

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РОССИЙСКОЙ ФЕДЕРАЦИИ

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Федеральное государственное бюджетное образовательное  
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(ПГУАС)

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# **ИНОСТРАННЫЙ ЯЗЫК**

## **АНГЛИЙСКИЙ ЯЗЫК**

Учебно-методическое пособие  
к практическим занятиям  
по направлению подготовки 08.03.01 «Строительство»

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Рецензент – кандидат педагогических наук, доцент кафедры  
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**Сботова С.В.**  
С23 Иностранный язык. Английский язык: учебно-методическое пособие к практическим занятиям по направлению подготовки 08.03.01 «Строительство» / С.В. Сботова, В.С. Горбунова, Е.Г. Стешина. – Пенза: ПГУАС, 2016. – 96 с.

Содержится два раздела: «Основы коммуникации»; «Коммуникация в сфере профессиональной деятельности» и представлены темы: составление резюме, заполнение анкет; переговоры и соглашения; этика и языковые особенности телефонных переговоров; составление договора; структура делового письма; электронная корреспонденция; презентация результатов профессиональной и научной деятельности и др. Учебно-методическое пособие построено на основе аутентичного материала английской деловой документации и корреспонденции.

Учебно-методическое пособие подготовлено на кафедре «Иностранные языки» и предназначено для студентов, обучающихся по направлению подготовки 08.03.01 «Строительство».

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Стешина Е.Г., 2016

## ПРЕДИСЛОВИЕ

Настоящее учебно-методическое пособие к практическим занятиям по английскому языку предназначены для студентов, обучающихся по направлению подготовки 08.03.01 «Строительство», и направлены на формирование и развитие базового и продвинутого уровней на основе коммуникативной компетенции в деловой и научной сфере, позволяющей студентам использовать иностранный язык как средство межкультурной коммуникации на уровне международных стандартов и в профессиональной деятельности в условиях глобализации рынка интеллектуального труда.

Содержание учебно-методического пособия к практическим занятиям направлено на удовлетворение требований, предъявляемых к результатам освоения дисциплины, и способствует формированию следующих компетенций:

*– способность к коммуникации в устной и письменной форме на русском и иностранных языках для решения задач межличностного и межкультурного взаимодействия.*

Планируемые результаты обучения (показатели достижения заданного уровня освоения компетенции):

*знать:*

- грамматический строй изучаемого языка;
- базовую разговорную, общенаучную и специальную лексику по направлению подготовки, в том числе термины и научную фразеологию;
- историю и культуру стран изучаемого языка;
- стилистические различия между научным и публицистическим стилем;
- основные приемы и методы перевода;
- правила оформления деловой и технической документации на иностранном языке;

*уметь:*

- выполнить перевод со словарем научного текста по теме направления подготовки, оформить перевод согласно существующим требованиям;
- выполнить перевод без словаря общенаучного или страноведческого текста;
- осуществить перевод и реферирование публицистической статьи;
- правильно пользоваться специальной литературой: словарями, справочниками, электронными ресурсами интернета;
- вести беседу на темы, предусмотренные рабочей программой;
- выступать с устным сообщением на темы, предусмотренные рабочей программой;
- подготовить аннотацию и реферат научного текста или статьи;

*владеть:*

- устной (диалогической и монологической) и письменной речью в пределах тем, предусмотренных рабочей программой;
- основными приемами и методами перевода
- основами подготовки научного доклада и презентации;

*иметь представление:*

- стилистических особенностях научного и публицистического стиля;
- о научной терминологии, классификации, функционировании и способах перевода терминов и фразеологизмов.

– способность осознать основные проблемы своей предметной области, при решении которых возникает необходимость в сложных задачах выбора, требующих использования количественных и качественных методов.

Планируемые результаты обучения (показатели достижения заданного уровня освоения компетенции):

*знать:*

- основные факты из истории строительства;
- базовую общенаучную и специальную лексику по направлению подготовки, в том числе термины и научную фразеологию;
- архитектуру стран изучаемого языка;
- стилистические различия между научным и публицистическим стилем;
- основные приемы и методы перевода;
- правила оформления деловой и технической документации на иностранном языке;

*уметь:*

- выполнить перевод со словарем научного текста по теме направления подготовки, оформить перевод согласно существующим требованиям;
- выполнить перевод без словаря общенаучного текста;
- осуществить перевод и реферирование публицистической статьи;
- правильно пользоваться специальной литературой: словарями, справочниками, электронными ресурсами интернета;
- вести беседу на темы, предусмотренные рабочей программой;
- выступать с устным сообщением на темы, предусмотренные рабочей программой.
- подготовить аннотацию и реферат научного текста или статьи;

*владеть:*

- устной (диалогической и монологической) и письменной речью в пределах тем, предусмотренных рабочей программой;
- основными приемами и методами перевода

- 
- основами подготовки научного доклада и презентации;
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*иметь представление:*

- стилистических особенностях научного и публицистического стиля;
  - о научной терминологии, классификации, функционировании и способах перевода терминов и фразеологизмов.
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*– способность решать стандартные задачи профессиональной деятельности на основе информационной и библиографической культуры с применением информационно-коммуникационных технологий и с учетом основных требований информационной безопасности.*

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В результате изучения дисциплины (модуля) обучающийся должен *знать:*

- правила оформления деловой и технической документации на иностранном языке;
  - виды, формы, структуру, функции и стилистику деловой корреспонденции;
  - требования к составлению официальной корреспонденции и некоторые общепринятые правила;
  - иностранный язык в объеме, необходимом для возможности получения информации делового содержания из зарубежных источников;
  - речевые клише для устного делового общения;
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*уметь:*

- применять знания иностранного языка для осуществления деловой межличностной коммуникации;
  - получать и сообщать информацию на иностранном языке в письменной и устной форме, оформлять профессиональную и деловую корреспонденцию;
  - читать и понимать деловую документацию и корреспонденцию по направлению подготовки, анализировать полученную информацию.
  - работать с иноязычными источниками деловой информации;
  - общаться лично и по телефону с иноязычными партнерами на деловую тематику;
  - грамотно и корректно вести деловую переписку с зарубежными коллегами;
  - организовывать деловые встречи, презентации на иностранном языке;
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*владеть:*

- основами деловых устных и письменных коммуникаций и речевого этикета изучаемого иностранного языка;
  - навыками анализа и составления договорной документации на иностранном языке;
  - устной (диалогической и монологической) и письменной речью в области деловой коммуникации;
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- навыками работы с коммерческой корреспонденцией (письмо, факс, телекс, электронная почта, запрос, заказ, рекламации и другие);
- 

*иметь представление:*

- о стилистических особенностях сферы профессиональной коммуникации;
- 
- о научной терминологии, классификации, функционировании и способах перевода терминов и фразеологизмов области сферы профессиональной коммуникации.
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Аутентичность материала, на основе которого построено содержание учебно-методического пособия к практическим занятиям, способствует формированию и развитию у студентов словарного запаса на иностранном (английском) языке в сфере научной и профессиональной коммуникации; навыков чтения и понимания профессиональной корреспонденции и документации с целью поиска необходимой информации.

Профессионально-ориентированный характер учебно-методического пособия к практическим занятиям готовит студентов к установлению международных контактов в сфере профессиональной деятельности, в которых они смогут выступать в качестве полноценных деловых партнеров, повышая тем самым мотивацию изучения дисциплины «Иностранный язык».

## ВВЕДЕНИЕ

Укрепление деловых международных отношений, значительный по объему двусторонний поток деловой профессиональной информации свидетельствуют о необходимости конкретизации целей и задач обучения иностранному языку в учреждениях высшего профессионального образования. Это предопределяет такую задачу, как формирование практического навыка использования профессионального вокабуляра такого уровня языковой компетенции, которая позволила бы будущему специалисту строительной отрасли снять языковые трудности в условиях работы с документацией в профессиональной сфере.

Учебно-методическое пособие к практическим занятиям по английскому языку входит в состав учебно-методического комплекса дисциплины «Иностранный язык» для студентов-бакалавров, обучающихся по направлению подготовки 08.03.01 «Строительство».

Настоящее учебно-методическое пособие к практическим занятиям состоит из двух разделов:

**Раздел I «Основы коммуникации»** содержит методические указания к практическим занятиям по следующим темам: составление резюме, автобиографии, заполнение анкет; переговоры и соглашения; этика и языковые особенности телефонных переговоров; составление договора; структура делового письма; электронная корреспонденция.

**Во II разделе** учебно-методического пособия к практическим занятиям «Коммуникация в сфере профессиональной деятельности» представлены следующие темы: презентация результатов профессиональной и научной деятельности; эффективная письменная коммуникация, подготовка научной документации; оформление профессиональной и деловой корреспонденции.

Учебно-методическое пособие к каждой теме имеет единообразную структуру: 1) тексты теоретического материала; 2) клише по теме; 3) образцы выполнения заданий; 4) примеры упражнений и заданий для аудиторной и внеаудиторной работы.

Рекомендуется использование тематического материала в предложенной в пособии последовательности, так как задания организованы по принципу увеличения трудностей и постепенной детализации информации.

# 1. ОСНОВЫ КОММУНИКАЦИИ

## Тема 1. Составление резюме, автобиографии, заполнение анкет

### ***I. Learn the following information. Use it for making your own curriculum vitae.***

A curriculum vitae is a written overview of a person's experience and other qualifications. In some countries a CV is typically the first item that a potential employer encounters regarding the job seeker and is typically used to screen applicants, often followed by an interview.

In the United Kingdom, most Commonwealth countries, and Republic of Ireland, a CV is short (usually a maximum of two sides of A4 paper), and therefore contains only a summary of the job seeker's employment history, qualifications, education, and some personal information.

Some parts of Asia require applicants' photos, date of birth, and most recent salary information.

CVs are often tailored to change the emphasis of the information according to the particular position for which the job seeker is applying. A CV can also be extended to include an extra page for the job-seeker's publications if these are important for the job.

In the United States, Canada, and Australia a CV is a comprehensive document used in academic circles and medical careers that elaborates on education, publications, and other achievements.

A CV contains greater detail than a résumé, a shorter summary which is more often used in applications for jobs, but it is often expected that professionals use a short CV that highlights the current focus of their academic lives and not necessarily their full history.

Keep your curriculum vitae simple and concise. Your curriculum vitae must be easy to read and sell you. Your curriculum vitae must be tailored to what the reader is looking for.

These CV and letter principles apply to all career moves. Having a good CV is essential for full-time jobs, part-time, internal, external, promotions, new jobs, career changes, internships and work experience placements – wherever an employer or decision-maker is short-listing or interviewing or selecting applicants.

Your CV must sell you to a prospective employer, and compete against other applicants who are also trying to sell themselves. So the challenge in CV writing is to be more appealing and attractive than the rest.

This means that your curriculum vitae must be presented professionally, clearly, and in a way that indicates you are an ideal candidate for the job, i.e., you possess the right skills, experience, behaviour, attitude, morality that the employer



is seeking. The way you present your CV effectively demonstrates your ability to communicate, and particularly to explain a professional business proposition.

Put yourself in the shoes of the employer: write down a description of the person they are looking for. You can now use this as a blue-print for your CV. The better the match the more likely you are to be called for an interview.

If you find it difficult to match your own CV description to the requirements of the role, then perhaps the role isn't for you. There's little or no point distorting or falsifying yourself in order to get a job. If you falsify yourself in your CV you'll be unlikely to provide the necessary proof of your claims at interview, and even if you manage to do this and to get the job, then you'll not be able to do the job enjoyably without stress.

Obviously lying in a CV is a risky strategy, especially about qualifications, and you should avoid any such temptation. Better to be proud and confident of who you are. Integrity and reputation are more important than qualifications. A CV with a lie is an embarrassment, or even a dismissal, waiting to happen, sometimes years later when you've a lot more to lose.

Blow your own trumpet, emphasise your characteristics, your capabilities and achievements – this is all fine – but know where to draw the line. Positive emphasis and strong presentation is good; falsehoods are not.

On the point about 'blowing your own trumpet' (presenting yourself within the CV in a very positive light) – many people find this difficult, especially those with strong 'sensing' personalities, who see life in terms of bare facts. If you are one of these people try to get help from someone creative and enthusiastic to assist you in interpreting and writing very positive phrases and descriptions about you for your CV. In your CV it's important to emphasise your attributes in strong, relevant and expressive terms; modesty doesn't work particularly well on any CV.

## CURRICULUM VITAE

### **Personal Information**

Name: **HROSS NOVAK**  
Date of Birth: 1. 1. 1974  
Address: NEW YORK, NY  
Telephone: 7767676761112  
E-mail: hross.novak@domain.net  
Nationality: Polish  
Status: Single, Male

### **Education**

Faculty of Civil Engineering 1992–1997

**New York University**

Course: **Urban planning**

Thesis theme: **Statical calculation and execution of urban construction project**

Final examination subjects: **physics, mathematics, project management, design and specific topics in civil engineering**

### **Job experience**

Aditus – personnel agency 1998-2001

**Recruiter for Western Europe**

(Statical calculation and execution of urban construction project)

Acesta-Job.info – Job Search Server 2001 – today

**Project manager**

(*requirements analysis, process specification, start up, urban construction project*)

### **Skills**

**Languages:** Fluently English, Polish, Spanish

**Computer skills:** MS Windows, MS Office, HTML, MS Project, Statgraphics, SPSS, PHP, SQL, internet, SEO.

## CURRICULUM VITAE

**Name:** John Phillip Hunt  
**Address:** 24 Mulberry Rd  
Brixton  
LONDON SW14 5HU  
**Telephone:** 0181-592284; mobile 07905339242  
**Email:** jp-hunt@compuserve.com  
**Nationality:** British  
**Date of birth:** 22/5/84  
**Marital Status:** Single  
**Education/Qualifications:**  
**2006-2007** University of Bristol  
**2002-2006** King's College, London: BA (hons.) Russian and German, class 2:1  
**1995-2002** Burford Community College, Oxford Rd, Burford, Oxon.  
9 GCSEs (English, Mathematics, Physics, History, Technology, German, Russian, French, Music)  
4 A levels: German (A), Russian (B), History (B), English (C)  
**Work Experience:**  
**September 2004– June 2005** 10 months working in Personnel Department of the Max Plank-Institut für Informatik in Saarbrücken, Germany  
**July-August 2003** 6 weeks teaching English to foreign students at Swan School of English, Oxford  
**March 2001** 1 week's "shadowing" experience to Civil engineering, EAA Technology (Environmental Energy), Didcot  
**June 1999** 2 weeks' work experience at Marks and Spencer, Oxford  
**Skills:** Computer literate; clean driving licence  
**Referees:** Dr Michael Edwards (Arts Faculty)  
King's College  
London EC12 4HR  
  
Dr Elaine Grigson  
(Management Research Centre)  
University of Bristol  
Bristol BS8 1TH

## Тема 2. Структура делового письма

### LETTER LAYOUT

There are some important parts in a typical standard letter: the sender's address, date, the receiver's name, title and address, salutation, body of letter, complimentary close, signature and name and title of sender.

