 8. Paraphrase the parts given in bold type.

1. ... I suppose you're **anxious to know** why I sent for you.
2. ... you're **on the verge of flunking out**.
3. Wintage, how **do you account for your failing English when you are an A student in Spanish?**
4. Instead he gives everyone a B until he **calls for our term papers**.
5. We have **to do a lot of outside reading for the term paper**.
6. But I'm **counting on keeping that B in Economics**.
7. But it appears to me that it's **high time you were getting busy on some of the other grades too**.
8. But don't you suppose that it **would be advisable to cut down a bit on this outside work and attend a little more closely to your studies?**
9. As you must know, **any student who turns in less than half his work is automatically suspended from the university**.
10. I believe I'll **try to stick it through, sir. I'll try to remove the F and D grades and maybe I can luck through on my finals**.

Ex. 9. Say what you have learned about:

1. Charles Wintage;
2. the family he came from;
3. his life in college;
4. the Dean of Men;
5. the system of grades and the rules of American universities.

Ex. 10. Think and answer.

1. Why do some students withdraw from colleges?
2. What makes students work their way through college?

SECTION B

Ex. 11. Read the dialogue.

Ex. 12. Paraphrase the following.

1. **The amount varies from state to state.**
2. This creates a **financial hardship** for some people.

3. You must do well, excel in something, show superior academic achievement.
4. He hasn't made up his mind yet.
5. ...but he is keen on building bridges and things like that...

Ex. 13. Check your comprehension.

1. Where do Mr Jones's children study?
2. What is the system of secondary education in the US?
3. How is education in the USA financed?
4. How does the system of scholarships work?
5. What does Mr Jones's son plan to do?

Ex. 14. Say what you have learned about:

1. the US system of elementary and secondary education;
2. higher education in the USA;
3. Mr Jones's children.

Ex. 15. Act out the dialogue.

UNIT II

WORKING ON WORDS

to be anxious to do smth

Ex. 17. a) Read the model.

We are anxious to expedite shipment of the complete line.
But we're afraid that some minor units may cause a problem.

b) How would you express your wish:

1. to expand co-operation with this firm;
2. to get reimbursement for the expenses;
3. to start production;
4. to finish repairs;
5. to renegotiate the price;
6. to put the plant into operation;
7. to extend the repayment period;
8. to cut down on administration costs.

to get behind smb with smth

Ex. 17. a) Read the model.

Unfortunately we got behind with the *start-up*.

b) Say that you were late in:

1. the installation of the major unit;
2. the adjustment of the equipment;
3. putting the equipment into operation;
4. the repairs;
5. the overhaul;
6. final inspection;
7. introduction of the new accounting system;
8. repayment of the principal and interest.

to cut down on (doing) smth

Ex. 18. a) Read the model.

I think we can cut down on *advertising expenses*. Our goods are well established on the market.

b) Say that you are able to reduce:

1. smoking, travelling expenses;
2. loading expenses;
3. freight charges;
4. hotel expenses;
5. preparatory work;
6. management bonuses;
7. investment projects.

to attend to smth

Ex. 19. a) Read the model.

We'll attend more closely to *our packing procedure*.
You don't have to worry.

b) Promise to take care of:

1. delivery of additional spares;
2. dispatch of technical documentation;
3. payment of outstanding sums;

4. advertising the goods;
5. requirements of customers;
6. adjustment of the equipment;
7. inside packing.

to make up one's mind to do smth

Ex. 20. a) Read the model.

My friend has made up his mind to take up painting.

b) Say that you have come to a decision:

1. to go sightseeing on Sunday;
2. visit the Tretyakov Gallery;
3. split the expenses;
4. resume negotiations with the firm;
5. delete this phrase from the payment clause;
6. reimburse them for their losses;
7. pay for the dead freight;
8. update the annual report.

Ex. 21. Translate into English.

1. Они должны уделять больше внимания внутренней упаковке.
2. Все это не относится к делу.
3. С нашей стороны было несправедливо отклонить их претензию.
4. Эта сложная ситуация требует незамедлительных действий.
5. Они очень хотят ускорить пуско-наладочные работы.
6. Она отстала от группы по математике. Ей будет трудно догонять.
7. Мы очень хотим узнать результаты экзаменов.
8. Я думаю, что ему будет трудно догнать класс.
9. Эти правила, должно быть, были установлены несколько месяцев назад.
10. Я видел, как он передавал эти документы секретарю.
11. Какое средство вы порекомендуете для удаления чернильных пятен с одежды?
12. Он вас давно уже ждет у входа на стадион. Он, должно быть, дрожит от холода.
13. Как вы можете объяснить то, что вы послали документы по неправильному адресу?
14. Вам давно пора курить поменьше.

UNIT III

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 22. a) Complete and translate.

dark *adj* + hair *n* + ed → dark-haired *adj*

- | | |
|-----------------------|-----------------------|
| 1. narrow, mind → ... | 5. quick, mind → ... |
| 2. many, side → ... | 6. long, leg → ... |
| 3. grey, hair → ... | 7. green, eyes → ... |
| 4. broad, mind → ... | 8. simple, mind → ... |

b) Complete the sentences.

1. The eyes of this girl are green. Her sister is also
2. This building has many storeys. There are few ... buildings in this part on the city.
3. Mike has a quick mind. But his brother John is not....
4. Grey hair can be attractive. Some ... women do not dye their hair.
5. A person who has a narrow mind is considered ...
6. The child has rosy cheeks. He is ...

ARTICLES

Ex. 23. Supply the articles where necessary.

1. In... chemistry class the students made fairly good progress by the end of the semester.
2. Why have you neglected the sciences this term? You should cut down on ... literature and history and attend more to ... mathematics and ... physics.
3. He got very high grades in ... economics.
4. My daughter is taking... history,... mathematics and ... physics.
5. During the first two years... students follow ... somewhat basic program. Each student must select at least one course from each of... basic fields of study:... English,... science,... modern languages, and... history.
6. I'm sorry to say that your son hasn't been making much progress in ... arithmetic.

* * *

In ... United States almost every elementary school provides ... instruction in ... subjects: ... language (... subject that includes reading, ... grammar, ... composition and ... literature); ... penmanship (the rules of writing); ... science; social studies (... subject that includes ... history,... geography and... economics); ... music, ... art and ... physical education. In many elementary schools, courses in ... use of computers have been introduced. And in some cases they begin to study ... foreign language.

Most secondary schools have ... same number of required "basic" subjects: English, ...mathematics, ...science,...social studies and ... physical education. But schools differ greatly from one district to another in... amount of class time they want high school students to spend on these subjects.

TENSE AND VOICE

Ex. 24. Supply the correct forms of the verbs.

1. "How is your daughter.?"
"Fine, thank you. She just (to finish) high school with honours."
"What she (to plan) to do?"
"She (not to make up) her mind yet."
2. My son (to work) hard since he (to fail) his two exams. He (to have) to take them next week.
3. Mike (to work) for the Oxford entrance since July.
4. "Hello, Paul. I (not to see) you for ages. Where you (to be) all this time?" "I (to be busy) preparing for my finals".

* * *

The teacher-training institutions in the U.S. (not to be able) to provide sufficient numbers of fully trained teachers to replace those retiring and dropping out of profession and at the same time to meet the requirements for new classes each year. The problem of recruiting and supply of teachers (to remain) a serious one. In general the problem of shortage of teachers (not to meet) by lowering certification standards.

PREPOSITIONS

Ex. 25. Supply the prepositions where necessary.

1. He got behind ... the group ... French.
2. You'll have to work hard to catch up ... the other students.

3. Congratulations ... your promotion! It calls ... a celebration.
4. How do you account... your poor performance... the contest?
5. Don't count... his help. He has never helped anybody.
6. I believe you personally should attend ... the transportation problem.
7. He did well... his finals.
8. He withdrew... the institute when the war broke out.
9. This firm is ... the verge ... bankruptcy.
10. The child is shaking... fear.
11. Can you recommend a book... someone who is keen... art?

MISCELLANEOUS

Ex. 26. a) Choose and use.

neither, none

neither — ни один (из двух)

none — ни один (из числа более двух)

e.g. Neither of these two arguments is convincing. None of these arguments is/are convincing.

1. — Have they handed you any documents to sign since 11 o'clock?
— (Neither, none) so far.
2. His friends Tom and Jim promised to help. But I'm afraid he can count on (neither, none) of them.
3. All your arguments are beside the point. I can agree with (neither, none) of them.
4. My son is a freshman. He is to take two exams in January. He is prepared for (none, neither).
5. Has he turned in any assignments yet? (none, neither), as far as I know.
6. — Which of these two cafes is your favourite?
— (None, neither).
7. I tried both keys but (neither, none) of them worked.

b) Translate into English.

1. Какое из двух заданий вы сдали преподавателю? — Ни одно.
2. Ни один из студентов группы не получил плохой оценки на экзамене.
3. Вы, к сожалению, не устранили ни одного из недостатков.
4. Кто из его двух сыновей окончил школу с отличием? — Ни один.
5. Никто из них не был вызван к декану.

6. Мы осмотрели оба ящика на месте происшествия. Ни один не имел дефектов снаружи.
7. Мы получили три образца. К сожалению, ни один не удовлетворяет нашим требованиям.

Ex. 27. Choose and use.

policy, politics

1. An English proverb says, "Honesty is the best (policy, politics)."
2. It's high time you changed your (policy, politics) of marketing the goods only in selected stores.
3. Frankly, he is not interested in (policy, politics).
4. The (policy, politics) of establishing long-term co-operation is beneficial for both parties.
5. The (policy, politics) of the new chief was to call for quarterly reports from each office.
6. Mark Twain wrote many satirical stories about American (policy, politics).
7. During President Clinton's eight years of office women were put in charge of economic(policy, politics) and arms control, management and public diplomacy.
8. The interaction of (policy, politics) and economics is an old theme in the study of international relations.
9. Very often students of international (policy, politics) tended to ignore economic issues in relations among states.
10. The Department of Education and Science is concerned with formation of national (policies, politics) for education.

SOCIALIZING

Apologizing

Apologizing is inevitably polite. [I'm] sorry is the commonest of apology. Here are some of the circumstances in which it can be used.

1. When you make a momentary mistake physically, e.g. by bumping into somebody, stepping on somebody's foot or poking somebody with your umbrella, or if you are late, dialed the wrong number, etc.

Variants: Oh, sorry; Oh, I AM sorry; I'm so sorry; I'm terribly sorry. A brief *Sorry* is all that is required if the incident is a trifling one.

Responses: That's all right; Don't worry; Not to worry. There needn't be a response at all if the matter is unimportant, or the response can also be *Sorry*, if the other person also feels to blame.

2. Similarly, but with a more serious result, e.g. knocking over or damaging an object that may be of some value:

Variants: Oh, I AM sorry; I'm so sorry; I can't say how sorry I am; I can't apologize enough.

Possible responses: It doesn't matter at all; It's of [absolutely] no importance [at all].

3. When arriving late, e.g.: [I'm so] sorry to be late; I MUST apologize for being so late. One of the more intensive expressions, such as I'm SO sorry, is more appropriate if the lateness is substantial.

Responses: It doesn't matter [at all]; There's no need to apologize; It's all right; You're not really late; Don't worry.

4. When you do not catch what the other person says you must say:

— I beg your pardon? (formal)

— Pardon? Sorry? What? (very informal).

5. When you misunderstand something or somebody, e.g.

— I'm sorry, I thought you said ten o'clock.

— I'm very sorry. I've bought the wrong tickets.

Response: Don't worry. Let's try to change them

6. When you unintentionally say something that is not clear or might be considered impolite:

— Sorry, I didn't mean to say that.

— Sorry, I'm probably not making myself clear.

Making excuse

Excuse me may also express apology. Here are some of the circumstances in which it can or should be used.

1. When struggling out of a crowded bus or train; and *Sorry* (or *I'm sorry* or *very sorry*) may also be necessary if you step on somebody's foot.

Response: Normally none

2. When reaching in front of somebody to pick up something, e.g. on a shop counter.

Response: Normally none, unless someone passes you what you want.

3. When approaching a stranger, e.g. in the street, to ask something.

— Excuse me, can you tell me where the Garrick Theatre is?

4. When interrupting a conversation:

— Excuse me, I'm sorry to interrupt, but your taxi's waiting outside.

5. When you leave the room.

— Excuse me, I'll be back in a minute.

Other apologetic expressions

Sorry to trouble you. — That's all right.

Sorry to bother you just now. — Oh, that's quite all right.

Sorry to have kept you waiting. — It doesn't matter.

I hope I'm not disturbing you. — No, not at all.

Could you come at nine? — I'm sorry, but I'm rather busy just then.

Jean asked me to say she's so sorry she couldn't join us.

I'm afraid I'm rather late.

I'm afraid I can't manage tomorrow evening.

I'm afraid I'm not free this week.

I'm afraid I must be going soon.

Ex. 28. a) Read the conversation.

At a meeting of the Parent-Teacher Association of Handford Grammar School. Miss Rowland rushes in, and accidentally pushes Mr Baxter.

Miss Rowland: Oh, I'm so sorry Mr Baxter.

Mr Baxter: That's quite all right.

Miss Rowland: I was so afraid I'd kept you waiting.

Mr Baxter: No, no. As a matter of fact, Mr Godly hasn't turned up yet.

Mr Coleman: I'm afraid Mr Godly can't come. He asked me to say he's very sorry, but he has to work late tonight.

Mr Baxter: I see. Thank you, Mr Coleman. Well, ladies and gentlemen, I think we'd better begin right away. The first item to be discussed is...

b) Act out the conversation.

Ex. 29. a) Apologize in the following situations.

1. for spilling a glass, arriving late, leaving early, ringing someone late at night, for disturbing someone, upsetting a vase, stepping on someone's toe, for keeping somebody waiting, for booking the wrong tickets.

2. for interrupting the speaker, for leaving the room, for asking a stranger a question, interrupting a conversation.

b) Complete the following.

1. Can you come at six? — I'm sorry, but ...
2. Excuse me, but...
3. Sorry to...
4. I'm afraid I can't...
5. Jane asked me to say she's sorry, but...
6. I'm so sorry I can't...

UNIT IV

SPEECH EXERCISES

Ex. 30. a) Read the dialogue.

John Priestly invited his friend Olaf, a Norwegian student, to Oxford for a week-end. He intended to take Olaf round Oxford. John is an undergraduate there. He loves Oxford and seems to know all about it.

While they were walking through one of the gardens, a scholarly-looking man in a cap and gown walked past and smiled at John. As he walked away Olaf said, "Surely he's not an undergraduate?"



John: No, that's my tutor¹.
Olaf: What is a tutor?

John: He, more or less, plans your work, suggests the books you should read and sets work for you to do. Every student has a tutor and as soon as you come to Oxford one of the first things you do is to go and see your tutor.

Olaf: Does the tutor also give lectures?

John: Yes, he may.

Olaf: But, aren't lectures given by the professors?

John: Yes, though professors don't give a great many lectures. They are often appointed not so much to do teaching work as to carry on research in their particular subject.

Olaf: Can you go to any lecture you like, no matter whether it is by a tutor or professor of your college or not?

John: Yes. Lectures are organized not by the college but by the university, for all the students are members of a college and the university.

Olaf: You said the lectures were "organized by the university". Where is the university?

John: It may seem rather strange to you but there isn't really any university at Oxford as there is, for example, at Manchester or Bristol or Edinburgh. Oxford (like Cambridge) is a collection of colleges, each self-governing and independent. "The University" is merely an administrative body that organizes lectures, arranges examinations, gives degrees, etc. Each college has its own character and individuality. But there are students of all kinds in each college; I mean you don't get all science students² at one college, and law students at another. Every college has its arts men³ and science men, its medical students and its engineers. Every student, of course, follows his own course of study, but he gains a lot from living among those who represent all other branches.

Olaf: By the way, what are you studying? It's medicine, isn't it? You are going to be a doctor?



John: As a matter of fact, I'm not. That was the idea when I came here, but my interest has always been in language learning and language teaching so I changed from medicine to modern languages, I'm in my last year now.

Olaf: Well, I wish you luck.

Notes:

¹ tutor — наставник, руководитель студентов в Оксфордском и Кембриджском университетах

² science students — студенты, изучающие естественные науки

³ arts men = arts students — студенты, изучающие гуманитарные науки

b) Check your comprehension.

1. Why did John invite Olaf?
2. What gentleman attracted the young men's attention?
3. What are the duties of a tutor?
4. What role do professors play in Oxford?
5. Who can attend lectures ?
6. How are lectures organized?
7. What is the relationship between colleges and the university?
8. What subjects are taught at colleges?
9. What is John studying at Oxford?

c) Say what you have learned about:

1. the tutorial system at Oxford;
2. the difference between Oxbridge (Oxford and Cambridge) and other English universities;
3. some aspects of college life at Oxford.

d) Think and answer.

1. What are the advantages and disadvantages of the tutorial system?
2. How can you explain the existence of two different types of universities in England?

Ex. 31. a) Read the text.

Remember: comprehensive school [ˌkɒmpri'hensiv] — единая общеобразовательная школа в Англии.

board [bɔ:d] — совет, правление

THE SYSTEM OF PRIMARY AND SECONDARY EDUCATION IN ENGLAND

Compulsory education begins at the age of 5 in England, Wales and Scotland, and 4 in Northern Ireland. Any child may attend, without paying fees, a school provided by the public authority, and the great majority attend such schools. All pupils must stay at school until the age of 16. About 9 per cent of pupils in state schools remain at school voluntarily until the age of 18.

State schools are almost all day schools, holding classes between Mondays and Fridays. The school year normally begins in early September and continues into the following July. The year is divided into three terms of about 13 weeks each.

Every state school has its own **board** of governors, consisting of teachers, parents, local politicians, businessmen and members of the local community. Boards of governors are responsible for their school's main policies, including the recruitment of the staff.

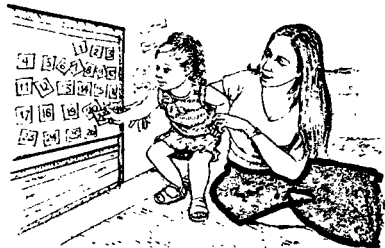
A great role is played by the Parent Teacher Association (PTA). Practically all parents are automatically members of the PTA and are invited to take part in its many activities. Parental involvement through the PTA forms both a social focus for parents and much valued additional resources for the school.

A limited number of schoolchildren attend fee-paying schools called "public"¹, though they are in fact private schools.

The private sector in education is small but socially important. The most famous of the "public schools" are Eton and Harrow. Many public schools are boarding schools with the majority of their pupils living in. Most children at private schools pay fees but there are a few free places which can be won by particularly able children.

NURSERY EDUCATION

Education for the under-fives, mainly from 3 to 5, is not compulsory and can be provided in nursery schools and nursery classes attached to primary schools. Although they are called schools, they provide little formal education. The children spend most of their time in some sort of play activity, as far as possible of an educational kind.



PRIMARY EDUCATION

At five years old, the age at which education becomes compulsory, children go to infant schools until they are seven and then on to junior schools until the age of 11. Over half of the primary schools take the complete age group from 5 to 11.

However, the local education authorities have introduced *first school*, taking children aged 5 to 8, 9 or 10. The first school is followed by the *middle school* which takes children from 8 to 14. Next comes the *upper school* (the third stage) which keeps the middle school leavers until the age of 18. *This three-stage system (first, middle and upper) is becoming more and more popular in a growing number of areas.* The usual age for transfer from primary to secondary school is 11.

SECONDARY EDUCATION

Most secondary schools in Britain are comprehensive schools: state schools which take children of all abilities.

At the age of 11 about six percent of students go to grammar schools, state schools which take only students who pass an examination.

This system which was called "Eleven Plus Examination" was much criticized by teachers and parents. To take this exam the children have to go to assessment centers². If they pass this exam they are admitted to grammar



schools. If their academic achievements are not so brilliant they are sent to secondary modern schools and the least capable children are sent to technical schools. In the old system the Grammar School was the only school which gave access to higher education. This system of streaming³ has been replaced by **comprehensive schools**. Nowadays most of the secondary schools in Great Britain have gone over to the comprehensive system introduced in 1960.

The Comprehensive School takes all children over eleven regardless of their supposed intelligence. In these schools children are not separated according to ability. On graduating, the students can enter universities, colleges, polytechnics or other higher educational establishments.

Notes:

¹ Public school — in Great Britain it is a school for fee-paying pupils; in the USA and Scotland — a school providing free education, supported by taxes.

² assessment centre — эд. центр проверки знаний

³ streaming — распоточивание, распределение по потокам

b) Check your comprehension.

1. When does compulsory education start for children in England, Wales and Scotland? In Ireland?
2. Until what age is education compulsory in Great Britain?
3. What option do schoolchildren have at the age of 16?
4. How is educational process organized in Great Britain?
5. What role do Parent Teacher Associations play?
6. What is the role of public schools in the system of education?
7. How is nursery education organized?
8. What period does primary education cover?
9. What new three-stage system has been introduced in Great Britain?
10. What was the idea of the "Eleven Plus Examination"?

c) Say what you have learned about:

1. the period of compulsory education in England; the optional period;
2. Parent Teacher Associations;
3. role of public schools;
4. nursery education;
5. primary education in England;
6. the new three-stage system;
7. the old selective system of education;
8. comprehensive schools.

d) Think and answer.

1. What are the advantages and disadvantages of streaming?
2. What are the advantages system of the comprehensive (or disadvantages) as compared with the old selective system?
3. How are educational reforms carried out in England?

Ex. 32. a) Read the text.

Remember: **income** ['iŋkʌm]— доход

decent ['di:snt] — порядочный, приличный

lack — отсутствие

hereditary [hi'redɪtəri] — наследственный

influential [,ɪnfu'ɛnʃəl] — влиятельный

THE PUBLIC SCHOOLS

Although **income** and occupation are important elements, British class distinctions also depend heavily upon other considerations: education, tradition, behaviour, manner of living and even accent.

For a long time people have generally been divided into those who are “gentlemen” and who are not. The gentlemen are not identical with the nobility¹ although they include it.

The public school system is valued because it produces leaders, it is a separate system of education for the rich. The English gentleman in the conventional sense is mainly the product of his public school. Those who have been educated at one of the public schools are set apart from those who have not. In such schools the traditional aim is to develop “gentlemen” who are disciplined, loyal and **decent**, who “play the game”, bear pain and discomfort with a “stiff upper lip”² and know how to use authority and how to get respect from those they rule. In public schools which follow the established pattern, older boys, known as prefects, rule over their younger fellows. Participation in sports is considered of great importance, though the emphasis on sports is not as great as it used to be. Religion holds an important place in school life. But the teaching of the classics, though still important, is no longer the chief education concern.

The public school system has often been criticized for its **lack** of democracy and for its tendency to consider intellect less important than good sportsmanship and the acceptance of the traditional code of behaviour. But many Englishmen and many people in the English-speaking world admire the type of citizen which these schools produce.

Though limited in number (about 500) the public schools are the largest and most important of the independent (private) schools. They accept pupils at about 12 or 13 years of age usually on the basis of a strict selection. They are fee-paying and very expensive. Their standards for entries are very high. Most of them are boys' boarding schools, although some are day schools and some are for girls. A few

have become coeducational. Most public schools were founded in Victorian times³, but many of them are several hundred years old. The nine most ancient and aristocratic remain among the most important public schools: Eton (1440), Harrow (1571), Winchester (1382), Westminster (1560), St. Paul's (1509), Merchant Taylor's (1561), Rugby (1567), Charter House (1611) and Shrewsbury (1552).

The public schools are mostly boarding schools, where the pupils live and study, though many of them also take some day-pupils. Most of them have a few places for pupils whose fees are paid by a local authority, but normally entrance is by examination, and state schools (which are free) do not prepare children for that. So parents who wish to send their children to a public school often send them first to a preparatory (prep) school.

Nowadays public schools are less oriented to team-spirit and character building, they are more concerned with examinations and universities, especially Oxford and Cambridge. But they still give their pupils a very special sense of their mission and confidence.

On the whole, the public school boys are sons of people who have a substantial social position, very good homes and benefits of prosperity⁴. So the public schools tend to hand over social and economic power and privilege from one generation to the next. For instance, two-thirds of Eton's pupils are sons of former Etonians. This makes it more than any other school a **hereditary** club for the rich and **influential**. However, it may be pointed out that many boys of public schools are the sons of men who were not themselves educated at public schools, or men who are by no means rich.

Less than one per cent of British children go to public schools, yet these schools have produced over the centuries many of Britain's most distinguished people. So parents who can afford it still pay thousands of pounds to have their children educated at a public school.

Notes:

¹ nobility [nou'bility] — дворянство, родовая знать

² stiff upper lip — мужество

³ Victorian times — время правления королевы Виктории (1837—1901)

⁴ prosperity [pros'perity] — процветание, преуспевание

b) Check your comprehension.

1. How do class distinctions manifest themselves in Great Britain?
2. What behaviour patterns do public schools promote?

3. What traditional values are maintained at public schools?
4. What importance is attached to sports in public schools?
5. How have the priorities changed in recent times?
6. What makes public school leavers popular in England and elsewhere?
7. What are the admission rules?
8. What new elements have been introduced in the system lately?
9. What are the most established and famous schools?
10. How do children from poorer families get into public schools?
11. What role do public schools play in the English establishment?

c) Sum up what you have learned about:

1. British class distinctions;
2. aims set by the public schools;
3. traditional values maintained at public schools;
3. sports in public schools;
4. admission rules;
5. the most famous public schools;
6. role of public school in the English society.

d) Think and answer.

1. Do you think it a good idea to have schools for the privileged?
2. What are advantages and disadvantages of public schools?

Ex. 33. a) Read the text.

Remember: curriculum [kə'rikjuləm] — учебная программа
drop-out — отсеб

THE SYSTEM OF SECONDARY EDUCATION IN THE USA

The system of education in different U.S. states has its peculiarities. Each state makes its own laws for the education system in the area. From state to state some laws are the same, in others they are not. For example, all states require young people to attend school, but the age limits are different. They may be from seven to 16, or six to 18, etc. Thus, every child in America is guaranteed up to 13 years of education. This is true, regardless of a child's race, religion and learning problems.

In the USA there are two types of school — public schools which are supported by the state and where schooling is free of charge, and private schools, where the families have to pay special attendance fees.

About 85 per cent of American children attend public schools. The other 15 per cent choose to pay tuition to attend private schools. Most private schools are run by religious organizations and generally include religious instruction. In such schools religious teachings are a part of the **curriculum**, which also includes the traditional academic subjects which are taught in public schools.

Public schools are controlled by boards of education of the state or the district where the school is situated. These boards are responsible for the school curriculum, teacher certification, selection of teachers, student achievement standards and other aspects of school life.

Spending for public education is also determined by state or local education leaders. The fact that public schools receive the bulk of their funds from local property taxes creates inequalities. Rural farming communities and poor inner-city districts have less money available for school buildings, learning materials and teacher salaries. More money is spent for the education of a child living in a wealthy district than a child living in a poor community. The democratic ideal of providing equal education for all citizens has been hard to satisfy.

In most schools in the USA the twelve grades of schools are divided into six years of elementary training, three years of junior high school and the last three-senior high school.

Though there is no national curriculum in the United States certain subjects are taught in all the 12 grades across the country.

Besides the "basic" subjects (English, mathematics, science, social studies and physical education) high school students may choose subjects, which are called "electives", because they are not necessary for everybody. A student chooses the electives which he thinks will be necessary for him for his future work or further education at the university or college. A student may take one year of American history, and then a year of European history. The elective courses differ from school to school. Some high schools specialize in one group of subjects, for example, in business, engineering, trade. Another high school may offer to study foreign languages, science, music. A student planning to become a doctor would want to attend a school where there are many electives in science, health. Another student who plans to start work after leaving school will pay more attention to get practical knowledge and develop practical skills.

One of the problems of the American school today is connected with the **drop-out** of high school students. Unfortunately, many high school

students leave or drop out of schools before graduation because of poor material conditions at home. They have to work to help their families.

Many specialists in the field of education consider that more attention must be paid to the quality of education so that the school graduates should be better prepared for work and further education. School reform is a major issue in modern American life. The parents are often displeased with the low level of knowledge of public school leavers.

b) Check your comprehension.

1. How are American public schools administered?
2. What are the age limits in different states?
3. What are the major types of school in the USA?
4. How are private schools administered?
5. What do boards of education control in their areas?
6. What funds are public schools financed from?
7. What does decentralization lead to?
8. What accounts for inequality in the American system of education?
9. What options are available to American high school students?
10. Why do many high school students drop out?
11. What problem is the American system of education faced with?

c) Think and answer.

1. What makes education a top priority in any country?
2. What are disadvantages (or perhaps advantages) of any decentralized system of education?
3. What makes educational reforms very difficult?

Ex. 34. a) Read the text.

Remember: *bachelor* — бакалавр
master — магистр (ученая степень)

HIGHER EDUCATION IN THE USA

Out of more than three million students who graduate from high school each year, about one million go on for higher education. It is not easy to enter a college at a leading university in the United States. Such a college may accept only one out of every ten who apply. At present there are over 3,300 different institutions of higher education in the USA with more than 12 million students.

Successful applicants at colleges of higher education are usually chosen on the basis of (a) their high school records which include the list of all the courses taken, all the grades received in high school, and test results; (b) recommendations from their high school teachers; (c) the impression they make during interviews at the university, which is in fact a serious examination; and (d) their scores¹ at the Scholastic Aptitude² Tests (SATs). The SAT is a test in mathematics and English, which was introduced in 1947. The SAT is taken in the 11th grade of high school (over 1,5 million high school students take it yearly). If a student gets 1600 scores it is considered as a good result, if he or she gets 400 scores such a result is considered to be poor.

A SAT can be taken two or three times, so that the student can improve the results if he or she wishes to do so.

The system of higher education includes 4 categories of institutions:

- (1) the two-year, or community college, which is financed by the local authorities and which is intended to satisfy the needs of the local community in different professions. Tuition fees are low in these colleges, that is why about 40 per cent of all American students of higher education study at these colleges. On graduation from these colleges American students can start to work or may transfer to four-year colleges or universities.
- (2) the technical training institution, at which high school graduates may take courses ranging from six months to three-four years, and learn different technical skills, which may include design, business, computer programming, accounting etc.;
- (3) the four-year college which is not part of a university. The graduates receive the degree of bachelor of arts (BA) or bachelor of science (BS);
- (4) the university, which may contain (a) several colleges for students who want to receive a bachelor's degree after four years of study; and (b) one or more graduate schools for those who want to continue their studies after college for about two years to receive a master's degree (Master of Arts (MA) or of Science (MS)) or a doctoral degree (Ph.D. — Doctor of Philosophy, in some science)

Notes:

¹ scores — зд. баллы

² aptitude — способность (учащегося)

b) Check your comprehension.

1. What makes admission to college difficult?
2. What requirements should the applicants meet?

3. What is the idea of a SAT ? What makes it different from other tests and exams?
4. How many categories of higher educational establishments exist in the USA?
5. What makes two-year colleges popular?
6. What training do high school leavers get at the technical training institutions?
7. What colleges award degrees of bachelor of arts and bachelor of science?
8. What opportunities do university colleges provide?

c) Think and answer.

1. Do you believe there must be a link between the student's scholastic achievements and admission to college?
2. What stimulus does a SAT give to the student?
3. Is the idea of scoring positive?

Ex. 35. a) Read the newspaper clipping.

THE ORIENTAL WAY TO WISDOM

In the West, differences of innate¹ ability are emphasized in order to give the individual the education he needs. In China and Japan, the differences are de-emphasized because it is believed that with hard work they can be liquidated. The slow bird, says the Chinese proverb, needs to start early. The slow bird, says Western educational philosophy, must not be made to start early in case he feels inferior. The Japanese teacher has high expectations of all his pupils because he is sure that with hard work all of them can achieve. The British teacher does not have the heart to expect too much of children to whom so little appears to have been given. This fundamental difference in the way human potential is treated by the education system has one obvious consequence: school-children in Japan and China work much harder than their contemporaries² in Britain and the United States. It is not just that they spend more days a year in school, concentrate more in class and do more homework; belief that with hard work anyone can achieve gives them a powerful motivation that is in marked contrast to the defeatism³ in many British schools.

The Independent

Notes:

¹ innate [i'neit] — врождённый, природный² contemporary [kən'tempərəri] — сверстник³ defeatism [di'fi:tizm] — пораженчество**b) Answer the questions.**

1. In what way does Western educational philosophy differ from the Eastern philosophy?
2. What is the role of motivation in education?
3. How do you understand the words “defeatism in many British schools”?
4. What is your viewpoint in respect of slow learners? Are they to be encouraged in every possible way or discouraged?

Ex. 36. a) Read the story.

THE FUN THEY HAD

(Isaac Asimov who wrote this story is also a well-known scientist. In this story he describes school of the 22nd century. In the opinion of the children living in the 22nd century, their great grandfathers must have had a lot of fun going to school.)

Margie even wrote about it that night in her diary. On the page headed 15 May, 2155 she wrote, “Today Tommy found a real book!”

It was a very old book. Margie’s grandfather once said that when he was a little boy his grandfather told him that there was a time when all stories were printed on paper.

They turned the pages, and it was awfully funny to read words that stood still instead of moving the way they were supposed to—on a screen, you know.

“Gee”¹, said Tommy, “What a waste! When you’re through with the book, you just throw it away, I guess. Our television screen must have had a million books on it and it’s good for plenty more. I wouldn’t throw it away.”

“Same with mine”, said Margie. She was eleven and hadn’t seen as many telebooks as Tommy had. He was thirteen.

She said, “Where did you find it?”

“In my house. In the attic”². He pointed without looking, because he was busy reading.

“What’s it about?”

“School.”

Margie was scornful³. “School? What’s there to write about school? I hate school.”

Margie always hated school, but now she hated it more than ever. The mechanical teacher had been giving her test after test in geography and she was doing worse until her mother had sent for the County Inspector who came with a box full of tools, dials and wires.

He took the teacher apart. Margie had hoped he wouldn’t know how to put it together again, but he knew how all right and after an hour or so, there it was again, large and black with a big screen on which all the lessons were shown and the questions were asked. That wasn’t so bad. The part she hated most was the slot⁴ where she had to put homework and test papers. She always had to write them out in a special code they had her learn when she was six years old, and the mechanical teacher calculated the mark in no time.

The Inspector said to her mother, “It’s not the little girl’s fault, Mrs Jones. I think the geography sector was geared⁵ a little too quick. I’ve slowed it up to an average ten-year level.”

Margie was disappointed. She had been hoping they would take the teacher away altogether. They had once taken Tommy’s teacher away for nearly a month because the history sector blanked out completely.

So she said to Tommy, “Why would anyone write about school?”

Tommy looked at her with very superior eyes. “Because it’s not our kind of school, stupid. This is the old kind of school they had hundreds and hundreds of years ago.”

Margie was hurt. “Well, I don’t know what kind of school they had all that time ago.” She read the book over his shoulder for a while, then said, “Anyway, they had a teacher.”

“Sure they had a teacher and it was a man.”

“A man? How could a man be a teacher?”

“Well, he just told the boys and girls things and gave them homework and asked them questions.”

“I wouldn’t want a strange man in my house to teach me.” Tommy screamed with laughter. “You don’t know much, Margie. The teacher didn’t live in the house. They had a special building and all the kids went there.”

“And all the kids learned the same thing?”

“Sure, if they were the same age.”

Now Margie wanted to read about those funny schools. They didn’t even half finish when Margie’s mother called, “Margie! School!”

Margie said to Tommy, "Can I read the book some more with you after school?"

"May be", he said walking away.

Margie went into the schoolroom. It was next to her bedroom, and the mechanical teacher was on and was waiting for her. The screen was lit up and said, "Please insert⁶ yesterday's home work in the proper slot."

Margie did so with a sigh. She was thinking about the old school they had when her grandfather's grandfather was a little boy. All the kids from the whole neighbourhood came, laughing and shouting in the school-yard, sitting together in the school-room, going home together at the end of the day. They learned the same things so they could help one another on the homework and talk about it. And the teachers were people...

Margie was thinking about how the kids must have loved it in the old days. She was thinking about the fun they had.

(After Isaac Asimov)

Notes:

¹ Gee — sound of exclamation

² attic — чердак

³ scornful — презрительный, насмешливый

⁴ slot — отверстие

⁵ was geared — был настроен

⁶ to insert — вставлять, вкладывать

b) Sum up how the author visualizes:

1. schooling in the 22nd century;
2. children of the 22nd century.

c) Think and answer.

1. Are there any signs in education today that point toward a future described in the story?
2. What risks do you see in an exaggerated use of mechanical teaching aids?
3. What are the advantages and disadvantages of individual learning?
4. Will information technologies bring a new approach to public education?

Ex. 37. Give extensive answers.

1. Does the spirit of competition work against the children or does it benefit them? Prove your point.
2. What do you know about the English and American systems of education?

3. What problems are English and American students faced with?
4. What problems do Russian students face?
5. Why have the English public schools stood the test of time?
6. What should be done to bring educational systems of different countries closer and why? Why is it necessary in the 21st century?

Ex. 39. Give your viewpoints.

1. The English conservative traditions are reflected in the system of education.
2. The American educational system is an exact replica of the English system of education.
3. Every child should be encouraged to further his education.
4. Information technologies will inevitably change the whole system of education.

UNIT VI

REVISION

THEATRE AND CINEMA

Ex. 39. a) Read the dialogue.



Anne: Did you go to the theatre last night?

John: Yes, I went with Linda's brother. We arrived early, long before the curtain went up.

Anne: I suppose the house was almost empty. Where did you sit?

John: We had a box; Linda had promised to come with us, but she only came after the second act.

Anne: How did you like the play?

John: I had seen it before; some of the actors were excellent.

Anne: What do you think of Anna Barton?