**The sender's address** is usually placed in the top right-hand corner of the page. It provides all necessary information about the sender: the name and address of the organization or the name, position, title and address of the sender, the telephone, telex, fax numbers, e-mail or any other details that may be required, such as references numbers, codes.

**The date** should be placed below the sender's address usually one or two spaces low. The most common form of writing the date is March 20, 2015 or 20 March, 2015 both in the UK and the USA. The British ways to write the date are 29<sup>th</sup> March, 2015 and March 20<sup>th</sup>, 2015. A comma should be put between the day of the month, and the year, to separate the numerals and prevent confusion.

**The receiver's address** includes the name, title and full address of recipient. It is placed in the left-hand side of the letter, two spaces below the date.

The initials of the first name are placed in front of the surname: *Prof. M.B. Linith*.

The words *street*, *road* or *avenue* may be abbreviated *St.*, *Rd.*, *Ave.*: *West St.*, *Highland Rd.*, *Charles Ave.*

If the street has a number, it must be written out: *24 Second Ave.*, *135 Fifty-fourth St.*

The zip code or zone number is a geographical abbreviation. Be sure to put it in all addresses in countries that use it. In the USA the zip code uses 5 numbers; some countries use numbers and letters. Do not put a comma between the end of the address and the zip code.

**The salutation**, which begins two spaces below the receiver's address, is written with the margin on the left. In Great Britain the salutation is followed by a comma, in the USA – by a colon only in formal letters. The salutation is never followed by an exclamation mark or by a dash. The salutation that you use is determined by the purpose of the letter, by the position that your correspondent holds. The word *Dear* is capitalized when it is the first word of the salutation. A title, such as *Prof.* or *Dr.*, is used only with the surname.

In writing letters the following salutations are used: *Dear Sir*, *Dear Madam*, *Dear Ms Smith* (if the letter-writer is not sure whether the woman is married or unmarried), *Dear Mr Smith*, *Dear Mrs Smith* (to married woman), *Dear Miss Smith* (to unmarried woman); *Dear Dr. Smith*, *Dear Prof. Smith*,

*Dear Colleague*. When writing to a university or organization the official salutations *Dear Sirs*, *Dear Madam* are used as well as *To whom It May Concern*.

**The body of the letter** should begin two spaces below the salutation. The body of a letter is, of course, the most important part because it contains the message for the recipient and should fulfill some requirements. Each paragraph should deal with one subject, in a brief, concise and accurate way. It should exclude all matters not relevant to the purpose of the letter. It is best to avoid long paragraphs. The style of letter writing requires certain accepted phrase patterns.

Short letters are usually double-spaced (two lines); longer letters are single-spaced (one line) with double spaces between the paragraphs.

The letter is ended with **a closing salutation** or **a complimentary close**, which is separated from the body of the letter by a double-spaced line. It always begins with a capital letter and is punctuated with a comma.

We finish a letter with *Yours truly*, *Yours sincerely* or *Truly yours*, *Sincerely yours*, if the letter began with a person's name or *Yours faithfully* or *Faithfully yours* if it began *Dear Sir(s)* or *Dear Madam*.

It is customary for colleagues, especially among scientists, to write *Yours sincerely* rather than *Yours truly* or *Yours faithfully*.

**The signature** is written directly beneath the complimentary close. It is intended a little to the right.

In many cases the letter is signed without giving the name of the institution or organization.

The first name can be written in full or with an initial: *Peter B. Chase*, *Nina K. Petrova*, *I. Smirnov*, *J. Smith*.

## BOOKING A HOTEL ROOM

### *1. Read the samples.*

125 Upper Tooting Road  
London SW17 7TJ  
22/1/15

The Engineer  
The White Lion Inn  
4 Market Street  
Kirkby Stephen  
CUMBRIA  
CA17 4QS

Dear Sir or Madam

We would like to book a double and a twin room at your pub for three nights from 14 to 17 April 2016. Preferably, the rooms should be adjacent and the double should have an en suite bathroom if possible.

Please let us know as soon as possible if you have rooms available for this period, and what your rates are. Do you require a deposit? It would also be extremely helpful if you could send us a hotel brochure describing any other facilities in the rooms such as TV and tea and coffee making facilities.

Thank you for your help. We look forward to hearing from you.

Yours faithfully

Mrs Maureen O'Connell

## CANCELLING A RESERVATION

20 Millers Lane  
Stanway  
Colchester  
Essex C03 5PS

27/3/16  
Hill View Guest House  
St Mary's Mount  
Hebden Bridge  
North Yorkshire  
HX7 5JL

Dear Mrs White

I am writing to inform you that I am afraid I have to cancel our reservation at your bed and breakfast for May 2<sup>nd</sup>-4<sup>th</sup>. Unfortunately my husband has been unexpectedly asked to go abroad on business that week and so we are having to postpone our holiday. It is such a disappointment as we were looking forward very much to getting some fresh air away from the city.

We hope now to be able to take a holiday in late June and as soon as we have an idea of the exact dates we'll be in touch again to see if you can accommodate us.

We apologize for any inconvenience. Please retain our deposit for the time being in the hope that we shall see you in June.

Yours sincerely

Margaret Sullivan

## ENQUIRY TO AN EMPLOYER ABOUT JOBS

73 Brighton Road  
Eastbourne  
East Sussex  
BN21 3YR  
4 April 2015

Manager  
Rose and Crown Hotel  
Eastbourne  
East Sussex  
BN22 7AP

Dear Mr Davis

I am writing to enquire whether you have any vacancies for bar or restaurant staff over the summer.

I have worked at other hotels in the town in my school holidays over the past few years and have quite a lot of experience at serving behind a bar and waiting at table.

My university term ends on 19 June and I shall then be available until the middle of September when I plan to take two weeks' holiday before returning to Leeds in October.

I would prefer work in the bar or restaurant but would also consider any other jobs you can offer.

I enclose references from two previous employers and a character reference from my university tutor. I look forward to hearing from you.

Yours sincerely

Giles Goodall



## REPLY TO A JOB ADVERTISEMENT

23 Church Road  
Blundesdon  
LOWESTOFT  
Norfolk  
FNR32 3LS  
19.6.15

Personnel Manager  
The Norfolk Echo  
5 High Street  
NORWICH  
Norfolk  
NR3 2HF

Dear Mr Williams

I am writing in response to the advertisement that appeared last week in “The Guardian” for an Assistant Features Editor on the “Norfolk Echo”.

As you will see from my CV, I successfully completed a Media Studies degree at Lancaster University the year before last, since when I have worked in a free-lance capacity for my local radio station and my local paper. I am now keen to move on to more permanent employment and believe that the experience I have gained will be relevant to the job advertised.

Apart from my CV, I enclose some examples of my work in the form of articles I have written and a tape of some interviews that I have conducted with people of local interest.

I am available for interview at any time and could take up the post immediately, should I be appointed. Thank you for considering my application.

Yours sincerely

Louise Ashby

## ASKING FOR A REFERENCE

6 Highworth Cottages  
Inhurst  
Tadley  
Hants RG26 5JP  
1 February 2015

Dear Fiona

I'm sorry I haven't been in touch lately. How are you, and how's life at Basingstoke Comprehensive?

The reason I'm writing is that I was wondering if you would be willing to act as a referee with regard to several jobs I'm applying for at the moment.

After spending the past ten years in industry, I've decided to return to teaching, preferably this time in higher education. As you were my most recent Head of Department I thought that you would be the most suitable person to ask for a reference.

I'm hoping that my practical experience in the construction industry will make me better qualified now than I was when I left Basingstoke. So far I have applied for posts at the Oxford College of Further Education and Kingston University, both involving teaching the construction industry course.

Please get in touch if you would like further information about what I have been doing or about the requirements for these jobs.

Best wishes

Debbie Brooks

## ACCEPTING A JOB

19 Ryden Lane  
Clevelode  
MALVERN  
Worcestershire  
WR 13 8PD  
22/3/15

Personnel Department  
Worcester College of Higher Education  
Victoria Street  
WORCESTER  
WR2 7JT

Dear Mr Elliott

I was extremely pleased to receive your letter offering me the job of Admissions Secretary at Worcester College, and am glad to inform you that I accept the offer.

As discussed at my interview, I need to give a month's notice at my present job and would therefore like to start work at the beginning of May. This will give me a few days for the move and allow me to get settled into my new flat before starting.

I would be grateful if you could let me know who I should report to or where I should go when I first arrive.

Please could you also send me a copy of the Terms and Conditions of Employment that you mentioned at the interview, and details of the pension scheme.

I look forward to seeing you in the near future.

Yours sincerely

Amanda Walker

## DECLINING A JOB

145 Meadowcroft Lane  
Aylesbury  
Bucks HP 19 3EW  
18 February 2015

Personnel Department  
Research Machines plc  
St James' House  
113 Broadway  
LONDON W13 9BE

Dear Mr Carpenter

Thank you for your letter of 11 February in which you offered me the post of Sales Manager at Research Machines.

Unfortunately I am unable to accept the post as I have decided to remain with my present employer, having been offered a substantial salary increase and promotion to Marketing Director since tendering my resignation.

I am very grateful to you for considering my application and would like to say how impressed I was with your company. I hope you will soon find someone suitable to fill the post, and apologize for the inconvenience that I have caused.

Yours sincerely

Michael Green

**A FOLLOW-UP LETTER**  
(after a sales visit)

**LETRA**  
**PLAN PLC**  
Printing division,  
Bath House,  
Chester Road,  
Manchester.  
Tel 061-473 6293  
Telex 974013  
11 November 2015

Mr F. Blackwood  
Chief Purchasing Officer,  
New Approach Ltd.,  
Nottingham NG6 4 JF

Dear Mr Blackwood,

I would like to thank you for your welcome when we met on the 12<sup>th</sup>. I was very interested to learn more of your company's activities and requirements, and am writing this letter to confirm certain points which we discussed.

First, \_\_\_\_\_

Secondly, \_\_\_\_\_

I look forward to contacting you shortly with further information concerning the above. In the meantime, please do not hesitate to contact us if you feel we could be of assistance in any way.

Yours sincerely,  
John Bertrand,  
Manager, Customer Services.

Directors:

F. Bentley (Chairman)	J. Norman
P. Hogg (Managing Director)	D. Powell

## LETTERS OF THANKS

Hotel Regina,  
Chicago,  
11 November

Mr & Mrs R. Bone,  
2391 Park Drive,  
Chicago

Dear Mr & Mrs Bone,

This is just a note to thank you very much for a most enjoyable evening on Monday.

It was very kind of you to invite me to your home and to make me so welcome. When I return home I shall tell my family of the wonderful cooking and hospitality I enjoyed in the USA thanks to my American friends!

I hope that if ever you come to my country you will visit us so that I might repay your kindness.

Best wishes,

Yours sincerely,  
(Name)

Dear Prof. ...,

It was a pleasure to receive your letter on March 15. Thank you for sending me your book. It is of great help to me. Please give my best regards to your wife and son.

Hoping to see you at the Congress in London.

Yours sincerely,  
(Name)

Dear Dr. ...,

I wish to acknowledge the receipt of your letter of April 6 and express my gratitude for sending the reprints.

Best wishes,

Yours sincerely,  
(Name)

Dear Dr. ...,

We acknowledge the receipt of your letter of June 6, 2015 and thank you very much for the paper under the title ... .

Yours sincerely,  
(Name)

Dear Dr. ...,

I am very grateful to you for your letter of May 5, 2015 in which you invite me to attend the XI Congress on ...

I have recently completed a series of experiments on ... The results obtained are beyond all our expectations. The subject of my presentation could be ... I believe it is within the scope of this Congress.

Looking forward to seeing you soon.

Sincerely,  
(Name)

Dear Dr. ...,

I wish to thank you for your kind letter of April 23. I am happy to inform you that we have used your method of ... and the results are remarkable.

As soon as I complete the graphs and tables, I will send them to you for comparison.

You can hardly realize how much I appreciate the data you sent via Prof. ... She has given me a short outline of the work you are carrying out in your laboratory. She is a very charming person and I enjoyed the talks and discussions that we had.

I look forward to seeing you at the Colloquium in August.

Yours sincerely,  
(Name)

Dear Mr ...,

I am very happy to know that my paper ... was published in the November issue of your journal. Thank you very much for sending me the reprint of my paper.

Sincerely yours,  
(Name)

***Here are some more phrases used to acknowledge the receipt of letters containing valuable information:***

- We are glad / pleased to receive your letter of ...
- It was a great pleasure to receive your letter of ...
- It is so kind of you to send me ...
- I am delighted that you sent ...
- I am much obliged to you for sending me ...
- I wish to thank you very much for your kind letter of ...
- We thank you very much for ...
- Many thanks for your letter of June 7.
- I am most grateful to you for sending me ...
- Thank you so much for ...



## LETTERS OF INVITATION

Dear...,

I would like to invite you to attend our conference, “ International Symposium on ...”, in Vienna, Austria, March 25-30, 2015. The conference is organized by the Institute for Experimental Physics of the University of Vienna and the Austrian Physical Society.

Our conference will pay for your accommodations including full board and lodging at the conference hotel during the conference.

Beyond this, the conference organization has no financial responsibility for your stay in Austria.

Looking forward to seeing you in Vienna.

Sincerely yours,  
(Signature)  
Name

Dear Mr. ...,

I am writing to invite you to participate in the conference and to give a poster presentation on the “...”. The conference program is attached. Further information will be mailed to you from the conference secretary in about a month.

I look forward to seeing you at the conference and hope that it will be possible to build even closer collaborative links between our organizations.

Sincerely yours,  
(Signature)  
Name  
Chair, Organizing Committee

Dear Colleague,

We are pleased to inform you that San Francisco, California will be the site of the XII meeting on August 2-7, 2016. The International Advisory Board has selected the Advanced Light Source at Ernest Orlando Lawrence Berkeley National Laboratory to host the meeting, which will be held at the Hyatt Hotel in downtown San Francisco, near Union Square.

Sincerely yours,

(Signature)

Name, Conference Chair

Name, Local Committee Chair

Dear,

The American Physical Society is sponsoring a symposium on Semi-conductor Device Research to be held in Boston, September 2-4, 2016. The symposium will focus on the synthesis and properties of semiconductor devices.

We would like to invite you, as a plenary lecturer, to present a paper at the symposium on your recent work in this area. Since you have pioneered some of these structures in the last 20 years, your presence would be particularly appreciated. We anticipate considerable interest in this topic.

If you accept our invitation, we will waive your registration fee. We have also applied for funds to pay for your living expenses and transportation fee from New York to Boston and back. Unfortunately, we will not be able to pay for your transportation expenses from St Petersburg and back.

Our Symposium will allow an exchange of ideas in the area of semi-conductor devices, with a rapid publication of the proceedings.

We hope that you will be able to participate and we look forward to your reply. If you have any questions, please get in touch with me at the Massachusetts Institute of Technology in Boston.

Sincerely,

(Name)

Dear Professor...,

We have recently started publishing a new monthly journal ..., which deals with the problems of ... Since the journal extensively covers the field of your activity, we hope you will find it of interest.

With this in mind, we would welcome any contributions from you pertaining to the scope of the journal. Perhaps you could contact other people who would be willing to submit their papers, detailed abstracts and other publications to our journal. I wish to thank you on behalf of the editorial board and myself for cooperation.

I look forward to hearing from you.

Sincerely yours,  
Name

***Here are some more phrases used in letters of invitations:***

- It gives me great pleasure to invite you to attend the Jubilee celebration of...
- On behalf of the Organizing Committee may I invite you to participate in ...
- The Institute of Physics officially invites you to deliver a series of lectures on ...
- It's my great pleasure to invite you to make a poster presentation at the 17<sup>th</sup> International Conference in Hamburg ...

## ACCEPTION OF INVITATION

Dear Prof. ....,

It is a pleasure for me to accept your invitation to participate in the symposium on Semiconductor Device Research to be held in Boston, September 2-4, 2015. The title of my paper is "Some Recent Developments in High Power Devices". This is a review of the latest research data obtained in my laboratory.

I look forward to the meeting in Boston as an opportunity for an exchange of information and ideas.

Sincerely yours,  
Dr. (name)

Dear Dr. ....,

It is a pleasure to receive your letter dated March 17, 2015 from which I am happy to learn that you have established a new journal. From the numerous issues your journal intends to raise I can immediately see its importance and value in developing this branch of science.

It is very kind of you to suggest collaboration with your journal and submit papers for publication. I have also asked some researches in this country to contribute papers to your journal, and I hope you will hear from them soon. Their names are: Prof. ...., Prof. ...., Dr. ... and Dr. ... They are interested in your journal and wish it much success.

I look forward to hearing from you again.

Sincerely yours,  
(Name)

Dear Dr. ...,

I wish to inform you that I received your letter of 10 February, 2015 in which you invited me to participate in the 3<sup>rd</sup> International Congress on ... to be held in ..., July 2-9, 2016.

It gives me great pleasure to accept your invitation. From the list of topics enclosed I have chosen ... and will present a paper under the title ...

Sincerely yours,  
(Name)

Dear Sir,

Thank you for your letter of March 23 and for the circular letter enclosed. We enjoyed reading about the photographic observation and computational techniques for keeping track of the minor planets, which were elaborated at your computing centre.

We greatly appreciate your kind invitation to participate in the International Co-operative Observational and Computational Program. Our Computing Centre will give full support to this program and contribute to the methods of keeping track of the minor planets.

Yours faithfully,  
(Name)

***Here are some more samples how to accept an invitation:***

- I am delighted to accept an invitation of the American Physical Society to participate in the conference on ...
- I am pleased to accept an invitation to the Congress on ... and would like to contribute to the session on ...
- Thank you very much for your kind invitation to the symposium on ...
- I accept your invitation with great pleasure.
- I am pleased to receive your invitation to ...
- I appreciate very much your invitation to ...

## DECLINING AN INVITATION

Dear Professor ...

I received your letter of August 3 inviting me to participate in the Congress of ... in Pennsylvania. Unfortunately, I will not be able to take part in it as I have a number of urgent matters to attend to in this country.

As far as my report is concerned, I have asked Dr. ... of the Institute of ... to read my paper and to pass on to you the text for publication in the ...

With best wishes,

Sincerely yours,  
(Name)

Dear Dr. ...,

I was very glad to receive your letter of March 17, 2015 and to know about your intention to establish a new journal. May I wish you good luck and great success with your journal. I am grateful to you for your kind suggestion to collaborate with your journal but I am afraid I will not be able to submit articles as my field of activity has nothing in common with the issues being raised in it.

However, as you requested, I have contacted some researches who deal with these problems. They informed me of their willingness to publish their papers in your journal. Attached you will find a list of their names and addresses.

If I can be of any further help to you, please contact me.

Yours sincerely,  
(Name)

Dear...,

I wish to express my deep gratitude to you for your invitation to participate in the XIX International Symposium on ... to be held in ... in early June 2016.

I very much regret to inform you, though, that I have to decline your invitation because our experiment is in full swing and cannot be delayed. I am sure you can understand it.

With kind regards,

Sincerely,  
(Name)

Dear Prof. ...,

I very much appreciate your kind invitation to participate in the VII Conference on ... to be held in Oxford. Unfortunately, I will be unable to attend.

Had your invitation reached me a little earlier, I would have been able to attend the Conference and meet my colleagues. But I am now committed to giving a series of lectures to graduate students and cannot change the schedule.

All best wishes for a successful Conference.

Sincerely yours,  
(Name)

***Here are some more samples how to decline an invitation:***

– Thank you for your invitation to ... but I regret that I am unable to accept it as ...

– I am sorry to decline your kind invitation ...

– It is with great regret that I have to decline your invitation to ...

– I regret to inform you that I am not in a position to accept your invitation to ...

...

– I regret that I will be unable to attend the conference because of my illness.

– I regret to inform you that I will be unable to attend the conference due to personal circumstances.

– I regret that I cannot ...

## LETTERS OF REQUEST

Dear Prof. ....,

Dr. ... has shown me your letter requesting reprints of papers on ... . This is within my area of active research, and I am keenly interested in the developments of ... . I am eager to know what research has been done in your country in recent years.

It would be a great honour for me to correspond with you and other researches in your country and try to exchange reprints.

I hope to hear from you soon.

Yours sincerely,  
(Name)

Dear Dr. ....,

Please find enclosed the galley-proof of your review ... for final reading. Since we are eager to have the book published before the end of the year, we ask you to make the appropriate corrections and return the proofs without delay. The printers have set a December 10, 2015 deadline for printing the review. Please take that into account.

In compliance with your request I am sending you a copy of the ..., V.3, No.4, 2015. Please acknowledge the receipt of the journal.

Yours sincerely,  
(Name)



Dear Dr. ...,

Your manuscript has been received in good order and will be considered for publication in the Journal of ...

You are kindly requested to complete the enclosed "Consent to Publish & Transfer of Copyright" form and return it to us at your earliest convenience. In the event that your manuscript is not accepted for publication, the signed form will be returned to you.

We will contact you again as soon as a final decision has been made by the editor, Prof. ...

Please remember to quote the manuscript number JECR111-98 in all future correspondence.

Thank you for your interest in our journal.

Sincerely yours,  
(Name)

***Here are some more phrases used to make a request:***

- I would greatly appreciate receiving a reprint of your paper ...
- Please acknowledge the receipt of the following publication (reprint) ...
- Please let me know whether I may have the text of my paper distributed among the participants.
- Could you inform me about the scientific program in more detail?
- I would appreciate further details of the symposium program.
- I would very much appreciate information about accommodation, travel and living expenses and the terms of financing them.
- We would like your permission to translate your reprint and submit it to (publish it in) the Journal of ...
- I would like to ask you to ...
- Could you please...?
- I would appreciate it very much if you could ...
- I would be very grateful to you if you could ...
- Would it be possible for you to ... ?

## REPLYING FOR A REQUEST

Dear Dr. ....,

I'm sorry I have not replied earlier to your letter and must apologize for not sending you the reprint until now. Unfortunately I've run out of the copies and have to order another shipment. I hope you will find the reprint helpful in your experiment. As soon as you get the final results, I would be grateful if you could send them to me as I wish to use them for plotting curves.

I am looking forward to hearing from you soon.

Yours sincerely,  
(Name)

Dear Prof. ....,

I've received your letter of January 3, 2016 from which I learned that you are interested in my paper "...". It gives me great pleasure to send you the reprint, and I hope the information will be of help to you.

Thank you very much for the New Year wishes. My best regards to you and your wife.

I look forward to hearing from you soon.

Yours sincerely,  
(Name)

Dear ...

I have recently received your reprint and want to thank you very much for your permission to translate and publish it in the Journal of ... . As soon as the translation is ready, I will send it to you for consideration.

In March there will be a symposium on ... in Vienna. Find the program enclosed in this letter. Perhaps it may be of interest to you.

Yours sincerely,  
(Name)

Dear Sir,

We acknowledge the receipt of your letter of April 5 and thank you for the abstract you have sent. We would much appreciate it if you continue sending us abstracts published in the ...

Yours faithfully,  
(Name)

***Here are some more samples how to reply to a request favourably:***

- I am happy to be of help / assistance to you.
- I am pleased that I can offer you this help.
- If I can be of any further help please do not hesitate to contact me / to let me know at once.
- If you require further information on ..., I will be happy to help you ...
- The only help / advice that I can offer / give you is ...
- I am glad that I can help you in this matter.
- I hope this advice is of (great)help to you.
- I wish to assure you that such an exchange of publications will be to the mutual benefit of natural science research.
- As for your request, let me assure you that when the book comes off the press, I will be delighted to send you a copy.

## UNFAVOURABLE RESPONSES TO REQUESTS

Dear Dr....,

In reply to your letter of May 15 I am very sorry to inform you that I can be of little help to you as there are no samples available in our laboratory at present.

We are planning an expedition for July-August and hope to collect samples both for you and for ourselves.

Again, I wish to express my regret.

Yours sincerely,  
(Name)

Dear Professor ...,

I have just received your letter of May 12 requesting a contribution to ... I am extremely grateful for your kind invitation. However, I am afraid I shall have to decline it, as only a small part of my work covers the subjects your journal deals with.

I express my regret once again.

Yours sincerely,  
(Name)

Dear Prof ...,

In reply to your letter of January 3, I regret very much to inform you that I cannot provide you with the reprint you asked me about. I do not have any extra copies. The only suggestion I can make is that you write directly to the Journal of ... Perhaps they will be able to send you a copy.

Best wishes and regards,

Yours sincerely,  
(Name)

Dear Sirs,

We are very grateful to you for sending us your catalogue and price list for laboratory refrigerators.

However, we are very sorry to inform you that we have to decline your offer as we are purchasing other laboratory equipment and devices at the present time.

Yours faithfully,  
(Name)

***Here are some more examples of unfavourable responses to requests:***

- I very much regret / I am sorry that I unable to help you in any way.
- I regret very much that I am not in a position to ...
- I regret that it has not been possible for me to help you.
- Unfortunately I am unable to ...
- I very much regret that I have to decline your request to contribute to ...
- I am very sorry that I cannot ...
- I am very sorry to be unable to ...
- I regret to inform you that I am not able to ...
- I must apologize to you for ...

## LETTERS OF INQUIRY

Dear Colleague,

Our Institute is running a series of experiments on ... According to our preliminary data we have come to the conclusion that ...

Professor ... of the Institute of ... was kind enough to inform me of the results obtained in his laboratory. He also mentioned that you were experimenting on ...

I would like very much to compare our data with those obtained by you. Would you be willing to inform me how satisfactory they have proved to be.

I am especially interested in the following questions:

.....

I shall appreciate any information you can possibly provide and look forward to the opportunity to return the favour.

Thank you in advance for a favourable reply in my inquiry.

Yours sincerely,  
(Name)

Dear Sir,

I am a long-time reader of the "... Review" and enjoy reading your papers. I am writing to inquire whether you would be willing to establish a regular exchange of reprints in the field of research which is of mutual interest for both of us. I could offer you the following papers ... and in exchange would appreciate having ...

I look forward to hearing from you.

Faithfully yours,  
(Name)

Dear Professor ...,

Our laboratory intends to start a research centred on ... We are planning to investigate ... Meanwhile, we have started collecting literature on this subject. With this purpose in mind we are writing to inquire whether you would be able to provide us with a list of references or with any information available.

Perhaps you can also mention some other prominent researches engaged in a similar experiment to whom I may turn to with this request.

We would also like to maintain scientific collaboration with your laboratory and exchange data and information on research results.

We hope you will be interested in such contacts. Please accept my apologies for any inconvenience I have caused.

I look forward to hearing from you.

Sincerely yours,  
(Name)

Dear Editor,

I have been a subscriber to your journal for 6 years. Never before have I failed to receive your journal, but I have not received the March and April issues. Would you please look into this matter.

Yours respectfully,  
(Name)

***Here are some phrases and sentences used to make an inquiry:***

- May I inquire why ...
- I wish to inquire about ...
- I would like to ask if ...
- I hope you will give attention to my inquiry.

## A FAVOURABLE REPLY TO AN INQUIRY

Dear Colleague,

I am very glad to know that you are also doing experiments in ... It gives me great pleasure to send you the data I have obtained. We have chosen these stimulants for several reasons:

.....

I hope you will find this information useful. In return I would much appreciate it if you send me your reprint of ...

If I can be of any further assistance, please do not hesitate to contact me.

Yours sincerely,  
(Name)

Dear Dr. ...,

Returning to your letter of April 7, we have the pleasure to inform you that we have received two copies of the proofs of your paper.

Yours sincerely,  
Editor-in-chief  
(Name)

***Here are some more same more samples how to reply to an inquiry favourably:***

- In reply to your inquiry of *(date)* I am glad to inform you that ...
- It gives me great pleasure to send you ... . If I can be of any further help, please do not hesitate to contact me.
- In accordance with your inquiry of *(date)*, I am delighted to send you a list of references and data on ...



## AN UNFAVOURABLE REPLY TO AN INQUIRY

Dear Colleague,

Your letter of November 12 has reached me today. I very much regret to inform you that I am not able to provide the information you requested. Our laboratory stopped experimenting in ... three years ago. If you are interested in the results of our work, please consult the ... Review, v. 36, No. 3, July 2015.