John: She has a very pretty face; still I don't like her voice.

Anne: I know, she talks a little through her nose; but she is so graceful.

John: I think she doesn't open her mouth sufficiently. It's sometimes difficult to understand what she says.

Anne: And what beautiful hair she has!

John: Are you sure it's her own? I thought it was a wig!

Anne: Not at all. I saw her last week at a friend's house and I can assure you it is her own hair.

John: I'm glad of it; but one never knows with actresses.

Anne: And it's so rare now to see long hair.

Note:

¹ wig — парик

b) Act out a similar conversation. Suppose you went to see a musical. And you are sharing your impressions with a friend.

Ex. 40. a) Read the text.

FRINGE THEATRE

The term "fringe theatre" refers to the work of those theatrical groups which have, for the most part, rejected conventional or establishment styles and forms in favour of what some might not regard as theatre at all. The term is derived from the Fringe of the Edinburgh Festival, which started when eight unofficial companies turned up at the first Festival in 1947 to present informal productions in out-of-town halls. Now the Edinburgh Fringe is a much favoured forum for experimental theatre.

Fringe (or "alternative") theatre is characterized by the variety of its activities, which may range from productions of formally scripted plays to multi-media spontaneous "happenings", from polemics to mime shows, and from group improvisations to music hall. Venues¹ range from pubs to cellars², from attics to factory shop floors. Some groups work in a permanent base, others exist to tour.

What unites the diverse fringe groups is a desire to avoid "middle-class theatres" and to perform to "non-theatre audiences". Predictably, the better groups have merged³ with the professional theatre, and it is in small studio theatres associated with national and provincial theatre buildings that the most effective and the most convincing (if not the most typical) "alternative" theatre is to be found.

Productions tend to be anti-establishment (even if they use establishment money in the form of grants)

At its worst, fringe theatre is formless and frequently embarrassing⁴ to its audience, either inwardly or literally. ("Never sit on the front row of a fringe première" is advice more than one theatre critic has passed on to colleagues).

Notes:

- ¹ venue ['venju:] — место проведения спектакля
- ² cellar ['selə] — подвал
- ³ to merge — сливаться, соединяться
- ⁴ embarrassing — смущающий, ставящий в неловкое положение

b) Sum up what you have learned about:

1. the history of the fringe theatre
2. the major distinctions from the traditional theater
3. the aims proclaimed by the fringe theatre

c) Think and answer.

1. What is the role of experimental theatre nowadays?
2. Will the tendency to break away from traditional theatre be more and more pronounced in the future? What makes you think so?

Ex. 41. a) Read an extract from a magazine article.

MUSIC AT EDINBURGH FESTIVAL

The Edinburgh festival has been held annually since 1947.

Music remains at the core of the Edinburgh festival. There is always an impressive choice of great orchestras, conductors and soloists.

The festival offers productions of outstanding Italian, Russian, French and German operas with directors, designers, conductors and cast from other countries.

Once the festival offered a production of Puccini's "Turandot" with a Japanese director, designer, conductor and cast (although the orchestra was the Royal Scottish National). Since the designer, Saburo Teshigawara, was a dancer and choreographer, it was not surprising that the strengths of the production were visual rather than musical. He was somewhat restricted in the use of dance but masterly in his handling of the chorus in the crowd scenes. There were, however, one or two unhappy moments — as when the emperor of China was made to look like the pope descending from the heavens.

There could have been no such reservations about a superb production of Verdi's "Macbeth" by the Scottish Opera under the direction of Luc Bondy.

b) Answer the questions.

1. What makes Edinburgh one of the most interesting places in the world?
2. What results are achieved by integrating different cultural traditions?

UNIT VII

VOCABULARY

1. **dean** [di:n] *n* — декан (факультета)
2. **spectacles** ['spektəklz] *n pl.* — очки
syn.: glasses
3. **to hand** *v* — передавать, вручать
e.g. Please hand me that book.
4. **summons** ['sʌmənz] *n* — вызов, повестка о вызове
pl. summonses
5. **to summon** ['sʌmən] — вызывать (в деканат, в суд и т.п.)
e.g. He was summoned to the court as a witness.
6. **freshman** ['freʃmən] *n* — первокурсник
7. **to hide (hid, hidden)** *v* — 1. прятать, 2. прятаться
e.g. She tried to hide her feelings.
The child hid behind the tree.
8. **to be anxious to do smth** — очень хотеть что-либо сделать
e.g. He was anxious to see the University with his own eyes.
syn.: to be eager to do smth
9. **frank** [fræŋk] *adj* — откровенный, искренний, открытый
to be frank — если говорить откровенно, начистоту
e.g. To be quite frank, we do not know the results yet.
frankly, ... — откровенно говоря, ...
e.g. Frankly, I don't agree with you on this point.
10. **to be on the verge** — быть на грани
to be on the verge of doing smth
e.g. She was on the verge of crying.
11. **semester** [si'mestə] *n* — семестр
12. **grade** *n* — отметка, оценка
13. **to fail** *v* — провалить экзамен, провалиться на экзамене
e.g. Unfortunately he failed his English exam.
Many students failed in the economics exam.
14. **to get behind** *v* — отстать, отставать
to get behind smb with (in) smth
e.g. He got behind the group in his written assignments.

Lesson 17

15. **to catch up (caught, caught)** [kɔ:t] *v* — догнать
e.g. I'm afraid he will not be able to catch up with the group.
16. **foreman** ['fɔ:mən] *n* — мастер; прораб
17. **fairly** ['fɛəli] *adv* — довольно, в известной степени
syn.: rather
- "Fairly" is used with a positive or pleasant idea. "Rather" is used with a negative or unpleasant idea.
e.g. I hope this exercise will be fairly easy. I'm afraid it will be rather difficult.
18. **to call for** *v* — требовать
e.g. The situation called for serious measures.
19. **to count** [kaunt] *v* — рассчитывать на кого-либо/что-либо
to count on smb/smth
e.g. We count on him (his help).
20. **with honours** — с отличием
to graduate from school (college, university, institute) with honours
21. **to cut down** *v* — сократить
to cut down on (doing) smth
to cut down on | smoking
 | swimming
 | skating
- syn.*: to reduce
- "To reduce" is more formal than "to cut down".
22. **to attend to** *v* — заботиться (о чем-либо), следить (за чем-либо)
- to attend to** | the customers' orders
 | packing
 | transportation
 | adjustment
 | tests
 | education
 | labour protection
23. **beside the point** — не по существу, не относящийся к делу
e.g. this statement is beside the point.
syn.: irrelevant
24. **to turn in** *v* — сдавать (материал на проверку преподавателю)
- to turn in** | written assignments
 | course papers
 | translations
- syn.*: to hand in

25. **nowadays** ['nauədeiz] *adv* — в наше время, в наши дни
26. **finals** ['faɪnəlz] *n* — выпускные экзамены
27. **compulsory** [kəm'pʌlsəri] *adj* — принудительный, обязательный
- | | |
|-------------------|--|
| compulsory | education
measures
military service
insurance |
|-------------------|--|
28. **tuition** [tju:'ɪʃən] *n* — 1. обучение 2. плата за обучение
- Запомните сочетание:
tuition fee — плата за обучение
29. **scholarship** ['skɒləʃɪp] *n* — стипендия
30. **to major** ['meɪdʒə] *v* — специализироваться по какому-либо предмету (в колледже)
- to major in smth**
e.g. He majored in economics.
syn.: to specialize in smth
31. **to make up one's mind** — решить, решиться, принять решение
- to make up one's mind to do smth**
e.g. We made up our minds to take part in the contest.
syn.: to decide
32. **to be keen on smth** — любить что-либо, увлекаться чем-либо
- e.g.* He is keen on art.
to be keen to do smth — очень хотеть сделать что-либо
e.g. He's very keen to see his birth-place again.
syn.: to be anxious to do smth
to be eager to do smth
33. **comprehensive** [ˌkɒmpri'hensɪv] *school* — средняя общеобразовательная школа
34. **board** [bɔ:d] *n* — совет; правление
- board of governors** — совет управляющих
35. **income** ['ɪŋkʌm] *n* — доход
36. **decent** ['di:snt] *adj* — приличный, порядочный
37. **lack** *n* — отсутствие, недостаток чего-либо
- | | |
|----------------|--|
| lack of | water
funds
money |
|----------------|--|
38. **hereditary** [hi'redɪtəri] *adj* — наследственный, переходящий из поколения в поколение

Lesson 17

39. **influential** [ˌɪnfluˈenʃəl] *adj* — влиятельный
40. **influence** [ˈɪnfluəns] *n* — влияние
to have an influence over (on, upon) smb — иметь влияние на кого-либо
to exert influence on smb — оказывать влияние на кого-либо
41. **curriculum** [kəˈrɪkjuləm] *n* — курс обучения, учебная программа
42. **drop-out** *n* — 1. отсеив (из учебного заведения); 2. выбывший, исключенный из учебного заведения
43. **bachelor** [ˈbætʃələ] *n* — бакалавр
Bachelor of Arts — бакалавр гуманитарных или математических наук
Bachelor of Science — бакалавр естественных наук
44. **master** *n* — магистр
Master of Arts — магистр гуманитарных или математических наук
Master of Science — магистр естественных наук

LESSON 18

Grammar:	The Modal Verb <i>need</i>
Subject for Study:	Agents
Revision:	Great Britain

UNIT I

GRAMMAR

THE MODAL VERB NEED

STEP 1. READ THE SENTENCES.

1. We **needn't** be present at the tests. We know the quality of this product very well.
2. You **needn't** have walked all the way to the plant. You could have taken a bus.

Модальный глагол **need** употребляется со всеми лицами единственного и множественного числа для выражения отсутствия необходимости совершения действия. В этом значении **need** употребляется в настоящем времени в отрицательной форме.

Needn't в сочетании с **Indefinite Infinitive** относится к настоящему или будущему времени (см. пример 1) и переводится на русский язык *не нужно, можно не*.

Needn't в сочетании с **Perfect Infinitive** относится к прошедшему времени (см. пример 2) и переводится *не нужно было, можно было не*.

Note: Когда глагол **need** имеет значение *нуждаться в чем-либо*, он употребляется как обычный глагол.

1. He **needs** some more information.
We **don't** need their product.

STEP 2. PRACTISE THE USE OF THE VERB NEED.

Ex. 1. Ask and answer as in the model.

- | |
|---|
| <p>— Must I <i>take part in the talks</i>?</p> <p>— No, you needn't. You needn't <i>be there as your question has been discussed already</i>.</p> |
|---|

Prompts:

1. send a fax to the firm;
2. clarify this matter at today's talks;
3. meet the British delegation at the airport;
4. correct the defects myself;
5. do all the exercises in writing;
6. phone him at this late hour;
7. take the delegation to Rostov next weekend

Ex. 2. Paraphrase the following sentences using the appropriate forms of the modal verb and the infinitive.

1. It isn't necessary for you to be present at the tests.
2. It isn't necessary for him to obey this rule.
3. It isn't necessary for us to buy these books.
4. It wasn't necessary for her to fly second class.
5. It isn't necessary for them to go out in this weather.
6. It wasn't necessary for you to stay in that hotel.
7. It wasn't necessary for her to do the laundry herself.

Ex. 3. Say as in the model.

You needn't have <i>stayed in the hotel</i> . You could have <i>stayed with us</i> .
--

Prompts:

1. walk all the way to the office;
2. buy the book;
3. travel second class;
4. sell your car;
5. wash the car yourself;
6. wait for the results so long;
7. go shopping today;
8. run to the station

Ex. 4. Open the brackets using the correct form of the infinitive. Translate the sentences into Russian.

1. You needn't (worry). This defect can be corrected easily.
2. We needn't (walk) so fast. We'll be on time.
3. Why are you still awake? You needn't (wait up) for me. You should have gone to bed.
4. Top executives needn't (obey) these rules. They are for the staff only.

5. You needn't (take) the dog out. I've already walked him.
6. I needn't (remind) him of the meeting. He remembered about it.
7. We needn't (hurry.) As you see, the discussion hasn't started yet.
8. He needn't (come). The work had been completed by the time he appeared.
9. We needn't (hurry). We've got plenty of time.

Ex. 5. Translate into English.

1. Можете не вставать рано завтра. Испытания перенесли на среду.
2. Они могут не оставаться в офисе допоздна сегодня. На сегодня работа завершена.
3. Вам не нужно было покупать эту книгу. У меня есть два экземпляра.
4. Ей не нужно самой мыть посуду. У них есть посудомоечная машина.
5. Им не нужно было обращаться к фирме за помощью. Фирма сама предложила консультации.
6. Тебе не нужно о нем беспокоиться, он может сам позаботиться о себе.
7. Не нужно было брать зонт. День был такой сухой и солнечный.
8. — Какой дом вы хотите купить? — Он может быть не большой, это неважно. Но он должен иметь красивый сад.
9. Тебе не нужно было ходить в магазин сегодня. У нас есть все дома.
10. Нам можно было не спешить, поезд опоздал на час.

STEP 3. READ THE SENTENCES.

1. Everybody **needs** to rest sometimes.
2. You **don't need** to pay for the phone call.
3. **Did you need** to do that?
4. You **will need** to use the dictionary when translating this article.

Need в сочетании с инфинитивом, перед которым употребляется частица **to**, имеет значение необходимости совершения действия и переводится на русский язык *нужно*.

В этих значениях глагол **need** имеет окончание **-s** в 3-м лице единственного числа настоящего времени, вопросительная и отрицательная формы образуются при помощи **вспомогательных глаголов** (**do, does, did, will**).

Ex. 6. Open the brackets using the correct tense form of the verb need.

1. I (not to need) to put on my thick coat. It was warm outside.
2. He (to need) to study English. He is looking for a good job.
3. You (to need) to show your passport when you go through passport control tomorrow.
4. ... you (to need) to wake him up so early? He was so displeased.
5. ... I (to need) to come with you now?
6. She (to need) to rest. She looks tired.
7. She (to need) to take the test again tomorrow.
8. I (to need) to know your decision by next week.
9. We (not to need) to get into an argument over this. We'd better change the subject.

Note: didn't have to / didn't need to do (не было необходимости и не было действия)

You didn't have to translate the text. He understands French=
You didn't need to translate the text (Мне не нужно было переводить, мне не пришлось переводить, т.к. он знает французский)

needn't have done (было выполнено ненужное действие, без которого можно было обойтись)

You needn't have translated the text because everybody understood French. (Не надо было переводить, а вы переводили, хотя не было необходимости — было выполнено ненужное действие)

Ex. 7. Translate into Russian.

1. I didn't have to wait long. He was only a few minutes late.
2. When he was at university he didn't need to pay anything for his keep, for he stayed with his aunt.
3. You needn't have given a tip to the waiter. I have already tipped him.
4. He needn't have bought such a large house. His wife would have been quite happy in a cottage.
5. In summer I didn't need to cook. We went to a nearby café.
6. You needn't have cooked so much food. What shall we do with it? We'll have only a few guests.

7. She didn't have to update the file. Her secretary took care of it.
8. You needn't have worried about your son's exams. He was well prepared and passed them well.

Ex. 8. Translate into English.

1. Вам не нужно было самому нести чемоданы. Носильщик бы отнес их.
2. Зимой мне не нужно было покупать лыжи. Я взял их напрокат у брата.
3. Вам не нужно было давать ему инструкции. Он знал их очень хорошо.
4. Ему не нужно было приходить так рано. Все пришли гораздо позже.
5. Вам не нужно было торопиться и брать такси. Вы бы успели на поезд.
6. Им не нужно было платить за обучение своего ребенка. Он посещал государственную школу.
7. Вам не нужно заполнять две декларации. Одной будет достаточно.
9. Ей не нужно было делать так много упражнений. Двенадцать было бы вполне достаточно.
10. Нам не нужно входить в подробности сейчас.
11. Им не нужно было беспокоиться. Мы бы позвонили им в любом случае.
12. Я мог это сделать только потому, что не надо было идти на работу в среду.
13. Не к чему было мне покупать эту книгу, она есть в библиотеке.
14. Не нужно переписывать сочинение.
15. Не нужно было покупать так много еды. Холодильник полон.
16. Мне не нужно было покупать еду. Моя домработница занималась этим.

UNIT II

WORKING ON THE TEXT

AGENTS

A

According to world-wide statistics over half of the world's foreign trade is handled by agents. Selling firms turn to commercial agents

when they try to develop a new market for their goods in a foreign territory.

It is possible to find an agent through a number of sources: advertising in Trade Journals, contacting government departments of trade in the supplier's own country or the country the supplier wishes to export to; consulting Chambers of Commerce, Consulates, Trade Associations and banks.

The agents are instrumental in distributing the **principals'** product as they know the commercial situation in the market of their country. They perform a number of specific functions that make life easier for both producers and consumers. The agents provide a sales force, market information, promotional support. They have their own **showrooms**, repair workshops, service stations, etc. for providing commercial and after-sales services.

The disadvantage is that the Sellers cannot be in direct contact with the market. They also depend on the agents' **diligence**, efficiency and experience in handling business. Therefore the Sellers always **treat** the matter of signing up an agent very seriously.

The main provisions included in an agency agreement should clearly define the territory in which the agents are entitled to act, the period of the validity of the agreement, the quantities the agents undertake to sell and the agents' **remuneration**.

The sales agent may work on a **commission**, i.e. buy the goods on a **consignment** basis, when the agent will not own the products the supplier sends. The agent comes as an **intermediary** between the supplier and the customer. His function is to distribute the goods to customers and **remit** money for sold goods to the principal. His remuneration is a certain percentage of the value of the transaction.

If the agent fails to **dispose of** the goods within the stipulated time he is to return the unsold goods to the principal. The liability of either party for return of the goods should be stipulated in the agreement.

Another kind of agent can be described as a **distributor** and the agency agreement between the supplier (**vendor**) and distributor is called a **partnership** agreement. The distributor buys the goods from the vendor on his own account. He becomes the owner of the products and re-sells to the **retailer**, in which case he will decide on **retail** prices and take the profits from his own sales. The distributors prefer this method as it proves more profitable for them and allows them greater freedom in determining prices.

The vendor is obliged to provide **sustainable** supplies of products to the distributors, basic extended support services, training of the distributor's personnel, consultancy.

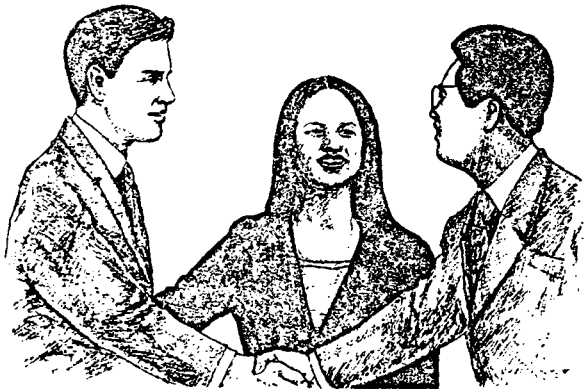
The distributor provides logistics¹ services including delivery of the product, going through customs formalities, effects payments to the vendor. The distributor maintains an inventory of **merchandise**, he provides storage space and operation of the warehouse. By undertaking to perform these functions the distributor takes upon himself the risks associated with damage, theft, product perishability².

By consolidating a variety of goods in one piece, the distributor saves people the trouble and expense of going out and finding separate sources of supply for every product they purchase. Distribution combines the best of technology and people to provide distribution and logistics services for leading manufacturers and retailers. UK distribution has developed long term partnerships with customers ranging from the food sector to clothing, household goods and the computer and electrical industry. Continental distribution and USA distribution now provide a wide range of distribution services.

In some countries the agents may be **granted** the **exclusive** right to represent the principals within the contractual territory. It means that the principals will have the right to sell their goods only through these particular agents inside the territory agreed upon by the two parties. A non-exclusive agency is an agency where there is no such undertaking.


Agents are interested in obtaining the exclusive rights as it is preferable for them not to compete with other agents of the same principal.

In accordance with their law the USA and Euro-



pean countries, members of the EU, have no right to grant **exclusivity** for certain goods. Non-exclusivity is stipulated in their partnership agreements. It is done to avoid the monopoly of one particular company on the market.

B

 *Mr Smith, a US vendor, and Mr Ivanov, a distributor, are talking about their future partnership agreement.*

Ivanov: Mr Smith, we know you're searching for a distributor. We are interested in a partnership with your company and would like to be appointed your distributors. We have a considerable experience in selling and supporting computers.

Smith: Glad to hear that, Mr Ivanov. But I'm afraid that I can't give you an answer on that right away. I mean I think that there're some things that we'd need to look at in detail before we'd be able to decide that.

Ivanov: What exactly are you referring to?

Smith: We'd like to have detailed information about your company: since what time you have been in business, the name of the head of the company, the number of employees, how many pre-sales, sales and post-sales engineers your company employs. You'd also need to provide information about your trade turnover for the last three years, bank references³ and balance sheet⁴. I can assure you that we will keep this information in confidence.

Ivanov: I think we should be able to put all that together by the end of the week. We know you treat the matter seriously and we have prepared the required information.

Smith: You will also have to send a forecast for the next 6 months. This forecast should be **renewed** quarterly.

Ivanov: We've carried out a thorough research of marketing opportunities for your computers. I should say it seems there're good growth prospects for your product.

Smith: Anyway, we need to know what is likely to happen on the market in the future. Another important point is the annual turnover. We expect you to reach the **target** of \$1mln each year.

Ivanov: We agree to be committed to selling this quantity. We understand that you are able to offer a range of quality products at competitive prices, with a full back-up service.

Smith: That's right. We normally provide training in product use and maintenance to the distributor and technical staff. We also provide maintenance and repair information on CDs.

Ivanov: Good. I'm sure it will help a lot. And what terms of payment do you usually use?

- Smith:* For **initial** orders it should be a L/C. In future we could grant you a credit line⁵ depending on the volume of your purchases.
- Ivanov:* I see. On the whole it seems acceptable. As to promotional support we have showrooms, various eye-catching displays and other devices to advertise your product line.
- Smith:* Fine. We can provide you with demonstration models of our computers. We hope you will co-operate with us to maintain the reputation of our brand.
- Ivanov:* Certainly. We're prepared to **comply with** any reasonable suggestions. When would you like to meet to discuss other points?
- Smith:* Well, let's say in a week from now. Is that OK with you?
- Ivanov:* That's fine.

Notes:

- ¹ logistics — логистика, современное материально-техническое обеспечение контракта
- ² perishability — способность быстро портиться
- ³ bank references — письмо, выдаваемое банком и подписанное президентом банка о финансовом положении компании; выдается другой компании (например, поставщику, который хочет решить вопрос о предоставлении кредита)
- ⁴ balance sheet — баланс, официальный документ о финансовом положении фирмы
- ⁵ credit line — кредитная линия (средства, предоставляемые заемщику на определенный срок)

SECTION A

Ex. 9. Read and translate the text.

Ex. 10. Check your comprehension.

1. When do sellers turn to agents for co-operation?
2. What sources help to obtain information about an agent?
3. What are the advantages of doing business through agents?
4. What functions do the agents perform?
5. What facilities should agents have to distribute goods successfully?
6. Are there any disadvantages of doing business through agents? What are they?
7. What are the main provisions of an agency agreement?
8. What is the principal difference between a sales agent and a distributor?
9. Why do distributors prefer resale method?

10. What are the obligations of the vendor?
11. What are the obligations of the distributor?
12. Why are agents interested in getting exclusive rights?
13. What countries deny exclusivity? Why?

Ex. 11. Say what information the text gives about:

1. the reasons why exporting firms sell their goods through agents;
2. advantages and disadvantages of doing business through agents;
3. the main provisions of an agency agreement;
4. the main functions of sales agents;
5. the main functions of distributors;
6. exclusive agency agreements.

Ex. 12. Think and answer.

1. What does the author mean by the commercial situation on the market?
2. Why are agents' services so often used in foreign trade?

SECTION B

Ex. 13. Read the dialogue.

Ex. 14. Check your comprehension.

1. Why did Mr Ivanov enter into contact with Mr Smith?
2. What will the relationship between the two companies be after they sign an agreement?
3. Why can't Mr Smith give Mr Ivanov an answer immediately?
4. What information does Mr Smith want to have about Mr Ivanov's company?
5. Why does he want that information?
6. What document does Mr Smith want to receive from Ivanov?
7. What are the prospects for US computers on the Russian market?
8. What are the annual targets required by the vendor?
9. Why does Mr Ivanov agree to those targets?
10. What technical assistance is the vendor prepared to provide?
11. How is payment to be effected?
12. What is a credit line?
13. What is promotional support?
14. What does the vendor promise to do to promote sales?

Ex. 15. a) Say what you have learned about:

1. the position of the distributor;
2. the information about the distributor required by the vendor;
3. the support usually provided by the vendor;
4. the terms of payment;
5. the promotional support.

b) Reproduce the dialogue in parts.**c) Act out a similar dialogue. Suppose you promised to assist the distributor in technical service for your digital equipment.****Ex. 16. Think and answer.**

1. Why do vendors require detailed information on their distributors?
2. Why do vendors need sales forecast regularly?
3. Why is it necessary for distributors to carry out research of the market?
4. What is the importance of promotional support?
5. What other matters will be discussed at the next talks?

UNIT III**WORKING ON WORDS**

to fail to do smth

Ex. 17. a) Read the model.

The firm failed *to charter a vessel through lack of tonnage.*

b) Say why the agents could not:

- | | |
|--------------------------------|--|
| 1. establish the new product; | 2. carry out publicity on a large scale; |
| 3. open a showroom; | 4. reach the agreed sales targets; |
| 5. obtain the exclusive right; | 6. expand their business; |
| 7. provide technical service. | |

c) Now say what the agents, distributors sometimes fail to do.

a showroom

Ex. 18. Answer the following questions.

1. For what purpose do agents use their showrooms?
2. At whose expense do agents run showrooms?
3. Do they open showrooms before they get suppliers' products?
4. What do agents equip their showrooms with?
5. Who demonstrates the products in showrooms?
6. What is the importance of showrooms?

Ex. 19. Translate into English.

1. Они являются единственными экспортерами этого продукта.
2. Фирма согласна поставить станки на условиях консигнации.
3. В соответствии с пунктом 7 размер комиссионных не может превышать 5% от общей стоимости товара.
4. Все расходы по складированию товара оплачиваются дистрибьютором.
5. Дистрибьютор приобретает товар у фирмы-поставщика, затем продает его потребителю.
6. Дистрибьютор сам определяет цены, по которым продает товар потребителю.
7. Если агентская фирма не сумеет продать товар в оговоренный срок, он должен быть возвращен принципалам за счет агентской фирмы.
8. Фирма-поставщик обеспечивает коммерческую и техническую поддержку дистрибьютору. Она организует обучение инженеров дистрибьютора работе и поддержанию оборудования в рабочем состоянии.
9. Фирма-поставщик серьезно относится к выбору дистрибьютора.
10. Дистрибьютор обязан покупать товар на сумму не меньше указанной в соглашении.

* * *



Фирме...

Ссылаясь на наш разговор с Вашим представителем г-ном Брауном в Москве о возможности заключения с Вами агентского соглашения с исключительным правом на продажу наших станков в Великобритании, сообщаем Вам, что мы хотели бы заключить соглашение на следующих условиях:

Мы поставим Вам наши станки на условиях консигнации сроком на 6 месяцев. Если станки не будут проданы, Вы должны будете вернуть их за свой счет. Ваши комиссионные составят приблизительно 5—7% от продажной цены. Мы полагаем, что в комиссионные войдут расходы по рекламированию товара.

Мы надеемся, что наши станки будут пользоваться большим спросом. Мы уже несколько лет успешно продаем станки через агентов в разных странах. К тому же г-н Браун заверил нас, что ваша фирма имеет большой опыт по продаже станков, и что Ваши демонстрационные залы имеют все необходимые средства для испытаний.

Мы готовы помочь Вам в рекламировании товара и можем при-слать необходимое количество брошюр с описанием преимуществ конструкции наших станков.

Если эти условия приемлемы для Вас, предлагаем обсудить все вопросы во время личной беседы в ближайшем будущем. С нетерпением ждем Вашего ответа.

С уважением,
Россэкспорт

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 20. a) Complete and translate.

dis + advantage <i>n</i> = disadvantage <i>n</i>
--

1. approval → ...
2. comfort → ...
3. ability → ...
4. order → ...
5. satisfaction → ...
6. agreement →

b) Complete the sentences.

1. This proposition did not meet with their approval. Their... came to us as a surprise.
2. You can count on his loyalty. Any... on his part is absolutely impossible.

3. You have to follow these rules no matter what you think of them. Your likes and... are of no importance,
4. He likes to live in comfort. Any ... irritates him.
5. Just give me five minutes to put my desk in order. I cannot work when my things are in ...

ARTICLES

Ex. 21. a) Supply the articles where necessary.

1. It is stated in the agreement that the goods shall be sent on ... consignment.
2. The machine-tools were sent on... 6 months' consignment.
3. The firm agreed to supply the goods on... consignment basis.
4. ... commission of 5% seemed rather low to the agents.
5. The agency firm charged ...6% commission.
6. According to Clause 7 the amount of... commission should not exceed 5% of the value of the goods.

* * *

“... Agent undertakes to pay... full value of... equipment sold at... end of each quarter by... end of... month following the quarter. All ... payments shall be effected by... Agent in... pounds sterling by... remittance of... amount due to ... Principal to his account with ... International Industrial Bank. Any claims which ... Agent may have against ... Principal should be treated separately”.

b) Say what the agency agreement stipulates with regard to the terms of payment.

TENSE AND VOICE

Ex. 22. a) Supply the correct forms of the verbs.

1. We (not to grant) the exclusive right to our agents in New Zealand yet. 2. Last week we (to sign) a partnership agreement with a Swedish firm. 3. This agency firm (not to dispose) of all the goods they (to buy) from us. 4.... you (to start) developing a market for digital instruments in Singapore? — Yes, we (to distribute) successfully big quantities of digital instruments. 5. The vendor's engineers (to arrive) and (to be prepared) to start training of the distributor's technical staff.

* * *

Rossexport

June 28,...

Dear Sirs,

We (to receive) your letter dated 5th June 19... We (to write) to inform you that we (to wish) to obtain your authority for selling your cotton in Great Britain. We (to appreciate) that you already (to appoint) a representative in this country, but we (to feel) that the chances of selling your product in the British market (to increase) at present.

May we point out that we (to sell) direct to the British mills¹.

Your consideration (to appreciate) by us and we (to look) forward to your favourable reply in due course.

Yours faithfully,

...

Note:

¹ mill — фабрика

PREPOSITIONS

Ex. 23. Supply the prepositions where necessary.

1. The spare parts are to be supplied ... the servicing ... motors which were purchased... the distributor.
2. We expect you to treat... this matter seriously.
3. The distributor is entitled to dispose ... the goods ... the price he himself determines.
4. The Company group is engaged... distributing cotton products ... Indian origin.
5. The cost ... spares which may be needed ... repairing motors ... expiration ... the guarantee period would be ... the expense ... the end-user.

* * *

The firm is hereby appointed a distributor ... the products ... the resale thereof ... the following territory.

The Distributor shall purchase ... the Company for resale quantities ... the Product ... the terms and conditions hereinafter described and ... such additional terms and conditions as may be actually agreed ... writing ... time ... time ... the period ... the Agreement.

On delivery by the Company ... the Products sold ... the Company ... the Distributor ... accordance ... this Agreement the Distributor shall become the Owner ... the Products. The terms ... delivery ... each order ... the Product placed ... the Distributor shall be mutually agreed ... the time

... ordering, but ... the absence ... such agreement delivery ... each order shall be considered to be CIF Singapore.

The Agreement and all sales ... the Products ... the Company ... the Distributor shall take effect as contracts are made ... accordance ... the laws of the United Kingdom.

MISCELLANEOUS

Ex. 24. a) Choose and use.

to refuse, to waive, to reject, to give up, to decline

1. As the firm ... to grant the agents the exclusive right the agreement was not signed.
2. We had ... the services of this firm as the commission charged by them was too high.
3. After a number of failures the agents... trying to reach the target figures.
4. We... their request to grant them an exclusive agency right.
5. Since your goods have always been in conformity with our specifications we decided ... the inspection of the equipment at your works.

b) Translate into English.

1. Банк отказался предоставить фирме кредит на покупку этого оборудования.
2. Они отказались от намерения заключить монопольное агентское соглашение.
3. Естественно, что мы отказались от товара, так как он оказался некондиционным.
4. Принципалы отказались от предложения агентской фирмы изменить упаковку товара.
5. Мы сочли возможным отказаться от приемки и испытания станков, чтобы вы смогли ускорить отгрузку.
6. Интересно, почему он отказался от нашей помощи?

SOCIALIZING

Conversation starters

Often the first few minutes of a conversation can be rather difficult, particularly when people don't know each other very well. A good way to get a conversation going is to ask questions. However, these questions must be of a general nature which your visitor can answer easily.

<i>Topic</i>	<i>Questions and enquiries</i>
Flight	How was your flight? Did you have a good trip?
Weather	What was the weather like when you left London? What's the weather been like in England?
Plans	How long are you going to be here? How long are you planning to stay?
Previous visits	Is this your first visit to Germany? Have you been to Dusseldorf before?
Visitor's town/country	Which part of England are you from? Whereabouts in England do you live?
Accommodation	I hope everything is okay at the hotel. Where are you staying?

Ex. 25.

Terje Olson works for a Norwegian furniture manufacturer. He has been asked to take a Spanish visitor out to dinner. They have ordered their food and now keep the conversation moving by asking each other general questions. Some of the questions they asked each other are given on the left.

Match each question with the appropriate reply on the right.

- | | |
|---|--|
| 1. How well do you know Oslo, Marcello? | a. No, I come from the North originally. A small town up near the Arctic circle. |
| 2. How's the Bristol? I've heard it's very good. | b. Not at all. It's the first time I've been to Norway. In fact, it's the first time I've been to Scandinavia. |
| 3. Do you have to travel a lot in your work, Terje? | c. Very much. It's a beautiful setting and it's not as cold as I imagined. |
| 4. Have you always lived in Oslo? | d. Yes, it's fine. Very comfortable. And the service is good too. |
| 5. How are you enjoying your stay in Oslo? | e. Yes, that's right. I've got a flat right in the center. |
| 6. Have you ever been to Spain? | f. Not very much, a couple of times a year, mostly to the States. |
| 7. You're from Madrid, aren't you? | g. Yes, I was on holiday near Alicante last year. We enjoyed it very much. |

Ex. 26. Now think of your own situation. If you were on business abroad, how would you respond to the following questions?


1. You're (your nationality), aren't you?
2. Where do you live?
3. Which part of (your country) are you from?
4. What do you do?
5. How long have you worked for (your company)?
6. Have you got a big family?
7. Do you travel much in your job?

UNIT V

SPEECH EXERCISES

Ex. 27. a) Read the dialogue.

Remember: to terminate — прекратить действие (соглашения)
prior to — до, перед

 *A Canadian agency firm entered into contact with Rossexport to discuss the lines of their future business.*

Sokolov: Mr Vane, we know that your firm has considerable experience in selling watches and we're prepared to discuss with you the possibility of signing an agency agreement.

Vane: Thank you, Mr Sokolov, I'm very glad to hear it. The point I want to clarify first concerns the period of validity of the agreement. We would also like to be granted exclusive rights to sell your watches in the territory of India.

Sokolov: Well, we'd prefer a short-term agreement of perhaps one year to start with. As to the second point we do grant exclusive rights to our agents but only after 2 or 3 years of successful-sales.

Vane: The fact is that in the market of our country there's a strong competition from the US, Swiss and Japanese firms. The exclusive rights would enable us to compete with these well-established firms and give us protection.

Sokolov: I understand your position, Mr Vane, and to support you I think we can agree to grant you exclusivity for 1 year. We'd obviously like to see how successfully you develop sales before committing ourselves to a longer-term agreement.

- Vane:* You see, Mr Sokolov, we're planning to invest considerably in advertising, distribution and technical service for your watches. And we're unlikely even to cover all the expenses in the short term.
- Sokolov:* Taking this into account we can include the following words: "The agreement will be renewed automatically unless either party notifies the other of its intention to **terminate** the agreement by giving the other party a three months' notice **prior to the termination date**".
- Vane:* This wording seems quite reasonable. But as to validity, from our point of view, it should be longer.
- Sokolov:* All right. We can compromise on 3 years provided the sales targets are reached. If they aren't, then we naturally want the option of terminating our agreement. In this case we'll have to place our business elsewhere.
- Vane:* That sounds reasonable. Thank you, Mr Sokolov. I appreciate the businesslike atmosphere of our talks and can assure you that we'll do our best to carry out commitments on the agreement.

b) Reproduce the parts of the dialogue where the two businessmen discuss:

1. the possibility of granting the agents exclusive rights for 3 years;
2. the option of the principals to terminate the agreement.

c) Act out a similar dialogue. Suppose Mr Brown asks for exclusive rights to sell Russian machines.

Ex. 28. a) Read the letter.

Remember: subsequently [ˈsʌbsɪkwəntli] — впоследствии



Rossexport

July 10,...

Dear Sirs,

ELECTRIC MOTORS

Following the meeting that has taken place in Moscow between Mr Kozlov and our Mr Brown, we now understand that you are ready to deliver electric motors for the UK.

In this connection we have prepared a list of our requirements enclosed herewith covering a total of... motors to the total value of £... which we now place as a firm order on the following basic conditions:

1. Subject to detailed discussion of terms, you will grant us exclusivity of the UK market for Russian Electric Motors for a period to be determined in negotiations but to be not less than initially three years.

2. We shall receive your motors on the basis of consignment and pay for them as and when they are actually sold to the UK consumers. For this purpose we shall remit the money within 30 days upon sale.