Furthermore, I received a reprint from Dr. ..., who deals with ... and if you wish, you may use my name when writing to him.

If I can be of any help to you in the future, do not hesitate to contact me.

Yours sincerely,  
(Name)

Dear Professor ...,

It was a pleasure to receive your letter of August 3, 2015 in which you asked me you a list of references and the data available on...

As far as the reference list is concerned, I will be delighted to send it to you. Regarding the experimental data, however, I'm afraid I will be unable to provide this information to you since our data are only preliminary and require verification. We are looking forward to the publication of our paper in the ... Journal. I can send you a reprint and its English translation as soon as it is published.

In your letter you suggest establishing scientific contacts through the exchange of data and information. We support this idea and are willing to share materials available in our laboratory. Under a separate cover I am sending you two reprints that, in my opinion, would be of interest to you. Moreover, an exchange of visits to both countries and an exchange of literature would be greatly appreciated.

If I can be of further assistance, please contact me.

Sincerely yours,  
(Name)

## A MEMO

(for people working in a company where internal documents are in English)

### MEMORANDUM

<b>To:</b> KJD JC BNP	<b>From:</b> AJP
<b>Subject:</b> Sales visit to Portugal by AJP	<b>Date:</b> 11 <sup>th</sup> November 2015
<p>The sales visit to Portugal will be discussed at next Wednesday's Management Meeting.</p> <p>Meanwhile the following points should be acted upon.</p> <ol style="list-style-type: none"><li>1. KJD to contact Lisbon airport this week about problems with customs declarations.</li><li>2. BNP to send brochures and catalogues to all firms on the attached schedule.</li><li>3. JC to liaise with shipping department to find out maximum CIF costs to Lisbon, and report.</li></ol> <p style="text-align: center;">AJP</p>	

### REMINDER

<b>VASTA SYSTEMS EUROPE</b> A management company within the Vasta group Vasta Systems Europe Rue Van Eyck, B-1050, Brussels	
Mr F. Blackwood Chief Purchasing Officer, New Approach Ltd., Nottingham N G6 4JF	
Your ref: EVL/lr	Our ref: NB/CD
Dear Mr Blackwood, You will recall that I wrote to you some weeks ago concerning the new prices for our standard data systems. You may also recall that, at our meeting in September, we discussed the possibility of adapting certain systems to match your company's requirements.	
Perhaps you have been able to examine your company's requirements more closely, and are now in a position to proceed further.	

At Vasta we are interested in your company's needs and would be pleased to arrange a further meeting to discuss these in detail Perhaps I could call you in a few days to suggest a date which would be convenient to you.

Yours sincerely,  
Nicholas Boulton

Manager, Systems Sales

### **A LETTER OF COMPLAINT**

**DATABANK UNIVERSAL  
Technical Department  
Ford Building, Grosvenor Avenue, Bristol**

The Personnel Director  
Hardware Services International

8 January 2016

Dear Sir

I must complain about the performance of your installation and servicing team who called upon us on 22 December.

The men in question refused to inspect or service the older computers in our data centre. They left our offices after 30 minutes and we subsequently discovered that one of the new machines was non-functional, while the AB4 terminal had been wrongly installed.

We were very disappointed by these events, especially since we have always enjoyed a high standard of service from your company in the past.

I await your comments,

Yours faithfully

M Feld  
Technical Director

*Read this letter of complaint from a client, then look at your company's reply.*

*Fill in the missing words from the list given below, use your dictionary if necessary:*

*misunderstanding    ensure    apologies    invoice (verb)*  
*assure    service    inconvenience    inspection*

**HARDWARE  
SERVICES  
INTERNATIONAL  
Supporting your systems**

M Feld  
Technical Director  
Databank Universal

10 January 2016

Dear Mr Feld

Please accept our sincere \_\_\_\_\_ for the \_\_\_\_\_ caused to you. This \_\_\_\_\_ was due to errors in the instructions issued to our personnel. We have taken steps to \_\_\_\_\_ that this will not happen again.

I have instructed our chief technician to call on you within the next two days to carry out a complete \_\_\_\_\_ and overhaul. We will not, of course, \_\_\_\_\_ you for the previous visit.

Once again please accept our apologies and let me \_\_\_\_\_ you of our continued \_\_\_\_\_.

Yours sincerely

David Charles  
Personnel Manager

### Тема 3. Электронная корреспонденция

#### ***1. Read and remember the following words and expressions:***

- to be on email – иметь доступ к электронной почте (к Интернету)  
an email – электронное письмо  
a mailbox – почтовый ящик  
an 'at' sign @ – собака (знак @)  
an address book – адресная книга  
an email address – электронный адрес  
a mailing list – список адресатов  
to send an email – послать электронное письмо  
to send by email – послать по электронной почте  
to receive an email – получить электронное письмо  
to forward an email – переслать электронное письмо  
to copy somebody in, to cc somebody – отправить копию  
cc (carbon copy) – копия (*письма, отправляемая другому адресату в дополнение к основному, так что всем получателям письма становятся известными адреса друг другу*)  
bcc (blind carbon copy) – скрытая копия (*письма, отправляемая другому адресату в дополнение к основному, так что другие получатели письма не знают, что этому адресату отправлена копия*)  
a file – файл  
a folder – папка  
an emoticon, a smiley (☺) – эмотикон, смайл(ик)  
to attach a file – прикрепить файл  
to receive an attachment – получить вложение к письму или прикрепленный файл  
to open an attachment – открыть вложение к письму или прикрепленный файл  
to save a message on the desktop, on the hard disk – сохранить сообщение на рабочем столе, на жестком диске  
to delete a message – удалить сообщение  
an inbox – входящие (сообщения)  
an outbox – исходящие (сообщения)  
snail mail (*coll*) – обычная почта (*в противоположность электронной*)  
to get spam – получать спам  
to send spam – рассылать спам  
a modem – модем  
an ADSL modem – ADSL-модем  
toolbar – панель инструментов  
to copy – копировать  
to cut – вырезать  
to paste – вставлять  
to print – распечатывать

## TOOLBAR MENU BUTTONS ON EMAILS

File – Файл  
Edit – Правка  
View – Вид  
Insert – Вставка  
Format – Формат  
Tools – Сервис  
Actions – Действия  
Help – Справка

### *2. Read the sample.*

To: Andrew.Clark@onetel.com  
Cc:  
Subject: Saturday

Hi, Andy!

I spent the afternoon at the Internet café on the High Street, and I found this really interesting website: <http://192.whats-up.co.uk>. You should add it to your favourites. On the home page you can select any town in the UK and it gives you all the bars/restaurants/concert venues etc. in the town you choose. When you double-click on the name of a bar, a map automatically pops up and the place you've selected is highlighted. Mail me when you've had a chance to browse! I'm sure we could find something for Saturday night.

I also attach a joke that Anna sent me this morning. She bought an ADSL modem so she's on email now. It made me laugh. (Don't worry about opening the file: I ran my antivirus over it and got the all-clear.) Speak to you soon.

Tim

PS Can you forward this to mark? I wanted to copy him in, but I can't find his email address and I deleted his latest email from my inbox. I'm sure he'd be interested as well.

**3. Charlotte is getting in touch with an old school friend, Laura, via the “Friends Reunited” website. Read the e-mail she wrote. What do you learn about Laura and Charlotte?**

To: ljjkeyes@bsm.com

Cc:

Subject: A voice from the past!

Hi Laura!

Remember me??!! I was really pleased when I found your name on the Friends Reunited website – so a) \_\_\_\_\_ straight away.

b) \_\_\_\_\_? c) \_\_\_\_\_. Last time we met you were still at university, but I guess you’re working now. What are you doing? I remember you always wanted to work with children. Are you still with Simon or is that all in the past now? d) \_\_\_\_\_? What are your parents doing these days, and how about Joe and Katie? e) \_\_\_\_\_?

I now work for a big property company as a sales manager, and at the moment I’m living in Australia, working in the Sydney office. I absolutely love it over here, and even more exciting, I’m getting married next April to Matt – a gorgeous Australian guy I met here! We don’t know yet if we’re going to live in England or stay in Sydney.

As for my family, well unfortunately Gran died a couple of years ago, but f) \_\_\_\_\_. Dad retired about three years ago, and they’re travelling all over the world these days. They came to see me here, a few months ago. And remember my big brother Anthony? He’s married now (to Rosie, a girl he met at university) and they’ve got two-year-old twins, so his life’s really changed!

Well, I think that’s all the main news from me. g) \_\_\_\_\_. Maybe we could meet up when I’m back in England?

h) \_\_\_\_\_  
Love Charlotte

i) \_\_\_\_\_

**4. Complete the e-mail with the following sentences. (There is one sentence too many)**

1. How are things with you?
2. Send them my love, won't you?
3. I really hope you're well.
4. My parents are really well.
5. Take care of yourself.
6. I decided to drop you a line.
7. Do write back – I'd love to hear your news.
8. Keep in touch.
9. PS I've attached some photos of me now.
10. How is all your family?

**5. Translate the letter into English.**

To: Elizaveta.Gerasimova@yandex.ru  
Cc:  
Subject: Суббота

Привет, Лиза!

Днем я был в интернет-кафе на Тверской и нашел один занимательный сайт: <http://www.all-over-russia.ru>. Я советую тебе добавить его в «Избранное» твоего браузера. На главной странице ты можешь выбрать из списка любой российский город, и тебе будут показаны все бары, рестораны, концертные площадки, расположенные в нем. Если дважды щелкнуть на названии заведения, то автоматически во всплывающем окне откроется карта, а искомое место на ней будет выделено цветом. В общем, пиши мне когда будет возможность. Уверен, мы найдем, где провести время в эту субботу ночью.

Я прикрепляю к письму шутку, которую мне прислал Слава сегодня утром. Он купил ADSL-модем, так что теперь он может переписываться с нами по электронной почте. (Не бойся открывать этот файл: я проверил его антивирусом – вирусов там нет.)

До скорого! Пиши!

Илья

PS Ты не могла бы переслать это письмо Юле? Я хотел отправить ей копию, но не могу найти ее электронный адрес, а последнее письмо от нее я удалил из своего почтового ящика. Не сомневаюсь, ей также будет это интересно.



## *6. Jean-Luc has sent an e-mail to Marion.*

From: jean-luc.bertrand@hotel.fr  
To: m.oneil@hu.co.uk  
Subject: Finding me an assistant manager / saint!

Hi Marion,

I'm afraid I've got a difficult request for you this time! As you know, my wife Martine sadly died eighteen months ago. Since then I've been so busy looking after the children, I've been neglecting the hotel. Basically I need someone to do what Martine did! The job I'm offering is assistant hotel manager / part-time childminder – I know this is unusual but it's what I needed.

To remind you about the hotel, we are a twenty-five-bedroom family hotel in rather a remote ski resort, so it's important that the person is prepared for this. We're very busy in winter and we also have quite a lot of guests in summer, but it's much quieter in spring and autumn.

The 'assistant hotel manager' duties would include:

- running reception / office during mornings and evenings.
- organizing part-time staff (barman, cleaners, waiters) on my days off and when I'm absent on business. The chef will organize the kitchen so this is not a problem.
- helping out in the restaurant, bar, when are very busy.

For these duties the candidate needs fluent French and English (German also useful), good computer skills and previous experience of hotel work. Many of our guests are skiers of course, so knowledge of skiing is also useful.

In spring and autumn when things are very quiet, I have to go on some business trips and this is when I would need help with childcare. I've got two children – David (13) and Karine (8) both very well-behaved. I go away perhaps seven or eight times a year, usually for about four to seven days. During these trips, the person would have to take and pick up Karine from the local primary school, about two km away (David goes to school by bus), cook their dinner, get them to bed and look after them at the weekend, if I have a long trip.

Obviously the children have had a difficult two years so it's really important that it's someone kind and sympathetic. This is really the most important qualification of all for me. For the same reason I'd prefer someone who will stay for

a minimum of two years, though if you cannot find this, I will have to take someone for just one year.

In return I can offer an excellent salary, free food / accommodation, six to eight weeks' paid holiday, a free ski pass and full-time use of a car. (I forgot to mention – it would be very useful if the candidate has a driving licence, both to take Karine to school, and also because he or she may feel a little lonely up here without a car.)

Well, Marion, I know that what I'm asking is very difficult, but you've always found me fantastic staff in the past, so I'm putting my trust in you! Please contact me if you need more information.

Very best wishes,  
Jean-Luc

**7. Read the first two paragraphs of the e-mail and answer these questions:**

1. What has happened to Jean-Luc recently?
2. Why is his request to Marian difficult?

**8. Complete the table about the job.**

Size / Location of the hotel	
Hotel duties	
Childcare duties	
Information about the children	
Essential qualifications	
Other useful qualifications	

### **ELECTRONIC TEXT MESSAGING (SMS)**

SMS is the English abbreviation for “Short Message/Messaging Service”. Sending an English text message is the same procedure as sending a Russian text message, but abbreviations are used far more often. In English there are countless abbreviations which allow a lot of information to be transmitted using few letters and numbers, e.g. 218=’too late’. For many messages people type only the initial letters of each word, e.g. ttyl=’talk to you later’, or fyi=’for your information’. Experienced senders of text messages have no problems in understanding a whole range of such abbreviations.

So-called emoticons or smileys, witty symbols created using punctuation marks, brackets, etc., are popular in text messaging. Some of the more established ones are included below.

## GLOSSARY OF ENGLISH SMS ABBREVIATIONS

<u>Abbreviation</u>	<u>Meaning</u>	<u>Значение</u>
@	at	
adn	any day now	в самое ближайшее время
afaik	as far as I know	насколько мне известно
atb	all the best	
b	be	
b4	before	
b4n /bfn	bye for now	ну, пока!
bb1	be back late(r)	
bcnu	be seeing you	увидимся!/до встречи!
brb	be right back	обязательно вернусь
btw	by the way	кстати, между прочим
bwd	backward	
c	see	
cu	see you	увидимся!/до встречи!
cu18r	see you later	
f2f	face to face	лицом к лицу
f2t	free to talk	есть время поболтать
fwd	forward	
fwiw	for what it's worth	если это имеет значение
fyi	for your information	к вашему сведению
gal	get a life	займись делом
gr8	great	
h8	hate	
hand	have a nice day	всего доброго/хорошего
hth	hope this helps	
ic	I see	я понял
iluvu/ilu	I love you	
imho	in my humble opinion	по моему скромному мнению
imo	in my opinion	
iow	in other words	другими словами
jic	just in case	на всякий случай
jk	just kidding	шучу
kit	keep in touch	не пропадай! (звони, пиши)
kwim	know what I mean	
18	late	
18r	later	
lol	lots of luck, laughing out loud,	удачи! заливаюсь смехом

	lots of love	много любви (пожелание)
mob	mobile	
msg	message	
myob	mind your own business	а тебе какое дело?
ne	any	
nel	anyone	
nol	no one	
oic	oh, I see	я понял
otoh	on the other hand	с другой стороны
pcm	please call me	
pls	please	
ppl	people	
r	are	
rofl	rolling on the floor, laughing	катаюсь по полу от смеха
ru	are you	
ruok	are you OK?	с тобой все в порядке?
sit	stay in touch	не пропадай
som1	someone	
spk	speak	
thkq	thank you	
thx/tx	thanks	
ttyl	talk to you later	до встречи!// поговорим позже
u	you	
ur	you are	
w/	with	
wan2	want to	
wan2tlk	want to talk?	
werv u bin	where have you been?	где пропадал?
wknd	weekend	
wot	what	
wu	what's up?	как дела?
X	kiss	
xlnt	excellent	
xoxoxo	hugs and kisses	крепко целую и обнимаю
yr	your/you're	
1	one	
2	to/too	
2day	today	
2moro	tomorrow	

2nite	tonight	
3sum	threesome	
4	for	
<u>Emoticon</u>	<u>Meaning</u>	<u>Значение</u>
☺	smiling, happy face	улыбающаяся, счастливая рожица
☹	frowning, bored	нахмурил брови, скучно
:-e	disappointed	разочарован, огорчен
☹	unhappy face	несчастливая рожица
%-)	confused	смущен, озадачен
:’-(	crying	плачу
;-)	winking happy face	подмигивающая довольная рожица
-o	tired, asleep	устал, сплю
:-\	sceptical	с недоверием, сомнением
:-D	big smile, laughing face	улыбка во весь рот, смеющаяся р.
:-	amazed	изумлен, поражен
X=	fingers crossed	скрестив пальцы (наудачу)
:-p	tongue sticking out	с высунутым языком
:-O	shouting, surprised	кричу, удивлен
:-Q	I don’t understand	не понимаю
:-X	my lips are sealed, I won’t tell anyone	держу рот на замке, никому не скажу
O☺	angel	
:-x	big kiss	крепкий поцелуй
:-o	“Oooh!”/shocked face	ух ты!/ой!/шокированная рожица
@}-,-‘-	a rose	роза (знак любви)

## USING THE TELEX AND FAX

Some countries still use telex for sending international messages. You work in Koon Ming and when you arrived at work today, you found a telex from London and notes from your boss. Use the notes to send a telex in reply.

OCC

473285 INTERL RS  
936281 LINTON G

12.00

TX3606                      21.12.15  
ATTN MR CHANG

RYT 20.12.15 PLS INFORM CIF PRICE FROM KOON MING FOR  
150XXXX 160 UNITS MODEL CXEEE CY. PLS GIVE EARLIEST  
DELIVERY DATE  
REPLY SOONEST  
THANKS

REGARDS  
BILL EVANS

936281 LINTON G  
473285 INTERL RS

Please send this telex straightaway:

To Line Tonnage Ltd., -

For the attention of Mr Evans.

The CIF price to London for 160 units would be \$11,285. The earliest ETA  
would be 4 weeks after placing an order.

Does he want the price in sterling or in dollars? Ask him to send us a telex as  
soon as he can, marked for my attention. Send him my regards too.

Bill Chang

### **International telex abbreviations**

ABS – absent / office closed  
ATTN – for the attention of  
DER – line or machine faulty  
FIN – end of message  
NC – lines engaged  
OCC – customer engaged  
OK – agreed  
PLS / SVP – please  
RPT – please repeat your message  
RYT – reference your telex  
TX / TLX – telex

WRU – who are you? (please identify)  
 EEE – an error, the next word  
 XXX – replaces the last word

*In Europe Bill Evans usually uses the fax for international messages. Reorganize and complete this fax to the warehouse.*

FROM.....	Tonnage Limited, London
.....	.....(0)71 565 9034
FAX.....	TO Line Warehouse
NUMBER OF PAGES.....	ATTENTION.....
.....3 January 2015	.....Bill Evans
TIME.....	DELIVERY FROM.....

Dear Kate

160 units are arriving from Koon Ming in 4 weeks.  
 I have telexed confirmation of payment and transportation costs.  
 Please prepare space for this consignment.

Best regards

SENDER	DATE	FAX NO.
KOON MING	10.35 A.M.	Line
TRANSMISSION	Kate Phelps	1 (one)

***Match the next fax with the appropriate spoken words:***

1. PAYMENT OF THIS INVOICE IS OVERDUE.
  2. PAYMENT IS NOW DUE.
  3. YOU HAVE OVERPAID BY \$500.
  4. YOU HAVE UNDERPAID BY \$1,000. PLEASE ADJUST.
  5. THE AGREED TERMS OF PAYMENT HAVE NOT BE ADHERED TO.
  6. ACCORDING TO OUR RECORDS THE AMOUNT OF \$1,500 IS STILL OUTSTANDING.
- a) The total was \$4,000 and you have sent us \$4,500.
  - b) You have not kept to the terms of our contract.
  - c) I've checked and you still owe us \$1,500.
  - d) This invoice should have been paid a month ago.
  - e) The total was \$4,000 and you have only sent us 3,000. Can you send us the balance immediately?
  - f) Can you let us have this amount right away?

## Тема 4. Этика и языковые особенности телефонных переговоров

This datafile gives you many of the terms and phrases commonly used in making telephone calls.

### **The phone book**

- Look up their number in the phone book (directory).
- I'll look up the number in the telephone book (US).
- The number is ex-directory (UK).
- The number is unlisted (US).
- I'll ring Directory Enquires for the number (UK).
- I'll call information (US).

### **The line**

- He's on the other line.
- Would you like to hold the line?
- The line is engaged (UK).
- The line is busy (US).

### **The receiver**

- Can I help you?
- Putting you through.
- I'm afraid he's not available at the moment (UK).
- I'm afraid he's tied up at the moment (US).
- You 're welcome. Goodbye.

### **The operator**

- Dial 100 for the operator (UK).
- Dial 0 (zero) for the operator (US).

If you want the person that you are calling to pay for the call, you ask for a *transfer charge call* (UK) or a *collect call* (US):

- I'd like to make a reverse charge (transfer charge) call (UK).
- I'd like to make a collect call (US).

If delays are possible, you may have to *book a call*:

- I'd like to book a call to Japan.

You may want to make a *person-to-person* call to someone:

- It's a person-to-person call to Mr Lee.
- International operator.
- I'd like to make a call to Japan.
- What is the number?
- The number is Tokyo 3-3-5-7 2-1-6-8.

### **A message pad**

- Can I tell him who called?
- Can I give her a message?
- Could I take your number?



### **The dial**

- Dial 123 for the correct time (UK).
- Listen for the dialling tone.
- All lines to the country you have dialled are engaged. Please try later (UK).

### **Remember**

If you do not understand, say ...  
“Sorry, I didn’t quite catch that”.  
“Sorry, could you say that again”.

### **Phoning home**

In English, telephone numbers are given one figure after another, example 0-1-0-3-1-2-4-7. To make a call from your room, you will probably have to ask the reception (desk) to obtain the number for you.

You could say: **Could you call this number for me, please? It’s 0-1-0-3-1-4-7-2-9-3-0-6.**

#### **Now ask for these numbers:**

1. 010 54 39612
2. 010 58 97845
3. Riyadh 21 375362
4. Singapore 3982712

### **Finding overseas numbers**

For prompt help with finding the telephone number or fax number of someone overseas, call International Directory Enquires on 153. For numbers in the Irish Republic, call 192. There are charges for these services – the same price as you pay for UK Directory Enquires – but you can make two enquires at once for the same cost.

A few countries in the world cannot be dialed direct. Dial 155 and the international operator should be able to assist you. For phone or fax numbers abroad, dial 153. To report a line fault, dial 151. For your nearest BT Bureau Fax office, dial 0800 272 172. To send a telegram / Telemessage from London, Birmingham or Glasgow, dial 190, from elsewhere dial 100.

Because international numbers are slightly longer than UK ones, it helps to have the full number in front of you as you dial.

Dial carefully without leaving any pauses between digits.

Allow at least a minute for the connection to be made. (You are not charged until the number answers.)

If you can’t get through, check the following:

- check the country code and the area code of the country you want to call;
- alternatively, you can check with International Directory on 153;
- if the number is always engaged, try again at a different time of day;
- if continually engaged, dial 151 and ask for the line to be tested.

International lines are usually very clear, but if you can’t hear properly, hang up and try again.

If the reception says: **One moment!** or **Hold the line!** you should wait. **Please hang up and I'll call you back**, you should put down the telephone and wait for it to ring.

*Example:*

Reception: Can I help you? \_\_\_\_\_  
Certainly. What is the number, please? \_\_\_\_\_  
I'm sorry? Could you give me that again? \_\_\_\_\_  
Thank you. Hold the line, please... You're through now.

Desk: Hello? \_\_\_\_\_  
Number please? \_\_\_\_\_  
Just a moment... I'm sorry, what was the number you wanted?  
\_\_\_\_\_  
Right. I'll call you back...  
I have your call on the line. Go ahead, please.

1. You want to make a call from your London hotel room to your company in Singapore. The number is Singapore 3982712. Now pick up the phone.
2. You want to make a call from your hotel room in Venezuela to your home in Saudi Arabia. The number is Riyadh 21 375362. Now pick up the phone.

### **Direct dialing**

With direct dialing, you go straight through to the number of the person you want in the UK, and you pay in the country you're in. All you need to know is the telephone number in the UK, which is made up of the phone number itself, and its area code, e.g. 0272 (area code for Bristol).

When dialing from abroad you must always omit the initial '0' of the area code.

The only other information you need is the international code for the UK which you must dial first. This will vary from country to country.

Remember, for direct dialing you will need to know:

- international code for the UK,
- UK area code (leaving out initial '0'),
- local number.

For instance, to call Bristol (0272) 12345 for Austria you just dial 0044 272 12345 and you're through.

Note that several countries, like the UK, have cheaper international calls at certain times for direct dialing.

***1. After studying the Datafile, decide whether the following are true or false.***

1. For international calls you dial: the country code + the area code + the number.
2. The caller does not pay for a collect call.
3. Directory Enquires will put you through to the number you want.

4. Switchboard and operator are the same people.
5. The dialing tones for “ringing” and engaged” are different.

**2. Insert the missing word.**

1. Look it \_\_\_\_\_ in the directory.
2. He’s \_\_\_\_\_ the other line.
3. Listen \_\_\_\_\_ the dialing tone.
4. He’s tied \_\_\_\_\_.
5. She’ll ring \_\_\_\_\_.

**3. Insert the correct term.**

<i>UK term</i>	<i>US term</i>
1) Directory Enquires	_____
2) reverse charge call	_____
3) _____	busy
4) _____	area code
5) ex-directory	_____

**4. Look at the telephone conversations. Make up your own conversations.**

1	– Conglomerate group. Can I help you?
	– Good morning. Sorry, I must have the wrong number.
2	– Conglomerate group. Can I help you?
	– Could I speak to John Pardee, please?
	– Hold the line. Putting you through.
	– Sales Department. John Roberts speaking.
	– Sorry, I must have the wrong extension. Could you transfer me back to Switchboard, please?
3	– Conglomerate group. Can I help you?
	– Could I speak to John Pardee, please?
	– Hold the line. Putting you through.
	– Mr Pardee’s office. Can I help you?
	– Could I speak to Mr Pardee please?
	– I’m afraid Mr Pardee is ...
4	– Conglomerate group. Can I help you?
	– Could I speak to John Pardee, please?
	– Hold the line. Putting you through.
	– Mr Pardee’s office. Can I help you?
	– Could I speak to Mr Pardee please?
	– I’m afraid Mr Pardee is on the other line at the moment. Would you like to hold?
	– Yes, I’ll hold.
	– Putting you through, now.
5	– Conglomerate group. Can I help you?

	– Could I speak to John Pardee, please?
	– Hold the line. Putting you through.
	– Mr Pardee’s office. Can I help you?
	– Could I speak to Mr Pardee please?
	– I’m afraid Mr Pardee is not in the office at the moment.
	– When will he be back?
	– Not until tomorrow, I’m afraid.
	– I’ll ring him then. Thank you. Goodbye.
6	– Conglomerate group. Can I help you?
	– Could I speak to John Pardee, please?
	– Hold the line. Putting you through.
	– Mr Pardee’s office. Can I help you?
	– Could I speak to Mr Pardee please?
	– I’m afraid Mr Pardee is in a meeting. Can I give him a message?
	– Yes please. Could you ask him to call me back. My name is Helmut Cohen from Leclerc Systems. My number is 2789441.
7	– Conglomerate group. Can I help you?
	– Could I speak to John Pardee, please?
	– Hold the line. Putting you through.
	– Mr Pardee’s office. Can I help you?
	– Could I speak to Mr Pardee please?
	– I’m afraid Mr Pardee is away on vacation.
	– Perhaps I could speak to someone else in the Purchasing Department?
	– I’ll put you through Mr O’Conner.
8	– Conglomerate group. Can I help you?
	– Could I speak to John Pardee, please?
	– Hold the line. Putting you through.
	– Mr Pardee’s office. Can I help you?
	– Could I speak to Mr Pardee please?
	– Can I tell him who’s calling?
	– Helmut Cohen from Leclerc Systems.
	– Putting you through.
	– Good morning, Mr Pardee. This is Helmut Cohen from Leclerc Systems.
	– Good morning.
	– Is the voice clear? If not say...
	– Sorry, it’s a bad line. Could you speak up, please?

**5. A few common expressions are enough for most telephone conversations. Practise these telephone expressions by completing the following dialogue using the words listed below.**

Switchboard: Conglomerate Group; can I help you?

You: Could I \_\_\_\_\_ Mr Pardee, please?

Switchboard: Putting you \_\_\_\_\_.

Secretary: Hello, Mr Pardee's \_\_\_\_\_. \_\_\_\_\_ I help you?

You: \_\_\_\_\_, can you hear me? It's a \_\_\_\_\_ line.