3. The period of consignment will be not less than two years, a condition which may be varied **subsequently**.

4. The shipment of these motors will be effected by you during the first quarter,... although you have the option to ship earlier if you so wish.

Please confirm to us by e-mail the acceptance of the order as it stands at the moment, which will enable you also to place this order with your factories.

Yours faithfully,
...

b) Summarize the letter.

c) Think and answer.

1. Why did the agents want the right of exclusivity for a minimum of 3 years initially?
2. Would the period of consignment be cut or extended in the future? What would it depend on?
3. Would Rossexport agree to the delivery schedule offered by the agents? What would influence their decision?

d) Write a reply to the firm stating your opinion of the conditions put forward by the firm.

Ex. 29. a) Read the letter.



Rossexport

September 17,...

Dear Sirs,

YOUR REF: 2/34 — ELECTRIC MOTORS

We are in receipt of your letter of 14th September under the above reference. As you know, the shipments under our current contract have been coming in very late and in fact we are still missing some 600 mo-

tors of that order. As it was impossible and unwise to start total marketing of the motors without having the full range of what is available in stock we have delayed this until recently, and have only now started to sell the motors.

On the other hand, the UK market has been and continues very quiet indeed to the extent that the UK motor manufacturers have reduced their production to a three day week. We do, however, anticipate that following recent improvements in the home market situation in the UK and in the industrial production which will inevitably follow there will be an increased demand within the first half of next year.

In view of all this, we would like to delay a final decision as to the deliveries of motors we will wish to order for the UK until as late as possible and would ask you to let us know by telex what would be the latest date at which we would have to order the motors for delivery beginning second quarter.... We shall then work to that date.

Alternatively we would suggest that a quantity similar to that ordered for this year be reserved for us for ... and as late a date as possible should be assigned for our submitting detailed specifications within this quantity of motors. We presume that for orders to cover the second half of... we could order in the first quarter. By that time we should have a clearer picture of the economic and engineering production situation in the UK. We shall, therefore, now await your further news on this and remain,

Yours faithfully,

...

b) Check your comprehension.

1. How did the agents explain the delay in marketing the goods?
2. What was the situation on the UK market?
3. Why did the agents delay their decision with regard to the future orders?

c) Summarize the letter.

d) Think and answer.


1. Why did the agents need the full range of the goods to start the marketing programme?
2. Would the principals wait for the improvement of the market or would they sell their motors elsewhere?

**e) Agree or disagree with the following statements.
Give your reasons.**

1. The agency agreement usually stipulates the minimum sales quota.
2. The agents incur losses in depressed market conditions.

f) Write a reply to the letter.

Ex. 30. a) Read the letter.

 Malaysia Trading Company

1st April, ...

Dear Sirs,

Our company Asan Industries are in search of a distributor for our electronic equipment in East Asian markets. The expert director of Asan Industries Mr Peter Webb was advised by the first-class Malaysian bank to contact your company for negotiating a possibility of signing a distributorship agreement.

Asan Industries were founded in 1954, employ 400 people between head office in Glasgow and the main plant in Honey Well. We have activities throughout the world.

Asan Industries design, manufacture and market electronic equipment which is distributed in all sectors of food processing industry worldwide and which made Asan Industries a market leader in this field.

Asan Industries provide complete customer service from design to after sales and we are able to serve the needs of the market thanks to the following departments:

Market Department for market surveys and product development

Research & Development Department for new applications

After-Sales & Customer Support Development for problems and solutions

To receive full information rapidly, please, contact us either by e-mail or by fax.

Yours faithfully,
Asan Industries, Britain

b) Check your comprehension.

1. What reputation do Asan Industries enjoy on the world market?
2. In what area is their equipment applied?

3. What departments contribute to the first-class reputation of the company?
4. What functions are performed by those departments?

c) Summarize the letter.

d) Think and answer.

1. What was the company's rapid growth based on?
2. What does it mean to be a market leader?
3. Will the distributor be interested in the proposal? Why?

Ex. 31. a) Read the letter.

Leather Manufacturing
Barcelona
Spain

17 October, ...

Dear Mr Iglasis,

We are interested in the offer you made to us in your letter of 8 October to act as sole agents for your leather goods in this country.

We think that the annual turnover you suggested was rather optimistic, and while we agree that there is a demand for leather cases and bags here, we think that half the figure you quoted would be more realistic. In view of this, the commission you offer, six per cent, is rather low, and we would expect a minimum of ten per cent on net invoice totals.

As sole agents, the territory you offer, i.e. London, would be too restrictive for sales, and this would have to be extended to the home countries. We also feel it would be better for customers to settle with us direct, and we would remit quarterly account sales deducting our commission, but we are prepared to leave this matter open for discussion.

Finally, we would hold the stock you suggested, but if there is a rush of orders, as there may be now we are nearing Christmas, you would have to shorten the delivery date you quoted, from six weeks to three weeks from receipt of order.

If these conditions are suitable, then we would certainly accept an initial one-year contract to act as your agents.

Yours sincerely,
M. Allison

b) Check your comprehension.

1. What sort of agency is Mr Iglasis offering?
2. What does Mr Iglasis think of the commission offered by the principal?
3. What matter is he prepared to negotiate?
4. Why are delivery dates a problem?
5. How long will the initial contract run?

c) Summarize the letter.

d) Think and answer.

1. Why does Mr Allison think a six per cent commission is rather low?
2. What did Mr Allison mean by saying that the annual turnover Mr Iglasis suggested was optimistic?
3. If you were Mr Iglasis, what commission do you think you could offer to meet Mr Allison's terms?

Ex. 32. a) Read the letter.

1 March, ...



Sales Manager
Hartley-Mason Inc.
Chicago, Illinois, USA

Dear Sir,

We are a large motorcycle retail chain, with outlets throughout the UK, and are interested in the heavy touring bikes displayed on your stand at the Milan Trade Fair recently.

As you are probably aware there is an increasing demand in this country for machines of this type due to increasing traffic congestion, environmental problems and the acceptance of the motorcycle as a common means of transport, rather than just a teenage phase. And sales of larger machines have increased by more than 70 per cent in the last two years.

We are looking for a supplier who will offer us a sole agency to retail heavy machines. At present we represent a number of manufacturers, but only sell machines up to the 600 cc¹ range, which will not compete with the 750cc, 1000cc and 1200cc models you make.

We operate on a 10% commission on net list prices, and we think you could expect an annual turnover of more than 2,000,000. With an advertising allowance we could probably double this figure.

Our customers usually settle with us direct, and we pay our principals by bill of exchange² on a quarterly basis. You could be sure that our organization will offer you first class representation and excellent sales to guarantee the success of your products in this country.

We look forward to hearing that you are interested in our proposal.

Yours faithfully,
B. Glock

Notes:

¹ cc — cubic centimetre

² bill of exchange — переводный вексель, тратта

b) Check your comprehension.

1. What goods is the British agent dealing in?
2. Why is the demand for bikes increasing now?
3. What sort of agency is Mr Glock offering?
4. How is payment usually effected by the agent?

c) Say what you have learned about:

1. the marketing possibilities for US bikes on the British market;
2. the basis of sales of bikes as suggested by the agents;
3. the way of effecting payment by the agent.

d) Think and answer.

1. Why was it important to describe marketing possibilities for bikes on the British market?
2. What did the agent mean by “advertising allowance”?
3. Why did the agent ask for exclusivity?
4. Would the US supplier agree to meet the agent’s terms?

Ex. 33. a) Read the letter.

Mr B. Glock
Glock Motocycles Ltd.
Nottingham, England

14 March, ...

Dear Mr Glock,

We were pleased to receive your letter of March 1 and to see that you were interested in the machines we produce.

The United States, like Great Britain, has also experienced an increase in motorbike sales, and like you we think that there is a vast market to be tapped¹ for the heavy touring bikes.

With regard to your offer, I should tell you straight away that we never use sole agencies anywhere in the world, but rely on distributors buying our products on their own account, then retailing them at market prices in their country. We, of course offer a 30% off net list prices and a further 5% quantity discount for sales above \$100,000. We have found sole agencies tend to be rather restrictive both for ourselves and our customers.

As far as advertising is concerned, you will be pleased to hear that we have arranged for an extensive campaign which begins next month and features our heavy machines. We are sending dealers throughout Europe brochures, leaflets, and posters to hand to their customers, and this will be followed up by television advertising in May.

Our terms of payment are by a L/C to be opened for the full value of purchased goods. Once again, thank you for writing to us, and please contact us if you have any more queries.

Yours truly,

...

President Hartley-Mason Inc.

Note:

¹ to tap — осваивать

b) Check your comprehension.

1. What is the market demand for touring bikes in both countries?
2. How does Mr Mason explain that Mr Glock's firm would not be offered a sole agency?
3. Why doesn't Mr Mason's company offer sole agencies?
4. What sort of campaign is Hartley-Mason planning to help sales?
5. What are Hartley-Mason's usual terms of payment?

c) Summarize the letter.

d) Think and answer.

1. What did Mr Mason mean by writing that sole agency was restrictive for suppliers? /for customers?
2. Why did Hartley-Mason prefer L/C for initial contracts?
3. What would be Mr Glock's response to the letter?

Ex. 34. Give extensive answers.

1. When are goods sold through agents?
2. What are the main clauses included in an agency agreement?

3. What types of agencies are used in international business?
4. What makes correct pricing an important factor in sales through agents?
5. Why is it necessary to carry out an extensive advertising campaign when entering a new market?
6. What are the advantages and disadvantages of doing business through agents?
7. What factors determine the duration of a consignment period?
8. Why is it important for suppliers of sophisticated equipment to provide technical support?
9. Why is it essential for distributors to have technically skilled personnel?
10. Why are agents interested in obtaining exclusive rights?
11. Why are suppliers reluctant to grant exclusivity?

Ex. 35. Agree or disagree with the following statements. Give your reasons.

1. The extent of the agent's commission depends mainly on the relationship between the principals and agents.
2. Distributors do not have to provide promotional support.
3. There are some types of goods which do not need advertising.

Ex. 36. Act out the dialogues on the basis of the following assignments.

1. Mr Flock of Flock and Co (USA) arrived in Moscow to appoint a distributor. Mr Flock's company manufactures a wide range of sophisticated computers. Meet Mr Flock and discuss with him a possibility of representing his company on the Russian market. Discuss the terms on which you would agree to act as a distributor.
2. Meet Mr Green supplying digital equipment to Russia. He has arrived in Moscow to discuss signing a distributorship agreement. Meet Mr Green and discuss with him the terms of the future agreement and the technical support the supplier provides to the distributor and end-users.
3. You meet Mr Smart of Smart and Co. selling foreign-made electrical motors on the British market. Discuss a possibility of signing an agency agreement on a consignment basis, the duration of the consignment, the range of services the agent is ready to provide, the extent of the commission.

UNIT VI

REVISION GREAT BRITAIN

Ex. 37. a) Read the text.

ECONOMY AND INDUSTRY

Britain used to have many manufacturing industries, but since the Second World War its service industries, especially banking and retailing, have expanded. Between 1951 and 1991, the percentage of people working in service industries rose from 36 to 71 per cent. The number of people working in manufacturing industries has gone down.

Heavy industries, including steel manufacture and shipbuilding, have been replaced by high-technology manufacturing industries, such as aircraft engine manufacture, pharmaceuticals and hi-fi equipment.

The City is the area of London with the banks. The City is now one of the most important financial centres in the world. Although the City is only one square mile, 300,000 people work there. It contains 8,500 companies and 524 banks from 76 countries.

The City earns £100 billion a year by selling its financial services. In 1994, London had 40 per cent of the world's foreign exchange trade (buying and selling of foreign currencies), far more than its nearest rival, New York.

b) Summarize the text.

**c) Agree or disagree with the following statements.
Give your reasons.**

1. There are more people working in manufacturing industries than in service industries in Britain.
2. The City is a powerful financial centre.

Ex. 38. a) Read the dialogue.

FROZEN FOODS

Labour-saving devices and frozen foods have helped to ease the housewives' tasks. They spend much less time preparing meals because so much food can be bought ready-prepared to eat. Cooking for the family no longer needs to be a full-time occupation.

- John:* D'you think we make too much use of tinned foods in England? The supermarkets are full of them, aren't they? Perhaps that's why our food isn't very tasty.
- Turid:* But some frozen foods are excellent, aren't they? And think of all the work we'd have to do in the kitchen if it weren't for the gadgets and the frozen foods.
- John:* Yes, that's true. But you spend much more time cooking and preparing meals in Norway than we do in England, don't you?
- Turid:* Yes, I suppose we do. You make less fuss about food than we do. We have one big meal a day, dinner in the early evening, and spend a lot of time preparing it. You seem to spend less time preparing yours.
- John:* Yes, but we're just as fond of good food as you are.
- Turid:* You certainly don't show it!
- John:* We do fuss about meals sometimes and we do like to eat out on special occasions. London is full of foreign restaurants with lots of exotic dishes. You must come out with me one night.
- Turid:* Thanks a lot, I'd love to. That's what I like about London. There's always so much to see and do.

b) Summarize the dialogue.

c) Speak about eating habits in your country.

Ex. 39. a) Read the text.

WHY DO PEOPLE TAKE UP HOBBIES?

The idea of having a hobby for your leisure hours, of taking up a pastime to keep you entertained and busy when you're not at work, is quite commonplace in Britain, but it's by no means a universal habit. There are so many countries where the custom has never caught on¹ and where people spend their free time simply resting or conversing. Perhaps the 'hobby craze' is basically a Northern European fad².

When people are asked why they've taken up a particular hobby they tend to give very different reasons. Some say



that they feel they ought to do something useful in their spare time; others talk about self-improvement and the importance of learning to do something new. A very popular explanation for the pursuit³ of a hobby is that it provides an opportunity to do something completely different from one's usual work; some people say that their hobby, if it's an outdoor hobby, has been a means of making new friends and exchanging ideas. There are those, too, who say they need to do something creative because they are bored with their jobs and feel the urge for a more constructive activity when they are off duty. Perhaps the most convincing reason given for taking up a hobby is simply that having a suitable pastime for one's free hours is a source of incalculable⁴ pleasure.

Notes:

¹ to catch on — стать популярным, модным

² fad — увлечение, причуда

³ pursuit [pə'sju:t] — занятие

⁴ incalculable — огромный

b) Summarize the text.

c) Give your viewpoints.

1. If you have an interesting job, you don't need a hobby.
2. Hobbies are really for children.
3. There are reasons other than the ones mentioned in the text why people take up hobbies. If so, what are they?

UNIT VII

VOCABULARY

- | | |
|-----------------------------------|---------------------------------------|
| 1. agent ['eidʒnt] <i>n</i> | — агент |
| shipping | agent |
| sales | |
| forwarding | |
| packing | |
| commercial | |
| exclusive | — торговый агент |
| | — агент с исключительными правами |
| 2. agency ['eidʒənsi] <i>n</i> | — агентство |
| sole agency | — агентство с исключительными правами |
| 3. principal ['prinsəpl] <i>n</i> | — принципал, доверитель |

4. **showroom** *n* — демонстрационный зал
to open
to run
to arrange
to equip | a showroom
e.g. The agents provided the showroom with all the necessary testing facilities.
5. **diligence** [ˈdɪlɪdʒəns] *n* — усердие, старание
6. **diligent** [ˈdɪlɪdʒənt] *adj* — усердный, старательный
diligent | person
| agent
| student
| secretary
7. **to treat** *v* — 1. рассматривать (вопрос)
to treat | questions | seriously
| points | thoroughly
| matters |
e.g. We are surprised at the way you treated this problem.
- to treat smb** | badly
| well — 2. обращаться, обходиться с кем-л.
| kindly
| with consideration
| with tact
e.g. His manner of treating his colleagues won him respect.
8. **remuneration** [rɪˈmju:nəˈreɪʃn] *n* — вознаграждение, оплата
e.g. We have agreed on the basis of calculating their remuneration.
9. **to remunerate** [rɪˈmju:nəreɪt] *v* — вознаграждать, оплачивать
to remunerate smb for smth
e.g. We shall remunerate them for the services.
10. **commission** *n* — комиссия (вознаграждение)
to work on commission
to get
to receive | a commission
to grant
to charge
a commission of 5% — взимать комиссионные
a 5% commission — комиссионные в размере 5%
e.g. When introducing new goods this agency firm works on a 5% commission.

11. **consignment** [kən'sainmənt] *n* — консигнация (вид договора)
to send goods on consignment — посылать товар на консигнацию
on a consignment basis — на условиях консигнации
e.g. The goods were to be sold on a consignment basis.
on a 3 months' consignment
on a consignment of 3 months
Запомните сочетания:
consignment | **warehouse** — консигнационный склад
| **contract**
12. **intermediary** [,intə'mi:djəri] *n* — посредник
to act as intermediary for smb
e.g. They offer to act as our intermediaries to distribute our goods on the Australian market.
13. **to remit** [ri'mit] *v* — пересылать, переводить деньги
14. **remittance** [ri'mitəns] *n* — денежный перевод
to pay by remittance — производить оплату денежным переводом
monthly | **remittance**
quarterly |
yearly |
syn.: transfer
15. **to dispose v** — распорядиться чем-либо, продавать
to dispose of smth
e.g. The firm is free to dispose of the balance of the goods as it chooses.
16. **distributor** [di'stribju:tə] *n* — агент по продаже
e.g. We make sure that the distributors are always stocked adequately with the fast-moving standard items.
17. **agency agreement** — агентское соглашение
18. **vendor n** — продавец
e.g. Vendors refuse to accept price cuts.
syn.: seller, supplier
19. **retailer n** — розничный торговец
20. **to retail v** — продавать в розницу
e.g. They are going to retail these cars at reduced prices.

21. **retail** *n* — розничная торговля
e.g. His experience in retail includes managing a number of shopping centres in New Zealand.
Запомните сочетания:
- | | | |
|---------------|----------|--|
| retail | sales | |
| | trade | |
| | market | |
| | price | |
| | business | |
22. **sustainable** [sə'steɪnəbl] *adj* — устойчивый, непрерывный, длительный
e.g. The government insured sustainable economic growth.
23. **merchandise** *n* — товар
syn.: goods, commodity
24. **to grant** *v* — давать, предоставлять
- | | | |
|-----------------|------------------|------------------------|
| to grant | credit | |
| | an allowance | |
| | a discount | — предоставлять скидку |
| | a patent | — выдать патент |
| | exclusive rights | |
25. **exclusive** [ɪk'sklʉ:sɪv] *adj* — исключительный
- | | | |
|------------------|------------|---|
| exclusive | privileges | |
| | rights | |
| | sale | |
| | agency | — агентство с исключительными правами продажи |
- exclusive agency agreement** — соглашение о предоставлении исключительных прав агенту, монопольное агентское соглашение
- exclusive agency rights** — исключительные права продажи, предоставляемые агенту
e.g. The firm was granted exclusive agency rights.
26. **exclusivity** *n* — исключительное право продажи
27. **to renew** *v* — возобновлять, обновлять
- | | | |
|-----------------|--------------------|--|
| to renew | an agreement | |
| | relationship | |
| | the sales forecast | |
28. **target** ['tɑ:ɡɪt] *n* — намеченная (плановая) цифра

Lesson 18

- export sales** | **target** — план экспорта
— план продаж
to reach the target — выполнить плановое задание
- Запомните сочетание:*
target figure — плановая цифра
29. **initial** *adj* — начальный; исходный, первоначальный
- initial** | **talks**
period
stage
investment, etc.
- e.g.* The initial talks formed the basis of the later agreement.
30. **to comply** *v* — 1. подчиняться, действовать согласно чему-л.
to comply with smth — 2. соответствовать чему-л.
e.g. Mills should comply with environmental regulations.
- to comply with** | **suggestions**
rules
regulations
safety regulations
environmental regulations
law
an agreement
31. **to terminate** ['tə:mineit] *v* — прекращать
to terminate an agreement
e.g. As the agent failed to reach the target figures the agreement was terminated.
32. **prior to** [praɪə] *prep* — до
- prior to** | **signing a contract**
arrival
negotiations
- e.g.* We ask you not to take any steps prior to our cable.
- prior to** обычно употребляется в документах
33. **subsequently** ['sʌbsɪkwəntli] *adv* — впоследствии

LESSON 19

Grammar Revision:	1. Conditionals 2. Split Conditionals 3. Conditionals in Simple Sentences 4. Subjunctive after the Verb "to wish"
Subject for Study:	On Management and Managers
Revision:	US Government

UNIT I

GRAMMAR

1. CONDITIONALS

Ex. 1. Read and translate the sentences.

1. If you bought me a ticket for tomorrow's performance, I would join you.
2. If you bought me a ticket for tomorrow's performance. I could join you.
3. If you could buy me a ticket for tomorrow's performance, I would join you.
4. If I had bought a ticket beforehand, I would have joined you.
5. If I had bought a ticket earlier, I could have joined you.
6. If I could have bought a ticket beforehand, I would have joined you.

В условном предложении может употребляться форма **could** как в главном, так и в придаточном предложении. Если речь идет о воображаемых событиях, относящихся к настоящему или будущему времени, после глагола **could** употребляется **Simple Infinitive** (см. прим. 2 и 3). Если речь идет о прошлых несостоявшихся событиях, после глагола **could** употребляется **Perfect Infinitive** (см. прим. 5, 6).

Ex. 2. Answer the questions.

1. What could you do if you won a competition and got a large amount of money?
2. If you could go to Great Britain for a couple of weeks, what would you like to see there in the first place?

3. If you lost your purse (кошелек), what could you do to get your money back?
4. If you could have gone on a foreign tour last summer instead of staying in the city, what would your choice have been?

Ex. 3. Choose the correct variant.

1. If I ... the office earlier, I ... to the party my friend is giving.
A. could leave, would go
B. could have left, would go
C. could have left, would have gone
2. If you ... us a reduction in the price, we ... ready to sign the contract.
A. could have given, would be
B. could give, would be
C. could give, could have been
3. They ... if you ... their commission.
A. would be satisfied, could have increased
B. would have been satisfied, could increase
C. would be satisfied, could increase
4. The principal ... the expenses on the showroom if the agent ... to a lower remuneration.
A. could share, agreed
B. could have shared, agree
C. could share, agrees
5. If there ... any defects they ... a claim long ago.
A. were, would make
B. had been, could have made
C. had been, could make

Ex. 4. Translate into English.

1. Если бы ты сообщил мне заранее о своем приезде, я бы тогда мог организовать что-нибудь и мы могли бы хорошо провести время.
2. Было бы хорошо, если бы вы могли прийти к соглашению.
3. Мы могли бы предоставить вам скидку, если бы вы увеличили заказ.
4. Если бы вы не смогли отгрузить товар в срок, мы были бы вынуждены аннулировать заказ.

5. Мы могли бы принять участие в тендере, если бы узнали об этом вовремя.
6. Если бы вы могли меньше курить, вы бы чувствовали себя намного лучше.
7. Если бы на прошлой неделе не было бури, мы бы смогли разгрузить корабль намного раньше.

2. SPLIT CONDITIONALS

Ex. 5. Study the sentences.

1. If you had followed the instructions properly, we wouldn't be faced with this problem now.
2. If you were more diligent in your work, you wouldn't have missed this mistake when checking the accounts.
3. If he knew French, he would have taken part in the talks yesterday.

В ряде ситуаций условие или следствие могут быть соотнесены с разными временными планами и поэтому **Present** и **Past Conditionals** могут употребляться в одном предложении.

Ex. 6. Choose the correct form of the verb in brackets.

1. If there (to be) no delay in delivery of some parts for over a month, we (to start) the installation of the equipment now.
2. If he (to be authorized) to settle such problems, I'm sure no objections (to arise) during the negotiations.
3. If there (to be) sufficient funds for the project, we (to start) the construction long ago and (to complete) it soon.
4. If he (to have) more experience, he (not to fail).
5. If the list (to be) shorter, we (to check) it by yesterday evening.

3. CONDITIONALS IN SIMPLE SENTENCES

Ex. 7. Study the sentences.

1. But for his help, we wouldn't have completed the job in time.
2. But for the importance of the matter, we could take it up much later.
3. But for the delay at the customs, the machines would have arrived at the site long ago.
4. In his place I wouldn't wait for the reply so long.

Lesson 19

В простых предложениях может употребляться **Present** или **Past Conditional** для выражения нереального действия. В этих случаях условие, от которого зависит воображаемое действие, подразумевается:

but for his help = if he hadn't helped us

in his place = if I were (had been) in his place

Ex. 8. Use the correct form of the verb in brackets.

1. But for you they still (to sit) here without any hope of getting tickets.
2. In your place I (to leave) him a message. Why didn't you?
3. But for their refusal to grant us a discount we (to sign) the contract.
4. In your place I (to take) urgent measures immediately after this happened.
5. It was bad luck that he turned up at the wrong time. But for him nothing (to happen).

Ex. 9. Change the following, making up simple sentences. See the model.

If there was no delay in getting visas, we would be already in Great Britain.

But for the delay in getting visas we would be already in Great Britain.

1. If the company hadn't refused to work on a 5% commission, we would have signed an agency agreement.
2. If the remuneration was not so low, we would agree to act as their agents.
3. If there had been no delay in providing the transportation facilities, the contractual delivery time would have been complied with.
4. We wouldn't change the initial value of the contract, if the market prices were not rising.
5. If they had not failed with the first consignment we would have renewed our contract.

Ex. 10. Translate into English using simple sentences.

1. Если бы не было так поздно, мы бы продолжили переговоры.
2. Если бы не его позиция, мы бы достигли договоренности.
3. Если бы задание не было срочным, мы давно бы все закончили и ушли.

2. I wish I ... her telephone number. I can't get in touch with her.
A. know B. had known C. knew
3. I wish you ... of this bad habit.
A. got rid B. had got rid C. have got rid
4. We wish he ... here now to give us advice.
A. is B. was C. has been
5. I wish I ... work last Sunday.
A. hadn't worked B. didn't work C. wouldn't work
6. We wish we ... contacts with this company.
A. renewed B. had renewed C. were renewed
7. We wish our relations with this company
A. had been terminated B. were terminated C. have been terminated

Ex. 13. Supply the correct forms of the verbs in brackets.

1. I wish you (not to work) so much. You look very tired.
2. The agents wished they (to grant) the exclusive right.
3. We wish the target of this project (to be) more accurately defined.
4. We wish the period of consignment of the goods (to extend) till 200... .
5. We wish more questions (to discuss) during yesterday's talks.
6. I wish I (not to miss) so many lessons. It will be difficult now to catch up with the group.
7. I wish you (to reach) a compromise. It would have saved us a lot of trouble.

Ex. 14. Express your regret. Follow the model.

<p><i>It's a pity</i> he didn't advise us of his arrival. <i>I wish</i> he had advised us of his arrival.</p>

1. It's a pity we didn't book the seats in advance.
2. I'm sorry I couldn't send the message on time.
3. We regret we didn't clear up this misunderstanding at once.
4. Unfortunately there is no possibility to ship the goods ahead of contractual schedule.
5. It's a pity I missed this TV programme yesterday.
6. Unfortunately the obligations were not clearly specified.
7. We regret the problem was not discussed at the meeting.

Ex. 15. Translate into English.

1. Жаль, что нам пришлось аннулировать контракт. К сожалению, продавцы не соблюдали своих обязательств.
2. Жаль, что мы не воспользовались возможностью более детально ознакомиться с работой оборудования.
3. Как жаль, что мы не смогли окончательно согласовать сроки поставки.
4. Я пожалела, что не последовала их совету.
5. Мы обращаем ваше внимание на частое нарушение графика поставок. Мы хотели бы, чтобы вы точно соблюдали все условия, предусмотренные в контракте.
6. Жаль, что вы не сообщили нам своевременно о переносе срока поставки последней партии. Для нас это означает нарушение непрерывного производственного процесса.
7. Хорошо бы, чтобы они наконец перестали спорить.
8. Жаль, что вы не подготовили все материалы. Тогда мы могли бы передать дело в арбитраж еще вчера.
9. Жаль, что в своем письме вы не упомянули об этом нарушении. Тогда наша позиция была бы более обоснованной.

UNIT II

WORKING ON THE TEXT

ON MANAGEMENT

A

Management, by definition, is a function of planning, organizing, coordinating, directing and controlling. Any **managerial** system, at any managerial level, is characterized in terms of these general functions.

Management is revealed in a **variety** of specific **activities**. In other words, management refers to a whole number of problems connected with business. These include: implementing effective personnel policies, analyzing financial reports, analyzing changes in operating results, defining the company's long-term as well as specific **objectives**, considering **mergers, takeovers and acquisitions**, working out a business plan, negotiating, signing contracts, arranging sales, organization of **recruitment** process, creating a positive **image** of the company and so on. However, in most companies the activities of a manager depend on the level at which he or she is working. Top managers will be more in-

volved in long-range planning and the relations of a company with the outside world, **whereas** middle management and **supervisors** are generally making day-to-day decisions which help an organization to run efficiently and **smoothly**.

The top members of management, called senior management, **report** to the owners of a firm; in large corporations the **Chairman** of the Board, the President and sometimes other key senior officers report to the Board of Directors.

One of the keys to success is for a company to develop efficient **means of communication** between management and **employees**. A manager should have a good understanding of human nature. He must know how to speak with **subordinates**, how to control them, he must know what motivates them, and how to **respond** to their initiatives. Good management should create an environment where people feel comfortable and in which they will **perform** to their maximum potential. This **invariably** will have a direct positive effect on the customer. **As a matter of fact**, a company which is good to work for is usually one which is good to do business with.



The characteristics of management often **vary** according to national culture which can determine how managers are trained, how they lead people and how they **approach** their jobs.

A study comparing different approaches to management had revealed the **deep gulf**² which **separates** managerial behaviour in many German, British and French companies. The **difference** is shown most clearly in their attitudes to managerial **expertise** and **authority**. German managers consider technical skill to be the most important

aspect of their jobs, whereas British managers see themselves as executives first and technicians second. Germans view the organization as a coordinated **network** of individuals who make appropriate decisions

based on their professional competence and knowledge, while British managers view organizations primarily as a network of relationships between individuals who **have things done** through communicating and negotiating, and French managers look at organizations as a network where the power to organize and control others comes from their position within the organization.

All successful companies strongly believe in the value of **customer service**. The way a company approaches this problem is one of the most important factors in determining its future success or failure.

No matter what a company does, it is always in the business of providing customer service. All successful companies must understand what their customers want, and this is especially important in today's extremely **competitive** markets when customers have become much more demanding and expect nothing less than **excellence** in customer service.

From all that follows that management covers a variety of **functional** areas, and the success or failure of a company directly depends on how managerial work is done.

Managing is a hard job. There is a lot to be done and relatively little time to do it. The engineer can finish a design on a particular day. And the **lawyer** can win or lose a case³ at a certain time. But the manager's job is like a wide river — it just keeps going.

B

Mr Varden, sales manager of the British **subsidiary** of an American company, is visited by Mrs Landor, the parent company's chief executive.

- 509 *Varden:* This is a great pleasure, Mrs Landor, to meet you again. I hope that you're finding your hotel comfortable and they've given you everything you need.
- Larden:* Yes, thank you. Everything's fine... there. But I haven't come to discuss my **welfare**.
- Varden:* Er ...no, I suppose not.
- Landor:* The fact is ... the customer service programme you introduced last year has not **achieved** the results you forecast.
- Varden:* No, it hasn't. These things take time.
- Landor:* Time, Mr Varden, is something you haven't got.
- Varden:* I see.
- Landor:* And from your report, which I must say I've read very carefully, it seems to me that you haven't **taken in** one very important fact.

Varden: And what's that?

Landor: You're still **clinging** to the traditional style of management. You think your subordinates are there to help you do your job.

Varden: Well, yes, of course.

Landor: Wrong, Mr Varden, wrong. You must ... and this is an order ... must **abandon** your present style. Each manager is there to help subordinates do their jobs, and that includes you, Mr Varden.

Varden: What job?

Landor: Satisfying customers' needs. Poor service has a penalty. It costs five times as much to get a new customer as to keep those you have. What's the good⁴ of spending money getting new customers... if your old customers are going elsewhere?

Varden: I don't think our customers are going elsewhere!

Landor: How many customers have you personally phoned so far to see if your service was OK?

Varden: None... of course ... if English people are not satisfied they soon tell you.

Landor: Our research shows us that, even in England, as many as 96% don't complain... but 90% won't come back.

Varden: I am quite sure that we have very few dissatisfied customers.

Landor: I want to hear you tell me you have none. We know that each dissatisfied customer tells at least nine others and some tell as many as twenty.

Varden: I often have letters about the excellence of our service.

Landor: The satisfied customers either keep quiet or **at the most** tell four people. And another thing ... do you **reward high performance** of your staff?

Varden: I'm told from above that there isn't the money. Anyway, they are rewarded — good salaries, company cars, **health insurance** ...

Landor: Rewarded not just **adequately**, but **generously**. And that's not just materially. We get service from our staff when we reward them. It's **worth** remembering.

Notes:

¹ in terms of — с точки зрения

² gulf — пропасть; залив

³ case — зд. дело

⁴ What's the good of ... — какой смысл ..., какой толк в ...

SECTION A

Ex. 16. Read and translate the text.

Ex. 17. Check your comprehension.

1. What is management?
2. What activities does management include?
3. What managers take care of long-term objectives?
4. What managers handle day-to-day business of the company?
5. Who are top managers of different companies accountable to?
6. What importance is attached to good manager-employee relationship?
7. What importance is attached to customer service?
8. What do managerial styles depend on?

Ex. 18. Say what information the text gives about:

1. problems of management;
2. customer service;
3. relations between management and employees;
4. different approach to management in German, British and French companies.

Ex. 19. Think and answer.

1. What is a good environment at work?
2. In what way is a positive image of a company created?
3. Why is it important to understand the needs of customers?
4. Why have customers become more demanding?
5. What accounts for different approaches to management in German, British and French companies?
6. What is important for a company to do to achieve success?

SECTION B

Ex. 20. Read the dialogue.

Ex. 21. Check your comprehension.

1. Why did the chief executive visit the sales manager of a subsidiary?
2. What made Mrs Landor feel concerned about the customer service programme?

3. What was wrong with the managerial activities of Mr Varden?
4. What did the research of the parent company show?
5. How were employees in the subsidiary company rewarded?
6. What recommendations were given by the chief executive?

Ex. 22. Say what you have learned about:

1. reasons for Mrs Landor's visiting their subsidiary company;
2. Mr Varden's approach to his duties as manager;
3. relations between the company and its customers;
4. rewarding system at the subsidiary.

Ex. 23. Think and answer.

1. What is your opinion of the way the sales department of the subsidiary was run?
2. Where did the manager go wrong in his performance?
3. Do you agree that the role of each manager in the company is to help his subordinates do their work? Give your opinion.

Ex. 24. Reproduce the dialogue.

Ex. 25. Act out a dialogue. Suppose you are chief executive officer and you received complaints of employees about the managerial activities of the personnel manager. Discuss with him, in a polite way, the problems and the necessity to abandon his style of management.

UNIT III

WORKING ON WORDS

to respond to smth

Ex. 26. a) Read the model.

Management should respond *to complaints* of the customers quickly and effectively.

b) Say how the Buyers reacted to the new proposal of the Sellers (their letter, request, remark).

c) Now say how the manager should react to customer complaints (changing buyers' requirements, poor performance of his subordinates, a change in market conditions, decline in profits).

activities

Ex. 27. a) Answer the following questions.

1. What facilities are provided at school for sports activities?
2. What is necessary to do to promote scientific activities?
3. What activities does the work of a manager include?
4. What fields do managerial activities cover?
5. In what way do advertising activities contribute to the success of a company?

b) Paraphrase the following sentences.

1. You must do a lot of exercise to keep up your health.
2. He has been engaged in social work for many years.
3. Their advertising campaign supported the new products on the market.
4. They are responsible for decision-making work.
5. How do promotional efforts help to move new products into the market?
6. Everybody supported the efforts of the organization aimed at recycling production wastes.

c) Translate into English.

1. Управленческая деятельность требует больших знаний.
2. Пресса уделила много внимания экономической деятельности этой организации.
3. Эта школа известна своей спортивной работой.
4. Менеджмент включает целый ряд разнообразных видов деятельности.
5. Деятельность этого министра была направлена на развитие отрасли.
6. Фильм показывает деятельность Интерпола, направленную на борьбу с терроризмом.
7. Чем ты будешь заниматься, когда выйдешь в отставку?
8. Фирма собирается возобновить свою работу над новым продуктом.

to be worth doing smth

Ex 28. a) Read the model.

This book is worth reading.

b) Recommend your friend.

to see the new performance at the Art Theatre; to buy the new edition of the English-Russian dictionary; to visit the book fair; to read the new book by a famous writer; to discuss the problem with your colleagues.

c) Paraphrase the following.

1. We must consider the problem carefully.
2. It's not important to remember all these details.
3. I would advise you to mention this possibility in your report.
4. I think we must study the new developments in this field more carefully.
5. These ideas seem most promising, and we should try and introduce them in our technological process.

d) Translate into English.

1. Новый сериал очень правдиво отражает будни военных лет, его стоит посмотреть.
2. Вряд ли стоит поднимать этот вопрос на собрании.
3. Во время обсуждения было сделано много предложений, но только некоторые из них заслуживали серьезного изучения.
4. Как содержание романа, так и язык автора не представляют интереса, и я думаю книгу не стоит рекомендовать для чтения.
5. Многие условия этой фирмы вполне конкурентоспособны, и я думаю их предложение следует учесть при выборе поставщика.
6. Работа этих инженеров во многом способствовала успеху проекта, и я считаю, их усилия заслуживают вознаграждения.

as a matter of fact,
no matter what (when, where, how)

Ex. 29. a) Read the models.

1. *As a matter of fact, this is a good company to do business with.*

2. *No matter what losses the company has incurred, it is still in business.*
No matter how hard they tried, they couldn't find the defect.

b) Choose and use one of the above variants.

1. I know very little. ... I've only just heard about it.
2. ... we tried, we could not find what was wrong with the computer.
3. ... we arrived here to discuss the renewal of our agency agreement.
4. ... we tried to settle the matter to mutual advantage, in the end we had to take a time break to think it over.
5. ... we didn't have time even to approach this problem.
6. ... the programme introduced last year has not had the results we forecast.
7. ... the decline in sales was due to poor customer service.
8. ... what everybody thinks, the reduction in prices will cut our profits.
9. There is a message for you to phone back ... late you return.
10. We have to place our order for that instrument ... high the price is.
11. ... what business you do, it is necessary to establish relationships for future business.
12. ... what reasons he can give, we insist on the work being finalized as soon as possible.

c) Translate into English.

1. Что бы ни случилось, заказ должен быть выполнен в срок.
2. Где бы мы ни были, мы всегда стараемся знакомиться с местными традициями и обычаями.
3. По сути дела, у нас нет другого выхода, как согласиться на это предложение.
4. Как бы велики ни были наши расходы, нам придется согласиться на это предложение.
5. Несмотря ни на что мы должны стараться достичь запланированных результатов как можно скорее.
6. В сущности эта программа привела к улучшению наших отношений и сотрудничества с другими странами.
7. Широкая реклама фактически способствовала продвижению этого товара на рынок.

to have smth done

Ex. 30. a) Read the model.

British managers *have things done* through communicating and negotiating.

Note: to have smth done употребляется чтобы выразить, что действие выполняется для кого-то (в предложении это — подлежащее) кем-то еще.

Сравните:

I have translated this text. — Я перевела этот текст.

I have this text translated. — Мне перевели этот текст.

b) Choose the correct form. See the Note in the box.

1. There was something wrong with my car. I had to take it to the service station where I usually (to repair) it.
2. There's nothing serious with my car. I think I can (to repair) it myself.
3. We (to install) a new telephone line in the office.
4. You must (to clear) the goods at the customs as soon as possible.
5. I want (to send) this message myself.
6. I'd like (to deliver) these documents by a special messenger. It's urgent.
7. I want (attend to) this matter immediately.
8. The clock in the room has stopped. Do you think we can (fix) it ourselves or must (repair) it?

c) Read the model.

I had my hair cut yesterday.

Say that you managed to fix your broken bicycle; renovate your apartment; check your blood pressure; repair your computer; install new office equipment.

d) Translate into English using "to have smth done".

1. Менеджер распорядился размножить этот документ.
2. Разместите эти станки в новом помещении.
3. Пусть пошлют это сообщение по факсу сразу же.

4. Я хочу, чтобы этот план скорректировали и представили на обсуждение.

Ex. 31. Translate into English.

1. Работа менеджера на любом уровне включает в себя принятие ответственных решений.
2. Фирма предлагает большое разнообразие товаров.
3. Управленческая деятельность подразделяется на стратегический, тактический и оперативный уровни.
4. Какие бы ни были трудности, мы должны обеспечить продвижение товара на рынок.
5. Наши усилия были полностью вознаграждены.
6. Мы должны найти новые пути подхода к решению этой проблемы.
7. Руководство поддержало инициативу служащих компании.
8. Менеджер обязан реагировать на все вопросы, которые поднимаются работниками компании.
9. Вам необходимо отказаться от прежних методов работы.
10. Самое большее, что мы можем сделать, это обратиться с нашим предложением к главному управляющему.
11. По существу в этом предложении нет ничего интересного.
12. Ваш подход к решению проблемы отличается от нашего, и я думаю его стоит обсудить.

UNIT III

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 32. a) Complete and translate.

long *adj* + term *n* → long-term *adj*

1. short + term → ...
2. large + scale → ...
3. long + distance → ...
4. high + quality → ...
5. light + weight → ...
6. low + grade → ...

b) Complete the sentences.

1. The agreement is valid for a short term. This ... agreement was signed only recently.
2. They produce equipment of high quality. This ... equipment is in great demand on the market.
3. The distance from here to that town is very long. You can get there only by a... train.
4. The plant produces these goods on a large scale. The ... production enabled the plant to cut unit costs.
5. The products of this company are known for their high class. These ... products are available in many shops.
6. Modern computers carry out operations at a high speed. These ... computers have made it possible to make complicated calculations in less than a second.

ARTICLES

Ex. 33. a) Supply the articles where necessary.

1. There is... sharp decline in the production of oil in this region.
2. ... decline in the output is due to the shortage of raw materials.
3. The agent reported ... decline in sales.
4. We cannot accept the project for... variety of reasons.
5. The company has... wide variety of goods.
6. ... variety of models is really amazing.
7. There's ... difference in their approach to the matter.
8. ... difference in quality is only slight.

* * *

... important changes in ... demand for ... particular products and ... services are continuously occurring. ... management should respond to ... such changes. To be successful it is necessary to understand and learn how to use ... effective marketing tools. ... advertising, ... trade shows, ... service activity, ... pricing, ... packaging, etc. help to find ... combination which at... given point of... time will prove to be profitable.

b) Answer the following questions.

1. In what way should management respond to changes in market demand?
2. What marketing tools are used to make business profitable?

TENSE AND VOICE

Ex. 34. a) Supply the correct forms of the verbs.

1. The marketing management (to decide) that the funds (to spend) better on a new product.
2. These products (to intend) for export.
3. Marketing strategies (should, to develop) for markets.
4. Many decisions managers (to make) (to connect) with the risk the managers (require) to consider.
5. The new customer service programme (to introduce) last year.
6. This month many employees (to reward) for their high performance.

* * *

How the cultural environment (to influence) the marketing strategies?

The activities of the Wimpy company, one of the success stories in the United States, (to meet) with different response in Europe. Wimpy (to be) highly profitable in the United Kingdom, but (to fail) in France. McDonald's (to achieve) only moderate¹ success in the French market. On the other hand, Kentucky Fried Chicken (to flourish) in France, Germany and the U.K.

What (to explain) these differences? Geographic, demographic and economic factors (to be) partly responsible, but they (to be) by no means the total explanation. The different business success of these companies in Europe (to depend) on the special characteristics of the respective consumer markets — ways of living, habits and values, in other words, cultural factors.

Note:

¹ moderate — умеренный

b) Say how the American companies were met in the French and British markets.

PREPOSITIONS

Ex. 35. Supply the prepositions where necessary.

1. Management ... a company ... any managerial level is connected ... taking decisions ... a variety ... problems.

2. The decision aimed... winning a market share must be based... evaluation ... market opportunities and other relevant information.
3. Management was faced ... a problem ... making changes ... the technological process.
4. The company's increase ... profits was due ... large-scale sales support developed... management.
5. A thorough knowledge ... computer technology and the introduction ... the computer... the regular activities ... a company are a must... managers.

* * *

The programme ... management training was established ... the aim ... improving management ... Russian enterprises.

The managers, all ... age 40, received ... 600 hours of training in more than 80 institutions ... the country. The financial support amounting ... several million dollars was received ... the federal budget and over \$3 million ... year ... participating businesses.

MISCELLANEOUS

to achieve, to reach

Ex. 36. a) Choose and use.

1. They soon ... a compromise.
2. They... recognition for their services to the country.
3. He will never... anything.
4. We easily... an agreement on most of the problems.
5. Without his expertise the company would never have ... such success.
6. The vessel ... the port of destination with a week's delay.
7. The level the production ... last year is below our expectations.
8. Two cases of electronic instruments ... their destination in good condition.
9. We added equipment to the machines which would help ... the high standard of productivity.
10. The firm has ... a satisfying volume of business.

b) Translate into English.

1. Многие годы упорной работы помогли ему достичь цели.
2. Он достиг всего, что мы от него ожидали.

3. В процессе обсуждения стороны пришли к взаимопониманию.
4. За последние годы экономика достигла определенной стабильности.
5. Требуемый уровень производства может быть достигнут только при внедрении некоторых изменений в производственный процесс.
6. По ряду вопросов было достигнуто взаимопонимание.

between, among

Ex. 37. a) Choose and use.

1. There is a difference... these two words.
2. At the reception he found himself... the people he did not know.
3. This machine-tool is the cheapest... similar models.
4. We must choose... these alternative proposals.
5. The opinion of the company service is very high ... the customers.
6. We must maintain the high image we created ... our clients.
7. The relations ... the two companies are based on mutual understanding and mutual benefit.

b) Translate Into English.

1. Среди них не было никого, кто бы мог ответить на этот вопрос.
2. Между нашими фирмами имеется соглашение.
3. Между этими городами нет железнодорожной линии.
4. Товары будут распределены между заказчиками в соответствии с их заказами.
5. Менеджер должен стремиться создать атмосферу взаимного уважения среди персонала.
6. Различие между двумя формулировками этого пункта слишком велико.

authority, authorities

Ex. 38. a) Use the correct word with the appropriate article.

1. It's not in my ... to change the price of the product.
2. You should approach the proper ... for permission.
3. I'm afraid in this case we'll have to exceed our ...
4. Local ... announced a change in the rules for traffic movement.
5. He doesn't have the necessary ... to make this sort of decision.

6. You should have used your ... to settle the dispute.
7. The company policies are carried out by the executives who have ... given to them.

b) Translate into English.

1. Менеджер должен пользоваться большим авторитетом среди своих сотрудников.
2. Через месяц состоятся выборы в местные органы власти.
3. Он является ведущим авторитетом в области таких исследований.
4. Этот вопрос относится к компетенции местных властей.
5. Он принял решение собственной властью.
6. Хотя он и не занимает ответственной должности, с его авторитетом в нашей области никто не спорит.
7. Местные власти запретили вывоз сырья за пределы региона без соответствующего разрешения.
8. Своей работой он завоевал большой авторитет.

SOCIALIZING

Small talk

When you meet someone for the first time, you are always engaged in small talk. In the business world, when socializing, after being introduced or introducing yourself, you may discuss work, where you come from and some other acceptable topics of conversation. This small talk plays a role in getting to know one another.

Introducing yourself

Hello, my name is ...
 How do you do, my name is ...
 ...

Possible responses

How do you do. I'm ... Nice to meet you.
 How do you do. My name is ...
 Pleased to meet you.
 Hello, let me introduce myself ...

Giving details about yourself and your work

Where do you come from?
 Who do you work for?
 May I ask what kind of work you do?

Possible responses

I'm from ...
 I work for ...
 I'm with ...
 I'm ... manager
 I'm in advertising

Where are you based?	Our company is based in ... Our head office is based in ...
Is your company big (small)?	I'd say it is rather big (small) We have branch offices... We have subsidiaries in ...
Have you been long with your company?	I've worked for my company for ... years.

Ex. 39. a) Read the dialogue.

- 103 *Robinson:* Hello! My name is James Robinson.
Knight: Hello! I'm Michael Knight. Nice to see you.
Robinson: So, Michael, where do you come from?
Knight: I'm from Canada, Edmonton, that's Western Canada, actually.
Robinson: Really? What a coincidence!¹ I was at the university there two years ago.
Knight: A small world, they say. Were you there on a course?
Robinson: Yes, they do an excellent intensive management training course.
Knight: So I've heard. And who do you work for now?
Robinson: I'm with Brown & Collinson Ltd. I'm Finance Manager.
Knight: I see. And where are you based?
Robinson: We are in Leicester, actually. But I work in our London office. We have branch offices all over the country. And how about you?
Knight: I work for a firm of furniture designers. I'm Sales Manager. Our firm is much smaller. We're a private company. Still family-owned. But in a few years' time we'll go public².
Robinson: Really? Your firm must be doing well.

Notes:

¹ coincidence [kou'insidəns] — совпадение

² to go public — преобразовать частную компанию в открытое акционерное общество

b) Sum up the information about each of the partners in the conversation.

c) Act out a similar conversation. You are a manager attending an exhibition of office equipment. You start talking to some business people who are at the

exhibition. Introduce yourself, say who you work for, what your position in the company is, how long you have worked for it; give some information about your company, location of its headquarters, its branches or subsidiaries. Give any other information about yourself, your job and the company.

UNIT IV

SPEECH EXERCISES

Ex. 40. Read the text.

Remember: to ensure [in'ʃʊə] — обеспечивать; гарантировать

WHAT IS A MANAGER?

A number of different terms are used for “manager”, including “director”, “administrator” and “president”. The term “manager” is used more frequently in profit-making organizations, while the others are used more widely in government and non-profit organizations such as universities, hospitals and social work agencies.

What, then, is a manager?

When used collectively¹ the term “management” refers to those people whose work is to ensure that staff work efficiently, who are responsible for making and carrying out decisions within the system.

Almost everything a manager does involves decisions. The reason for making a decision is that a problem exists. In decision-making there is always some uncertainty and risk.

Some basic characteristics seem to apply to managers in all types of organizations; they include hard work on a variety of activities. Accordingly there are human resources (HR) and public relations (PR) managers, sales managers and personnel managers, brand and advertising managers, managers responsible for the work with customers and in office and others, depending on the size and type of company.

Note:

¹ collectively — в собирательном значении

b) Say what you have learned from the text about:

1. different words which mean “manager”;
2. the meaning of the word “management”;
3. characteristic features common to all managers.

c) Think and answer.

1. What individual managers make up management in an organization?
2. What concrete activities is a production manager (personnel manager, marketing manager) responsible for?
3. What type of information does a manager need to make decisions?
4. What reference materials does a manager have to see on a regular basis?

Ex. 41. a) Read the interview.

Remember: considerate — внимательный; тактичный

A correspondent interviewed a number of people of different professions, asking them the same question: "What do you think the ideal qualities of a manager are?" Here is, in brief, the answers he received.

An accountant: A manager should be a very sociable person. He has to be clear and to the point if his subordinates are to understand his orders. He must also be **considerate** to his staff. Of course, his main responsibility is to increase productivity and sales.

An engineer: Managers must be competent in every aspect of the business, capable of training staff. They should know how to earn money for themselves and to increase the overall profit.

A shipping agent: A manager needs to be a psychologist, to have a good understanding of human nature and what motivates people. Managers should be specialists in products or services the company provides.

Restaurant administrator: Ideal qualities of a manager are strong organizational skills, intelligence, firmness and energy. A manager must be attentive, strict and kind with staff. He also must be something of a psychologist.

Teacher: I don't think a manager needs to be a psychologist, but he must be an economist and an organizer. He should know how to organize and coordinate employees, but he shouldn't develop any personal relations with the staff.

b) Answer the questions.

1. What qualities did all or most interviewees find necessary for a manager?
2. What personal qualities are important for a manager, according to the interviews?
3. How should a manager act if he wants his orders to be efficiently fulfilled?

c) Think and answer.

1. Why did some of the interviewees stress the importance for a manager to be a psychologist?
2. Why did most of them place personal qualities before professional qualifications?
3. Why shouldn't a manager develop personal relations with the staff?
4. What qualities of a manager are the most important, in your opinion?
5. Have you got any personal managerial experience? If so, describe your responsibilities.

Ex. 42. Read the dialogue.

Remember: to retire — уходить в отставку, на пенсию
to exaggerate [ig'zædʒəreɪt] — преувеличивать

A DOG'S LIFE

Ted: I hear you **are retiring** at the end of the year. What will you do with yourself when you've stopped work?

Bill: Absolutely nothing. I'll have been working for this company non-stop for forty years by the end of October, and I think I deserve a complete rest.

Ted: I imagine there've been a lot of changes in that time.

Bill: Yes, and most of the changes have only made things worse. I used to be proud of my work; but how can you be proud in what you're doing when every two or three years they put a new manager with new-fangled¹ ideas in charge — and he tells you what you've been doing is all wrong?

Ted: Why have you stayed on all these years then?

Bill: Well, it's the same thing everywhere. No matter how well you do your job, you don't get on in any firm unless you're a friend

of the manager's — and the present manager is certainly no friend of mine.

Ted: I think you are **exaggerating**, Bill. Won't you be sorry to leave?

Bill: No, I won't, but it'll be no better at home. Instead of the manager giving me orders, my wife will be telling me off² all day long.

Notes:

¹ new-fangled — новомодный

² to tell off — ругать

b) Answer the questions.

1. What made Bill decide to retire?
2. Did he exaggerate in speaking about the position of a manager in companies? Give your reasons.
3. Why did he compare his position in the company with the situation at home? Did he really mean it?
4. Could you explain the title?

Ex. 43. a) Read the text.

Remember: to weigh up — взвешивать, оценивать

to identify [ai'dentifai] — определять, устанавливать

DECISION-MAKING

In carrying out management functions, a manager will be continually making decisions. Decision-making is a key management responsibility.

Some decisions are of the routine kind. They are made fairly quickly and are based on the manager's experience. He does not have to think too much before taking action.

Many decisions are more difficult to make since they involve problem-solving. Very often such decisions will affect the future direction of a company. In practice decisions must be made quickly, with insufficient information. When a complex problem arises, the manager has to collect facts and **weigh up** courses of action. A good approach to this sort of decision-making consists of several phases.

As a first step the manager must **identify** the problem. The second step is to analyse the problem and decide what additional information is necessary before a decision can be taken. However the manager will rarely have all the knowledge he needs. This is one reason why making decisions involves a degree of risk.

Once the problem has been defined and the facts collected, the manager should consider the options available for solving it. It is worth noting that, in some situations, one of the options may be to take no action at all.

Before making a decision the manager will carefully assess the options, considering the advantages and disadvantages of each one. Having done this, he will have to take a decision. Perhaps, he will compromise, using more than one option.

b) Answer the questions.

1. Why is decision-making considered to be an essential function of a manager?
2. What problems are managers faced with in decision-making?
3. What kind of decisions are difficult to make?
4. What steps in decision-making process could be recommended?
5. In what circumstances can a compromise decision be made?

c) Give your viewpoint.

1. There is always room for a compromise.
2. Taking risk is part of the decision-making process.

d) Describe your own experience in making decisions.

Ex. 44. a) Read the dialogue.

Remember: flexible — гибкий

to share — делить, распределять



Peter is on the job training with an American corporation where he studies marketing and management techniques. He is talking with Mr Robinson, a manager of the corporation.

Robinson: Although our corporation was a healthy one, some years ago it was fully restructured because it became not flexible and fully coordinated.

Peter: What was done to make it more flexible?

Robinson: Part of the responsibilities were delegated to a lower level. No longer is the President required to take decisions on every important issue. Decision-making is shared with many people. The main thing is to get a result. Now most of the decisions are made by middle management. The idea is to push decision-making as far down into the organization as possible.

- Peter:* Doesn't it create the situation that divisions are uncontrolled?
- Robinson:* Not in the least¹. We have a special body, the Board, which provides cross-communication throughout the corporation. It works out the overall strategy and makes main decisions.
- Peter:* Doesn't it stifle² independent thinking about new business opportunities?
- Robinson:* It just reduces the chance for error.
- Peter:* Briefly, what are the advantages gained from the restructuring of the corporation?
- Robinson:* First. Sound³ and fast decision-making. Second. More top management time for long-range planning and less need to be involved in day-to-day operations.
- Peter:* But if it doesn't bring any result?
- Robinson:* If the plan is not put to life, we change our policy to get the results.

Notes:

¹ not in the least — ни в малейшей степени, ничуть

² to stifle — подавлять, сдерживать, душить

³ sound — разумный, правильный

b) Check your comprehension.

1. Why was the corporation restructured?
2. How are decisions made within the corporation ?
3. What is the function of the Board?
4. What are the advantages gained from the restructuring of the corporation?

c) Reproduce the dialogue.

Ex. 45. a) Read the text.

Remember: memorandum, memo — меморандум, памятная записка

redundancy — сокращение штатов

redundant — уволенный

A MEMO

A memorandum (or memo) is a very common form of business communication between members of the same organization.

There are numerous subjects that memos deal with, from informing the staff of a retirement to announcing important administrative structural changes in the company.

Lesson 19

The memo may be sent to a single person or a group of people. It may be put on a notice board for everyone to see or circulated in internal mail to the departments it concerns. Here is an example.

MEMORANDUM

To: All employees
From: Managing Director
Subject: Cutting output and **redundancies**

The Company has been running at a loss for the past three years due to rising costs of production and a fall in demand for our products because of the economic situation.

It is therefore with regret that we have to announce that one third of the employees will be made **redundant** over the next month as production will be cut by forty per cent.

Those employees affected will be advised within the next two weeks and will receive full severance pay¹, plus holiday pay, which we hope will help them until they find new jobs. We would like to thank them for their help in the past and their cooperation in these unfortunate circumstances.

Managing Director

Note:

¹ severance pay [ˈsevrəns] — выходное пособие

b) Check your comprehension.

1. What is a memo?
2. What information does a memo usually give?
3. Whom is the above memo sent to?
4. What is this memo about?
5. What was the reason for redundancies?
6. What compensation will the employees who will lose their jobs get from the Company?

d) Summarize the memo.

Ex. 46. Read the following.

A. MEMORANDUM

To: All Board Members.
From: James Young, Personnel Director
Subject: Appointment of a New General Manager.

As I am sure you are all aware now, Michael Runfitt will be retiring at the end of the year, which leaves us a little over two months in which to appoint a new General Manager.

The Post is currently being advertised in both the national press and the leading trade magazines, and I intend to begin the first round of interviews in mid-October.

B. ADVERTISEMENT

Are You interested in a career in the Construction Industry?

Anderson International, one of the world leaders in construction, is looking for an accomplished General Manager.

Your role will be:

1. to accept full management responsibility;
2. to recruit, motivate and manage a skilled and professional team.

Our requirements:

- * An engineering qualification is essential;
- * At least 3–5 years of managerial experience at a general manager level;
- * Good computer skills;
- * English is a must, French is a plus
- * Self-motivated and organized personality, you will set standards, lead by example, be able to communicate at all levels and be prepared to take difficult decisions when necessary.

We offer a good basic salary and fringe benefits¹, such as Company car, pension schemes, health schemes, profit-sharing, 20 days' holiday rising to 27. The reward package is negotiable.

To apply, please write with the full details of your career to James Young, at 30 Brook Street, London.

Note:

¹ fringe benefits — дополнительные льготы

C. REPLY TO THE ADVERTISEMENT



The personnel manager,
Anderson International,
London.

Dear Sir,

I am interested in the post of General Manager which you advertised in today's newspaper.

At the moment I am employed by International Computer Co. Ltd. For the last three years I have been in their Geneva office. While I was there, I was promoted to General Manager of the sales, advertising and marketing departments. Other positions which I have held have included production manager for Anglia Computers and head of the research department of the same firm.

I hope that an application form will be sent to me.

Yours faithfully,
Nicholas Hunt

b) Check your comprehension:

1. Why was it necessary to advertise for the post of General Manager?
2. What kind of publications usually carry business advertisements?
3. Why was it necessary for the applicant to have engineering qualification?
4. Why was it required to have the knowledge of English?
5. What kind of personality was required for the post of General Manager?
6. What did the reward package include? Why was it negotiable?

c) Write a suitable reply to the advertisement saying why you are interested in this position and why you hope you might be employed.

Ex. 47. a) Read the text.

Remember: to explode — взрываться
to sink — тонуть
constant — постоянный

JAWS¹

“Jaws”, one of the most successful films ever produced, features a great white shark² — one of nature’s most effective killing machines. “Jaws” is also an efficient entertainment machine and a great financial success. In the film a shark terrorizes a small town by attacking swimmers. Three men, including a police chief and a professional shark killer, try to kill the shark.

Steven Spielberg was twenty-six when he was selected to direct the film. For 4 years he had managed television productions and progressed

to directing films. His chiller³ was a great success and got him the job of directing "Jaws".

Although the film was successful, its filming took twice as long as originally scheduled. The delay was due to a lot of managerial problems that Spielberg had to solve.

One of the first problems was the location for shooting the film. Martha's Vineyard, a small island, was chosen because it looked very much like the fictional town. However the choice was made in the winter. What Spielberg did not know then was that in summer, when the filming was actually to take place, Martha's Vineyard is one of the most popular places on the Atlantic Coast. Hundreds of boats enter and leave the harbour⁴ each day. The filming had to be frequently interrupted. How do you maintain suspense⁵ if a family of four is picnicking only fifty feet away from a "dramatic struggle"?

Another managerial problem was Bruce, the mechanical shark. Actually there were three sharks. Each weighed 15 tons and cost about \$150,000 and each was used for different movements (right-to-left, left-to-right) and different scenes. Thirteen technicians controlled the shark by means of a long cable from a special platform. The first time out Bruce **sank**, the second time, the hydraulic system **exploded**. Only **constant** repairs kept Bruce in action.

Planning and co-ordination were major managerial problems. Each day, several ships started out to sea. One ship was for Bruce. Another for the technicians. Still others were for the camera crews and actors. The travel was made six days a week from May to October. Some days they came back with no film at all. The failures were caused by Bruce, the weather and a variety of other problems.

Real sharks were hard to find; a dead one, needed for the finale, was finally brought by plane from Florida. It hung on the dock for four days creating a powerful stench⁶. Local people in return left dead fish at the doors of the houses where the members of the cast were living.

Almost everything that could go wrong did. Nevertheless, the daily trips continued until the last scenes were filmed.

Spielberg never left the island. He was afraid that if he did leave, he would never come back. Finally, the job was done and he left the island saying firmly that he would never return.

He has since directed several more films.

Notes:

¹ Jaws — "Челюсти", название фильма

² shark — акула

Lesson 19

- ³ chiller — фильм ужасов
⁴ harbour — гавань
⁵ suspense — напряжение
⁶ stench — смрад

b) Say what you have learned about:

1. the American film "Jaws";
2. Steven Spielberg;
3. the managerial problems Steven Spielberg faced during the shooting of the film;
4. the problems caused by the shark.

c) Think and answer.

1. Was Steven Spielberg an effective manager? Why do you think so?
2. Did he like his job? What information can you use to prove that he did?
3. What would you find attractive in being a manager?

Ex. 48. a) Read the following extract.

SOME OF THE RULES FOR THE MANAGER (from "Murphy's Law" by Arthur Bloch)

1. Try to look very important.
2. Try to be seen by important people.
3. Speak with authority.
4. Don't engage in arguments.
5. Always keep the office door closed. This makes it look as if you are always in an important conference.

b) Answer the questions.

1. Which of the rules should be observed, from your point of view?
2. Which of them are senseless? Why?

c) Make a list of rules a manager should follow.

Ex. 49. Give extensive answers.

1. What is management?
2. What does the concept of management cover?
3. What is a manager?

4. Why is decision-making always connected with some uncertainty and risk?
5. What different managers make up a management team in a big company? What responsibilities do they have?
6. How is management to be organized to encourage individual initiative, but at the same time to avoid the situation in which separate divisions of a company get uncontrolled?

UNIT V

REVISION

US GOVERNMENT

Ex. 50. Read the text.

FROM THE HISTORY OF PHILADELPHIA

Philadelphia was the largest city in Colonial America. As tension¹ developed between the American colonies and Great Britain, Philadelphia became the center of organized opposition to British colonial policy.

The City successfully opposed the Stamp Act passed by Parliament in 1765. When the ship *Royal Charlotte* brought the first stamps and stamped paper to Philadelphia, a mass meeting was held in Pennsylvania State House; merchants decided to import no more English goods until the tax was repealed²; and newspapers announced they would suspend publication rather than submit to the tax.

The stamps intended for Philadelphia were never used. They went back to England on the same ship which brought them.

Philadelphia also led opposition to the British tax on tea. In September 1773, word was received in America that the first tea shipments were on their way. Philadelphians held a town meeting at the State House and adopted eight resolutions. One declared: "that the duty imposed by Parliament upon tea landed in America is a tax on the Americans without their consent."

The tea shipment for Boston was the first to arrive, and the cargo was dumped into the harbour there. On Christmas Day, the ship *Polly* bound for Philadelphia arrived in the Delaware River. Pilots stopped her below the city, and her master, Captain Ayres, was escorted overland to Philadelphia by a citizens' committee. On December 27 he was taken to attend a mass meeting of 8000 Philadelphians in the State House yard. It was the largest crowd ever

assembled in the colonies. A number of resolutions were adopted, the first being "that the tea ... shall not be landed."

The crowd was orderly, but determined. Captain Ayres was convinced. He agreed to sail his ship back home, was given two days to get ready, and then returned to England without any of his cargo being unloaded.

Notes:

¹ tension — напряженность

² to repeal — отменять

b) Check your comprehension.

1. What opposition did Philadelphia organize?
2. What taxes did the people oppose?
3. How was opposition to the Stamp Act demonstrated?
4. Why did the people oppose the tea tax?
5. Why did the master of the *Polly* agree to sail his ship back without his cargo being unloaded?

c) Think and answer.

1. What is the importance of Philadelphia in the history of the USA?
2. Why did the people oppose the British policy?
3. In what way was the opposition to the British colonial policy demonstrated?

Ex. 51. a) Read the text.

Remember: issue — вопрос, проблема

embassy — посольство

C.O.D., collect on delivery — наложенный платеж

ambassador [æm'bæsədə] — посол

I was asked to organize a fund-raising dinner for Maine Senator Edmund Muskie's 1972 presidential campaign. I said I would be delighted, for two reasons. I wanted a Democrat in the White House and I loved being active.

For years earlier Senator Muskie had impressed voters with his integrity¹ and intelligence. His six-foot-four frame earned frequent comparisons to Lincoln. At the time of 1970 election the Vietnam War was still the big issue, and Muskie's position of thoughtful opposition earned him support from a lot of party leaders.

Working with plenty of help from friends I secured contributors at the then record cost of \$125 a ticket. I decided on decorations and ordered more than a thousand meals. As the big day approached I grew excited: the dinner had sold out. We were going to raise a huge amount of money.

Early on the day itself I received a strange phone call from the **Embassy** of Chad. The chargé d'affaires² told me he had been invited to the dinner by our campaign. "When are you going to send the limousine to pick me up?" I put him on hold³ and called campaign officials, who recalled no such invitation. "Let him come anyway," they said, "but tell him we don't have any limousines". I passed the message and put the call out of my mind.

The dinner was in the ballroom of the Washington Hilton. I wore what I thought was a smashing⁴ evening dress, with lots of gold in it. On my head was a blond wig⁵ (I had lost a lot of hair after the twins were born, and not all of it had grown back) that I had just bought. Somehow I convinced myself that people would think all the hair was mine and I would be what I had always wanted to be — a sophisticated blonde.⁶ From the photo I still have of myself in that wig, it's clear I couldn't have fooled anyone.

Since I was responsible for the dinner, I couldn't relax: I had to make sure everything went smoothly. Then a florist⁷ showed up saying he had the fifty "flower arrangements" we had ordered outside in his truck. Where was our payment? We hadn't ordered any. In fact, we had decorated the Hilton with live fir trees. At this time a man showed up with a dozen cases of liquor — also **C.O.D.** No, thank you, we said, we already had our liquor. Then several men appeared with two hundred pizzas, again **C.O.D.** At this point we had no idea what was going on.

Then it was time for the predinner VIP reception. I saw a couple dressed in African robes and went up to them. "You must be from the Embassy of Chad". "Oh, no" the man responded, "I am the **ambassador** of Kenya". I looked up. At the entrance was another African couple, then another, many also in their national robes. Behind them I soon discovered, were limousine drivers demanding to be paid. Within half an hour no fewer than twenty African ambassadors had shown up. We found ourselves trying to seat them at a dinner where the tables were full. We didn't want to set up a table just for the Africans: that would seem insulting.

Finally everyone was seated. The meal had begun. I breathed a sigh of relief. Then in walked two more people I didn't recognize. I thought,

“Oh God, what next?” and put up a hand to stop them. “We are the magicians⁸ hired to entertain the children,” they announced. I informed them this was a political dinner, not a children’s party. But they said, “we truly are magicians, and good ones. We learned in Virginia Islands. If you don’t let us in, we’ll turn you into something terrible”. I thought “Oh, what can it hurt? Come on in.”

The next day I had lunch with my team. We had raised more money than any previous Muskie fund-raiser, but we had a crowd of outraged, unpaid vendors — with whom to deal. We didn’t know but suspected we had been sabotaged by a rival Democratic campaign. Two years later we learned the truth. Donal Segretti, the lawyer who headed the “dirty tricks”⁹ campaign for Nixon’s reelection committee, had planned it all. The Republicans, thinking Muskie would be the strongest Democratic candidate, wanted to break up the campaign.

(From “Madam Secretary” by Madeleine Albright)

Notes:

¹ integrity — честность

² chargé d'affaires — поверенный в делах

³ to put on hold — попросить подождать

⁴ smashing — потрясающий

⁵ wig — парик

⁶ sophisticated blond — утонченная блондинка

⁷ florist — торговец цветами

⁸ magician — маг, волшебник

⁹ trick — выходка

b) Check your comprehension.

1. Why was Senator Muskie popular?
2. Why did Madeleine Albright agree to organize a fund-raising dinner?
3. How were the preparations made?
4. What surprises did the campaign officials have before the arrival of the guests?
5. Who came to the party uninvited?
6. How did the campaign officials settle the strange situation?
7. When did they find out who had arranged the trick?

c) Think and answer.

1. What’s the idea of fund-raising dinners?
2. How did it happen that African people came to the dinner party uninvited?

3. Why didn't the campaign officials send them away?
4. Why did the people from the Democratic party arrange that trick?
5. Are "dirty technologies" often used during the pre-election campaign?

UNIT VI

VOCABULARY

1. **managerial** [ˌmæni'dʒiəriəl] *adj* — административный
2. **variety** *n* — разнообразие
wide variety
e.g. They produce a wide variety of goods.
3. **activity** *n* — активность
activities *pl.* — работа, деятельность
business |
economic | **activities**
diplomatic |
educational |
cultural |
social |
scientific |
professional |
physical |
to take part in |
to resume | **activities**
to terminate |
e.g. They take an active part in cultural activities.
4. **objective** *n* — цель, задача
primary |
economic | **objective**
long-range |
to achieve an objective — достичь цели
e.g. The organization's objectives should be clearly expressed in planning programmes.
сун.: aim, target
5. **merger** *n* — слияние, объединение (*компаний*)
6. **takeover** *n* — поглощение, присоединение (*компаний*)

7. **acquisition** *n* — приобретение
acquisition of | **a licence**
property
8. **recruitment** *n* — наем (*на работу*)
9. **image** *n* — имидж, престиж, репутация
company image
10. **whereas** *conj* — в то время как
11. **supervisor** *n* — инспектор, контролер
12. **smoothly** [*'smu:ðli*] *adv* — гладко, благополучно
13. **to report to** *v* — подчиняться, находиться в
e.g. He reports directly to the chief подчинении; отчитываться
manager. перед кем-л.
14. **chairman** *n* — председатель
chairman of the board — председатель правления
компания
15. **means of communication** — средства связи; средства со-
общения
16. **employee** [*ˌemplɔɪ'i:*] *n* — рабочий; служащий
17. **subordinate** *n* — подчиненный
18. **to respond** *v* — отвечать, реагировать
to respond to | **a suggestion**
an appeal
changes
treatment
e.g. Different customers respond dif-
ferently to a new product on the
market.
19. **to perform** *v* — исполнять, выполнять (*ра-*
боту, долг, обязательства)
to perform | **work**
an obligation
an experiment
syn.: to carry out
20. **performance** *n* — исполнение, выполнение
managerial | (*долга, обязательства, ра-*
partial | **performance** *боты*)
proper
- performance of** | **a contract**
duties
obligations
21. **invariably** *adv* — неизменно
22. **as a matter of fact** — в сущности, собственно го-
воря
23. **to vary** *v* — меняться, изменяться

24. **approach** *n* — подход (к рассмотрению чего-либо)
- | | | |
|-------------|--|-------------|
| individual | | approach |
| one-sided | | |
| practical | | |
| approach to | | the problem |
| | | the study |
| | | management |
25. **to approach** *v* — 1. приближаться, подходить
2. подходить к решению проблемы
26. **to separate** [*'sepəreɪt*] *v* — отделять, разъединять
27. **difference** *n* — разница; различие
28. **expertise** [*ˌɛkspə:'ti:z*] *n* — специальные знания, опыт
29. **authority** *n* — 1. власть
— исполнительная власть
- | | | |
|-----------|--|-----------|
| executive | | authority |
| lawful | | |
| public | | |
- e.g.* He is an authority on the problems of finance. — государственная власть
— 2. авторитет
30. **network** *n* — сеть
31. **to have smth done** — велеть сделать что-либо для себя
e.g. I want to have a full-length portrait of my daughter made by this artist.
32. **customer** *n* — покупатель; клиент
- | | | |
|---------------|--|----------|
| long-standing | | customer |
| potential | | |
| regular | | |
- to service customers** — обслуживать покупателей
33. **service** *n* — 1. обслуживание
- | | | |
|---------|--|---------|
| good | | service |
| bad | | |
| medical | | |
- customer** — клиентское обслуживание
- e.g.* They give their customers prompt service.
- | | | |
|---------|--|----------|
| agent's | | services |
| expert | | |
| free | | |
| legal | | |
| paid | | |
- e.g.* They didn't need the services of an interpreter. — 2. услуга

to offer
to perform | services
to supply

34. **no matter what (where, when, how)** — несмотря ни на что; что бы
e.g. No matter how late you come, (где бы, когда бы, как бы)
give me a call. ни было
No matter what happens, we have to
continue our experiments.

35. **competitive** *adj* — конкурентоспособный

36. **excellence** *n* — совершенство

37. **functional** *adj* — функциональный

38. **lawyer** *n* — адвокат

39. **subsidiary** *n* — филиал

40. **welfare** *n* — благополучие

41. **to achieve** *n* — достигать, добиваться

to achieve | one's purpose
an objective
a good reputation
an understanding

e.g. They achieved a lot in their work.

syn.: to reach

Note: to reach имеет более широкое значение, чем to achieve, подразумевая любые средства и пути к цели.

to achieve подчеркивает умение и настойчивость.