Could you \_\_\_\_\_ up, please?

Secretary: Is that better? Who's \_\_\_\_\_, please?

You: (your name) from (your company).

Secretary: Oh, hello. How nice to hear from you again. We haven't seen you for ages. How are you?

You: Fine, thanks. Could you \_\_\_\_\_ me \_\_\_\_\_ to Mr Pardee, please?

Secretary: \_\_\_\_\_ the line a moment. I'll see if he's in. I'm so sorry, I'm afraid he's not in the \_\_\_\_\_ at the \_\_\_\_\_. Could you give me your \_\_\_\_\_, and I'll ask him to \_\_\_\_\_ you \_\_\_\_\_?

You: I'm \_\_\_\_\_ 3478621. That's London.

Secretary: Would you like to leave any \_\_\_\_\_ for him?

You: No, thanks. Just tell him I \_\_\_\_\_.

Secretary: Certainly. Nice to hear from you again.

You: I'll expect him to \_\_\_\_\_ me this afternoon, then. Thanks.

Secretary: You're welcome. Goodbye.

on    speak to    message    bad    put through    number    ring  
call back    secretary    through    office    speak    speaking    can  
hello    rang    hold    moment    through

**6. Some contacts do not keep in touch; you have to telephone them to let them know that you still exist. The most difficult contacts say very little on the telephone. This can be because of their personality, their attitude to you, or their difficulty with English. If they do not speak, you have to!**

1) Mr Bauer: Hello?

Mr Lee: Good morning, Mr Bauer. This is David Lee, of Vasta Systems.

Mr Bauer: Yes?

Mr Lee: You may recall my visit in September / the letter I sent you recently / that I phoned you last week.

Mr Bauer: Yes?

Mr Lee: Could you tell me if you have made a decision yet as regards the new Installation?

Mr Bauer: Not yet.

Mr Lee: I see. Perhaps I could help? (If it helps you, I'll be very pleased

to come and discuss it with you. / Would you like me to send more detailed information? / Is there anything that you would like to ask?)

Mr Bauer: No.

Mr Lee: Well, feel free to call if we can help in any way.

2) Mr Bauer: Hello?

Mr Lee: Good morning, Mr Bauer. This is David Lee, of Vasta Systems.

Mr Bauer: Yes?

Mr Lee: You may recall my visit in September / the letter I sent you recently / that I phoned you last week.

Mr Bauer: Yes?

Mr Lee: Could you tell me if you have made a decision yet as regards the new Installation?

Mr Bauer: Yes; we had to give the order to another firm.

Mr Lee: I see. Could I ask why?

Mr Bauer: I'm sorry, I can't tell you.

Mr Lee: I see. Perhaps I could keep you informed about our products and activities. It may be interesting to you in the future.

### **Leaving messages on answering machines**

When there is no-one in the office many companies use telephone answering machines. People who phone in leave a message on the machine. But even people who have spoken English all their lives can have difficulty speaking to a machine. Here is a simple plan to follow; say:

- 1) who you are, and when you called;
- 2) who the message is for;
- 3) what the message is;
- 4) what action you want;
- 5) thank you.

*Example:* 1. This is Dieter Oswald, from Vasta. It's 8 p.m. on Tuesday the 5<sup>th</sup>.  
2. I have a message for Mr Rodrigues, in Accounts.  
3. The message is: the invoices which he mentioned were paid on 6 July.  
4. Can he please call me back on (0287) 34182?  
5. Thank you.

***There is the telephone answering machine at a company called Eurora. You try many times to contact different people there, but each time you have to leave a message. Practise leaving messages using the notes below. Use your own name and company and follow the model above.***

This is Eurora, We are sorry that there is no one here to answer your call. If you leave a message, we will be pleased to contact you as soon as possible. Thank you for calling. Please leave your message after the signal.

Ring:

Carlos Rodrigues (Accounts). The invoices were paid on 6<sup>th</sup> July. Ring back if any more questions.

Al Kohl (Production). Can we have 200 more units by next Friday? Ring me on extension 98.

Alex Martin (Sales). We need 1000 German – Language brochures. Send them by express post.

Nicole Hartmann (Marketing). Could we meet in the next two weeks, to discuss products B + C? Telex, suggesting date.

***Your customer has left a message on your telephone answering machine:***

Hello, this is Ben Reich, that's R-E-I-C-H, of Federal Consolidated Industries, that's F-E-D-E-R-A-L C-O-N-S-O-L-I-D-A-T-E-D, in Newark, N-E-W-A-R-K,

New Jersey. Now, it's about these spare parts you sent us, the C-404s and C-406s. There were problems with the last two consignments, serious problems, so can you take down the details and do something about it right away? ... O.K., the C-406s were two weeks late arriving. When they did arrive we found that the packaging was all wrong: you packed them in plastic boxes instead of the metal containers we asked for. As a result 700 units were damaged severely, another

200 slightly damaged. The C-404s were undamaged but the consignment was one week late and you sent the wrong quantity; we requested 500 units and we received 5,000 units. This is just not good enough and we'd like you to do something about it immediately.

<b>CUSTOMER COMPLAINT FORM 10455</b>			
<b>A COMPANY NAME</b>			
COMPANY LOCATION			
CONTACT PERSON			
<b>B COMPLAINT</b>	ITEM CODE	ITEM CODE	ITEM CODE
Quantity ordered			
Quantity delivered			
Delivery time			
Nature of complaint			
Quantity damaged			
<b>C COMPLAINT RECEIVED BY</b>			
DATE			

## 2. КОММУНИКАЦИЯ В СФЕРЕ ПРОФЕССИОНАЛЬНОЙ ДЕЯТЕЛЬНОСТИ

### Тема 1. Составление презентации и проведение конференции

*1. Before doing your oral presentation read the following recommendations:*

#### **Thinking about your presentation**

1. State your purpose, be specific.
2. Identify the central idea of your presentation.
3. List the main points of your presentation.
4. Think of supporting material for each main point.
5. Decide what kinds of visual aids you will see.

#### **Preparing for your presentation**

1. Write an outline of your presentation. You might want to add transition words between the sections.
2. Write the introduction.
3. Write the conclusion.
4. Print the introduction, outline, and conclusion in big print.
5. Prepare your visuals.

#### **Practising your presentation**

1. Stand up and give your presentation. Pretend that you have an audience and look at it.
2. Do it again and time yourself. Make any adjustments necessary for time.
3. Ask a friend to listen and critique it.
4. Practise it several more times until you are comfortable and not reading it.

#### **Giving the presentation**

1. Have everything ready. Don't spend time collecting possessions and getting it in order when it's time for you to speak.
2. Walk to the front of the room confidently, put your notes on the lectern, and start.
3. Don't apologize for anything.
4. Make eye contact with your audience. Don't just look at your notes or at the wall.
5. Do not read! It's really boring.
6. Be enthusiastic about your topic.
7. When you finish, collect your possessions quickly and sit down.



**2. Answer the questions:**

1. What is the topic of the paper you are going to present?
2. Why are you interested in this particular topic?
3. Do you always prepare for presentation?
4. What recommendations for making oral presentations do you find most helpful?
5. Which ones do you always follow?

**3. Read and practice some useful paper speech patterns:**

**Introductory Paper Speech Patterns**

- Mr Chairman, ladies and gentlemen, I am greatly honoured to be invited to this conference.
- In this paper I would like to talk about the concept of...
- The object of this paper is to show...
- To begin with, let us imagine that...
- As many of you know...
- First of all I would like to...
- I am sure I don't have to remind you that...
- I am very pleased to have this opportunity to...
- In my paper I want to highlight...
- In the introduction to my paper I would like to...
- I tell this story because...
- I want to begin my presentation with...
- Let me begin with...
- The first thing I want to talk about is...
- The subject that I will discuss is...

**Speech Patterns for the Body of the Paper**

- According to this theory...
- After this, I need / it remains only to day that...
- Again, I want to emphasize that...
- It should be emphasized that...
- It should be pointed out that...
- Let me give you my explanation of...
- Let me now turn to...
- Let us consider what happens if...
- Let us have a closer look at...
- Let us imagine that...
- Let us suppose that ...
- Now I come to...
- On the contrary...
- On the one hand..., on the other hand...

- Primarily...
- This is indeed the case when...
- This in turn implies ...
- This is particularly true for...

### **Closing Paper Speech Patterns**

- Since I'm running out of time...
- As my time is running out...
- Before I close I would like to emphasize the importance of...
- Finally, I want to say a few words about...
- I end this paper with a description of...
- I leave it to you to judge...
- In closing, I want to mention very briefly...
- In conclusion, let me say...
- In conclusion, may I repeat,,
- Summing up, I would like to...
- The last part of my talk will be devoted to...
- To all this must be added that...

### **Formulas of Scientific Communication**

#### **Establishing contacts**

- I'm glad you've asked me that question.

#### **Agreeing**

- Yes, indeed.
- I think you are entirely right.
- It appears to me to be true.
- I agree that...
- That's just what I think.

#### **Disagreeing**

- I am arguing against...
- I would object just a little...
- I object to...
- I wish I could agree with you but...

#### **Expressing surprise**

- It is rather surprising...
- It is unbelievable...
- I am puzzled by...
- I wonder about...
- I find it hard to believe that...

#### **Expressing uncertainty**

- It seems unlikely that...
- I have doubts about...

- I am not at all sure about...
- I am not yet certain...
- I am doubtful whether...
- I have been rather puzzled by...
- I doubt it.

### **Making contribution**

- In connection with... I would like to add...
- Let me add that...
- In addition, I would like to mention...
- I would add that...

### **Calling attention**

- I want to point out that...
- I would like to note...
- I would like to stress the importance of...
- It is worth pointing out that...
- I would like to draw your attention to...
- I would like to call attention to...

### **Making assessment**

- The paper raises an important question...
- This method is particularly important because...
- The paper demonstrates how important it is to...
- These results / data are of principal interest.

### **Starting a conversation**

- As far as I know...
- What I have in mind is that...

### **Making remarks**

- I'd like to make a comment on...
- I would like to comment on...
- I have a point to make.

### **Provoking arguments**

- Would you agree with...?
- There seems to be some contradiction between your points of view. Does that mean you think...?

### **Asking for details / classification**

- Could you be more specific about...?
- I am not clear about...
- Could you give us / me some more facts to back that up, please?

### **Introducing opinions / attitudes**

- Well, I'd like to say that...
- What I think is...

### **Delaying an answer**

- Well, let me see...
- Well, now...

- That’s a good question...
- Oh, let me think for a moment...
- It is rather difficult to answer this question...
- It’s difficult to give you an exact answer, but...
- I’m not too sure, but...
- I’ve no idea, I’m afraid.

#### **Avoiding answering**

- I have no particular theory for this fact, but...
- I’m terribly sorry, I really don’t know.
- Actually, I don’t know...
- I’d rather not answer that, if you don’t mind.

#### **4. Act out the situation**

Your paper has been accepted by the Organizing Committee. Today you are given the floor to present your research data. The time limit is six minutes. Make your presentation.

**5. Mr Lopez is going to give a presentation of a new product to his colleagues in Cement Inc., the cement manufacturer. He has drawn up a rough plan of the presentation. The plan shows the sequence of his talk and some of the phrases he intends to use.**

#### **Introducing yourself**

- Good morning, Ladies and Gentlemen.
- We haven’t all met before, so I’d better introduce myself, I’m \_\_\_\_\_ from \_\_\_\_\_.
- I hope you’ll excuse my English. I’m a little out of practice.

#### **Preparing the audience**

- I’m going to be talking about \_\_\_\_\_.
- I’ll start with \_\_\_\_\_ and then move on to \_\_\_\_\_, finally I’m going to \_\_\_\_\_.
- I think, if you don’t mind we’ll leave questions to the end.

#### **Delivering the message**

- Firstly, ... secondly...
- This brings me to my next point...
- I must emphasize...
- At this point we must consider...
- Now, to digress for a moment...
- To go back to my earlier point...
- Finally...

### **Winding-up**

- Before closing I'd like to summarize the main points again.
- That's all I have to say for the moment...
- Thank you for listening.
- Now if there are any questions. I'll be happy to answer them.

### **Presentation**

Good morning ladies and gentlemen; we haven't all met before so I'd better introduce myself. I'm Luis Lopez from the Development Department of Cement Incorporated... I should say before we start that I hope you'll excuse my English, I'm a little out of practice... Anyway, I'm going to be talking this morning about a new product which we are planning to launch in two months' time; it's called GREENY, and it's a green cement.

Well, I'll start with the background to the product launch; and then move on to a description of the product itself; finally, I'm going to list some of the main selling points that we should emphasize in the advertising and sales campaign. I think if you don't mind, we'll leave questions to the end...

Now firstly, as you all know, we have had a gap in our cement product range for the last two years; we have been manufacturing cement products for the last ten years, but we stopped producing cement two years ago; I think we all agreed that there was room on the market for a completely new cement... Secondly, the market research indicated that more and more consumers are using cement products as mixers with sand and gravel, in other words, the market itself has expanded.

Green cement is a cementitious material that meets or exceeds the functional performance capabilities of ordinary Portland cement by incorporating and optimizing recycled materials, thereby reducing consumption of natural raw materials, water, and energy, resulting in a more sustainable construction material.

This brings me to my next point which is that we have a rather new customer-profile in mind; I must emphasize that this product is aimed at the young-professional, high-income, market and not the traditional consumer of previous cement. At this point we must consider the importance of packaging, and if you look at the video in a moment, you'll see that we have completely re-vamped the packet itself as well as the label ... Now to digress for just a moment, the more sophisticated packet means a high unit cost, and this may be a problem in the selling area, but we'll have a chance to discuss that aspect later...so...to go back to my earlier point, this is a totally new concept as far as TCement Incorporated are concerned.

Finally, let's look at the major attractions of the product. In spite of the higher price it will compete well with existing brands. The manufacturing process for green cement succeeds in reducing, and even eliminating, the production and release of damaging pollutants and greenhouse gasses.

O.K., so just before closing, I'd like to summarize my main points again... We have GREENY, aimed at a relatively new age and income group; it's designed

as cementitious material that exceeds capabilities of Portland cement by optimizing recycled materials. But it reduces damaging pollutants and gives us a real advantage in today's market... Well, that's all I have today for the moment, thank you for listening, now if there are any questions, I'll be happy to answer them...