He reached success early in life.

He achieved success by hard work.

42. **to take in** *v* — понять, разобраться

e.g. It was difficult to take in the situation.

43. **to cling to (clung, clung)** *v* — держаться; цепляться

e.g. She clung to the hope that everything would come out right.

44. **to abandon** *v* — отказаться от чего-либо, прекратить что-либо

to abandon | hope
attempts
a project

45. **at the most** — самое большее, максимум

46. **to reward** *v* — вознаграждать; воздавать
должное

47. **health insurance** — медицинское страхование

48. **adequately** *adv* — достаточно
49. **generously** *adv* — щедро
50. **worth** *adj* — заслуживающий, стоящий чего-либо
— заслуживать чего-л.
- to be worth smth**
e.g. It's worth your attention.
- to be worth doing smth**
e.g. This book is worth reading.
51. **to ensure** [in'ʃʊə] *v* — обеспечивать; гарантировать
- | | |
|------------------|---------------|
| to ensure | reliability |
| | law and order |
| | efficiency |
| | safety |
| | security |
- to ensure** that smb will/should do smth
that smth is done
52. **considerate** *adj* — внимательный; тактичный
53. **to retire** *v* — уходить в отставку, на пенсию
e.g. He retired from his post before the legal age.
54. **to exaggerate** [ig'zædʒəreɪt] *v* — преувеличивать
- | | |
|----------------------|--------------|
| to exaggerate | importance |
| | difficulties |
| | danger |
| | risk |
- e.g.* We feel you have exaggerated the difficulties in meeting the deadline.
55. **to weigh up** ['wei'ʌp] *v* — взвешивать, оценивать
56. **to identify** *v* — определять, устанавливать
to identify a problem
57. **flexible** *adj* — гибкий
- | | |
|-----------------|---------|
| flexible | policy |
| | process |
58. **to share** *v* — делить, разделять что-либо с кем-либо
- | | |
|-----------------|-----------|
| to share | a room |
| | a secret |
| | knowledge |
59. **memorandum, memo** *n* — меморандум, памятная записка
60. **redundancy** *n* — сокращение штатов

Lesson 19

61. **redundant** *adj*

— уволенный

62. **to explode** *v*

— взрывать(ся)

63. **to sink (sank, sunk)** *v*

— тонуть

e.g. The ship sank.

64. **constant** *adj*

— постоянный

constant	attention
	rain
	problems

65. **issue** *n*

— вопрос, проблема

66. **embassy** *n*

— посольство

67. **C.O.D., collect on delivery**

— наложенный платеж

68. **ambassador** [æm'bæsədə] *n*

— посол

LESSON 20

Grammar revision: The Passive
Subject for Study: Radio and Television
Revision: Carriage of Goods

UNIT I

GRAMMAR REVISION

THE PASSIVE

Ex. 1. Read the sentences and translate them.

1. 50,000 cars are produced in Oxford every three months.
2. The equipment has been damaged.
3. The goods are being shipped by our supplier in China.
4. The letters will be mailed by tomorrow.
5. The house was built by my grandfather.
6. The time of the meeting was agreed on.
7. The goods can be delivered tomorrow.
8. The message must have been delivered already.
9. The inspection shouldn't be carried out at all.

Страдательный залог употребляется:

1. Когда дополнение в предложении (объект действия) важнее, чем подлежащее (субъект действия).
2. Когда подлежащее (т.е. субъект действия) неизвестно или по той или иной причине вы не хотите его упоминать (см. пример 2).

После модальных глаголов может употребляться инфинитив в страдательном залоге (см. примеры 7, 8, 9).

Обратите внимание на место предлога в русских и английских предложениях.

Обычно в русском предложении предлог ставится в начале предложения, тогда как в английском — в конце.

Над ним часто смеются. — He is often laughed at.

О нём много говорили. — He was much spoken about. (см. пример 6)

Ex. 2. Ask and answer as in the model.

- Where is the *report*?
- It is being prepared.

Prompts:

1. letter;
2. invoice;
3. memo;
4. annual report;
5. customer's complaint;
6. list of spares.

Ex. 3. Translate into English.

1. Дом строится.
2. Её интервьюируют.
3. Книга сейчас продаётся во многих магазинах.
4. Не беспокойтесь. Ребёнок сейчас не один. За ним присматривают.
5. У меня было неприятное чувство, что за мной следят (to watch).

Ex. 4. Put the verbs in brackets into correct passive forms. Translate the sentences.

1. The order (to place) ten days ago.
2. All the top managers (to inform) about the Board of Directors' meeting tomorrow.
3. The strategic management decisions (must; to take) on the basis of thorough analysis.
4. The discounts (not to give) yet.
5. A lot of key tasks (to solve) already.
6. Why should people (to motivate) to do their jobs well?
7. The new product (may; to launch) in the USA soon.
8. The invoices (must; to receive) already.
9. The instructions (not to give) accurately enough. That's why so many mistakes (make).
10. The research (not to carry out) before the end of the next month.
11. My business cards (to print) now and they will be ready in a week.
12. Many new apartment houses (to build) in our neighbourhood now.

Ex. 7. Translate into English.

1. О ней заботятся родители.
2. Передайте, пожалуйста, президенту, что отчёт уже готовится.
3. Первая партия книги скоро будет распродана.
4. Её всегда уважали коллеги.
5. Об этом театре много говорят.
6. Это необходимо сделать сегодня.
7. Вероятно, деньги уже поступили в банк.
8. Не беспокойтесь. Об этом позаботятся.
9. Товар не должен быть отправлен без подтверждения заказа.

UNIT II

WORKING ON THE TEXT

RADIO AND TELEVISION IN THE USA

Note the pronunciation: empire ['empaɪə]



A

THE EMPIRE OF SOAP OPERAS

The United States deserves something much better than the TV and radio service it has. What the American viewers and listeners get is the reverse of the Shakespearean's time. Then the world's greatest dramas

were acted with the most primitive technical arrangements, whereas on **the American air** the world's most primitive writing is performed under perfect technical conditions. The main features of the American broadcasting are these:

1. On television they have endless flow of channels (with cable TV and satellite **aerial** the number can reach hundreds) but the puzzle is that it is almost impossible to tell the difference between them because they are so identical. American radio is a permanent **background** noise. All the radios of the land seem to be switched on all the time and you can **guess** that they are **capable** of considerable noise. It follows you in shops, restaurants, in cars, even in the streets. Anywhere and everywhere the noise goes on — it is your **fate** to listen to it, whether you like it or hate it. There is no way of **getting rid of it**.
2. Public opinion, taste and culture are led and directed by toothpaste, soap, cheese and car companies. They buy a certain amount of time on the radio and TV, during which they **convince** you that their products are more efficient, reliable, cheaper, and more beautiful to look at than any other products in the world.
3. Everybody and everything is "Hooperated". All radio and TV performers and writers depend on Mr C.E. Hooper's **fortnightly Hooper ratings**¹. These ratings tell you what percent of radio and TV fans listen or watch a certain programme. America is a scientific country. The answers are **collected**, and then statistics are issued stating, for example, that a song called "Open the Door, Richard" is 137 times more popular than Beethoven's Fifth Symphony.
4. A special feature in American broadcasting is the "soap opera". Practically all stations broadcast these operas between 12 noon and 4 p.m. on every weekday from Monday to Friday. They last thirty minutes each. Originally they were sponsored by soap advertisers. They are called operas because they present highly emotional situations like many European operas of the 19th century.
5. There are some excellent and **intelligent** radio and TV commentators. They give their view on world events. One of these, in spite of the fact that his Hooper Ratings were the highest among all commentators and even higher than a great number of musical shows, was taken off the air by a commercial firm because the sponsors insisted that his **tendencies** were not acceptable to them.

(After "How to Be an Alien"
by George Mikes)

B

TELEVISION IN THE USA

Unlike many other countries, in the United States broadcasting is **predominantly** commercial, owned by private corporations with three giant networks controlling the industry: the Columbia Broadcasting System (CBS), the American Broadcasting Corporation (ABC), the National Broadcasting Corporation (NBC).

For commercial TV, time is a commodity that is sold just like any other product. Major corporations buy time on TV programmes to advertise their goods and services. The price for TV time depends on the Hooper Rating. **Prime time** programmes are the most expensive.

The **commercials** take up approximately 8 minutes of an average television hour — frequently appearing during the hour as short advertising breaks interfering with whatever programme is shown. Naturally, the aim of the sponsors is to support the most popular programmes. These include shows featuring well-known stars, westerns, comedies, movies, spy shows, **live sports programmes**, quiz shows and soap operas. Broadcasting companies often produce programmes that portray violence, sex, drunkenness, the use of **drugs**, **corrupt** political methods as ordinary, even attractive things, thus promoting such behaviour.

Today US television with its system of numerous channels has developed into a practically indispensable amenity³ of everyday life.

Better quality and more channels are offered to American viewers by cable TV. Right now it is technically possible to deliver on the cable wire more than 200 channels to every home with a TV set, and there are, at present, special cable TV stations: such as HBO (Home Box Office), ESN (Entertainment and Sports Programme Network), and some others.

What can cable service offer? — Any programme the TV viewer chooses to **subscribe** to — education courses, films, dramas, documentaries, etc.

For example, HBO is a film station; the CBS cable station gives 24 hours of continuous news programmes; ESN gives sports events.

A famous American writer, James Mitchener said in an interview that cable TV could bring **drastic** changes: evening papers will be out of business; magazines providing general **coverage** will probably be **doomed**; many small colleges will be **folded** up; libraries will be radically reorganized — probably no one will go to the library since the desired book will be **flashed**² onto a home screen. Most important, the home will have to provide a larger area than it does at present for the

new TV set which will have a bigger screen. He foresees that 70% of the citizens in America will be educated mainly by television. But unless the public insists on the very best, with all the variety indicated above, the Americans are merely going to have an extension of the present system and he believes that's not good enough.

C

⊙ Kotov who has recently been in New York is now on a business trip in London. He talks with his English business partners about British TV programmes.

Kotov: In comparison with American television, where they have a great number of TV channels, I know you in Great Britain have less. Would you like to have more?

Brown: No, we are quite satisfied with what we have. If we had more channels we would have too many American shows and thrillers. We already have enough of these.

Kotov: Oh, yes. I couldn't help noticing that there are many American shows on your TV.

Smith: I would say TV shows many Hollywood musicals, police series and US action films and too little time is devoted to educational programmes.

Kotov: Some people spend so much time watching TV. They simply can't switch it off. It's like a drug. People get **addicted** to certain TV series, don't they?

Brown: Being addicted to television is the same as being addicted to a book. I'm not **ashamed** of that. But too much TV is terribly bad for people's eyes. Some American children, I've heard, spend more time in front of the TV set than in front of the teacher. They watch TV at the expense of their health.

Smith: But I would encourage a child to watch children's educational programmes.

Brown: Oh, yes. On the one hand, many of the documentaries, science programmes, news and panels⁴ help people learn a lot; but I'm not sure that it involves their intelligence or **judgment** very much.

Kotov: Your TV is **accused** of violence. Do you think that because of TV your society is more violent than it used to be?

Smith: Unfortunately, nowadays TV viewers are quite often exposed to violence, especially in police series, horror films, dramas and

documentaries. This can be very damaging, particularly to teenagers. I've read in a scientific report that children exposed to high levels of TV violence were 50% more likely to commit acts of violence themselves.

Kotov: Many of the programmes I watched here featured fighting, shooting, murder.

Smith: I think acts of violence shown on TV should at least be restricted if not **prohibited** altogether.

Notes:

¹ "Hooper Rating" — is a rating of radio and TV shows based on a statistical study of the percentage of sets in a sampling (выборка) that are tuned to a specific programme at a given time.

² to flash — вспыхивать (на экране)

³ indispensable amenity [ˌɪndɪˈspensəb(ə)l əˈmɪnɪti] — необходимые удобства

⁴ panel (discussion) — эд. телевизионная передача с участием специалистов для публичного обсуждения общественно важного вопроса



SECTION A

Ex. 8. Read the text.

Ex. 9. Check your comprehension.

1. What are the essential features of the US Radio and Television?
2. How are radio and TV programmes rated in the USA?

3. What kind of system is "Hooper Ratings"?
4. What is a "soap opera"?

Ex. 10. Say what information the author gives about the American radio and TV service.

Ex. 11. Think and answer.

1. What does the author mean by "the empire of soap operas"?
2. Why do radio performers and writers depend on Hooper Ratings?

SECTION B

Ex. 12. Check your comprehension.

1. What are the key TV corporations in the USA?
2. What is "prime time"?
3. What is a TV commercial?
4. How do commercials run?
5. What shows are encouraged by sponsors?
6. What ensures diversification of American TV programs?
7. What future did James Mitchener predict for American TV?

Ex. 13. Say what information the text gives about the US television system.

Ex. 14. Think and answer.

1. Why is it correct to say that American TV is highly commercialized?
2. What is American television criticized for?
3. Why does James Mitchener express anxiety (беспокойство) about the future of American cable TV?

SECTION C

Ex. 15. Check your comprehension.

1. How did Mr Brown characterize British Television?
2. What is his opinion of TV programmes in Great Britain?
3. What is Mr Smith's opinion of the TV educational programmes?
4. What is TV nowadays accused of?
5. What does Mr Smith think about the acts of violence that are shown on TV?

Ex. 16. Say what information the dialogue gives about:

1. the programmes you can watch on British TV;
2. the damage TV can cause to children.

UNIT III

WORKING ON WORDS

to get rid of smth/smb

Ex. 17. a) Read the model.

I think I should get rid of *these old and useless papers*.

b) Say that you want to free yourself from old furniture (clothes, toys, an unwelcome visitor, undesirable goods, faulty equipment).

c) Answer the following questions.

1. Is it difficult or easy to get rid of grammar mistakes in your speech? Why?
2. How do plants get rid of outdated equipment?
3. How do factories get rid of their industrial wastes?

d) Read and reproduce.

Husband: I've got to get rid of my chauffeur. He's nearly killed me 4 times.

Wife: Oh, give him another chance.

to accuse smb of smth
to accuse smb of doing smth

Ex. 18. a) Read the models and do the assignments that follow.

1. He was accused of *murder*.

b) Say that the accused (обвиняемый) was charged with violence (crime, theft (воровство), traffic violation etc.).

2. The press often accuses US TV of *showing too much violence*.

- c) How would you state that the press criticizes US TV for showing too many detective films (silly comedies, police series, horror films, commercials, etc.)?**

to convince smb of smth

Ex. 19. a) Read the model.

I convinced him of *the advantages of the new method.*

- b) Say that you made smb completely certain about the danger, harm, benefit, effectiveness of the new method of treatment.**

Compare:

I convinced him that I was right. (you made him certain) — убедил
I persuaded him to go there. (you made him do it) — заставил

c) Choose and use.

1. The boy tried to ... his parents that academic career was not for him.
A. persuade B. convince
2. He could see that his father was not ...
A. convinced B. persuaded
3. His father tried to ... him to attend all the lectures. But the boy was stubborn (упрямый).
A. convince B. persuade
4. The ecologists are that something must be done to save the environment.
A. convinced B. persuaded
5. They are trying to the government to take urgent measures to protect people's health.
A. persuade B. convince

Ex. 20. Translate into English.

1. В конце концов (finally) мы убедили их в необходимости изменить модель.
2. Отец заставил сына бросить курить.
3. Ничего не могло заставить его изменить своё мнение.
4. Мать пыталась убедить сына в том, что курить вредно.

Ex. 21. Think and answer.

1. Do you often try to convince your business partners to accept your proposals?
2. What do you sometimes persuade them to do?

Ex. 22. Translate into English.

1. Мать пыталась убедить своего сына поехать отдохнуть.
2. Музыка, которая все время звучит в фильме, способна довести меня до головной боли.
3. Его разумные суждения заслуживают внимания.
4. Включи, пожалуйста, телевизор. Сейчас идет прямая трансляция встречи премьер-министра на аэродроме.
5. В нашей стране широкая сеть теле- и радиостанций.
6. Трансляция концерта начнется в 8 часов вечера.
7. Я полагаю, он подчеркнул этот факт не случайно.
8. Отцу было стыдно, когда его сын начал обвинять во всем своего друга.
9. Вы уже подписались на газеты и журналы на следующий год?
10. В этом лесу преобладают ели (fir trees).
11. К сожалению, среди молодежи встречаются наркоманы.
12. Вы должны расписаться на оборотной стороне документа.
13. Соглашение запрещало испытания ядерного оружия (nuclear weapons).

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 23. a) Complete and translate.

to read *v* + *able* = readable *adj*

1. to change → ...
2. to pay → ...
3. to depend → ...
4. to rely → ...
5. to recognize → ...
6. to suit → ...

b) Complete the sentences.

1. We insist that you should pay for the goods within a week. The bill is ... at any first-class bank.
2. You can rely on the skills of this efficient assistant. Everybody considers him to be quite
3. Moscow changes so quickly that it is hard for infrequent (редкий) visitors to recognize some of its districts. Some Moscow areas are not always
4. The weather in England has a tendency to change many times during the day. The ... weather often upsets people's plans for their weekends.

ARTICLES**Ex. 24. Supply the articles where necessary.**

1. American radio provides listeners with ... 24 hours service.
2. radio is a permanent background noise in America.
3. The source of profit for ... television companies is advertising.
4. major corporations buy time on television and ... radio programmes to advertise their goods.
5. cable TV audience is limited in the USA.
6. I've bought new radio set recently.
7. He is excellent radio commentator.
8. Will this match be broadcast live over ... radio tonight?
9. Some people are addicted to ... television. They watch ... television day and night.
10. TV guide can give you all the information about the programmes.

TENSE AND VOICE**Ex. 25. Supply the correct forms of the verbs.**

1. He asked me if I (to subscribe) to this magazine next year.
2. The panel discussion on teenage problems would have been more interesting if a psychiatrist (to invite).
3. The patient asked his doctor if he (can) advise him how to get rid of his constant headaches.

4. The teacher asked his teenage students if they (to want) to go on an excursion next weekend.
5. I (to enjoy) the show more if it (not to interrupt) so often.
6. The doctor (to tell) you about the harmful effect of the drug if you (to ask) him.

PREPOSITIONS

Ex. 26. Supply the prepositions where necessary.

1. Have you subscribed ... any cable TV programmes yet?
2. It was difficult to get rid ... these items. They didn't seem to be popular ... the customers.
3. The Buyers were accused ... violating maintenance instructions.
4. He is convinced ... his rightfulness (правота).
5. He should have been ashamed ... his behaviour.
6. The scientists exposed themselves ... danger when they carried out this experiment.

* * *

Here are the directions how to get ... our office.

Take the A34 from Oxford and then join ... the M4 ... London. Come off the M4 ... junction 12 (пересечение дорог) and continue straight ahead. When you see a BP petrol station turn ... left.

And when you come ... the traffic lights (светофор) turn ... right and you will enter ... Henry Street.

Follow the road ... the end. The office will be you.

MISCELLANEOUS

Ex. 27. a) Choose and use.

to notice, to remark

1. Did you ... that the General Conditions are printed on the reverse side of the contract?
2. He ... that Americans deserve a more intellectual TV service.
3. In his speech he ... that some politicians use corrupt methods.
4. The cameraman that the dog was chewing the US Constitution.

b) Translate into English.

1. Приемщик не заметил каких-либо дефектов во время испытания машины.
2. “Эта машина устарела”, — заметил главный инженер.
3. Инженер заметил ряд изменений в графике поставки и отметил, что они были внесены без согласия покупателя.

Ex. 28. Choose and use.

to find, to find out

1. Where have you put the subscription slips; I can't... them.
2. Please ... the time when the hockey match will be transmitted live from Luzhniky.
3. Please ... the price range of those Japanese cameras.
4. A special investigation commission ... that teenagers in the USA were too frequently exposed to TV violence.
5. Doctors ... that too much time spent in front of TV is damaging to people's eyes.

Ex. 29. a) Chose the correct variant.little, a little
few, a few

1. Only (few, a few) of his remarks deserve attention.
2. I guess he knows too (little, a little) of Italian to be capable of helping you with the translation.
3. (Little, a little) care would have prevented the accident.
4. He is a man of (few, a few) words. He says very (little, a little).

* * *

One of the ITV's best known and most popular network series for children is MAGPIE. It covers a wide range of diverse topics and the most interesting feature is that it is still transmitting live programmes from its studio.

Of course the whole programme isn't always live; (little, a little) recorded material, such as (few, a few) film episodes and video tapes are sometimes used.

b) Say what you have learned about MAGPIE.

SOCIALIZING

Conference English
Supporting and Emphasizing English

1. I should like to stress...
2. What's more...
3. In addition...
4. In other words...
5. Namely...(а именно)
6. Both...and...
7. On top of that...
8. There is more to it than that...
9. ...very important indeed...(очень важно на самом деле)
10. Moreover...(более того...)
11. I should point out...
12. It goes without saying ... (само собой разумеется).

Ex. 30. Divide the phrases listed above into two groups:

- a) language to emphasize a point (мысль, точка зрения)
- b) language to add (добавить) an extra point

Ex. 31. Read the text.

It goes without saying that good managers should have managerial skills and experience, and they should, in addition, have the capacity to learn new knowledge. But I should like to stress that it is the ability to communicate and share the new knowledge or information that is even more important.

What's more, the best managers will not only be able to plan and carry out complex tasks themselves but they will also know how to plan, organize and control other people's work.

On top of that I should point out that motivating people is very important indeed.

Finally I would like to emphasize that no professional manager can be considered ideal who cannot both write a good report and present it in public.

Ex. 32. Reproduce the speech about the requirements for an ideal manager. Use the underlined words and phrases.

Ex. 33. Choose a topic and make your own presentation (for example, you can speak about the corporate culture of your company or your marketing policy etc.).

UNIT V

SPEECH EXERCISES

Remember: to crash — разбить(ся), врезаться
to murder — убивать

Ex. 34. a) Read the feature story (очерк).

TV PRESSURE GROUPS¹

Washington TV Guide had an article a few weeks ago that contained an interview with five television producers on the question of TV violence. The producers were upset because pressure groups such as the Parents Teachers Association and the American Medical Association insisted that the TV networks should cut out violence in their shows.

The TV producers said no one should be able to dictate how much violence there should be on television.

My friend Jeanie Conway who reads TV Guide said to me: "Do I look like a pressure group?"

I looked at her. "I don't think so".

"Well, I read this article which said that people like myself were ruining television because we were complaining to the networks about the violence they were showing".

"You mean they didn't want you to write in to show your displeasure?"

"I think so. They said the pressure groups were deciding what people could see or not."

"Now my question is, if I don't like violence on television, how do I get my opinion over if I don't write to protest?"

"If you write, you are putting pressure on the networks. If you don't write, you'll keep getting violent shows. I would say you are within your rights to write."

"But the producers claim the people who write in are ruining TV for the public. Aren't I the public too?"

"I should think so," I said. "I suppose the producers were saying the mass audience likes violence on television, but the minority of the people who write letters to the networks don't. How do they know the mass of the people like it?"

"Because of the audience ratings. The violent shows have high ratings."

"I think people will watch anything on television."

"What do you have against violence on television?"

"People keep getting killed or knifed or beaten up; cars keep crashing into each other, and the impression you get is that the country is full of psychos². The police aren't that nice, either. They're always beating up anyone who won't tell them what they want to know."

"The producers claim they aren't showing violence for the sake of violence. They have to have the violence so they'll have action. The TV viewer likes this action."

"Well, I don't like it and I think it's bad for kids to see it. They show them how to rob stores, make bombs and blow up³ safes. That's not my idea of show biz."

"But it does raise a problem. Killing on television is as American as apple pie. I'm not sure TV could survive without it."

"That's what the producers said in TV Guide," Jeanie told me.

"They said if they can't have violence in their shows there would be no conflict, and the American public would not like it."

"But how much of it do we have to take? The producers claim they make these shows because the public wants them. Well, I'm the public and I don't want them, and so when I write in they say I am a pressure group. If I liked them what would that make me?"

"A pro-violence consumer, I guess."

Jeanie said: "I'd rather be a pressure group."

"Go ahead if you want to, but if they can't murder people on TV any more, it's going to be on your conscience⁴."

(After Art Buchwald)

Notes:

¹ pressure group — группа, оказывающая влияние на общественное мнение

² psycho — псих

³ to blow up — взрывать

⁴ conscience — совесть

b) Say what you have learned about:

1. the reaction of the TV producers to the criticism of American public associations;
2. the arguments the TV producers use to justify their policy;
3. the people who protest against violence;
4. the role of public opinion in selecting TV shows.

Ex. 35. a) Think and answer.

1. What aspect of American life is criticized in this feature story?
2. Should there be any control on television? Prove your point.

b) Give your viewpoints.

1. All kinds of violence on TV should be banned.
2. TV violence helps people to get rid of their cruel instincts.
3. American political process is an easy target for a sharp satire.

Ex. 36. a) Read the television programme given below.

TELEVISION

- 5.50 News. The Weather.
 6.00 "My Horse" — Western (weekly series).
 6.30 "Morning on the Glen" — Scottish Songs and Dances.
 7.00 "The Crime Breakers" — (weekly police versus crime series).
 7.30 "Gipsy Encampment" — a documentary — "Цыганский табор".
 8.00 "With Sally" — pop group.
 8.25 International Boxing.
 8.50 News. The Weather.
 9.05 "Tigers" — detective play.
 9.55 "The Training of a Space Traveller" — science documentary.
 10.30 "The Camera Reports" — home and abroad.
 11.00 News Summary. The Weather.

b) Say what programme a TV viewer would watch if he were interested in sports (news, plays, music).**c) Compare Moscow TV programmes with the one given above.****Ex. 37. a) Read the story.**

Remember: to pretend — притворяться
 to quarrel — ссориться
 to chew — жевать

WIFE! CHILDREN! DOG! ACTION!
 THIS'LL GET YOU REELECTED, SENATOR!

Have you ever wondered how a political television commercial is made? Probably not, but I'm going to tell you anyway.

“Okay, everybody quiet on the set¹. Where’s Senator Nobody? All right, this commercial will show what a great family man you are. Put on this cardigan sweater² and sit in that armchair by the fireplace. Lady, you’ll have to get out of here, I’m shooting a commercial.”

“I’m the senator’s wife.”

“Oh, well, we’ll need you. Let’s see, why don’t we sit you next to the senator, looking at him with eyes full of love?”

“I’ve never done any acting before.”

“Well, just pretend you’re sitting next to your favourite movie star.”

“Should I say anything to him in the commercial?”

“What do you want to say?”

“I just want to ask when I’ll see him again. This is the first time I’ve had a chance to talk to him in two months.”

“No, don’t ask that. Just look at him as if he’s the greatest fellow in the world.”

“It’s not going to be easy.”

“Well, just pretend. Where are the children?”

“I could only get two out of the four. Marsha quarreled with her father and Larry ran away from home two weeks ago.”

“All right, two children will do. Let them sit at their daddy’s feet. Each child could hug³ a leg.”

“Children, the man wants you to sit at daddy’s feet and hug him.”

“Which one’s our daddy?”

“The man sitting in the large chair wearing the cardigan sweater.”

“If we hug him will he hurt us?”

“No, children. This is for a TV commercial. He will not be angry.”

“Quiet on the set. Where’s the dog? I thought we were going to have the senator’s pet dog in this commercial.”

“Our dog ran away with Larry.”

“That’s all right. Somebody go out on the street and bring a dog.”

“What kind of a dog?”

“Who cares what kind of a dog? Just so it will sit still till we get this thing shot. Okay, lady, now look at the senator. Please, no quarrels... Could I have a smile — a loving wife smile? Try to think of all the happiness you’ll have when your husband gets elected. All right. I see you don’t like it. Then, think how nice it will be if he is defeated⁴... That’s better... Children, start hugging your daddy’s knees.”

“I got the dog!”

“O kay, put it by the fireplace. Senator, pretend this is what you do every night when you get home. You gather your family around you

and read to them from the Constitution... Then look up and read whatever is on the teleprompter⁵.”

“Hi, I’m Senator Nobody and this is my family. And this is my dog Laddie. You may think politicians are different from other people, but we’re just ordinary folks like each one of you out there. We laugh, we cry, and we worry about the future of the country. I care about my family and my dog Laddie, and that’s why I want you to vote for me on Election Day.”

“Cut. We’re going to do it again. Go out and find another dog that won’t chew up the Constitution of the United States.”

(After Art Buchwald)

Notes:

¹ set — съёмочная площадка

² cardigan sweater — кардиган (джерсер-кофта с застёжкой на пуговицах, без воротника)

³ to hug — обнимать

⁴ to defeat — наносить поражение

⁵ teleprompter — табло-подсказка на телестудии

b) Say what you have learned about:

1. the way the TV producer wanted to present the senator to the public;
2. shooting a TV political commercial;
3. the relations between the members of the family.

c) Think and answer.

1. What did Art Buchwald criticize in his story?
2. Why are such methods of promoting politicians during election campaigns popular in the US?
3. Why was it necessary to advertise the senator as a great family man?
4. Would the American public be favourably impressed by this commercial?
5. What is your attitude to TV commercials?

d) Speak about the role of commercials in the American and Russian TV systems.

Ex. 38. a) Read the text.

BBC WORLD SERVICE

"This is London... Fifteen hours, Greenwich Mean Time¹. BBC World Service... the news. Read by...". That's how BBC (British Broadcasting Corporation) starts its news programmes every half hour on the hour² from its headquarters in Bush House in London. From this building BBC broadcasts radio programmes to the whole world.

The World Service used to be called "the Empire Service". When it started in 1932, it broadcast only in English and provided news and information to the British colonies. The announcers used formal English and used to speak very slowly and clearly. After 6 p.m. they even changed into dinner jackets to read the news.

In 1938 the World Service started broadcasting abroad. Their first programme was aimed at listeners in the Middle East; and it was in Arabic. Nowadays the BBC broadcasts the news in thirty-nine languages.

The BBC is the world's largest international broadcaster. Every week, one hundred and thirty million people listen to BBC World Service radio. In 1992 the World Service started broadcasting television programmes too, via satellite, to Europe, Asia and Africa. Now people around the world can see as well as hear the programmes from the BBC.

Notes:

¹ Greenwich Mean Time — GMT — the time at Greenwich in London, which is used as a standard for calculating the time in other countries.

² every half hour on the hour — каждые полчаса

b) Say what you have learned about:

1. the history of the BBC World Service;
2. the first BBC programmes;
3. the scope of services it provides.

c) Speak about your own experience of listening to BBC radio programmes (if any)?

Ex. 39. a) Read the article.

REALITY TV

In Europe it was a hit. Moreover, it proved immensely¹ successful with viewers all over the globe.

The programme monitors ordinary people in controlled and manipulated conditions. Some critics say the programme satisfies human curiosity. It is popular with TV primary demographic group—people aged 15 to 24. The programme could be called a game or a show. It focuses on 11 or so young people sharing a spacious TV studio full of cameras in every corner you can possibly imagine.

The setting was designed as a modern comfortable apartment. The cameras allowed no word, no act, not even a move to go unrecorded. Viewers and special jury voted periodically to either support or banish² the contestants³ — sending them away from the show. The show usually lasts approximately 70 days and the voting goes on till only two contestants are left to win a very attractive prize.

Of course the name of the show and the prizes differ from country to country but the overall idea and the general design is the same. For example, in Russia the programme was called “Through the Looking glass” or “The Reality Show”. In France they call it “The Loft⁴ Story” and the prize was \$400,000. Sometimes the contestants were given special assignments to fulfil.

The arrival of “reality TV” in Europe attracted a widespread attention and enjoyed high ratings. In Paris they moved the programme to 7.30 p.m. — the prime time, which increased the price of a 30-sec. commercial from \$9,864 to \$31,216. In its turn the advertising revenue of the TV station that broadcast the programme was raised dramatically — by 20%!

Meanwhile, not all the action was taken on the show’s set. “Reality TV” brought about controversial reaction. The show gave rise to numerous protests in France. Some protesters claimed that it was an insult to the dignity⁵ of the participants and the intelligence of the viewers. They criticized the questionable taste of the popular programme, calling it trash⁶ and demanding to take it off the air. They even took to streets and organized a march before the studio. But all their efforts were in vain. They were powerless to do much about it.

(From “TIME”)

Notes:

¹ immensely — колоссально

² to banish — выгонять

³ contestant — участник состязания

⁴ loft — чердак

⁵ dignity — достоинство

⁶ trash — мусор

b) Say what you have learned about:

1. the "reality show";
2. the reaction to this programme in France.

c) Speak about your own attitude to "reality shows".

Ex. 40. Give extensive answers.

1. What are the special features of the American radio and TV systems?
2. Why is American television often criticized?
3. What programmes can be seen on Moscow television? Are some Russian viewers addicted to certain TV series?
4. How does Russian television organize advertising?
5. Does Russia exchange programmes with other countries? Are there any special agreements in this field? What do you know about joint TV programmes?
6. What programmes on radio and TV do you like best of all? Why?
7. In what way does television influence the younger generation?
8. In what way does television popularize science (arts, classical music)?

Ex. 41. Give your viewpoints.

1. Television makes people think and talk more.
2. People watch TV at the expense of their health.

UNIT VI

REVISION

CARRIAGE OF GOODS

Ex. 42. a) Read the dialogue.



Mr Hopkins of a British engineering firm discusses with Mr Smirnov of Rossimport some problems involved in the transportation of the reactor of a chemical plant ordered by the Russian company.

Hopkins: Now that we have settled the delivery schedule, there is one more point we'd like to make clear. It concerns the transport of overweight and oversized units. The major trouble is the transportation of the reactor.

Smirnov: I see your point. Unfortunately the floating crane¹ at St. Petersburg port is under repair. As to the vessel we planned

for the transportation of the reactor, it hasn't got its own cranes. So we cannot transship the reactor onto a barge in St. Petersburg.

Hopkins: Can we be helpful?

Smirnov: I was just going to ask you about that. Could you assist us in chartering a special vessel with cranes to transship the reactor in St. Petersburg?

Hopkins: I think we can.

Smirnov: We would be grateful for your co-operation.

Hopkins: We'll do our best. You'll get our fax when we have located a proper vessel.

Smirnov: Thank you, Mr Hopkins. I'll be expecting to hear from you very soon.

Note:

¹ floating crane — плавучий кран

b) Check your comprehension.

1. What problems were the Buyers faced with?
2. What were the terms of delivery stipulated in the contract?
3. Did the Buyers intend to change the terms of delivery?
4. Was St. Petersburg the port of destination? What makes you think so?
5. How could the British firm assist Rossimport in the transportation of the reactor?

c) Think and answer.

1. Why does the transportation of oversized and overweight goods often present problems?
2. Are terms of delivery ever changed during the execution of the contract?
3. What means of transport are frequently used to carry goods?

d) Reproduce the dialogue.

Ex. 43. a) Read the letter.



Rossimport
For the Attention of Mr Petrov

Dear Sirs,

RE: Transportation of the 6, 000 t Press

During the discussions with your Representatives in Sheffield consideration was given to the transportation of the 6,000 t Press Unit for Complex "M".

As agreed, we discussed the problem of moving the heavy item (approx. weight of 220 t as shown on Drg.¹ No. 215110) with British Rail in England to get any useful information they may have.

British Rail informs us that it is not possible to move the piece of equipment by railway in this country due to its physical dimensions². The only mode that is used in England for moving such a heavy item is to transport it by road. However, British Rail has researched the matter and they have discovered that in Germany a component weighing 270 t has been moved by rail. Specially designed rolling stock³ had to be made for this item. Since we believe this will be of interest to you we enclose the illustrated write-up⁴ in English and German so that you may study the matter.

The above is the only information we are able to give you and we suggest that if you require more details about the German special railway vehicle⁵ you could get in touch with the relevant German authorities yourselves.

Yours faithfully,

...

Notes:

¹ Drg. — drawing

² dimensions — габариты

³ rolling stock — подвижной состав

⁴ write-up — описание

⁵ railway vehicle — железнодорожное транспортное средство

b) Check your comprehension.

1. Why did the transportation of the press present a problem to British Rail?
2. How are such heavy items transported in England?
3. What information about the German method was sent to Rossimport?

c) Summarize the letter.

d) Think and answer.

1. What further information might Rossimport require about the German method of transportation?

2. What are the advantages and disadvantages of transporting goods by rail? By road?

e) Write a reply. Agree to have the goods shipped by road.

f) Speak about the problems the transportation of oversized and overweight cargoes can cause.

Ex. 44. a) Read the letter.

January 21, ...



Dear Mr Kotov,

Please accept my apologies for not writing to you sooner to thank you for the very kind reception you gave our representatives when we visited you in December.

If you can recall our conversation regarding the shipment of goods from Russia to New Zealand, it would appear that the conventional shipping methods still involve considerable delays and this is a handicap¹ in the successful distribution of your goods in New Zealand. I thought you might be interested to know that a New Zealand shipping company is starting a "roll-on-roll-off"² service to the port of Wellington.

The shipping agent operating the service expects to have shipments initially, at least, once per month and says that his trailers will run from Wellington direct over to Hamilton. The rates are not yet finalized but it is expected to be something like two times as much as the conventional shipping rates. At least, however, it does get the goods there a lot quicker.

We would like to know your opinion on the matter before we extend our agency agreement.

Once again my sincere thanks for your kind hospitality.

Yours sincerely,

...

Notes:

¹ handicap — помеха, препятствие

² roll-on-roll-off — судно с бескрановой погрузкой и выгрузкой

b) Check your comprehension.

1. What parties were involved in this transaction?
2. Why did the distributors suggest changing the method of transportation of the goods?