**6. Below are some notes made by one of his colleagues. Unfortunately he has misunderstood some of Mr Lopez's points. To help correct these points, write true or false against each statement.**

1. Mr Lopez is English.
2. We are planning to launch the product next week.
3. The new product is a building mixture.
4. Cement Incorporated have not produced the cement for two years.
5. Everyone thinks there is a gap in the market.
6. Market studies prove that the market is shrinking.
7. We are aiming at a new type of consumer.
8. The package design is unchanged.
9. The design of the packaging will mean that the product is cheaper.
10. The product helps to improve the environment.

**7. Mr Lopez used his plan to help him give a presentation of a new product to his colleagues. The same type of plan and the same or similar phrases could also be used in a presentation to a customer. Use the plan below and the phrases that follow to construct a similar presentation to be given to a client.**

1. Now, to change the subject for a moment...
2. Before I finish, I'd like to run through the main points again...
3. I'll begin by describing \_\_\_\_\_, and then go on to \_\_\_\_\_, and I'll end with \_\_\_\_\_.
4. In conclusion...
5. I want to stress...
6. Good afternoon.
7. That brings me to the end of my presentation.
8. I'd like to talk about...
9. To return to the point I made earlier...
10. First, let me introduce myself; I'm \_\_\_\_\_ from \_\_\_\_\_.
11. Feel free to interrupt if you have any questions.
12. Thank you for your attention.
13. First of all... Next...
14. Please excuse my rather poor English.
15. I'd like now to return to...
16. If you have any questions, I'll be glad to answer them.
17. At this point we have to bear in mind...

While you were speaking your colleague, or your customer, may interrupt to make a point. You will have to deal with it. Look at the interruptions listed below and some possible replies. Match the reply to the interruption.

### **Interruptions**

- You haven't mentioned the price yet.
- Your product is more expensive than your competitor's.
- I'd like the exact specifications, please.
- I still don't understand the difference between the de-luxe and economy models.
- Your new model seems much heavier than the old one.

### **Replies**

- I take your point... but have you taken into account the improved durability?
- I'll be coming to that in a moment.
- You're quite right, but on the other hand our product has a number of unique design features.
- Our technical department will be able to give you an answer on that.
- Let me clarify that for you.

### **Anticipating questions**

It is a very good policy to try and anticipate questions or problems, and to deal with them before your audience raises them. Here are some examples of how you can anticipate:

- I can hear you say: why is this costly?
- I wonder why it's so expensive?
- Now, you may well ask, what does he mean by 'up-market'?
- What's 'up-market'?
- You will have noticed that I haven't given any figures.
- Where's the statistical data?
- An obvious problem at this stage is the choice of colours.
- Does it only come in black?

### **8. How would you anticipate the following questions?**

*Example:* Why is it so heavy?

An obvious problem is the weight.

1. Why is the delivery period so long?
2. What's 'top quality' specification?
3. Do the accessories have to be so expensive?
4. Why doesn't he mention the price?
5. Can he prove what he says with figures?

### **The selling process**

1. Contacting the customer (*Did you go on holiday this year? / And you will need retraining for your staff, won't you?*)
2. Social conversation (*We are using state-of-the-art technology.*)
3. Discussing customer needs (*It's rather pricey.*)
4. Presenting the product (*So we'll put you down for 5000.*)
5. Handling objections
6. Closing the sale (*Establishing follow-up and goodwill.*)

## **CONFERENCE**

### **Active vocabulary**

- a meeting / a session
- a plenary meeting / an opening ceremony
- a chairman / a chairwoman / a chairperson
- to call upon someone / to give the floor to someone
- to set up / to fix up the time limit
- to break the time limit
- to call attention to the time limit
- to stimulate discussions
- to ask somebody a question
- to call for questions
- a speaker
- to submit abstracts / to present papers / to present poster reports
- to take part in / to participate in / to attend a conference
- to take the floor
- to keep / to stick to the point
- to digress from the subject
- to have a good / poor knowledge / command of English
- to find the knowledge of English adequate / inadequate
- to find English hard to follow
- to fail to understand reports / questions in English

### ***1. Answer the questions:***

1. Have you ever participated in international conferences / symposia / congresses?
2. When did you last take part in a conference?
3. Where was the conference held?
4. What problems were considered and discussed?
5. How many participants attended the conference / session / workshop?
6. Which reports attracted general attention?
7. Whose report was of particular interest?



8. What problem did it deal with?
9. Did you read / present a paper at the conference?
10. Were you given the floor?
11. Was the time limit fixed?
12. Did you find your English sufficient / adequate to participate in the international conference?
13. Do you think you have a good / poor knowledge of English?
14. Did you find the speaker's English hard to follow?
15. Why it is necessary / important for a scientist to know foreign language?

**2. Complete the sentences with the words from the Active vocabulary:**

1. Every year conferences ... in our university.
2. This year I ... in the conference which was held ...
3. I had to ... the abstracts covering the problem of ...
4. The time limit was ... and I had ten minutes to ...
5. My report ... the problem which ... much attention.
6. Of ... interest were the reports presented by X and Y.
7. I ... in understanding English, because I find my English ...

**3. Work in pairs.**

Ask for and give information about your participation in a conference / symposium / congress.

**4. Work in groups.**

1. You are at a round-table discussion of your research, its progress and results. One person in your group is the chairman, the rest are the speakers.
2. You share your opinions about the organization of the conference, its agenda, the chairman's speech and the reports presented.

**5. Act out the situation.**

Your fellow-student has never participated in a conference. He is eager to know about your experiences. Tell him what the most difficult thing for you was and what you enjoyed the most.

## **HOW TO CHAIR THE CONFERENCE**

### **Active vocabulary**

- to give a special welcome to
- to attend the meeting
- to consider the range of subjects
- to chair the session
- to schedule something for
- to reschedule

- to cancel something
- to hold concurrently
- to promote something
- a scientific program
- a working group session
- a poster session
- a panel discussion
- an agenda
- an alternation to the agenda
- a stimulating discussion

***1. Read and practice some useful speech patterns:***

**Introducing a speaker**

- I have the great pleasure to introduce...
- Our first guest will speak on...
- And now I have the pleasure of introducing our first speaker...
- I now give the floor to...
- Our next speaker is ... who will speak about / on ...
- Now I'd like to call upon ... who is going to speak about / on ...
- And now I ask ... to make his contribution on ...
- Now I'm giving the floor to ... who will speak about / on ...

**Stimulating a discussion**

- Please feel free to ask questions and make comments.
- Any questions or comments?
- Are there any questions on X's paper?
- Does anyone want to put questions to... ?
- Any other questions?
- Do you have questions to ask?
- Who would like to comment on X's paper?
- Does anyone else want to ask a question or make a comment?
- Are there any comments on the paper?
- Are there any more comments?
- There are no more questions... Thank you.

**Ending a meeting**

- I'd like to thank you all for a stimulating discussion.
- Well, I think that covers everything.
- All the topics seem to have been exhausted.
- I think it's time we close the discussion.
- Our time is up. The discussion is closed.
- I declare the session closed.
- I think we have done a good job. Thank you all.

## 2. Act out the situation.

You are a chairman opening a Students' University Conference. To do it you are given five minutes.

### ARRANGING A MEETING

*Look at this telephone call from the sales representative to a potential new customer. Select the missing word from the list that follows the dialogue.*

Jackson: Hello, Jackson...

Gray: Good morning, Mr Jackson, this is Mike Gray from Multiscan Industries...

Jackson: Er, yes, what can I \_\_\_\_\_ for you?

Gray: Well, as you probably know, we are \_\_\_\_\_ a new \_\_\_\_\_ of high-performance microprocessors. I am going to be visiting your \_\_\_\_\_ next week and I wondered if you would be \_\_\_\_\_ in discussing these new \_\_\_\_\_ and perhaps having a \_\_\_\_\_?

Jackson: M-m-m, yes, I would certainly be interested...

Gray: Good, would Wednesday morning be \_\_\_\_\_?

Jackson: Ah, Wednesday is a bit \_\_\_\_\_; I'm tied up all day. How about Thursday?

Gray: Thursday would be fine. Can you let me have an hour or so \_\_\_\_\_ in the afternoon?

Jackson: Yes, I think that would be possible. Say, 4 o'clock?

Gray: Excellent, well, I'll look \_\_\_\_\_ to seeing you on Thursday then. Goodbye.

Jackson: Goodbye.

office	convenient	sometime	range
interested	models	difficult	forward
do	introducing	demonstration	

### Discovering needs

*Read the text and mark the customer's requirements on the following check list. Mark each point that applies.*

We need a machine that is a completely portable, small, lightweight; small enough to fit into the palm of a hand or a coat pocket, but powerful enough to compete with a full-size model. We are looking for something that is visually attractive; either a glossy finish in a bright colour, or matt-black. It's got to be tough, tough enough to stand up to constant use, and the controls must be covered

up or protected. It will have to be adaptable for use in different temperatures and with both batteries and an electrical current supply. As you know, the current varies from country to country so an adaptor plug will have to be supplied. We require a first delivery of about 5 thousand and want it as soon as possible...

portable	fixed	heavy	lightweight
small	full-size	constant use	occasional use
glossy black	matt black	glossy colour	matt colour
batteries	mains electricity	adaptor plug	light-sensitive cells
covered controls	exposed controls	different temperatures	constant temperature
5000	10000	immediate delivery	delayed delivery

Look at the text and underline the verbs used by the customer to express his requirement. The first verb to underline is **need**. Now use the underlined verbs to ask your customer about his needs.. Write down your question.

*Example:* Do you need a machine that is completely portable?

Another way of asking specific questions is to make a statement and add a question phrase at the end. If the statement is about a situation in general, you use the Present Simple tense. The question phrases used with the verb 'to be' are *isn't it? isn't he? isn't she? aren't you? aren't we? aren't they?*

*Example:* Your company is interested in export, isn't it?

You are responsible for purchasing, aren't you?

Now complete these questions:

1. Running costs are a problem, \_\_\_\_\_?
2. They are your biggest competitors, \_\_\_\_\_?
3. Seasonal fluctuation is a problem, \_\_\_\_\_?
4. Your corporate image is very important, \_\_\_\_\_?
5. We are in agreement about your needs, \_\_\_\_\_?
6. The 606 is difficult to operate, \_\_\_\_\_?
7. These new components are overpriced, \_\_\_\_\_?

If the question is about the situation in general, and the verb is not the verb 'to be', the question phrase is *doesn't it? doesn't he? doesn't she? don't you? don't we? don't they?*

*Example:* The old models sometimes malfunction, don't they?

You generally buy from Exovac, don't you?

Now complete these questions:

1. You usually use imported components, \_\_\_\_\_?
2. You sometimes have trouble with servicing, \_\_\_\_\_?
3. They sometimes deliver late, \_\_\_\_\_?
4. We always deliver on time, \_\_\_\_\_?
5. Your customers complain about the quality, \_\_\_\_\_?
6. The current model costs a lot to adapt, \_\_\_\_\_?
7. This product outsells its rivals, \_\_\_\_\_?

If you are talking about the immediate present, you use the Present Continuous tense, with the same question phrase as for the verb 'to be'.

*Example:* You are considering a change, aren't you?

They are developing a new system, aren't they?

Now complete these questions:

1. The government is imposing import restrictions, \_\_\_\_\_?
2. Some of your machines are becoming obsolete, \_\_\_\_\_?
3. Consumers are changing their buying habits, \_\_\_\_\_?
4. Your main competitor is cutting his prices, \_\_\_\_\_?
5. You are improving your retail network, \_\_\_\_\_?
6. We are working in the same field, \_\_\_\_\_.

### **Responding to customers' needs**

Below you will see some customers' requirements and some responses to the salesman. Match the response with the need in each case.

*Example:* We are looking for something that is not too fragile and not too difficult to operate.

Our product is very strong and durable and extremely simple to use.

#### Needs

1. We require supplies of these products very urgently.
2. I need some details on paper to show the technical department.
3. We have got to save money on operation costs and save time on maintenance.
4. We are not prepared to pay more than the market price.
5. We want something new.

#### Responses

1. This is the very latest design and incorporates the most up-to-date technology.
2. I think you'll find that our prices are most competitive.
3. I have all the specifications and technical data right here.
4. It is very economical to run and easy to maintain.
5. No problem. We can guarantee delivery within three weeks.

### At the trade fair

When you offer something to a client or customer, you say: *Would you like?*

*Example:* Would you like a brochure / to meet our representative / me to introduce you to our agent?

Now offer your client the following, using 'would you like'?

- free sample
- talk to / our technical specialist
- me / show you our stand
- our salesman / call on you
- demonstration
- discuss prices and terms
- us / contact your purchasing department
- see some less expensive models
- catalogue
- leave your company name and address with us

Tell the customer using *Would you like...*

*Example:* Offer him a free sample. – Would you like a free sample?

1. Offer him a free trial. – \_\_\_\_\_
2. Ask him if he'd like to visit our factory. – \_\_\_\_\_
3. Offer her a free demonstration tomorrow morning, – \_\_\_\_\_
4. Offer to send his head office a price list. – \_\_\_\_\_
5. Ask him if he'd like to discuss performance guarantees. – \_\_\_\_\_
6. Offer to talk to the local agent about reciprocal trading, – \_\_\_\_\_
7. Offer him help with staff re-training. – \_\_\_\_\_

### Closing the sale

When we are talking about conditions we often use sentences made up of two parts. In one part we use the word 'if' with the Present Simple tense; in the other part we use the Future tense with 'will'.

*Example:* If you settle promptly, we will give you a 5% discount.

If you have any problems, our local agent will handle them.

Practise making sentences like these from the phrases below.

*Example:* agree to our terms / arrange free delivery for 3 months

If you agree to our terms, we will arrange free delivery for three months.

- pay in hard currency / guarantee no price increase for 18 months
- take over 2000 units / grant you a discount
- place a regular order / send you the first consignment free of charge
- give us all your business / offer you a buy-back facility
- share the advertising costs / assist you in promoting the product

## Future relations

*Look at the conversation between Mr Dipak and Mr Svage and fill in the gaps with the phrases listed below.*

Dipak: Well, that takes care of the financial details.

Savage: Yes, I think so, I'll complete the order form on your behalf and our Accounts department will send a pro forma invoice \_\_\_\_\_.

Dipak: Well, I think that's everything; it's been an interesting meeting ...

Savage: Yes, indeed. Now, regarding \_\_\_\_\_. I'll arrange for our service department to contact your technical people to agree a timetable for inspection and maintenance visits.

Dipak: Will you be coming to see us yourself?