3. How did delays in delivery affect the distribution of Russian goods in New Zealand?
4. Why did the writer of the letter inform Rossimport about the new shipping service to be started by a New Zealand company?
5. How regularly would the "roll-on-roll-off" service operate?
6. How would the goods be brought to the destination?
7. What were the advantages of the new service?

c) Write a reply. Explain why you wish to or cannot make use of the new service at the moment.

d) Think and answer.

1. What are the conventional methods of shipping goods?
2. Is the "roll-on-roll-off" method of loading and unloading goods widely used at present and why?
3. Why do shipping agents try to introduce new methods in their business?

e) Speak about new trends in inland (sea, air) transportation of goods.

Ex. 45. a) Read the letter.



Rossimport

December 28,...

RE: Contract No... Release No... Trans No...

Dear Sirs,

We sincerely regret to note from your December 20, ... fax that Case No.1/12 of the shipment made against Trans No... has not been received in St. Petersburg.

Upon the instructions from our Mr Smith, we have carefully checked all details of the shipment and now report as follows:

Case No. 1/12 weighing 2,100 lbs¹. gross and measuring 62.6 cubic feet, was delivered to the pier as part of the lot of 12 pieces, total 25,686 lbs., 806 cubic feet. Pier delivery was made on May 11,.... by our own truck, for loading to the Baltic Shipping Company vessel "Scandia" and a "clean" Dock Receipt was issued, as per copy marked "Exhibit A" attached.

Ocean Bill of Lading No. 4.509 issued by the Baltic Steamship Company on May 14, ... to cover these 12 pieces was also a "clean" document. We enclose a copy, marked "Exhibit B".

This lot of 12 pieces was delivered to the pier as "break bulk" cargo² i.e., as 12 individual pieces, which was apparently containerized by the steamship company, for their own convenience in handling, at the pier.

Container loads of "break bulk" cargo might consist of materials from several different shippers to be off-loaded at the same port of destination. Such containers of "break-bulk" cargo are sealed after the containers are stuffed³, with the seal to remain intact⁴ until broken by a representative of the steamship company at port of destination, in this case St. Petersburg.

Based on our extensive research into this matter, and in view of the fact that the cargo arrived in an unsealed container, we believe the responsibility for the shortage does, in fact, lie with the ocean carrier.

We trust this information will assist you in your claim. If there is any further information you require, we shall be happy to make every effort to supply it.

Very truly yours,

...

Notes:

¹ lb — libra лат. фунт = 453,6 г

² "break bulk" cargo — сборный груз

³ to stuff — заполнять

⁴ intact — нетронутый

b) Check your comprehension.

1. What could be the terms of delivery?
2. In what way did the firm try to prove actual shipment of the cargo in question?
3. How were the goods handed over to the shipping company?
4. Whom did they hold responsible for the shortage?

c) Think and answer.

1. Why did the firm make a special point of "clean" Dock Receipt and "clean" Bill of Lading?
2. What problems arise when several shippers use one container for the transportation of their cargo?
3. What way out could Rossimport find in the circumstances?
4. What are the advantages and disadvantages of containerization?

Ex. 46. Act out a dialogue on the basis of the following assignments.

1. Meet Mr Trogget, a representative of the Sellers, who has received your complaint in connection with short-delivery. Your customers are annoyed that they haven't received yet Case No.1/12. Explain to him the situation (see Ex. 45) and insist that Case No. 1/12 should be delivered as soon as possible. Emphasize that the customers need the goods urgently. Remind Mr Trogget that when the order was made you pointed out that timely delivery was most essential. Suggest that the cargo might be misdirected.
2. As a representative of the Buyers meet Mr Cliff — your supplier of office furniture and discuss with him the terms of delivery and mode of transportation. Say that you would like the Sellers to use the container service but make a special point that you are against "break bulk" delivery. Give your reasons. Express your request to expedite the shipment.

UNIT VII

VOCABULARY

- | | | | | | | | | | |
|--|--|--|------------|--|----------|--|------|--|-----------|
| 1. to deserve [di'zə:v] v | — заслуживать | | | | | | | | |
| to deserve | <table border="0"> <tr><td> </td><td>punishment</td></tr> <tr><td> </td><td>a reward</td></tr> <tr><td> </td><td>help</td></tr> <tr><td> </td><td>attention</td></tr> </table> | | punishment | | a reward | | help | | attention |
| | punishment | | | | | | | | |
| | a reward | | | | | | | | |
| | help | | | | | | | | |
| | attention | | | | | | | | |
| e.g. He deserves punishment. | | | | | | | | | |
| 2. reverse [ri'və:s] n | — обратное, противополож-
ное чему-либо | | | | | | | | |
| e.g. The results of the experiment were the reverse of what we expected. | | | | | | | | | |
| 3. air n | — эфир | | | | | | | | |
| on the air | — в эфире | | | | | | | | |
| e.g. This interview will be on the air to-night. | | | | | | | | | |
| ant.: off the air | | | | | | | | | |
| 4. aerial ['e(ə)riəl] n | — антенна | | | | | | | | |
| 5. background n | — 1. задний план, фон; 2. происхождение | | | | | | | | |
| in the background | | | | | | | | | |
| e.g. You can see the trees in the background but they are not clear. | | | | | | | | | |

educational
working-class | **background**
social

e.g. What is your educational background?

6. **to guess** [ges] *v* — догадываться

e.g. He could not guess the meaning of the word

7. **capable** *adj.* — способный

to be capable of doing smth

e.g. He is capable of neglecting his duty.
He is capable of bringing happiness.

8. **fate** *n* — судьба

9. **to get rid of** — избавиться

get rid of | **habits**
unnecessary goods
old clothes

e.g. He couldn't get rid of his bad habit.

10. **to convince** [kən'vins] *v* — убеждать

e.g. I convinced him that he was mistaken.

to convince smb of one's | **sincerity**
innocence
loyalty

e.g. I am convinced of his honesty.

Сравните:

I convinced him that I was right.

I persuaded him to go there.

11. **fortnight** ['fɔ:tnait] *n* — две недели

12. **fortnightly** *adj* — двухнедельный

13. **rating** *n* — оценка, показатель

e.g. The popularity of radio and television programmes in the USA is determined by Hooper Ratings.

14. **to collect** *v* — собирать, коллекционировать

to collect | **stamps**
pictures
coins

15. **intelligent** [in'telidʒənt] *adj* — умный

intelligent | **question**
answer
child

16. **tendency** *n*
 upward
 downward } **tendency**
syn.: trend
17. **predominantly** [pri'dominəntli] *adv*
 e.g. There were predominantly children under the age of 10 in this group.
18. **prime time** *n*
19. **commercial** *n*
20. **live** [laiv] **programme** *n*
21. **drug** *n*
22. **corrupt** *adj*
 corrupt } **method**
 officer
23. **corruption** *n*
24. **to subscribe** *v*
to subscribe to smth
 e.g. He subscribed to two newspapers.
25. **drastic** *adj*
26. **coverage** *n*
27. **to doom** *v*
28. **to fold** *v*
29. **to addict oneself** [ə'dikt] *v*
 (Note: usually passive)
- to be/become addicted to smth } **TV series**
 detective stories
 smoking
 drugs
30. **ashamed** *predic, adj*
to be (feel) ashamed of smth
 e.g. I'm ashamed of his behaviour.
31. **judgment** ['dʒʌdʒmənt] *n*
32. **to accuse** *v*
to accuse smb of smth/doing smth
to accuse smb of } **a crime**
 a murder
 violence
- тенденция
 — тенденция к повышению
 — тенденция к понижению
- в подавляющем большинстве
- время, когда максимальное количество телезрителей смотрят передачи
- реклама на телевидении и радио
- прямая трансляция
- наркотик
- продажный преступный, испорченный
- продажность, коррупция
- подписываться
- коренной, радикальный
- освещение событий (в средствах массовой информации)
- обречать
- складывать
- предаваться чему-либо с увлечением, увлекаться, пристраститься к чему-л.
- пристыжённый
- стыдиться чего-либо
- суждение
- обвинять

- | | |
|--|-------------------------------|
| 33. to prohibit [prə'hibit] <i>v</i> | — запрещать |
| 34. prohibition <i>n</i> | — запрет |
| 35. to crash <i>v</i> | — разбить(ся), врезаться, по- |
| <i>e.g.</i> 1. John crashed his car yesterday. | терпеть аварию |
| 2. The car crashed into the tree. | |
| 36. crash <i>n</i> | — авария |
| car crash | — автомобильная авария |
| 37. to murder <i>v</i> | — убивать |
| 38. murder <i>n</i> | — убийство |
| 39. murderer <i>n</i> | — убийца |
| 40. to pretend <i>v</i> | — притворяться |
| <i>e.g.</i> He pretended to listen to me. | |
| 41. to quarrel <i>v</i> | — ссориться |
| 42. to chew [tʃu:] <i>v</i> | — жевать |

LESSON 21

Grammar:	Complex Subject
Subject for Study:	International Business
Revision:	Round-up

UNIT I

GRAMMAR

COMPLEX SUBJECT

Ex. 1. Read the sentences.

1. They are said to have the top-grade rating. Говорят, что у них наивысший рейтинг.
2. The delegation was expected to arrive on Monday. Ожидалось, что делегация прибудет во вторник.
3. European and American scientists are reported to have found three new planets the size of Neptune. Сообщают, что европейские и американские ученые открыли три новых планеты размером с Нептуна.
4. He turned out to be quite a reliable person. Оказалось, что он вполне надежный человек.
5. She seems to have achieved nothing by going away. Кажется, она ничего не достигла своим уходом.

В простых предложениях может употребляться **Complex Subject**, состоящий из существительного в общем падеже или местоимения и инфинитива глагола. Эта конструкция встречается с глаголами в страдательном залоге (см. прим. 1, 2, 3) или с глаголами *seem, appear, prove, turn out, happen* в действительном залоге (см. прим. 4, 5). Инфинитив в таких предложениях может употребляться в форме **Indefinite** или **Perfect**, требующейся по смыслу. Перевод таких предложений следует начинать со сказуемого.

Ex. 2. Translate the sentences into Russian.

1. The GDP is expected to increase sharply next year.
2. Mr Bell is considered to be an experienced lawyer.
3. The new party is said to have won more seats in local elections than any other.

4. It is thought to have been built over a period of 500 years.
5. The case is not expected to come to trial.
6. Domestic road, rail and air services between Australia's major cities are known to be reliable and cost effective.
7. Orders for computer and electronic equipment are said to rise 4.1 percent after a slight decline in June.
8. It happened to be published in one of the evening newspapers.
9. A section of a new terminal building at Paris airport was reported to have collapsed with a few people wounded.
10. He seems not to guess what is going on.
11. About 20 planes were reported to have taken part in the operation.
12. A new scientific center is expected to be built in this area.
13. The big barrier to German books in both America and Great Britain appears to be the fact that few editors there can read the language.
14. They seemed to be satisfied with the results of the experiment.
15. A referendum on the country's oil and gas industries was announced to be held on July 18th.
16. The parties were understood to have come to an agreement.
17. The inspector seems to have made a mistake.
18. A large group of construction workers was announced to have arrived at the site.
19. Heavy rain is reported to have caused localized flooding in Northern areas leaving residents without electricity.
20. Educational officials in North Carolina are supposed to use local schools funds that weren't spent to cover a shortfall in the budget.
21. Two people were reported to have been killed in the explosion.

Ex. 3. Paraphrase the following with the help of the verb "to happen".

Note: If you happen to do smth, you do it by chance.

1. If by any chance you see him, tell him about tomorrow's conference.
2. If you come across John, ask him to phone me tonight.
3. I was just passing your house, so I thought I'd drop in.
4. I discovered quite by chance that we had a friend in common.
5. I had no money with me at the time.
6. I was visiting my parents when this company came on a tour to the town.

Ex. 4. Ask smb if by any chance he knows:

1. who this man is;
2. why the meeting was postponed;
3. where I can change dollars;
4. where the manager is at the moment;
5. if his friend is at home now;
6. if he by any chance was present at the opening session;
7. if he could overhear what was being said.

Ex. 5. Paraphrase the following with the help of the verb "to seem".

You use "to seem" if you express some degree of doubt.

1. I think she is a nice girl.
2. I left when I thought the lecture was coming to an end.
3. They think it is a very good place for a holiday.
4. Nothing shows that he is at home.
5. Look at him. I think he is very tired.
6. What's the matter with him? He looks so angry.
7. He is working as if with difficulty.
8. She looked at him as if she didn't understand what he was saying.

Ex. 6. a) Read the jokes.

A BOY WHO CAN'T BEHAVE

"Oh, auntie!" cried little Annie, "make Freddie behave himself. Every time I happen to hit him on the head, he bursts out crying."

A SINGULAR MAN

Brother: Are you really going to marry that young man Jones? He is said to be very kind and very clever. But isn't he a little strange? At any rate he doesn't seem to be like other young men.

Sister: I am going to marry Jones, and I don't find anything strange about him. And then if he really doesn't seem to be like other young men, he is likely to make a very good husband.

b) Summarize the jokes. Use the complex subject you find in the texts.

Ex. 7. Translate into English.

1. Говорят, что члены комитета уже пришли к согласию.
2. Вы, кажется, устали. Давайте отдохнем.
3. Известно, что делегация прибудет в Москву в субботу.
4. Ожидают, что контракт будет окончательно оформлен к концу недели.
5. Казалось, что у них не было возражений против нашего предложения.
6. Вы случайно не знаете этого человека?
7. Он оказался опытным менеджером.
8. Он, очевидно, был чем-то расстроен.
9. Ожидается, что цены на нефть будут продолжать расти.
10. Сообщают, что новый прибор поступит в продажу уже в этом месяце.
11. Казалось, что его убедили внести в проект некоторые изменения.
12. Кажется, груз не был поврежден в пути.
13. Я как раз был там в командировке, когда случилась авария на шахте.
14. Ожидается, что урожай (the crop) в этом году будет богатым.
15. Сообщают, что сотни людей остались без крова после бурных дождей, вызвавших наводнение.

UNIT II**WORKING ON THE TEXT****INTERNATIONAL BUSINESS****A**

International business is a dynamic activity which changes, **adapts** and responds according to the conditions. Apart from **conventional** trade it takes various forms such as **buy-back** transactions, **turnkey** projects, transactions in patents, licences, know-how, services, various joint ventures, and many other forms.

Very many manufacturing companies, transportation and forwarding organizations, banks and financial institutions, insurers and **underwriters** as well as other various agents and entities are involved in contemporary international business. And their activities are mainly aimed at developing and facilitating all the **plentiful** forms of international business.



Along with already well-known forms of business, in recent years new organizational forms have been firmly established: **logistics, franchising, outsourcing** and teleworking, among them, and finally — rapidly developing electronic commerce, or e-commerce.

One should not forget the ever growing role of the stock market either.

Logistics, defined as the combined means of transporting and storing goods, is one of several industries growing faster than the economy as a whole. Speaking broadly, logistics is essentially the management and implementation of the distribution process. It involves planning, implementing and controlling the efficient and cost-effective² flow and storage of raw materials, finished goods and related information from the point of origin to the point of **consumption**. All this is done through **logistics providers** — carriers, forwarders or brokers, warehousing managers and various consultants and specialists with expertise in supply-chain management.



Franchising is a business system in which a company (**franchisor**) assigns to an individual entrepreneur (**franchisee**) the right to operate a business using certain rules fixed by the franchisor. As part of the franchise agreement the franchisee makes an initial payment, called **franchise fee** or **front-end fee** and then makes monthly payments (**royalty** or **management services fee**) for advice or assistance. The franchisee receives from the franchisor the ex-

clusive right to use the franchisor's **trademark**. This scheme is some sort of lease because the franchisee will never become a complete **owner** of the trademark and only has a right to use it until it makes monthly payments. The franchise package (the complete system of operating franchise business) enables the franchisee to run its business successfully, even without having any preliminary **experience** or knowledge in this sphere.

* * *

The growth of a company, its expansion and diversification led to the appearance of outsourcing schemes.

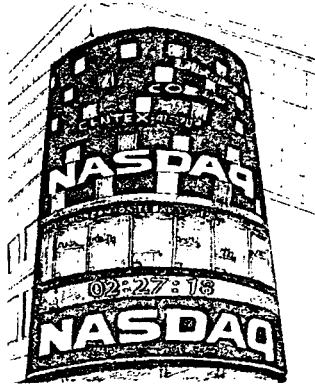
Outsourcing is generally the process of **contracting out** to another manufacturer or supplier work that would **otherwise** have to be done by a company's own employees and entail high wages paid to them. Very often a company uses a foreign supplier to purchase supplies to achieve lower costs and improved quality.

Teleworking by freelancers³ working from home communicating via the Internet and offering their services to a number of clients is another recent development. These people are mostly ex-managers made redundant for this or that reason. They are also called portfolio workers, though they often prefer to describe themselves as consultants. Many of them enjoy their freedom and flexibility that their position offers. Some companies prefer to use the services of freelancers rather than rely on salaried employees. However, reports of the death of the traditional career activities are greatly exaggerated. Most professional people still go to their jobs in offices, and there are reports that those engaged in teleworking would prefer to be working in a salaried job in an organization.

The stock market is a place where companies can **raise** money either by issuing **shares** (US stocks) to **institutional investors** or the general public or by borrowing money by issuing bonds. The term "**securities**" refers to both shares and bonds.

Each year millions of shares and **bonds** are sold, or **traded**, on the world's major stock exchanges. Every day the press gives prices and other information about the shares of the **listed** companies.

The fastest growing major stock market in the world is NASDAQ (National Association of Securities Dealers Automated Quotations). It was the first electronic-based stock market where today's information technologies — computers and telecommunications — are used in place of the traditional **trading floor**. Nearly five and a half thousand companies trade their securities on this market.



A recent development in international trade is **futures market**. Just a few short years ago the word “futures” would have been meaningless to almost everybody but the international dealers. Today it is a completely different story, and the awareness of the benefits and risks of the futures markets will prove of benefit to all sectors of the industry in the years to come. Futures exchange, or market, may trade commodities, financial derivatives or a combination of the two.

* * *

E-commerce may be simply defined as the production, distribution, marketing, sale or delivery of goods and services by electronic means. In terms of international trade electronic commerce enables European enterprises to be engaged in business transactions with customers from any jurisdiction without the need to establish a physical presence in that foreign jurisdiction. Orders are placed and processed, and payments made over the Internet, often with cost reductions through the elimination of processing on **paper**. The power of these increasingly global platforms for companies is hard to **underestimate**. Few have been able to reach the same scale in their own domestic markets or to succeed in international business of their own.

The Internet extends the scope of **tradable services**. Many medical, legal, architectural, travel, accounting, educational and other services considered nontradable in the past, have become tradable through Internet-based electronic commerce.

The electronic commerce and the Internet have added a new technological means of facilitating trade.

B

✉ Here is a proposal of a foreign company for co-operation on a buy-back basis:

Dear Sir,

We have several clients in Europe, Canada and the United States engaged in the business of fruits and vegetables. Some of the clients have been purchasing certain berries⁴ and fruits from Rossexport.

So far their dealings have been in raw materials for the preserving industry. However, for obvious reasons our studies show that it will be more advantageous for both sides to do business in finished products in frozen form. For Russia to be able to deliver frozen fruits and vegetables it must build a freezing plant which will freeze fruits and vegetables to minus 40 degrees C and be able to store at minus 20 degrees C.

We have the possibilities of freezing a minimum of 4,000 tons of fruits and vegetables a year. We are prepared to buy as a minimum the above quantity annually.

Based on the above facts we propose to supply the necessary equipment, know-how, and finance to construct such a freezing plant to be paid by products we will buy over a period of five years.

If this proposal is of interest to you, we are prepared to immediately start discussing the details and conclude the appropriate contracts.

Kind regards,

Sincerely yours,

...

C



Some time later Mr Smith, a representative of the company, comes to Moscow. He is received by Ivanov, an executive of the company.

Smith: I'm very happy to be here in Moscow for a few days.

Ivanov: I'm very glad to see you, Mr Smith. I received the e-mail message about your arrival and we were expecting you one day this week.

Smith: You must have studied our letter of November 24 in which we proposed co-operation on a buy-back basis.

Ivanov: You are absolutely right. And I should say we like the idea of buying your freezing plant and repaying with frozen fruit. I think we can rely on your estimate of the project. But I'd like to point out a few problems that we must discuss, before we okay this deal.

Smith: Well, go on. What's your first problem?

Ivanov: The preliminary study showed that we'll need special handling equipment in our port for frozen fruit. You can undertake the delivery of equipment of this kind, can't you?

Smith: I'm afraid I can't give you an immediate reply. But we'll do our utmost to meet this new request. I'll handle this problem the minute I get back to London on Wednesday.

- Ivanov:* And then there is another problem we are **faced with**: As we understand from your letter you are prepared to finance the project. And what is the interest rate?
- Smith:* We have had a **tentative** talk with our bankers. In principle the Bank has agreed to provide credit to finance this project for a period of ten years at the rate of seven per cent. **The percentage** is standard for transactions of this kind.
- Ivanov:* Good. We'll take that into account.
- Smith:* And when will you be able to give us details of your technical specifications for the project?
- Ivanov:* In a week or so. We can save all other questions until our experts meet in a month's time and they can draw up a draft agreement then.
- Smith:* That's not too long to wait. There are several points which need to be weighed up before **proceeding**.
- Ivanov:* You are quite right.

Notes:

- ¹ teleworking — working at home on a computer and communicating with the office or customers by telephone, fax or e-mail, деятельность Интернет-брокеров
- ² cost-effective — экономически эффективный
- ³ free-lancer — работающий не по найму, “свободный художник”
- ⁴ berry — ягода

SECTION A

Ex. 8. Read the text.

Ex. 9. Check your comprehension.

1. What forms of international business are mentioned in the text?
2. What new organizational forms have appeared in recent years?
3. What is logistics?
4. Who carries out logistics operations?
5. Which of the new forms of business is growing extremely fast?
6. How does the franchising system operate?
7. Why do many companies resort to outsourcing?
8. Who is engaged in the sphere of teleworking?
9. In what way is electronic commerce organized?
10. What are the advantages of e-commerce?

Ex. 10. Say what information you have learned from the text about:

1. logistics;
2. relations between franchisors and franchisees;
3. outsourcing;
4. teleworking;
5. stock exchanges;
6. e-commerce

Ex. 11. Think and answer.

1. What are the advantages of using the franchise package?
2. What are the advantages of teleworking?
3. Will the development of teleworking bring traditional activities of professional specialists to an end, in your opinion?
4. What is the idea of the futures market?
5. What are the reasons for the fast development of e-commerce?
6. In what way do electronic commerce and the Internet contribute to the development of business?

SECTION B

Ex. 12. Read and translate the letter.

Ex. 13. Check your comprehension.

1. What kind of business was the foreign company engaged in?
2. What facilities were to be constructed by Rossexport?
3. What were the conditions for freezing and storing fruits and vegetables?
4. What were the conditions suggested by the foreign company for a buy-back transaction ?
5. What commitments was the foreign company prepared to make?

Ex. 14. Say what you have learned about:

1. the foreign company;
2. their proposal.

Ex. 15. Think and answer.

1. Why was the foreign company interested in doing this business?
2. Could frozen fruit business be advantageous for both parties? Prove your point.

3. Do you think the proposal of the foreign company was really attractive to the Russian company?

SECTION C

Ex. 16. Read the dialogue.

Ex. 17. Check your comprehension.

1. What problems did Rossexport bring up when discussing the buy-back transaction?
2. How was the project to be financed?
3. Why did the Russian company need time before the contract was finally signed?

Ex. 18. Say what you have learned about:

1. the atmosphere in which the talks began;
2. the Buyers' request to deliver special handling equipment;
3. the financial basis of the transaction under consideration;
4. the work to be done to finalize the agreement.

Ex. 19. a) Reproduce the dialogue.

b) Act out a similar dialogue. Suppose the foreign company proposed different financial conditions.

UNIT III

WORKING ON WORDS

to face smth to be faced with smth

Ex. 20. a) Read the model.

We are faced with the problem of <i>storing heavy units</i> . We don't have adequate storage facilities.

b) What would you say if you had some problems in connection with:

1. transshipment of goods;
2. supply of spare parts;

3. organization of a showroom;
4. installation of some bulky equipment;
5. extension of the stay of a supervisor;
6. transportation of oversized equipment.

c) Answer the following questions.

1. What problems do exporters face when they try to sell on an unknown market?
2. What difficulties do shippers face when they ship bulky equipment?
3. What problems are managers faced with in conditions of the depressed market?
4. Do trade companies often face force majeure situations? Why?

to assign

Ex. 21. a) Read and translate the sentences.

1. The day was assigned for consideration of the case.
2. They assigned us a very important task.
3. We'll have to assign several thousand dollars for this project.
4. The right to use their trademark was assigned to our company.

b) Paraphrase.

1. Let's fix a day for our next meeting.
2. The sum allowed for the project is not sufficient.
3. The implementation of the project was given to a well-known company.
4. Whom shall we give this job to?
5. They received a very important task.
6. The workers were told to prepare a storage place for new arrivals.

c) Translate into English.

1. Они поручили работу субподрядчику.
2. Нам дали большую светлую комнату для работы.
3. Вот работа, которую мы вам даем на эту неделю.
4. Нам поставили очень трудную задачу.
5. Он был командирован в Лондонский филиал компании.
6. Мы считаем, что сумма, которую нам ассигнуют, полностью окупит наши расходы.

to underestimate

Ex. 22. a) Read the model.

Don't underestimate his abilities. He can be given a more responsible job.

b) Paraphrase.

1. You have too low an opinion of his progress.
2. Don't undervalue the difficulties we are faced with.
3. I believe their rating is too low and it does not show the true picture.
4. He didn't realize the importance of the situation.

c) Translate into English.

1. Мы недооценили стоимость материалов и в результате понесли потери.
2. Не следует недооценивать прочность их позиции.
3. Боюсь, вы недооцениваете трудности.
4. Мы недооценили объем работы и, боюсь, не успеем закончить ее в срок.
5. Вы недооцениваете сложность перевозки грузов на такое большое расстояние.
6. Я сожалею, что вовремя недооценила их рекомендации.

point out

Ex. 23. a) Read the model.

He pointed out that there were certain formalities to be observed.
They pointed out to us that such investments were risky.

b) Paraphrase the sentences.

1. They remarked that such investments would be risky.
2. We have enclosed the protocol of the examination indicating the defects, of which we informed you earlier.

3. We stress that the price is too high.
4. He drew attention to the fact that the rating of the company was constantly rising.

c) Translate into English.

1. Нам указали на ошибку.
2. Он подчеркнул, что в решении этой проблемы много трудностей.
3. В своем докладе он выделил новейшие тенденции в развитии этой отрасли.
4. Он обратил внимание на то, что необходимо тщательно соблюдать все формальности.
5. Он отметил, что все изменения должны быть представлены в письменном виде для обсуждения.

Ex. 24. Complete the text below using the appropriate words from the box.

franchisor, franchise agreement, franchisee, management services fee, operations manual, franchise fee

Franchising can be defined as a business system in which a company (or) sells an individual (or) the right to operate a business using the franchisor's established system. As part of the contract (or) the franchisee pays an initial sum of money, known as a to the franchisor and, in addition, agrees to pay a in exchange for advice and assistance. It is important to understand that the franchisee also has to find the necessary capital to open the business. Once the contract has been signed, the franchisor provides an which is a document containing all the information that the franchisee requires in order to manage his or her business.

Ex. 25. Translate into English.

1. По соглашению о франчайзинге компания (франшизор) предоставляет другой компании (франшизи) право на использование своего товарного знака.
2. Мы обычно сталкиваемся с различными проблемами, когда начинаем вести переговоры о создании совместных предприятий.
3. На фондовом рынке осуществляется торговля ценными бумагами.

4. Фирма стоит перед лицом серьезных финансовых трудностей.
5. На фьючерсных рынках продаются и покупаются финансовые инструменты.
6. Заработная плата рабочих этой фирмы была заморожена в течение нескольких лет.
7. Электронная торговля обеспечивает осуществление коммерческих сделок с клиентами в разных концах мира.
8. Мы внимательно рассмотрели этот вопрос и решили увеличить процент отчислений.
9. Какова процентная ставка банка?
10. Интернет дает возможность расширить масштаб торговли услугами.

UNIT IV

KEY STRUCTURES AND SPECIAL POINTS

WORD-BUILDING

Ex. 26. a) Complete and translate.

advantage	$n + (i)ous =$	advantageous <i>adj.</i>
caution		cautious <i>adj.</i>

1. religion → ...
2. ambition → ...
3. prestige → ...
4. grace → ...
5. pomp → ...
6. monotony → ...

b) Complete the sentences.

1. He doesn't like to speak about religion. But I know he is a highly ... man.
2. There are a few advantages of this kind of deal and I must admit the terms are quite...
3. I hate monotony, therefore I didn't like the ... speech of the scientist.
4. The presentation was organized with exquisite pomp and the newspapers didn't ignore the... event.

5. We should not underestimate the danger of this job. It is understood the contractors know of the ... character of the task.
6. The fame of this poet is great. His ... works are known all over the world.

Ex. 27. a) Complete and translate.

employ *v* + ee = employee *n*

- | | |
|--------------------|-------------------|
| 1. pay → ... | 6. assign → ... |
| 2. address → ... | 7. draw → ... |
| 3. franchise → ... | 8. train → ... |
| 4. consign → ... | 9. transfer → ... |
| 5. trust → ... | 10. license → ... |

b) Complete the sentences.

1. Next week we must pay for the work which has been completed. Check the account number of the
2. According to the contract our partners undertake to train ten specialists at their plants. The ... will have a four weeks training course.
3. I want to have this letter addressed to the head office. The ... will know whom to pass the information to.
4. The job was assigned to Smith and Co. We believe the ... will complete it by the stipulated time.
5. The goods were consigned by rail. We notified the ... of the date of dispatch.

ARTICLES

Ex. 28. a) Supply the articles where necessary.

1. This is the largest complex producing ... aluminium in the country.
2. We are interested in exporting... aluminium to this market.
3. We would like to remind you that... aluminium under Contract 5/71 was shipped to you last November.
4. ... new aluminium producing plant will be built on the bank of the lake.
5. They are operating ... 1 million tonnes a year alumina plant in the south of the state.

* * *

... important issues of ... e-business are ... risks and rewards and ... e-business security.

As regards ... risk, it is obvious there is always ... risk in any new venture. However, ... biggest risk is that of doing nothing, of ignoring ... e-business.

If you don't move into ... e-business, your competitors as well as your customers surely will.

As regards ... issue of ... security, ... lot of research has been done in ... area. And we can say that ... security has reached ... very satisfactory level. So it is clear we have ... technology to make any type of ... electronic transaction meet any required level of ... security.

TENSE AND VOICE

Ex. 29. a) Supply the correct forms of the verbs.

1. Another joint venture in steel industry (to set up) last week here.
2. We just (to form) a joint bank to provide a better service to customers.
3. It (to announce) a special mixed commission (to set up) next year.
4. The money (to use) to help finance expenses on research.
5. I wish all e-commerce companies (to have) to prove their value and reliability.
6. If economic climate (to be) right, e-commerce industries (to flourish — процветать)
7. No matter how hard we (to work) , we (to fail), if we (not to adopt) the new technology.

* * *

The London Stock Exchange (to be) the principal market for the trading of shares, other corporate securities and government bonds in the UK.

The London Stock Exchange (to have) the third largest turnover in the world, after Tokyo and New York. Organized trading in stocks and shares in London (to start) at the end of the 17th century, when much of it (to take) place in the coffee houses in the City of London. At the beginning of the 19th century the London Stock Exchange (to obtain) its constitution and a building of its own.

Prior to 1986, membership of the stock exchange (to restrict) to partnerships. Brokers were not allowed to trade on their own account; they (to act) as agents for their customers. Trading (to take) place on the floor of the exchange.

The changes of 1986 liberalized the activities on the stock exchange. The rule restricting membership of the exchange to partnerships (to remove). A computer system (to install) which (to show) prices of all market makers in all stocks. Trades had to be reported electronically within five minutes.

To have a listing in London the company (to require) to release all necessary information for shareholders and to the public to appraise the position of the company at all times. Companies have to pay to the exchange a fee on listing and an annual fee thereafter. The stock exchange (to be) a private limited company owned by its individual members.

b) Say what you have learned about the history of the London Stock exchange.

PREPOSITIONS

Ex. 30. a) Supply the prepositions where necessary.

**POLAND NEAR AGREEMENT
ON BULLDOZER VENTURE WITH US**

POLAND is in an advanced stage ... negotiations with Dresser Industries of the US for a joint venture to produce bulldozers and earth-moving equipment.

The joint venture would be the largest agreed since legislation permitting such operations was passed ... the middle of last year. It could generate sales worth as much as \$ 200m (£ 125m).

Agreement on the deal would mark a breakthrough for the joint venture scheme, which is regarded as very important for Poland's efforts to boost sales ... manufactured products as its traditional exports, notably coal, decline.

So far, only a couple ... Western companies have signed joint ventures amid concern over conditions.

b) Say what the newspaper writes about the Polish-American Joint venture.

MISCELLANEOUS

Ex. 31. a) Choose and use.

per cent, percentage

1. We don't think the... is fair enough.
2. The chairman of the education committee said a 20 ... reduction in education spending was forecast.
3. The administration has acknowledged that the national output declined 2.4...
4. A small... of listeners tune in to this channel.
5. The largest... of heat generated is utilizable, but the rest escapes.

b) Translate into English.

1. Это способствовало увеличению производительности труда на 10%.
2. Около 50% всего оборудования хранится на этом складе.
3. Они считали этот процент очень невысоким.
4. Почему Вы настаиваете на изменении процента?

Ex. 32. a) Choose the correct variant.

to raise — to rise — to arise

1. The price of bread ... sharply.
has risen — raised — arose
2. She ... to an important position in the firm.
raised — rose — arose
3. Unemployment is reported to
be raised — be rising — arise
4. The old house ... from the ruins.
rose — has raised — was arisen
5. A new building ... in place of the old one.
is raising — is rising — is arising
5. Serious difficulties may ... from this mistake.
rise — arise — raise
6. It is necessary ... the productivity of labour.
to raise — to rise — to arise
7. We must call the doctor, the child's temperature ...
is raising — arose — is rising

8. The standard of living of the population .. lately.
has risen — has raised — has arisen
9. The government promised ... the workers' wages.
to rise — to arise — to raise
10. Such situations ... in our practice.
have never arisen — have never risen — have never raised

* * *

b) Use the correct word.

1. A: A problem ... over the travel arrangements to Great Britain.
B: Really? What's that?
A: The airline ... its fares by 20 per cent.
2. A serious problem ... in my company. Because the cost of living ...
by 6% last year, management decided to ... the salaries of all the
staff by 10 £ a week.
However, later on, they had to pay for this by ... the prices of all
our products by 10 %, which made our products uncompetitive. So
now, management is talking of lowering our salaries again.

c) Translate into English.

1. Солнце поднялось высоко в небе.
2. Вопрос, поднятый на прошлом собрании, заслуживает специального обсуждения.
3. Это недоразумение возникло из-за незнания языка.
4. Мы поднялись по лестнице.
5. Кто поддерживает это предложение, поднимите руку.
6. Он встал со стула и направился к двери.
7. Задержка в поставках произошла из-за отсутствия требуемого тоннажа.

SOCIALIZING

Small Talk in the Business World

Welcoming a visitor

Welcome to our company!

Nice to meet you.

Good to see you again.

How was your flight?

Did you have a nice trip?

Possible responses

Thank you.

Very nice, thank you.

A little bumpy. But I'm glad to be here.

You look tired. Did you have a chance to rest? Yes. I had a good night's sleep.

Some acceptable topics of conversation

Weather

Nice weather, isn't it? Yes, it's beautiful.
 How do you like our weather? Yes, very nice.
 We are having nice weather today. It's pretty warm, isn't it?

Hotel

Where are you staying? I'm at the Hilton.
 They've booked me at the Hilton.

Sightseeing

How do you like it here? It's wonderful!
 What do you think of our city? I like it immensely.
 Have you seen any sights yet? Not yet. I plan to tour the city.

Could you recommend a tour? There are some bus tours or a tour on foot.

Transition from small talk to business

How's business? It's really busy at the moment.
 How are things? We're having a great year.

Well, let's get down to business.

Well, let's get started.

That's a good idea!

Some useful language

Making excuses

The most common way of saying "no" is to make an excuse why you are saying 'no'.

Could you come to my office tomorrow? I'm sorry, but I can't. I'm busy.

Would you like to join us for a drink? I'm afraid I can't. I'm busy

I was wondering if you could join me for dinner? I'd love to, but I'm busy.
 I'd love to, but I'm tied up right now.

I'd love to, but I'm afraid I can't.

I've made prior commitments.


Well, I'm not sure. Maybe.

It was nice meeting you, but I have to go now. Of course, it was nice talking to you.

Using follow-up questions

This is my first visit here.	Is it, really?
I'm at the Hilton.	Are you?
There's plenty of time yet.	Is there?
There's been a telephone call for you.	Has there?

Ex. 33. a) Read the dialogue.

 I'd like to introduce you to our guest, Mr Meyer, from Vienne. As you know his company has some business venture here.

Bender: Hello, Mr Meyer, I'm Bender. Nice to meet you. Welcome to our company. Did you have a nice flight?

Meyer: Yes, a little bumpy, but nice, thank you.

Bender: You look a little tired. Do you have jet lag?¹

Meyer: Yes. Perhaps a little.

Bender: Pity about the weather, isn't it? Hopefully the rain will stop soon. What was it like back home?

Meyer: Pretty much the same.

Bender: What do you think about the city?

Meyer: I haven't a chance of seeing it, actually. But I plan a tour on Sunday. It's my first visit here.

Bender: Oh, is it really? I can recommend you some interesting tours.

Meyer: Thank you very much.

Bender: So, Mr Meyer, tell us more about your company.

Meyer: Well... My company is very interested in doing business here. Now we are looking for financially strong companies for our business ventures.

Bender: How long will you be staying in town?

Meyer: I plan to stay about a week.

Bender: Great ... We look forward to our working together.

Note:

¹ jet lag — состояние в связи с перелетом через несколько часовых поясов

b) Act out a similar conversation. Introduce the visitor to your colleague. Ask about his trip. Say something about the weather. Recommend him some sightseeing tours. Ask him about his company.

UNIT V

SPEECH EXERCISES

Ex. 34. Read the interview.

(From the Interview of the Director of a company engaged in logistics services)

Remember: to fill up — заполнять, загружать
customs clearance — таможенная очистка



- Interviewer: What does your company do?
Director: This company was founded in 1996, as a general provider in logistics. The services we offer depend on the client and contract. For some companies we serve as a general logistics provider. We provide transportation, **customs clearance**, domestic transportation by rail and by truck and warehousing.
- Interviewer: Can you say that, from your point of view, the logistics business in Russia is unique?
Director: The logistics business in Russia is unusual in that 90 percent of goods is transported from east to west, and this means that when trucks return eastwards, they go back empty. And logistics providers have to rely on regional offices to try to **fill up** trucks on their return journey.
- Interviewer: Is it also true of the transit between Russia and Europe?
Director: We've got full containers going into Russia and empty containers coming out, which is obviously not an efficient way of operation.

Interviewer: And how, from your point of view, may some kind of balance be achieved?

Director: First of all I must point out that the logistics industry is already developing at a rapid pace.¹ According to some estimates the sector has been experiencing 20 to 25 percent growth for several years and will probably slow down only marginally.² Traditionally the process has been paper-based and relied on communication via fax/phone. Inefficiency has also arisen due to the numerous intermediaries involved in every stage of the supply chain. Inefficient customs procedures complicated the problem. Nowadays from a low technological base the logistics providers are moving in the direction of e-business, installing web-based systems. Also the trend around the world is for logistics companies to be more integrated, to be everything to everyone, rather than focusing on traditional sectors of the supply chain — trucking, railroads and warehousing.

Notes:

¹ at a rapid pace — быстро

² marginally — незначительно

Ex. 35. Check your comprehension.

1. What kind of services does the company provide?
2. What are the traditional areas of logistics business?
3. What problems are logistics providers faced with in Russia?
4. Whom do logistics companies have to rely on when transport facilities are used for transportation from east to west and back?
5. What are the main reasons for the inefficiency of logistics operations in many cases?
6. What is the recent trend in the development of logistics business?

Ex. 36. Say what you have learned about:

1. logistics company;
2. the problems of transporting goods in and out of Russia;
3. recent developments in logistics business

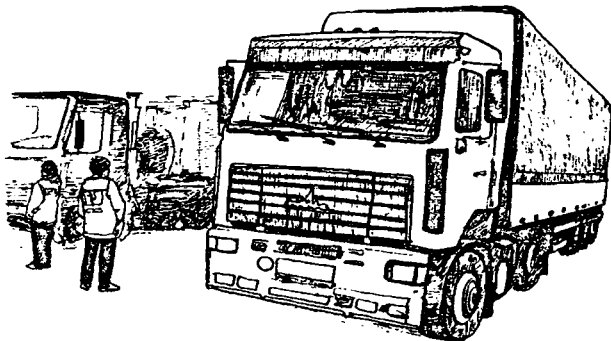
Ex. 37. Think and answer.

1. What factors held up the development of logistics business in Russia?
2. How can the rapid growth of logistics industry be explained?

Ex. 38. a) Read the article.

Remember: depot ['depou], ['di:pou] — большой централизованный склад

FRANS MAAS OPENS FIRST RUSSIAN DEPOT



Dutch transport and logistics company Frans Maas has opened its first terminal in Russia. The company is also planning to open terminals in the regions, which will potentially make it a major player on the local warehousing market.

The new class A warehouse was opened last week and is located 40 kilometres northwest of Moscow. It has 10,000 square metres, including 1,540 square metres devoted to office space and 1,400 square metres given over to seven isolated compartments for goods requiring special storage conditions.

High demand for quality warehousing and logistics services was one of the reasons for entering the Russian market, said chairman of Frans Maas Groep. “ We offer class A warehouse facilities and all the services that go with them. Our main goal is to help our clients for a reasonable price.”

With over 200 locations in 31 countries and more than 7,000 employees worldwide, Frans Maas is one of the largest pan-European logistics operators. In the first half of 2003 the company had 6.5 million euros (\$7.35 million) in net profit. Last year turnover reached about 1 billion euros.

The company’s plans include the construction of additional terminals in St.Petersburg, Samara and Yekaterinburg, which would make it the first large Western Logistics company in the regional market. The second terminal will be opened in Yekaterinburg, and a plot of land has already been selected.

This is one of those rare cases when Western logistics operator invests into terminal construction in Russia. It is still considered a risky investment. Most companies prefer to rent someone else's completed premises.

Frans Maas Russia has offices in Moscow, Samara and Yekaterinburg. It first entered the Russian market in July 2002, when it acquired a 20 percent stake¹ in a Moscow-based logistics company.

Note:

¹ stake — доля

b) Summarize the article.

c) Think and answer.

1. Why is it important to have modern warehouses for successful distribution of goods?
2. What are the prospects of terminal construction in Russia?

Ex. 39. Read the letter.



Gentlemen:

Our client, Lewis International, has requested us to utilize the opportunity of being in Moscow on other business to bring to your attention its outstanding capabilities in constructing on a turnkey basis complete factories for the Food Industry. If you have any technical assignments for buying such facilities, Lewis International would be pleased to review your requirements and, if appropriate, present their offer and/or send their technical specialists to Moscow to discuss your requirements.

The Lewis companies, Inc., which is the subsidiary involved in construction, construction management, and turnkey, has been awarded¹ contracts in many countries for the turnkey supply of cold storage plants and vegetable processing operations. The contracts included site and building design, building construction, furnishing and installation of all equipment, plant start-up, personnel training, production guarantees, and a major maintenance programme.

Perhaps we could take the opportunity of my next visit to Moscow in April to discuss the possibilities for organizing scientific and commercial co-operation between Rossimport and Lewis International.

Sincerely yours,

...

Note:

¹ to be awarded a contract — получать контракт

b) Summarize the letter.

c) Write a reply to the letter. Confirm your interest in the proposal.

Ex. 40. a) Read the talk a business adviser gave on franchising.

Let's first look at things from the franchisee's point of view; imagine you are interested in going into business yourself. You have an idea, but how can you be sure that it will work? Well, in fact you can't. You just have to live with the risk that you will fail. Now with franchising that's not the case because you are investing in a business that's already operating in other places. So that's the main advantage for the franchisee — reduced risk. But, of course, he or she has to accept certain conditions as part of the deal. For example, there are rules that must be followed. This could concern, perhaps, where the franchisee buys his or her products from, what he or she can sell in his shop, the way the employees should dress and behave, the type of information that must be provided, such as regular reports on sales.

From the franchisor's position it's really a very different view. The franchisor wants to expand the business to cover as much territory as he can. Now the real advantage here is that he can do that without having to invest his own capital and without having to recruit and manage personnel. All that is taken care of by the franchisee. From then on, he or she can simply watch the increased fees coming in as his company expands. In addition to that, the franchisor can also keep tight control over the way that the individual franchisees actually manage their businesses, and take action if things go wrong. Similarly if the franchisee wants to sell the business, then they would have to get the approval of the franchisor.

**b) Say what you have learned from the talk about
a) advantages and disadvantages for a franchisee and
b) advantages and disadvantages for a franchisor in
a franchise system.**

Ex. 41. Think and answer.

1. What parties are involved in a franchise business?
2. What are the potential risks for an individual in starting a new company?
3. What factors contributed to the development of franchising?

4. What points should be recommended for investigation before buying a franchise?
5. What businesses lend themselves for franchising?
6. Do you know any franchise-based companies in the Russian market? Speak about them.

Ex. 42. Give your viewpoint.

1. Franchising is an effective method of running a business.
2. The most important trend in franchising today is the internationalization of franchising.

Ex. 43. a) Read the interview.

Remember: outlet — торговая точка

The Wendy Rae Body Care Center, California, sells a wide range of natural cosmetics, through a world-wide chain of outlets, most of which are operated on a franchise basis. Since its incorporation eight years ago, the company has been phenomenally successful.

On September 21 Wendy Rae, founder and Chief Executive Officer of the company, received the "Business Woman of the Year" award. Below is the interview Wendy Rae gave after the award ceremony.

Interviewer: May I begin by congratulating you on your award, Mrs Rae?

Rae: Thank you. It's nice to be appreciated, but I'd like to acknowledge the contribution of all the other people involved. As I keep telling everyone, I didn't do it on my own. The company is run by a team, and our achievements are a result of our combined efforts.

Interviewer: I'm sure that's true. But how do you explain this great success?

Rae: Well, the Body Care Concept was important. And we are a great team. But I think our decision to franchise was crucial¹ too.

Interviewer: Can you explain how?

Rae: Well, in the early days, we were developing a new market, but we didn't own it. Anyone could have moved in.

Interviewer: You decided against investing in new outlets yourselves.

Rae: We would have preferred it, but it wasn't an alternative available to us. We didn't have the capital or the neces-

sary management structure. Banks had no interest in us in those days. All our initial financing came from our own pockets and the pockets of our friends.

Interviewer: Whose idea was it to expand as a franchise?

Rae: My husband's. He saw the danger right away, and said that if we didn't develop our brand name and our reputation fast, we'd be pushed aside by operations with more money behind them. He saw that franchising was the only way of growing fast enough to secure the market.

Interviewer: Thank you, Mrs Rae.

Rae: It's my pleasure.

Note:

¹ crucial — ключевой, решающий

b) Check your comprehension.

1. What were the reasons for the company's success?
2. Why did the company decide to take up franchising?
3. Who contributed to the success of the company?
4. How were the operations of the company financed initially?

c) Think and answer.

1. Why was it important to expand quickly?
2. Why weren't the banks interested in the new company?
3. Why was franchising the only way to achieve immediate success?

d) Act out the interview. Also ask about the Company's franchisees, its brand, the advertising campaign.

Ex. 44. a) Read the text.

GOING GLOBAL

Many companies today rely to a large and increasing extent on overseas operations. Several factors have led to increased globalization of businesses.

- * Free movement of capital which is the fuel of investment in all its forms;
- * Improvements in transportation and communications, which lowered shipping costs and made international trade more feasible;
- * Trade liberalization with the lowering of trade barriers;

- * The rising costs of developing new products have led to joint ventures and to global operations of many firms wishing to expand markets and thus spread development costs;
- * A firm whose manufacturing operations are restricted to one country cannot compete but being able to shift production to wherever costs are lowest allows it to reduce costs and benefit from economies of scale;¹
- * Another factor is reduction in telecommunications and computing costs. Organizations with the resources and expertise to use the information on their networks on a worldwide scale will have a key advantage in many industries

Service companies, including banks, advertising agencies, and accounting firms, are also being forced to go global, because global service firms can better serve their multinational clients. There are even examples of globalization of tastes. For example, breakfast cereal² is slowly progressing as a way of starting the day. A global breakfast cereal culture may be developing. At the same time there are and always will be some cultural traditions which show themselves, for example, in the French preference for top-loading washing machines when the rest of Europe prefers door-loading ones, or the Spanish drinking little tea and Germans eating many bananas.

Of course, there will always be some purely domestic companies, but the best opportunities are often with companies that operate worldwide.

Though the world is getting smaller by the day, few companies, even multinationals, have true global status and since most “mass-marketed” products actually sell to fewer than five per cent of the masses, it doesn’t pay to think big.

Notes:

¹ economies of scale — экономия в результате роста масштабов производства

² cereals — хлопья и каши

b) Think and answer.

1. What do you think “globalization” means?
2. What are the factors that have brought about globalization?
3. In what way did changes in transportation contribute to the growth of globalization?
4. Why is it important for the companies to produce and sell globally?
5. What global companies can you think of?

c) Give your viewpoint.

1. Globalization lowers the living standards of the population.
2. Globalization leads to movement of large sums of money out of a country.
3. Globalization helps poor countries to catch up.

Ex. 45. a) Read the interview.

Remember: welfare — пособие по безработице

FOR AND AGAINST GLOBALIZATION



(from the Interview of Stephen Haseler, Professor at London University)

Interviewer: Could you tell me about the advantages and the disadvantages of globalization?

Haseler: The general advantage of globalization in my view is that it increases competition. Companies have to be careful to order their affairs so that they compete in a global market. But I think that is outweighed by a large number of disadvantages. The first problem is that it does hurt the local government's ability to deal with issues like welfare benefits, wages and taxes mainly because the corporation can say to the government, "Look, unless you lower your taxes on us, we'll be moving to East Asia or Latin America". They can now dictate to governments and I want to see some give-and-take¹ between government and corporations.

The other problem is one of unemployment. As companies want to improve their profitability, they're going to be looking for some low-cost, low-wage centers. And we're just about to see a major change in the global economy, because of the addition of China and India to the global labour market with their cheap and skilled population. If this problem is not managed properly we could find very severe employment problems.

Note:

¹ give-and-take — компромисс

b) Think and answer.

1. What are the advantages and disadvantages of globalization?
2. Do global companies do more harm than good?
3. Does globalization increase competition among companies?
4. Does globalization create cross-culture problems?

Ex. 46. a) Read the text.

Remember: to mature — развиваться

ELECTRONIC COMMERCE

Recent advances in three areas — computer technology, communications technology, and software and information technology — are changing lives in ways scarcely imagined less than two decades ago. New means of exchanging information and transacting business are transforming many aspects of social and economic organization. These modern technologies are being combined, especially through the Internet, to link millions of people in every corner of the world.

International trade in services, particularly cross-border trade is conducted to a large and increasing extent through electronic means.

The world of electronic service, defined simply as the production and sale or delivery of goods and services by electronic means, moves fast. Six months in electronic commerce is like six years in any other business.

However many goods and services cannot be delivered electronically. And this brings about the issue of how trade in products is to be conducted electronically. Even if the advertising, order and payment are made electronically, products still need to be delivered using physical modes of delivery. Hence, the existence of efficient and reliable delivery networks is essential to the successful development of e-commerce. Some think that the real growth in consumer e-commerce is going to be in services like travel and financial products where the value of each transaction is quite high, and goods do not have to be physically delivered.

Nowadays companies look more at how e-commerce can be used in conjunction¹ with other methods of selling: combining traditional retail outlets with online operations. Some old-economy companies like the UK supermarket company Tesco have made a success of e-commerce by combining it with their existing operations, rather than investing in a whole new expensive infrastructure.

We live in exciting times. E-commerce will **mature**, settling into more established patterns. What these patterns will be like is difficult and too early to say.

Note:

¹ in conjunction — во взаимодействии

b) Check your comprehension.

1. What is understood by e-commerce?
2. What factors contributed to the fast development of e-commerce?
3. Many goods cannot be delivered electronically, can they? Why?
4. In what spheres will electronic commerce develop especially fast?
5. What is necessary to ensure successful electronic trade?

c) Think and answer.

1. Travel and financial products are the best things to sell on the Internet. What is your opinion?
2. Have you ever bought anything over the Internet? Talk about it.

d) Say what you know about the situation in e-commerce now.

Ex. 47. a) Read the interview.

(The interviewed is by Simon Murdoch who set up the online bookshop.)

Remember: **online** — режим реального времени

website — сайт в Интернете

eventually — в конце концов



Interviewer: You set up the **online** book-selling company. What do you need to create a successful online business?

Murdoch: Well, there are really two big questions here, relating to sales and to profits. To be a successful online business you need to do a fantastic job for customers so that they tell each other and keep coming back. First, you must have a good **website**, and the website needs to be easy and quick to use. It needs to provide a lot of information about the items you're buying. And the prices need to be low good prices. And then, once somebody's ordered something from your website you need to provide a fast

delivery service which is reliable. And then, if anything should go wrong, it's important that you have an excellent customer service team dealing with enquiries on the phone or by e-mail. The other key thing for being a successful online retailer is that, in the long term, you must make profits. There have been a number of companies that have built a great service but then never made profits and eventually had to go into liquidation.

Interviewer: And, what would you say are the key differences between online selling and retailing?

Murdoch: I suppose the key difference is when you're selling online, it's much more like a mail order company rather than a retailer. You have to have warehouses with all the goods and then to send those out in the post or by delivery couriers. And when you're a retailer, it's much more about having the right location and when people come into your shop, presenting the items in an attractive way that gets them to buy.

b) Check your comprehension.

1. What are the key things for setting up a successful online business?
2. What is the difference between selling online and retailing?

c) Think and answer.

1. What made some online companies go into liquidation?
2. In what way do online buyers learn about things that could be bought over the Internet?
3. What do you think people like to buy online?
4. What problems exist when buying online?

Ex. 48. a) Read the text.

WEBMONEY

Remember: WebMoney — электронные деньги, универсальная внебанковская система, позволяющая проводить мгновенные расчеты в сети Интернет

WebMoney, or electronic money, is used by people and businesses all over the world to make and receive instant payments, shop online and simplify payment processing.

You can use it at any time — 24 hours a day — to make electronic payments. Making a payment to someone in any country is just as easy as sending WebMoney to a neighbour down the street. Should the need arise you can take WM from your purse and transfer it to a bank account simultaneously transferring it into a corresponding currency. WebMoney transfer is the global payment system available to all people world wide.

b) Give a short summary of the text.

UNIT VI

REVISION

ROUND-UP

Ex. 49. a) Read the text.

There is a debate going now about the importance of learning a foreign language. If you plan to spend a couple of weeks vacation abroad over the course of a lifetime, it's hardly worth a big investment in time and effort. So why should you learn a foreign language, and particularly English?

In the first place, one should be aware that English is a language which is understood and spoken practically in all countries of the world.

Second, learning English, as any other foreign language, leads to a better understanding of cultures and mentalities different from one's own; and the important thing here is the thinking and questioning process that should lead to a better understanding of one's own culture as well as those of others.

Third, we do business in a global economy, the better we communicate with associates around the world, the greater success we will achieve.

Finally, learning English opens the door to great literatures and philosophies. Reading literature in the language written is truly understanding the original creation, in a way not possible through translation — no matter how great a translator is.

b) Sum up the reasons for learning English.

c) Speak of your experience of learning English.

Ex. 50. a) Read the dialogue.

LINGUISTIC TALENT

- Betty:* Why weren't you at the German class last night? Have you given up?
- Joan:* Well, no... I finished late yesterday. I'd been writing reports all day long and was too worn out, so I decided to give the lesson a miss.
- Betty:* You've missed quite a lot of lessons lately, haven't you? Are you losing your enthusiasm?
- Joan:* Yes, I'm afraid so. I think I don't have a gift for languages. People just laugh at me when I try to speak German. How did you pick it up so quickly and easily? You've hardly been in Germany a month.
- Betty:* It was neither quick nor easy, I assure you. I'd studied the language before I came, and only needed to brush it up¹ a little.
- Joan:* Anyway, all our friends here speak English fluently so we don't really need to learn German.
- Betty:* Well, I have been both learning and teaching languages for years and I enjoy it immensely.
- Joan:* Well, keep it up! I'm all for teaching foreigners English, if it saves me the trouble of learning foreign languages myself.

Note:

¹ to brush up — восстановить знания, "подчистить"

b) Think and answer.

1. Is it easy or difficult to learn a foreign language?
2. What is the best way of learning a foreign language?

Ex. 51. Read the newspaper article.

ART FOR MONEY'S SAKE

From Vincent van Gogh to Henri Rousseau artists have a long and honourable tradition of dying penniless. Their modern counterparts would rather not. This week Mutual Art, a New York-based group of academics and museum experts, announced the start of the first-ever pension trust for artists.

There is a twist¹: the contributions of those invited to join the scheme will be in the form of paintings and sculptures — 20 works over

20 years. Their sale is supposed to provide each artist with three decades of retirement payouts².

The scheme certainly fills a gap³. Artists are even worse off than actors. Artists usually fall outside traditional retirement schemes because they rarely stay with a single gallery or dealer for very long.

But investing in art is risky even if you know a thing or two about it. The trusts' organizers are trying to reduce the risk of failures by allowing only promising artists — whose work is already selling — to join. Once the works are sold, the proceeds⁴ will be invested in securities chosen by the artists.

There are costs — the works must be stored or exhibited, new applicants to the trust need to be screened and so on. Mutual Art will pay half such cost after taking a 20% cut from the sale of each work of art.

To enjoy a prosperous old age, the artist must hope to stay that way — and that one at least of their number gets more recognition than Van Gogh ever did before he died.

Notes:

¹ twist — зд. особенность

² payout — выплата

³ gap — брешь; разрыв

⁴ proceeds [ˈprɔʊsiːdz] — выручка, доход

b) Check your comprehension.

1. What kind of trust was created for artists?
2. What were the conditions for the participation in the trust?
3. Where did the funds for the trust come from?
4. Why did the organizers invite only well-known artists to join the trust?

Ex. 52. Read the text and study the table.

Understanding what the aspirations¹ of people in different cultures are is important. You come across different kinds of cultures and they affect business in different ways. There are different attitudes towards work and towards resolving problems, towards working in teams and in such small things like greetings, using first names and so on. Also you should be aware that the culture of the capital city is quite different from the culture of provinces, especially provinces a long way from the capital city.

Below you will see a summary of hints² about what people do in various situations in different countries.

	France	Germany	Japan	UK
Greeting	Shake hands on arrival and on departure	Shake hands on arrival and on departure and announce your name	Shake hands only if offered — not too much contact — short head nod	Shake hands — exchange business card
Appointments	On time; a few minutes delay is possible	Arrive 5 minutes early	On time — phone, fax or e-mail to confirm	Mostly on time
Business cards	In a meeting the card is placed in front of the owner	Cards not always exchanged	Important gift — read carefully — never write on it	Exchange and put into wallet (бумажник)
Business correspondence	Very formal language	Serious business-like tone	Usually short messages	Sometimes long
Working hours	Don't usually start before 8.30 — quite long lunch — overtime	7.00—16.00. Middle and senior management often work later	Contract: 9.00—17.00 — reality: much longer	Known to work the longest hours in Europe
Negotiating	Lengthy and formal — like to make speeches	Precise, direct, stick to the point	Hard and tough	Tough, but polite and sometimes vague (неопределенный) attitude
Telephoning	Phone a lot	Short, direct, no small talk	Phone a lot — all day	Polite, a bit of small talk first
Entertaining	Expensive restaurant lunches	Short canteen lunches — rarely invite people home	Early and lengthy dinners — men only	Business lunches and dinners-pubs
Meetings	Lengthy, a little disorganized with interruptions	Short, punctual and well prepared	Polite, silences which should be respected	Informal tone — use of humour

Notes:

¹ aspiration — стремление² hint — совет

b) Think and answer.

1. Which of the differences shown in the table you think are most important?
2. Do you know of any other differences, both in situations and among countries?
3. Do you know of any different attitudes, when doing business, in socializing, small talk, using first names, giving presents?
4. Why is cultural awareness important for business people?

Ex. 53. a) Read the text.

ON BEHALF OF THE MANAGEMENT
(after O. Henry)

This is the story of the manager, and how he held his own until the very last paragraph.

My old friend Denver was a born manager. At the age of eight he managed a news-stand. After that he was manager at different times of a skating-rink, a restaurant, a dancing academy, a dozen hotels and summer resorts, an insurance company, and a district leader's campaign.

About two years ago I dropped into New York where I ran against Denver coming around a corner. We shook hands and he asked me what I was doing and invited to the Hotel Brunswick where he was manager.

When we got to the hotel, Denver stopped me at the door. "There's a little coloured man," he said, "sitting in a big leather chair to your right, inside. You sit down and watch him for a few minutes, and then tell me what you think."

I watched the little man. It was a little foreign person, trying to touch the floor with his toes. He never once took his eyes off Denver. There was a look of admiration and respect on his face.

After Denver went his rounds he took me into his private office. "What's your report on the man? What would you take the little man to be?"

"Why," I said, "the barber¹ round the corner".

"Never judge by looks," said Denver, "General Rompiro's a candidate for president of a South American republic, and he's offered me the job. He wants me to manage his campaign. I don't want to brag², but with the money the General is going to give, I could have him elected Governor of Georgia. I'll give you three days to think about joining me and I'll introduce you to General Rompiro tomorrow."

Before the three days were up I decided to join Denver in his campaign. When we got ready to start Denver had a pocket full of letters from the General to his friends, and a list of names and addresses of loyal politicians who would help in his campaign.

It took me and Denver about a week to get to the place. The election was only four weeks off; but there wasn't any excitement. In a few days the campaign managers from the other towns came into the town. Our headquarters was a busy place. We had an interpreter, and drinks, and cigars, and Denver used the General's roll of money so often that it got so small, we had to cable general Rompiro for more and got it.

There was one American, named Hicks, who used to come to the headquarters. "I don't take much interest in politics," he said one day, "but I'd like you to tell me what you're trying to do down here?"

"We're going to put General Rompiro in the presidential chair. I'm his manager," said Denver.

"Well," said Hick, "if I was you I'd be a little slower about it. You've got a long time ahead of you, you know."

Denver went ahead with the campaign. He gave out money to his helpers, and they were always coming after it. There were free drinks for everybody in town, and bands playing every night, and fireworks, and a lot of heelers³ going around buying up votes day and night, and everybody liked it.

The day set for the election was November 4th. On the night before Denver and me were smoking our pipes in the headquarters, and in came Hicks. Denver was cheerful and confident. "Rompiro will win tomorrow," said he.

"What's going to happen tomorrow?" asked Hicks.

"Why, the presidential election, of course," said Denver.

"Say," said Hick, looking kind of funny, "didn't anybody tell you fellows that the election was held a week before you came? Congress changed the date to July 27th. I thought you were campaigning for old Rompiro for next term, two years from now."

I dropped my pipe on the floor. Denver bit a piece of his. Neither of us said anything.

Notes:

¹ barber — парикмахер

² brag — хвастаться

³ heeler — доверенное лицо в избирательной кампании

b) Think and answer.

1. How did the manager organize the election campaign?
2. What was unusual about the campaign?
3. The people of the town liked what was going on, didn't they? Why?
4. Why didn't anybody tell the manager about the earlier election?
5. What do you think of the manager?
6. Do you think what O. Henry described could be a true story?
7. Could you draw any parallel with election campaigns taking place in different countries at the present time?

UNIT VII

VOCABULARY

- | | |
|--|--|
| 1. to adapt <i>v</i> | — приспособливать, адаптировать |
| 2. conventional <i>adj</i>
conventional trade | — обычный, традиционный |
| conventional weapons | — традиционные формы торговли |
| 3. buy-back <i>n</i>
Запомните сочетание:
buy-back agreement | — обычные виды вооружений |
| 4. turnkey <i>adj</i> | — обратная покупка |
| 5. underwriter <i>n</i>

underwriter at Lloyd's | — компенсационное соглашение |
| 6. plentiful <i>adj</i> | — "под ключ" |
| 7. logistics <i>n</i> | — гарант, поручитель; морской страховщик |
| 8. franchising <i>n</i> | — член страхового объединения Ллойда |
| 9. outsourcing <i>n</i> | — обильный, изобильный |
| 10. e-commerce <i>n</i> | — логистика, материально-техническое обеспечение контракта |
| 11. stock market
<i>syn.</i> : stock exchange | — франчайзинг |
| 12. flow <i>n</i>

flow of goods
resources | — передача заказа субподрядчикам |
| | — электронная торговля |
| | — фондовая биржа |
| | — поток, прилив |

13. **consumption** *n* — потребление
 fuel
 home
 industrial
 restricted
 total
 yearly
 consumption
14. **provider** *n* — поставщик; провайдер
15. **franchisor** *n* — лицо, выдающее лицензию на производство или продажу своего фирменного продукта
16. **to assign** [ə'sain] *v*
 to assign | a mission
 | a job
 | a task
e.g. They assigned a very important mission to us.
 to assign a sum
 to assign | a right
 | property
 property
17. **franchisee** [ˌfræntʃaɪ'zi:] *n*
 — лицо, имеющее лицензию на производство или продажу фирменного продукта
18. **franchise fee** — франшизный сбор
19. **front-end fee** — разовая комиссия
20. **royalty** *n* — роялти, лицензионный платеж
21. **trademark** *n* — торговый знак
22. **owner** *n* — владелец
23. **experience** *n* — опыт
24. **experience** *v* — испытывать, узнать по опыту
25. **contract out** *v* — передавать на подряд
26. **otherwise** *adv* — иначе; в противном случае
27. **to raise** *v*
 to raise | capital
 | funds
 | a loan
e.g. The newspaper published an appeal to raise money for the people who suffered in the flood.
28. **share** *n* — акция
29. **stock** *n* — акция *Ам.*
30. **institutional** *adj* — институциональный; учрежденный, установленный

institutional	buyer	— покупатель ценных бумаг в больших количествах
	investor	— юридическое лицо, инвестирующее средства в финансовые активы
	seller	— продавец ценных бумаг в больших количествах
31. investor <i>n</i>		
32. securities <i>n</i>		
33. bond <i>n</i>		
34. to trade <i>v</i>		
35. listed <i>adj</i>		
36. listing <i>n</i>		
37. trading floor		
38. futures market		
39. derivatives		
40. paper <i>n</i>		
41. to underestimate <i>v</i>		
to underestimate	smb's abilities	
	danger	
	risk	
<i>ant.</i> : to overestimate		
42. tradable <i>adj</i>		
43. to freeze (<i>froze, frozen</i>) <i>v</i>		
to freeze	fruits	
	vegetables	
	wages	
44. to store <i>v</i>		
to store goods		
<i>e.g.</i> The machines are stored in this warehouse.		
45. point out <i>v</i>		
to point out smth to smb		
to point out that		
<i>e.g.</i> The teacher pointed out my mistakes.		
46. to do one's utmost		
<i>e.g.</i> We expect you to do your utmost to distribute our products successfully.		
<i>syn.</i> : to do one's best		

47. **to face** *v*
to be faced with smth
 to face | **problems**
 | **difficulties**
 to be faced with | **danger**
 | **a choice**
e.g. I could not face going there alone.
 — стоять перед лицом чего-либо, сталкиваться с чем-либо
48. **tentative** [ˈtɛntətɪv] *adj*
 tentative | **talks**
 | **suggestions**
 | **proposals**
syn.: preliminary
 — предварительный
49. **percentage** [pəˈsɛntɪdʒ] *n*
 stable |
 small | **percentage**
 big |
 certain |
e.g. The percentage of our sales has remained stable.
 — процент, процентное содержание
50. **to proceed** *v*
e.g. Let us proceed to the next point.
 — приступать к чему-либо
51. **to fill up** *v*
 — заполнять, загружать
52. **customs clearance**
 — таможенная очистка
53. **depot** [ˈdɛpou], [ˈdi:pou] *n*
 — большой централизованный склад
54. **outlet** [ˈaʊtlɛt] *n*
 — торговая точка
55. **welfare** *n*
 — пособие по безработице
56. **to mature** *n*
 — развиваться
57. **online** *n*
 — режим реального времени
58. **website** *n*
 — сайт в Интернет
59. **eventually** *adv*
 — в конце концов
60. **WebMoney** *n*
 — электронные деньги

АНГЛО-РУССКИЙ СЛОВАРЬ

УРОКОВ 1—21

A

abandon (19) отказаться от, прекратить что-л.

ability (6) способность

above-mentioned (8) вышеуказанный

acceptance (8) 1. приемка; 2. акцепт

accomplish (14) выполнять

accordingly (4) соответственно

according to (4) в соответствии с

account (4) счет

accountant (11) бухгалтер

account for (16) составлять, объяснять

accounting (11) бухгалтерский учет, бухгалтерское дело

accuse (20) обвинять

achieve (19) достигать, добиваться

acquisition (19) приобретение

action (11) иск

activities (19) работа, деятельность

activity (19) активность

adapt (21) приспособливать, адаптировать

addendum (4) дополнение

addict (20) предаваться чему-л. с увлечением, увлекаться, пристраститься к чему-л.

addiction (20) привычки (часто вредные)

addition (1) добавление, дополнение

adequately (19) достаточно

adjust (11) корректировать, уточнять; (15) регулировать, производить наладку

adjustment (11) урегулирование, улаживание

admit (3) впускать, допускать; (7) допускать, признавать

adopt (12) принимать

advance (14) развивать(ся)

advanced (5) передовой

advantageous (6) выгодный, полезный

advice (3) совет(ы)

advise (7) советовать

adviser (3) советник, консультант

advisory (15) консультативный

aerial (20) антенна

affair (12) дело

affect (4) повлиять

afford (6) позволить себе

agency (18) агентство

agency agreement (18) агентское соглашение

agent (18) агент

agreeable (13) приятный, милый

agreed and liquidated damages (11) согласованные и заранее оцененные убытки

aim (2) нацеливать, направлять

air (20) эфир

alarm *n* (13) тревога, страх

alarm *v* (13) встревожить, напугать

allocation (11) распределение

allow (5) разрешать

allowance (15) оплата, денежное пособие

alteration (5) изменение

- alternative dispute resolution** (11) альтернативный способ решения споров
- ambassador** (19) посол
- amateur** (9) любитель, непрофессионал
- amendment** (5) поправка, изменение (к документу)
- amicable** (2) дружественный
- amount** (4) количество, величина; общая сумма, итог
- annex** (8) приложение
- anniversary** (1) годовщина
- annoying** (11) раздражающий, досадный неприятный
- annually** (9) ежегодно
- anticipate** (15) ожидать, предвидеть
- apologize** (6) извиняться
- apology** (6) извинение
- appeal** (6) привлекать, нравиться
- appealing** (6) привлекательный
- application** (5) заявление, заявка
- apply** (15) 1. применять, использовать; 2. относиться
- appointment** (6) назначение (на должность)
- appreciate** (2) ценить
- approach** *n* (19) подход (к рассмотрению чего-либо)
- approach** *v* (19) 1. приближаться; 2. подходить к решению проблемы
- appropriate** (5) соответствующий ситуации, подходящий
- approve** (5) утверждать, одобрять
- approximate** (15) приближенный
- arbitration** (11) арбитраж
- arbitrator** (11) арбитр
- area** (2) территория
- arise** (7) возникнуть
- as a matter of fact** (19) в сущности, собственно говоря
- ashamed** (20) пристыженный
- as per** (5) согласно (чему-л.)
- assess** (7) оценивать
- assessment** (7) оценка, суждение
- assets** (16) активы, имущество, капитал
- assign** (21) 1. назначать(ся); 2. давать, поручать; 3. ассигновать; 4. передавать, переуступать
- assume** (7) предполагать, допускать
- assurance** (8) гарантия
- assure** (5) заверять, уверять
- attend** (3) посещать, присутствовать
- attend to** (17) заботиться о, следить за
- at the most** (19) самое большее, максимум
- attitude to** (6) отношение к
- audit** (8) проверять отчетность, ревизовать
- authorize** (8) уполномочить
- authorities** (16) власти
- authority** (19) 1. власть; 2. авторитет
- automation** (5) автоматизация
- avoid** (9) избегать, уклоняться
- awake** (1) бодрствующий
- award** (11) решение арбитров
- awareness** (7) понимание, осознание, осведомленность
- awful** (7) ужасный

В

- bachelor** (7) бакалавр
- Bachelor of Arts** (17) бакалавр гуманитарных или математических наук
- Bachelor of Science** (17) бакалавр естественных наук
- background** (20) задний план, фон; происхождение

balance (11) остаток
ban (3) запрещать
bank transfer (4) банковский перевод
bargain (9) выгодная покупка, выгодная сделка
behaviour (3) поведение
be anxious to do smth (17) очень хотеть что-л. сделать
be awake (1) бодрствовать, не спать
be aware of (7) знать, быть осведомленным
be in business (4) торговать
be in charge of (2) руководить, быть ответственным за что-л.
be in office (1) быть у власти, занимать пост, должность
be keen on smth (17) любить что-л., увлекаться чем-л.
be keen to do smth (17) очень хотеть что-л. сделать
be on the verge (17) быть на грани
berth (16) причал, место у причала
beseid the point (17) не по существу, не относящийся к делу
be through (15) закончить
be used to (14) привыкать
be worth (19) стоить, заслуживать
beyond (14) за, за пределами
bill (12) законопроект
bill of lading (16) коносамент
birthday (1) день рождения
blame (14) обвинять, винить
blood (7) кровь
board (17) совет; правление
bond (21) облигация
boost (16) повышать
border (4) граница
borrow (3) занимать, заимствовать
bother (6) беспокоить
box (9) ложа
branch (12) отделение; ветвь; [политическая] власть

brand *n* (2) торговая марка
brand *v* (2) присваивать торговую марку
branding (2) присвоение торговой марки
breakage (10) ломка, поломка
breakdown (8) поломка
breakthrough (14) прорыв
briefly (3) кратко, сжато
bring about (15) вызывать, служить причиной
bumpy (16) ухабистый, тряский (о дороге)
burn (14) гореть
buy-back (21) обратная покупка
by no means (3) никоим образом, ни в коем случае; совсем нет

С

call (16) заходить (о суде)
call for (17) требовать
camera (9) кинокамера
camera-man (9) оператор
campaign *n* (12) кампания
campaign *v* (12) вести кампанию
candidate (12) кандидат
c&f (cost and freight) (16) КАФ, стоимость и фрахт
capable (2) способный
cargo (16) груз
carriage (16) перевозка, транспортировка
carrier (16) перевозчик
cartoon (9) мультипликационный фильм
catch up (17) догнать
cause (10) вызвать, быть причиной
celebrate (1) праздновать
celebration (1) празднование
chairman (19) председатель
charge (11) взимать; (12) обвинять
charter (party) (16) чартер, чартер-партия

- charterer** (16) фрахтователь
check-up (7) осмотр
chew (20) жевать
Christmas (1) Рождество
Christmas tree (1) новогодняя ёлка
circumstances (11) обстоятельства
citizen (7) гражданин
civil (1) гражданский
claim *n* (11) претензия, рекламация
claim *v* (11) требовать (причитающееся по праву)
claimant (11) истец
clause *v* (16) делать пометку (оговорку) в документе
clause *n* (5) пункт контракта
clean (13) чистый
clear (2) очищать (груз) от пошлин, производить таможенную очистку; получать/представлять официальное разрешение
clever (9) умный
cling (19) держаться, цепляться
coach (3) тренировать
C.O.D. (collect on delivery) (19) наложенным платежом
collect (20) собирать
collection (8) инкассо (предъявление для оплаты)
come across (14) натолкнуться, встретиться случайно
come from (6) происходить, быть рожденным
come to the point (5) переходить к делу, к существу вопроса
comment (6) комментировать
commercial (20) реклама (на радио и телевидении)
commission *n* (18) комиссия, комиссионное вознаграждение
commission *v* (10) сдавать в эксплуатацию
commit oneself (7) принимать на себя ответственность, связывать себя обязательством
commitment (7) обязательство
commodity (8) товар
common (5) общепринятый, обычный
company (9) группа
compensate (11) компенсировать, возмещать
compensation (11) компенсация, возмещение
competitive (19) конкурентоспособный
complaint (11) жалоба, претензия
complete (8) полный
complex (15) сложный, комплексный
comply (18) подчиняться, действовать согласно ч-л
comprehensive school (17) средняя общеобразовательная школа
comprise (8) включать в себя
compulsory (17) принудительный, обязательный
conclusion (10) заключение, вывод
conference call (5) телефонный разговор между тремя и более участниками
confirm (4) подтверждать
conform (10) соответствовать
conformity (10) соответствие
congestion (16) скопление (транспорта)
consent (10) согласие
considerably (4) значительно
considerate (19) внимательный, тактичный
consignee (8) грузополучатель
consignment (18) консигнация (вид договора)
consignment note (16) грузовая накладная
cosmopolitan (13) космополитический, состоящий из многих национальностей
constant (19) постоянный

construct (10) строить, сооружать
consume (2) потреблять
consumer (2) потребитель
consumption (21) потребление
contain (1) содержать в себе, вмещать
contract out (21) передавать на подряд
contrary (13) обратный, противоположный
contribute (2) вносить вклад
contribution *n* (2) вклад
conventional (21) обычный, традиционный
convince (20) убеждать
corporate (2) корпоративный
corrupt (20) продажный, преступный
corruption (20) продажность, коррупция
cosmopolitan (13) космополит
cost-effective (11) рентабельный, оправдывающий затраты
count on (17) рассчитывать на
court (11) суд
cover (4) покрывать, охватывать; покрывать, удовлетворять
coverage (20) освещение событий (в средствах массовой информации)
crash *n* (20) авария
crash *v* (20) потерпеть аварию
create (2) творить, создавать
creative (2) творческий
creativity (7) творческие способности, способность к созиданию
credit note (11) кредит-нота, кредитовое авизо
cripple (16) причинять вред, наносить урон
crop up (16) неожиданно обнаруживаться
cure (7) вылечивать
currency (8) валюта

curriculum (17) курс обучения, учебная программа
custom (1) обычай
customs clearance (21) таможенная очистка
customer (19) покупатель, клиент
cut down (17) сократить
cycle (2) цикл

D

D.A.F. (= delivered at frontier) (4) поставка к границе
damage (10) повреждение, повреждение
dangerous (3) опасный
dead freight (16) мертвый фрахт
deadline (11) конечный срок
dean (17) декан (факультета)
debit note (11) дебет-нота, дебетовое авизо
decent (17) приличный, порядочный
decline (2) 1. уменьшаться, идти на убыль; 2. отклонять
dedicate (1) посвящать
deduct (11) вычитать
deduction (4) вычет, удержание
default of payment (11) неуплата, невыполнение платежных обязательств, неплатеж
defend (12) защищать
define (16) определять
definite (3) определенный
definition (4) определение, толкование
delete (16) вычеркивать
delivery schedule (16) график поставок
democratic (12) демократический
demurrage (16) простой судна, контрсталия; плата за простой судна
deny (14) отрицать

- deposit** (14) месторождение, залежи
- depot** (21) большой централизованный склад
- deprive** (11) лишать
- derivatives** (21) производные ценные бумаги, деривативы
- deserve** (20) заслуживать
- design** (10) конструкция
- despise** (3) презирать
- destination** (1) место, пункт назначения
- detect** (10) обнаруживать
- deterioration** (14) ухудшение
- determine** (3) определять, устанавливать
- developer** (7) лицо или фирма, приобретающие землю под строительство
- devote** (2) посвящать
- difference** (19) разница; различие
- difficulty** (5) трудность, затруднение
- diligence** (18) усердие, старание
- diligent** (18) усердный, старательный
- direct** (13) направлять
- director** (9) режиссер
- disappear** (14) исчезать
- discharge** (8) разгрузка
- discharge** (16) разгружать, выгружать
- discover** (1) обнаруживать, раскрывать
- disposal** (9) право распоряжаться
- dispose** (18) распорядиться чем-л., передавать
- dispute** (11) спор
- dissatisfied party** (11) потерпевшая сторона, истец
- distinct** (13) 1. различный, разный; 2. отличный (от)
- distinction** (13) 1. разница, отличие; 2. известность
- distribute** (2) распространять, продавать
- distribution** (2) распространение
- distributor** (18) агент по продаже
- disturb** (14) беспокоить; нарушать ход движения, равновесие, баланс
- diversified** (13) разнообразный
- divide** (12) разделять, делить
- dock** (16) док, причал
- document of title** (16) документ, подтверждающий право собственности; товарораспорядительный документ
- do good** (7) приносить пользу
- doom** (20) обрекать
- double** (4) удваивать(ся)
- doubt** (14) сомневаться
- do one's utmost** (21) сделать все возможное
- do well** (6) преуспевать
- draft** (5) проект (документа)
- drastic** (20) коренной, радикальный
- draw attention** (4) привлекать, обращать внимание
- draw up** (4) составлять
- drop-out** (17) 1. отсев; 2. выбывший, исключенный из учебного заведения
- drug** (20) наркотик
- duly** (8) должным образом, своевременно
- dump** (14) сваливать, выбрасывать
- dump** (14) свалка
- duration** (15) продолжительность
- Е**
- earn one's living** (6) зарабатывать на жизнь
- Easter** (1) Пасха
- ecological** (14) экологический
- ecologist** (14) специалист по вопросам экологии
- ecology** (14) экология

- e-commerce** (21) электронная торговля
- educated** (6) образованный
- effective** (5) эффективный; (8) действующий, действительный
- effective date** (5) дата вступления в силу
- either ... or** (5) или ... или, либо ... либо
- either of** (11) любой из двух
- elsewhere** (6) где-нибудь в другом месте
- embassy** (19) посольство
- emergency** (7) 1. тяжелое состояние больного; 2. крайняя необходимость
- emphasize** (2) подчеркивать
- employ** (15) нанимать
- employee** (19) рабочий, служащий
- enable** (8) дать возможность
- enclosure** (4) приложение
- encourage** (3) одобрять, поощрять, поддерживать
- encouragement** (3) одобрение, поощрение
- endanger** (14) угрожать
- enforce** (3) проводить в жизнь, обеспечивать принудительной силой закона
- enforceable** (3) обеспечиваемый силой закона
- ensure** (19) обеспечивать, гарантировать
- entail** (10) влечь за собой, вызывать
- enterprise** (14) предприятие
- entirely** (3) полностью, всецело, совершенно
- entitle** (12) давать право
- entity** (8) организация, организм, существо
- environment** (14) окружающая среда
- environmental** (14) относящийся к окружающей среде
- environmentalist** (14) сторонник защиты окружающей среды; специалист по вопросам защиты окружающей среды
- equal** (10) равный, одинаковый
- erect** (1) устанавливать, сооружать
- erection** (15) монтаж, сборка
- error** (11) ошибка
- essential** (2) непременный, необходимый, обязательный
- estimate** (4) оценивать, устанавливать стоимость
- estimated** (4) предполагаемый, расчетный
- estimates** (19) оценка
- eve** (1) канун
- eventually** (21) в конце концов
- evidence** (13) свидетельство, доказательство; показания
- evidently** (1) очевидно
- exaggerate** (19) преувеличивать
- exceed** (11) превосходить
- excellence** (19) совершенство
- excitement** (6) возбуждение, волнение
- exciting** (6) волнующий, захватывающий
- exclusive** (18) исключительный
- exclusivity** (18) исключительное право продажи
- executive** (12) исполнительный
- exhaust** (14) истощать
- exhaust** (14) выхлоп
- exist** (2) существовать
- existing** (2) существующий
- expand** (2) 1. расширять; расширяться
- expansion** (2) расширение
- expedite** (16) ускорять, быстро выполнять
- experience** *n* (21) опыт
- experience** *v* (21) испытывать, узнавать по опыту

expertise (19) специальные знания, опыт
expiration (10) истечение (срока)
explode (19) взрывать(ся)
expose (9) подвергать (риску, опасности)
express (4) выражать
expression (4) выражение
extra (10) добавочный, дополнительный
ex works (1) франко-завод, с завода

F

face (21) стоять перед лицом, сталкиваться с
facilities (2) средства
fail (9) проваливаться, терпеть неудачу
 (17) провалить экзамен, провалиться на экзамене
failure (9) провал, неудача
fair (15) справедливый
fairly (17) довольно, в известной степени
familiar (9) знакомый
FAS (free alongside ship) (16) ФАС, франко вдоль борта судна
fascinate (14) очаровывать
fate (20) судьба
faulty (10) дефектный, неисправный
feasibility (16) возможность, выполнимость
feature (2) уделять место; изображать, показывать
federal (12) федеральный
fee (8) плата, гонорар
to feel like doing smth (6) быть в настроении что-л. сделать
fiction (14) художественная литература
file (11) подшивка, файл, досье
fill up (21) заполнять, загружать
final and binding (11) окончательный и обязательный
finalize (5) договориться (о чем-л.) окончательно
finals (17) выпускные экзамены
find fault with (11) находить недостатки в чем-л., критиковать
fireworks (1) фейерверк
fit (7) здоровый, бодрый
fitness (7) здоровье, бодрость
flexible (19) гибкий
flow (21) поток, прилив
FOB (free on board) (4) ФОБ, франко борт судна
fog (13) туман
fold (20) складывать
force majeure (11) форс-мажор, чрезвычайные обстоятельства
forecast (13) прогноз
foreman (17) мастер; прораб
for the sake of (9) ради кого-л., чего-л.
fortnight (20) две недели
fortnightly (19) двухнедельный
fortune (9) богатство, состояние
forwarder (16) экспедитор, экспедиторская фирма
franchisee (21) лицо, имеющее лицензию на производство или продажу фирменной продукции
franchise fee (21) франшизный сбор
franchising (21) франчайзинг
franchisor (21) лицо, выдающее лицензию на производство или продажу своей фирменной продукции
frank (17) откровенный, искренний, открытый
frankly (17) 1. откровенно; 2. откровенно говоря
freeze (21) замораживать
freight (16) груз, фрахт
frequently (11) часто

freshman (17) первокурсник
front-end fee (21) разовая комиссия
fuel (14) топливо
fun (6) веселье
functional (19) функциональный
futures market (21) фьючерсный рынок

G

gaiety (1) веселье
generation (14) поколение
generously (19) щедро
get behind (17) отстать
get outdoors (7) бывать на воздухе
get rid of (20) избавляться от
to get used to (14) привыкать
gift (1) подарок
give up (12) отказаться от
go on (7) продолжать
govern (12) управлять
governor (12) губернатор
grade (17) отметка, оценка
grant (18) давать, предоставлять
guess (20) догадываться

H

hand (17) передать, вручить
hand in (17) сдавать (материал на проверку)
hardly (2) едва
harm (7) вред
harmful (7) вредный
hate (6) 1. ненавидеть; 2. не любить делать что-л.
have smth done (19) велеть сделать что-л. для себя
headline (9) газетный заголовок
health insurance (19) медицинское страхование
heat *n* (13) жара, зной
heat *v* (13) топить, отапливать
helmet (5) шлем

hereditary (17) наследственный
hide (17) прятать(ся)
honour *n* (1) честь
honour *v* (1) почитать, чтить
hostile (3) враждебный
house of representatives (12) палата представителей
huge (3) огромный, гигантский
human (14) человеческий, гуманный
human being (14) человек
humanity (14) человечность, гуманность
hurt (3) повредить, ушибить, причинить физическую или моральную боль; (6) обижать, причинять боль
hurt (6) обида

I

identical (8) идентичный
identify (19) определять, устанавливать
if any (8) если таковые имеются
image (19) имидж, престиж, репутация
implementation (10) применение, использование
impose (11) 1. навязывать; 2. вводить
impression (5) впечатление
improper (10) неправильный, неподходящий
in accordance with (8) в соответствии с
inadequate (11) недостаточный, несоответствующий, не отвечающий требованиям
incidentally (9) между прочим, кстати
inclusive (4) включительно
income (17) доход
inconvenience *n* (11) неудобство

- inconvenience** *v* (11) создавать неудобства
- incorporate** (10) включать, объединять
- incur** (7) нести (убытки, расходы)
- indelible** (10) несмываемый
- independence** (1) независимость
- Independence Day** (1) День независимости
- independent** (1) независимый
- indicate** (4) указывать на что-л.
- inexperienced** (3) неопытный
- inferior** (7) низший, худший по качеству
- influential** (17) влиятельный
- influence** (17) влияние
- infringe** (11) нарушать
- infringement** (10) нарушение
- initial** (18) начальный, исходный
- innovation** (14) нововведение, новшество; новаторство
- innovative** (14) новаторский
- in other words** (3) другими словами
- in respect of** (10) что касается, в отношении
- in short** (1) короче говоря
- in spite of** (7) несмотря на
- install** (10) устанавливать, монтировать
- instead of** (4) вместо, взамен
- institutional** (21) институциональный
- instruct** (4) давать указания
- insufficient** (15) недостаточный, неполный, неудовлетворительный, несоответствующий
- insult** *n* (13) оскорбление
- insult** *v* (13) оскорблять
- integral** (15) неотъемлемый, существенно важный
- integrate** (13) составлять единое целое
- intelligent** (20) умный
- intention** (4) намерение
- interfere** (7) вмешиваться
- interference** (7) вмешательство
- intermediary** (18) посредник
- interview** (6) интервью
- invariably** (19) неизменно
- invent** (14) изобретать
- invention** (14) изобретение
- inventory** (8) 1. опись имущества; 2. товарно-материальные запасы
- invest** (13) помешать, вкладывать (деньги)
- investor** (21) инвестор
- in view of** (4) ввиду чего-л.
- involve** (2) включать в себя, содержать; вовлекать
- involvement** (1) вовлеченность, участие в чем-л.
- in writing** (5) в письменном виде
- irrevocable** (4) безотзывный
- island** (12) остров
- issue** *n* (4) вопрос, проблема
- issue** *v* (4) выписывать, выдавать, выставлять

J

- joint** (8) совместный
- joint venture** (16) совместное предприятие
- judge** (14) 1. судить; 2. делать вывод; исходить из чего-л.
- judgment** (20) суждение
- judicial** (12) судебный, юридический
- justified** (11) обоснованный

K

- know-how** (4) технология производства
- knowledge** (8) знания

L

- labour** (1) труд
Labour Day (1) День труда
lack (17) отсутствие, недостаток чего-л.
latter (16) последний из двух названных
laugh *n* (6) смех
laugh *v* (6) смеяться
launch (2) запускать
lawyer (19) адвокат
leader (2) руководитель, лидер
league (3) лига
legal (4) законный
legal entity (8) юридическое лицо
legislation (12) законодательство
legislative (12) законодательный
level (5) уровень
levy *v* (8) взимать
levy *n* (8) сбор
liabilities (11) обязательства
liability (8) ответственность; (10) финансовая ответственность
liaise (8) поддерживать контакты, работать в тесной связи
lie (12) лежать, располагаться
lighter (16) лихтер
lighterage (16) плата за пользование лихтером
like (8) подобный
liner (16) линейное судно
link (13) связь, связующее звено
list (8) список
listed (21) зарегистрированный на фондовой бирже
listing (21) листинг, котировка ценной бумаги на бирже
litigation (11) тяжба, судебное разбирательство
live program (20) прямая передача
loading (8) погрузка
logistics (21) логистика, материально-техническое обеспечение контракта

- lonely** (6) одинокий
loss (11) потеря, убыток
lung (7) легкое

M

- maintain** (8) обслуживать, поддерживать в исправности
maintenance (8) 1. содержание в исправности; 2. текущий ремонт
major *adj* (3) главный, основной
major *v* (17) специализироваться
make merry (1) веселиться
make supplies (4) производить поставки
make up (12) составлять
make-up (9) грим; (12) состав
make up one's mind to do smth (17) решить сделать что-л.
management (2) руководство, менеджмент
managerial (19) административный
marine (10) морской
marketing (2) маркетинг
marketing mix (2) система методов и средств продвижения товара
master (17) магистр
Master of Arts (17) магистр гуманитарных или математических наук
Master of Science (17) магистр естественных наук
master (of the ship) (16) капитан (судна)
matinee (9) дневной спектакль
matter (3) иметь значение
mature (21) развиваться
means of communication (19) средства связи, средства общения
measure (14) мера
medical (6) медицинский
memorandum (=memo) (19) меморандум, памятная записка

memory (9) память
mention (6) упоминать о
merchandise (18) товар
merger (21) слияние, объединение (компаний)
midnight (1) полночь
mine (13) шахта
mining (13) добывающая промышленность
misdirection (11) отправка (товара) по неправильному адресу
mix (2) смесь
mode (16) способ, метод
modification (5) видоизменение, изменение, модификация
monitor (8) следить за изменениями, отслеживать, контролировать
motivate (14) 1. мотивировать; 2. побуждать
much (1) намного (*перед прилагательными и наречиями в сравнительной степени*)
murder *n* (20) убийство
murder *v* (20) убивать
murderer (20) убийца

N

name (1) называть, давать имя
native (1) местный, родной
natural (4) естественный
need (6) нуждаться
neglect (1) пренебрегать
negotiable (16) свободно обращающийся, свободно передаваемый
nervous (7) нервный
network (19) сеть
no matter what (when ...) (19) несмотря ни на что; что бы ... (где бы ...) ни было
nominate (12) выставлять, выдвигать кандидата

nomination (12) выдвижение кандидата
notice (2) замечать, обращать внимание на что-л.
notify (8) информировать, сообщать
nowadays (17) в наше время, в наши дни
numerous (11) многочисленный
nurse (7) медицинская сестра

O

obey (7) подчиняться
object (5) возражать
objection (5) возражение
objective (19) цель, задача
observe (1) праздновать, отмечать (праздник)
occasion (1) случай
occasionally (1) изредка, время от времени
occur (10) происходить, случаться
ocean (12) океан
online (21) режим реального времени
on the average (1) в среднем
on the contrary (13) наоборот
operate (7) оперировать; (16) управлять, заведовать
opportunity (2) возможность
opposite (10) противоположный
opt for (11) выбирать
option (4) выбор, право выбора
originally (1) первоначально
originate (1) брать начало, происходить
otherwise (21) иначе, в противном случае
outcome (12) исход, результат
outlet (21) торговая точка
outline (12) схема, план
outlaw (1) запрещать, объявлять вне закона

output (5) производительность; выпуск продукции; мощность
outsourcing (21) передача заказа субподрядчикам
outstanding (15) 1. неоплаченный; 2. непоставленный; 3. нерешенный
over (4) за, в течение
overall (2) общий
overhaul (8) тщательный осмотр, капитальный ремонт
overtime (15) сверхурочные часы, сверхурочное время
overweight (7) весящий сверх нормы
owing to (11) по причине, вследствие, благодаря
owner (21) владелец
ownership (16) собственность; право собственности

Р

package (10) пакет, пачка, упаковка
paper (21) бумага
parade (1) парад
partial (11) частичный, неполный
particular (10) данный, конкретный
partly (13) частично, отчасти
party (8) сторона (контракта)
pass (13) принимать (решение, закон и т.д.)
patent (4) патент
payable (4) подлежащий оплате, оплачиваемый
pay honour to (1) почитать, чтить
penalty (11) штраф
pentathlon (3) пятиборье
percentage (21) процент, процентное содержание
perform (19) исполнять, выполнять (работу, долг, обязательство)

performance (19) исполнение, выполнение (работы, долга, обязательства)
perfume (1) духи; аромат
personnel (10) персонал, личный состав
pertain (8) принадлежать, иметь отношение
persuade (3) убеждать
picnic (1) пикник
pill (7) таблетка
pipeline (4) трубопровод
pit (9) амфитеатр
plain (13) простой, незамысловатый
plentiful (21) обильный
plot (9) сюжет, сценарий
point out (21) указывать; подчеркивать
politician (6) политический деятель
pollution (13) загрязнение
portray (9) изображать, представлять
postpone (11) откладывать, отсрочивать
postponement (11) отсрочка
praise (3) хвалить
predict (6) предсказывать
predominantly (20) в подавляющем большинстве
prejudice (7) предрассудок
preliminaries (5) предварительные действия
premises (5) помещение
present (8) настоящий, данный
preserve (14) сохранять, оберегать, охранять
preserve (14) заповедник
pressure (7) давление
pretend (20) притворяться
prevail (8) преобладать
prevent (8) предотвращать
prime time (20) время, когда максимальное количество телезрителей смотрят телепередачи

- principal** (18) принципал, доверитель
prior to (18) до
proceed (21) приступать
process (21) обрабатывать
proclaim (1) провозглашать
producer (9) продюсер
profit (9) доход, прибыль
progress (5) успехи, достижения
prohibit (20) запрещать
prohibition (20) запрет
promote (2) содействовать, способствовать
promotion (2) содействие, продвижение
prove (10) оказываться
provider (21) поставщик; провайдер
provision (15) положение, условие контракта
public holiday (1) национальный праздник
publicity (9) реклама
public relations (=PR) (2) связь с общественностью, отдел по связи с общественностью
pull (13) тянуть, тащить
purify (14) очищать
- Q**
- quarrel** (20) ссориться
queue (9) очередь
queue up (9) стоять в очереди
quick wearing (8) быстроизнашивающийся
- R**
- race** (7) раса
raise (21) собирать, привлекать (деньги)
rapid (14) быстрый
rare (12) редкий
rate (15) ставка
rating (20) оценка, показатель
raw materials (8) сырье
reach (1) достигать
readiness (8) готовность
reason (5) причина, соображение, довод
recognition (13) признание, одобрение
recourse (11) обращение за помощью
recover (7) выздоравливать
recovery (7) выздоровление
recruit (15) набирать, вербовать
recruitment (19) наем (на работу)
reduce (4) сокращать
reduction (4) снижение
redundancy (19) сокращение штатов
redundant (19) уволенный
refer smth to (11) передавать что-л. на рассмотрение ...
refinement (14) очистка
refreshments (9) легкая закуска
regard (13) считать, рассматривать
regarding (5) относительно, о
regardless of (12) независимо от
regulation (3) предписание, правило
rehearsal (9) репетиция
reimburse (15) оплачивать, возмещать, покрывать
reimbursement (15) оплата, возмещение, покрытие
reject (11) отклонять, отвергать
relate to (15) иметь отношение к чему-л.
relation (2) отношение, связь
release (8) освобождение
relevant (15) относящийся к делу, соответствующий
rely on (2) полагаться, доверять
remain (1) оставаться
remind (2) напоминать

remit (18) пересылать, переводить (деньги)
remittance (18) денежный перевод
remote (14) отдаленный
remove (3) снимать; устранять, удалять
remunerate (18) вознаграждать, оплачивать
remuneration (18) вознаграждение, оплата
renew (18) возобновлять, обновлять
repair (5) ремонт
repertoire (9) репертуар
report to (19) подчиняться, находиться в подчинении, отчитываться перед кем-л.
republican (12) республиканский
request (8) просьба
reroute (16) направлять по измененному маршруту
research *n* (2) исследование
research *v* (2) исследовать
reserved (13) сдержанный, необщительный
resist (13) сопротивляться
resolve (11) решать
resort to (11) прибегать к
respect *n* (7) уважение
respect *v* (7) уважать
respond (19) отвечать, реагировать
responsible party (11) виновная сторона
rest of (the) (1) остальное, остальные
restore (13) восстанавливать
result in (7) приводить к
resume (6) возобновлять, продолжать
retail (18) продавать в розницу
retail (18) розничная торговля
retailer (18) розничный торговец
retire (19) уходить в отставку, на пенсию

reveal oneself (13) обнаруживаться
reverse (20) обратное, противоположное чему-л.
review (9) рецензия
reward (19) вознаграждать, воздавать должное
ridiculous (3) смехотворный, нелепый
right (1) право
rise (13) 1. подниматься; 2. возрастать
risk (9) риск
road haulage (16) автодорожные перевозки
room (7) место, пространство
rotation (9) чередование, периодическая повторяемость
route *n* (16) путь, курс, маршрут
route *v* (16) направлять по маршруту
royalty (21) роялти, лицензионный платеж
rule (3) правило
run *n* (9) показ, просмотр (фильма, спектакля)
run *v* (2) руководить, управлять
run for (12) баллотироваться, выставлять свою кандидатуру ...
run out (14) кончатся, иссякать

S

safety (5) безопасность
sail (16) плавать; отплыть
salary (3) зарплата (служащих)
sanctions (11) санкции
save (15) экономить, беречь
scale (2) масштаб
scholarship (17) стипендия
science fiction (14) научная фантастика
screen (9) экран
screen version (9) экранизация
seal (10) запечатывать

- seat** (12) местонахождение
seaworthy (10) пригодный для морской перевозки
secretary (*Am*) (12) министр
security (14) надежность, безопасность
securities (21) ценные бумаги
select (12) выбирать
semester (17) семестр
senate (12) сенат
senior (5) старший
seniority (7) старшинство; трудовой стаж
sense (13) 1. чувство; 2. смысл
separate *adj* (7) отдельный
separate *v* (19) отделять, разъединять
service (19) 1. обслуживание; 2. услуга
set (3) набор, комплект
set out (8) излагать подробно
settlement (1) поселение; (11) урегулирование (претензии)
settler (1) поселенец
share *n* (21) акция
share *v* (19) делить, разделять
shipowner (16) судовладелец
shipper (16) грузоотправитель
shoot (9) снимать (фильм)
shortage (11) нехватка, недостаток
short-delivery (11) неполная поставка, недопоставка
short-shipment (11) недогрузка, неполная поставка (товара)
shout (3) кричать
shower (13) ливень
showroom (18) демонстрационный зал
sight draft (8) тратта (вексель) с немедленной оплатой
signature (5) подпись
significant (14) значительный
signify (16) означать
sincerely (5) искренне
sink (19) тонуть
site (10) местонахождение, местоположение
skin (6) кожа
slight (1) незначительный, слабый
slum (6) трущоба
smoothly (19) гладко, благополучно
snag (16) препятствие, трудность
sneeze (7) чихать
sociable (13) общительный
sole (8) единственный, исключительный, монопольный
solution (11) решение вопроса
solvent (11) платежеспособный
sophisticated (15) сложный (*o технике*)
source (10) источник
space (14) 1. космос; 2. пространство, место
specific (10) конкретный, особенный
specify (16) точно указывать, уточнять, конкретизировать
spectacles (17) очки
spectator (3) зритель
spirit (2) дух
split (16) делить на части, поделить
spoil (14) портить
spread (7) распространять(ся)
staff (15) штат
stagnate (4) застаиваться, загнивать
stand (3) трибуна, стенд
stand up to (10) выдерживать
star (9) звезда
start-up (15) пуск
state *n* (1) штат
state *v* (4) указывать
statement (11) выписка по счету
statutory (8) установленный (законом)
stedvedore (16) стивидор, портовый грузчик; стивидорная фирма
stock (8) капитал

stock (*Am*) (21) акция
stock market (21) фондовая биржа
store (21) хранить, складировать
storehouse (10) склад
stow (16) укладывать груз (в трюм)
stroll (9) прогуливаться
strict (7) строгий
strong (13) сильный
subcontractor (5) субподрядчик
subject *adj* (4) подлежащий, зависящий от
subject to *prep* (4) при условии, с соблюдением
subordinate (19) подчиненный
subscribe (20) подписываться (на что-л.)
subsequent (11) последующий
subsequently (18) впоследствии
subsidiary (19) филиал
substandard (11) недоброкачественный, некондиционный
substitute (14) 1. замена; 2. заместитель
suburb (3) пригород
sufficient (4) достаточный
suggest (10) предлагать
summon (17) вызывать (в деканат, в суд)
summons (17) вызов, повестка о вызове
sunshine (13) хорошая солнечная погода
supervise (15) наблюдать, руководить
supervision (15) руководство, надзор
supervisor (19) контролер
supreme (12) верховный
surgeon (7) хирург
surveillance (8) надзор, наблюдение
survey report (11) акт сюрвейера, акт экспертизы
survive (2) выживать

suspect (12) подозревать
suspicion (12) подозрение
sustainable (18) устойчивый, непрерывного действия, длительный

Т

tactfully (7) тактично
take care of (2) заботиться; брать на себя
take in (19) понять, разобраться
take into account (4) принимать во внимание
takeover (19) поглощение, присоединение (компаний)
take the liberty of (16) позволить себе сделать что-л.
target (2) цель; (18) намеченная, плановая цифра
taste (9) вкус
tax (8) налог
technology (4) технология
tend (13) иметь тенденцию
tendency (20) тенденция
tentative (21) предварительный
term (12) срок
terminate (18) прекращать
testify to (15) свидетельствовать о
theatre guide (9) театральная программа
through (13) посредством, при помощи
throughout (1) 1. повсюду, на всем протяжении; 2. в продолжение (всего времени)
throw (*threw, thrown*) (3) бросать, кидать
timely (11) своевременный
title (16) право на имущество, право собственности
to the effect that (15) о том, что
to this effect (15) для этого, для этой цели
tool (8) инструмент

tough (6) трудный, несговорчивый, упорный
tournament (3) турнир, состязание
tradable (21) рыночный
trade (21) торговать
trademark (21) торговый знак
trading floor (21) торговый зал биржи
trainee (15) обучающийся
training (6) обучение
tramp (ship) (16) трамп, трамповое судно
tran(s)shipment (16) перегрузка, перевалка
treat (18) 1. рассматривать; 2. об-
 рашаться, обходиться с; (14)
 обрабатывать
treatment (14) обработка
trim (1) украшать
trouble-free (15) бесперебойный,
 безаварийный
trucking (16) грузовые перевозки
tuition (17) 1. обучение; 2. плата за
 обучение
tuition fee (17) плата за обучение
turn in (17) сдавать (материал на
 проверку)
turnkey (21) "под ключ"
turn out (7) производить
turnover (16) оборот, товарооборот
turn to (9) обращаться к

U

ugly (13) некрасивый, безобразный
underestimate (21) недооценивать
undertake (8) брать на себя обяза-
 тельство
undertaking (8) обязательство
underwriter (21) гарант, поручи-
 тель; морской страховщик
unforeseen (11) непредвиденный
unfortunately (5) к сожалению
uniform (3) форма (форменная
 одежда)

United States of America (the) (1)
 Соединенные Штаты Америки
unless (11) если не, пока не
unselfish (6) бескорыстный
upgrade *n* (15) улучшение каче-
 ства, повышение эффективно-
 сти
upgrade *v* (15) улучшать качество,
 повышать эффективность, со-
 вершенствовать
up to (4) до
used to (14) привыкший

V

vacancy (6) вакансия
variety (19) разнообразие
vary (19) меняться, изменяться
vast (14) огромный, обширный
vendor (18) продавец
verify (11) проверять
via (4) 1. через; 2. путем, с помо-
 щью
view (3) вид, видимость
visa (5) виза
vital (14) жизненно важный
volume (4) объем
voluntary (11) добровольный
vote (11) голосование

W

wages (4) заработная плата (рабо-
 чих)
waive (8) отказываться от
war (1) война
ward (7) палата (в больнице)
warehouse (10) склад
warrant (10) гарантировать, ру-
 чаться
warranty (10) гарантия, ручатель-
 ство
waste (7) расточать, терять
wastes (14) отходы
waybill (16) грузовая накладная

WebMoney (21) электронные деньги
website (21) сайт в Интернете
weigh up (19) взвешивать, оценивать
welcome in (1) встречать (праздник)
welfare (19) благополучие; (21) пособие по безработице
well-grounded (11) обоснованный
whereas (19) в то время как
wildlife (14) живая природа
withdraw (11) отзываться, отменять
with honours (17) с отличием
with regard to (4) в отношении (чего-л.)
witty (13) остроумный

wording (3) формулировка
workmanship (10) отделка, качество исполнения
works (8) завод
worry (3) беспокоиться, тревожиться
worth (19) заслуживающий, стоящий
wrestling (3) спортивная борьба
wrong (11) не тот, который нужен; неправильный, ошибочный

X

X-ray (7) рентгеновский снимок

CONTENTS

LESSON 1

Grammar Revision: Tenses	9
Subject for Study: Public Holidays and Celebrations	12
Revision: Enquiry and Offer	34

LESSON 2

Grammar: Participle I	43
Subject for Study: Marketing	46
Revision: Going through Passport Control	70

LESSON 3

Grammar: Participle I (continued)	79
Subject for Study: Sports	82
Revision: Enquiry and Offer	102

LESSON 4

Grammar: 1. Participle II	110
2. The verbs "to have to" and "to be to"	112
Subject for Study: Contract	114
Revision: Meals. At the Restaurant	135

LESSON 5

Grammar Revision: Participles	146
Subject for Study: Business Visits	149
Revision: At the Hotel	165

LESSON 6

Grammar: Present Conditionals	177
Subject for Study: The City	181
Revision: Contract	200

LESSON 7

Grammar: Past Conditionals	208
Subject for Study: Medicine and Health	210
Revision: Business Visits	230

Contents

LESSON 8

Grammar Revision: Complex Object	241
Subject for Study: Contract (Quality, Inspection)	243
Revision: Public Holidays	263

LESSON 9

Grammar: The Gerund	271
Subject for Study: Theatres and Cinemas	276
Revision: Contract (Time of Delivery, Payment)	302

LESSON 10

Grammar Revision: The Gerund	308
Subject for Study: Contract (Guarantees, Packing, Marking, Insurance)	311
Revision: The City	329

LESSON 11

Grammar Revision: Modal Verbs	340
Subject for Study: Claims and Adjustments	343
Revision: Health Care	376

LESSON 12

Grammar Revision: Talking about the Future	388
Subject for Study: Government and Politics	390
Revision: Claims	411

LESSON 13

Grammar Revision: Tenses	418
Subject for Study: Great Britain	425
Revision: Complaints and Adjustments	451

LESSON 14

Grammar Revision: Articles and Possessive Pronouns	458
Subject for Study: Progress and Problems	460
Revision: Claims	486

LESSON 15

Grammar Revision: Sequence of Tenses	497
Subject for Study: Supervisory Services	500
Revision: Getting About	521

LESSON 16

Grammar Revision: Reported Speech	529
Subject for Study: Carriage of Goods	532
Revision: Theatres, Cinemas and Performers	554

LESSON 17

Grammar Revision: Modal Verbs	563
Subject for Study: Education	570
Revision: Theatre and Cinema	600

LESSON 18

Grammar: The Modal Verb <i>need</i>	607
Subject for Study: Agents	611
Revision: Great Britain	634

LESSON 19

Grammar Revision: 1. Conditionals	641
2. Split Conditionals	643
3. Conditionals in Simple Sentences	643
4. Subjunctive after the Verb "to wish"	645
Subject for Study: On Management and Managers	647
Revision: US Government	675

LESSON 20

Grammar revision: The Passive	685
Subject for Study: Radio and Television	688
Revision: Carriage of Goods	708

LESSON 21

Grammar: Complex Subject	718
Subject for Study: International Business	721
Revision: Round-up	752

АНГЛО-РУССКИЙ СЛОВАРЬ УРОКОВ 1—21	762
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Учебное издание

Серия «Филология»

**И.Ф. Жданова, О.Е. Кудрявцева, Н.С. Попова,
М.В. Скворцова, С.А. Шевелева**

АНГЛИЙСКИЙ ЯЗЫК ДЛЯ ДЕЛОВОГО ОБЩЕНИЯ

НОВЫЙ КУРС

В 2 ТОМАХ

ТОМ 2

(ЧАСТИ 4, 5, 6)

8-е изд.

Выпускающий редактор *И.А. Пеннер*
Художник *Н.И. Сибикеев*
Компьютерная верстка *И.А. Пеннер*

Подписано в печать 14.07.2008.

Формат 84×108/32. Печать офсетная. Бумага газетная.
Гарнитура «Таймс». Усл. печ. л. 41,16. Уч.-изд. л. 31,49.
Тираж 20 000 экз. Заказ № 3089

ООО «Филоматис»

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Тел./факс (499) 760-20-85
E-mail: filomatis@mail.ru

Оптовая торговля
ООО "Толмач-книга"
E-mail: tellmuch@mail.ru
Тел.: (495) 363-78-03

Отпечатано в полном соответствии с качеством предоставленных диапозитивов
в ОАО «ИПП «Правда Севера». 163002. г. Архангельск, пр. Новгородский, 32.
Тел./факс (8182) 64-14-54, тел.: (8182) 65-37-65, 65-38-78
www.ippps.ru, e-mail: zakaz@ippps.ru

Учебники и словари

www.filolog.ru

ISBN 978-5-98111-112-9