Savage: Well, I expect to be visiting your country \_\_\_\_\_, but \_\_\_\_\_, I'll make sure our local agent calls in \_\_\_\_\_. We will send you a \_\_\_\_\_ and details of any \_\_\_\_\_ direct from head office.

Dipak: Fine, fine...

Savage: Well, it's been a pleasure doing business with you and I look forward To seeing you again \_\_\_\_\_.

- product-range update
- in due course
- after-sales service
- price movements
- from time to time
- in the meantime
- in the very near future
- on a regular basis

*Look at the phrases above. Match the explanation to the phrase.*

- very soon
- follow-up maintenance, replacement or repairs
- every week or every month or every three months
- now and again
- while we are waiting
- price increases or cuts
- changes in the products available
- at the proper time

## Тема 2. Презентация результатов профессиональной и научной деятельности

### Making requests

When you ask permission to do something, start your question with **May I ...?**

*Example:* May I see the warehouse?

When you want *someone else* to do something, start your question with **Could you ...?**

*Example:* Could you show me the computer?

*Mr Olsen is visiting the Petrochemical Production Centre of Magnochem; the production supervisor, Mr Pettit, is showing him around. Mr Olsen has made a note of some of the things he wants to do. Look at the entries in the notebook and ask Mr Pettit's permission using **May I ...?***

*Example:* visit / loading bay

May I visit the loading bay?

1. visit / recycling unit
2. talk / plant manager
3. look round / crystallization plant
4. see / product samples
5. examine / new pumps

*Mr Olsen has also made a note of some things he would like Mr Pettit to do. Turn the notes into requests, using **Could you ...?***

*Example:* toolroom / show me

Could you show me the toolroom?

6. computer room – show me
7. inspection system – describe
8. separation process – explain
9. meeting / production director – arrange
10. storage area – take me round.

### Dealing with requests

If the answer to a request is 'yes', you can say:

- Certainly!
- With pleasure!
- Of course!
- Right away!

If the answer is 'no', you must be polite:

- I'm afraid that is not possible.



– I'm afraid Mrs Kennedy is not available.

*Now complete the dialogue:*

Visitor: Could you show me the production line?

You: (Yes!)

Visitor: May I visit the dispatch department?

You: (Yes!)

Visitor: Could you arrange a meeting with the Chief Engineer?

You: (No!)

Visitor: May I see your production schedules?

You: (Yes!)

Visitor: May I go inside the cooling unit?

You: (No!)

Visitor: Could you tell me where the toilets are?

You: (Yes!)

Visitor: Could I bring a group of people to visit the plant?

You: (No!)

### **Talking about schedules**

To talk about something that generally happens, we use the Present Simple tense. When we talk about something that is happening now, or in the real present, we use the Present Continuous tense. We make this tense with the verb 'to be' and the '-ing' form of the main verb.

*Example:* We generally run at 88% of our capacity, but at the moment we are running at 91%.

*Complete the following sentences with the correct tenses.*

1. We never \_\_\_\_\_ 100% efficiency, but this month we \_\_\_\_\_ for 98%. (get / aim)
2. Although we generally \_\_\_\_\_ good results, we \_\_\_\_\_ with a new loading system. (get / experiment)
3. At the moment we \_\_\_\_\_ to balance the plant load, although we always \_\_\_\_\_ some machines. (try / under-utilize)
4. Because we constantly \_\_\_\_\_ from stoppages, we \_\_\_\_\_ a completely new system. (suffer / adopt)
5. Our experts \_\_\_\_\_ currently \_\_\_\_\_ the efficiency of the machines that we most often \_\_\_\_\_. (measure / rely on)
6. We occasionally \_\_\_\_\_ problems with overloads, so this month we \_\_\_\_\_ the job sequence. (have / change)
7. At present the sales department \_\_\_\_\_ a list of priorities for the jobs we \_\_\_\_\_ regularly. (prepare / perform)
8. The machines rarely \_\_\_\_\_, but the welding machine \_\_\_\_\_ today. (malfunction / malfunction)

### **The department's performance**

Mr Vennonen, the company's Public Relations Assistant, is interviewing the Production Supervisor for an article on productivity for the company newsletter.

Well, I can give you a few figures which may help you – for example, we run our machines at 150 hours per week at a throughput of 44 units per hour. On average we produce 355 finished articles per shift. So weekly output is over 6,500 units. Our machine utilization is very good – an average of 86.5%, that is, 9% better than the average for last year.

Every month we have supervision and maintenance costs of about \$22,000 and total monthly production costs average out at \$68,000. Nevertheless, last month we had a profit of \$104,000 which is 6.3% up on the previous month.

*Mr Vennonen's boss, the company Public Relations Officer, is asking questions about production. Answer his questions, just give the figures.*

*Example: What's their throughput per hour?*

Forty-four units.

Boss: O.K., tell me; how many articles do they produce per shift?

You: \_\_\_\_\_

Boss: How many a week is that?

You: \_\_\_\_\_

Boss: I see, what is their machine utilization?

You: \_\_\_\_\_

Boss: M-m-m O.K., what is the weekly machine running time?

You: \_\_\_\_\_

Boss: What was their profit last month?

You: \_\_\_\_\_

Boss: What sort of increase does that represent over the month before?

You: \_\_\_\_\_

Boss: I see, now about monthly production costs; what is the average total?

You: \_\_\_\_\_

Boss: Good, and finally, how high are their monthly supervision and maintenance costs?

You: \_\_\_\_\_

Boss: Fine. Thank you.

### **Talking about purchasing**

*The Purchasing Manager is talking about his job. Read this account and fill the gaps with words from the list below.*

I am in charge of \_\_\_\_\_, and it is my \_\_\_\_\_ to monitor the \_\_\_\_\_, as well as \_\_\_\_\_ with other departments within our \_\_\_\_\_,

such as the \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ departments. I have to decide which \_\_\_\_\_ to buy \_\_\_\_\_ and components from, depending on \_\_\_\_\_, quality and service. I also have to make the \_\_\_\_\_ decision, in other words whether to manufacture a \_\_\_\_\_ or component ourselves, or to \_\_\_\_\_ from an outside \_\_\_\_\_.

*make-or-buy / parts / responsibility / source / price / raw materials / liaise / buy in / purchasing / market / company / quality control / accounts / supplier / marketing / stock control*

### **Purchasing terminology**

*The Purchasing Manager is still talking; try to match the underlined words and phrases with the explanations below.*

Sometimes we operate a sole supplier contract (1) whereby we use only one supplier for a fixed period. Generally, however, we prefer to use a large number of suppliers (2) from our approved suppliers' list. We usually place single orders at a negotiated price (3), but sometimes we get involved in advance orders at a fixed price (4) for certain commodities.

Apart from ordering, I have to put out orders for tender (5), arrange reciprocal trading (6) and maintain our own company's reputation (7) in the marketplace.

- a) multiple sourcing
- b) standing
- c) return contracts
- d) buying forward / speculative buying
- e) spot orders
- f) single sourcing
- g) encourage competitive bids

*Can you match these phrases with the explanations below?*

1. I'm sorry, but these prices are still *out of line* with your competitors' prices.
2. We're only *passing on* the increases which we have to pay.
3. But these prices are *over the top*.
4. Sorry, but we can't *cut* them any further.

- a) excessively high
- b) reduce
- c) transferring to the customer
- d) higher than

### Departmental functions

**Quality control:** raw material control, component control, product control, machines control, process control, specifications testing.

**Inventory control:** raw materials, components, work in progress, finished goods, safety stocks, stock records, spare parts, re-ordering, storage.

**Maintenance:** repair, lubrication, cleaning, replacement, modification, servicing.

**Despatch (goods outward):** loading, routing, backloading, transport, shipment, delivery.

*Complete the statements below by choosing the best alternative answer. Be careful: there may be two acceptable answers.*

1. The dispatch department is also known as  
a) warehousing                      b) goods outward                      c) goods inward
2. Inventory control could also be described as  
a) stock control                      b) materials control                      c) quality control
3. Moving finished goods to depots, wholesalers, or customers is the job of  
a) quality control,                      b) maintenance                      c) despatch
4. One of the main responsibilities of inventory control is to  
a) repair machines                      b) maintain stock levels                      c) check products for defects
5. Machines require periodic overhauls by  
a) maintenance engineers                      b) quality control experts                      c) dispatch supervisors
6. The Quality Control department has to  
a) carry out                      b) carry over                      c) carry off  
inspection of products and processes.
7. Lubrication, cleaning and servicing of machines is performed in order to  
a) cause breakdowns                      b) cause stoppages                      c) prevent breakdowns
8. Safety stocks are maintained in case of  
a) overstocking                      b) delivery problems                      c) storage problems
9. Routing and backloading (filling empty vehicles on return journeys) are important for maximum  
a) economy                      b) efficiency                      c) difficulty
10. Future costs, prevention costs and appraisal costs (inspection costs) must be  
a) maximized                      b) maintained                      c) minimized

### Тема 3. Эффективная письменная коммуникация. Подготовка научной документации

Writing a research paper takes a lot of time and effort. It demands a thorough knowledge not only of the subject you are writing about, but also of the strategies for generating, verifying, substantiating and proving ideas. It is necessary to follow the structure, style, format and layout of the paper. The following guidelines will help you by providing a step-by-step explanation of the research-writing process.

#### **GATHERING DATA AND WRITING SUMMARY NOTES**

When reading papers written by other authors on the subject that is of interest to you, you must write summary notes. There are two kinds of summary notes.

A *summary* condenses into a brief note the key ideas of a source. It is a concise description of the material without a lot of concern for details. Summary notes are very helpful when you deal with references to source materials, statistical data and all kinds of facts on your specific topic.

A *precis* is a polished summary that in a few words expresses the key ideas of an entire paragraph, section, or chapter. Writing a *precis* proves to be very helpful when you review an article, a book or produce an abstract. To produce a *precis*, condense the original piece of writing, reducing a paragraph into a sentence, an article into a brief paragraph, a book into a page. Preserve the tone and moods of the original (serious, skeptical, doubtful), do not take material out of context. Always locate the source of your material.

*Do you ever write summary notes? If not, are you going to start? Write a precis of a paper using the instructions given above.*

#### **ORGANIZING IDEAS**

Most papers in various scientific disciplines have a similar organization pattern – Introduction, Body and Conclusion. Research papers based on experiments would include Introduction, Method, Results, Discussion / Conclusions.

When you write a research paper observe the following instructions:

**Introduction:** identify the subject of your research and narrow it to a specific topic, provide background information, state the problem and the hypothesis of research, provide theoretical basics of the study, formulate the thesis statement / sentence.

**Method:** describe the subjects / participants of your study, the apparatus and equipment used, the procedure followed.

**Results:** report on your findings, support them with statistical data, diagrams, graphs, tables and figures, note whether your findings are consistent with the advanced hypothesis.

**Discussion / Conclusions:** evaluate and interpret the results obtained, make inferences from the results, discuss the implications of your findings. You can end your paper with some reflections about the topic discussed, some suggestions for further research.

*When you start writing a paper, will you follow the instructions given above? Will you eliminate or add new elements? Have you consulted your thesis supervisor on this issue? If not, are you going to discuss it with him / her?*

## **WRITING THE PAPER: STRUCTURE, LINGUISTICS AND STYLE**

A research paper has physical and structural characteristics. The physical characteristics consist of the title, the introduction, the main body parts and conclusion, which you write in indented paragraphs.

### **The title**

When you start reading a research paper, its title is perhaps the most important part, because the key words in the title help you make a decision whether the paper is of interest for you or not. Thus the title should not be very long and general, but rather specific.

The title should always be relevant to the problem studied, and fit the paper. It should provide code words which identify the main points of research.

*Look through the journals on the subject of your research and find the titles of papers that fit the requirements discussed above. Write down several titles for your paper, discuss them with your fellow-students and choose the best one.*

### **Introduction**

When you write the introduction, you begin with a broad statement relating to the subject of research and narrow it down to specifics, namely the thesis statement / sentence of the whole paper. It is usually a single declarative sentence, the assertion you make about the main points of your study. The thesis statement helps both the writer and the reader. For the writer, it provides a definite framework to follow in the rest of the paper. For the reader, it provides a guide for a clear understanding of what to expect from the rest of the paper. Express your thesis statement at the end of the introduction.

*Think over and write a thesis sentence for your paper. Show it to your fellow-students. Let them figure out what the subject and the reason for your research are.*

### **Body**

The body of the paper should provide evidence in support of the thesis sentence, each paragraph explaining one and only one aspect of the thesis. Begin each

paragraph with a statement of the key idea in one sentence, which is called the *topic sentence*, and explain or support it with details and evidence. There are several ways of supporting the key idea and developing paragraphs – by describing, classifying, providing statistical data and scientific evidence, analyzing causes and effects, comparing and contrasting. The strategies are determined by the point you want to make and the kind of information you have to work with.

### Conclusion

The conclusion can be a summary of the introduction and the developmental paragraphs of the body parts, which is usually done from specific to general – this study to larger implications. But more importantly it should express your judgment on the research performed and the results obtained, explain the findings and / or make suggestions for further investigation.

\*\*\*

Structurally, a paper should have unity and coherence. Unity gives the writing single vision, and coherence connects the parts. Your paper has unity when it talks about one topic, step by step exploring it in depth. Your paper is coherent if all its parts fit together, talk about the same topic, re connected logically and flow smoothly from one to the other. To obtain this effect use cohesive devices.

*Cohesive devices* help readers follow a writer's train of thought by connecting key words and phrases through a paper. Among such devices are pronoun references, same-word repetition, synonym repetition, sentence-structure repetition, collocations. *Transition words* serve as a bridge, connecting one paragraph with another. Transitions help readers anticipate how the next paragraph or sentence will affect the meaning of what they have just read:

*also, besides, furthermore, in addition* – to add more thought;

*first, next, finally, later, afterwards, in front, beyond* – to arrange ideas in order, time or space;

*but, still, yet, however, on the other hand, nevertheless* – to connect two contrasting ideas;

*for example, in other words* – to add an illustration or explanation;

*in short, in brief, to sum up* – to summarize several ideas.

### List of phrases used in writing the introduction:

- During the past decade there has been increasing research into...
- In some theoretical studies...
- ...were able to provide a fully generalized, compact simultaneous solution to...
- In particular, they employed ... for...
- ... is an important and common problem.
- It has become a canonical problem in the study of ..., providing a valuable test for simulation methods or theoretical models.

- In the previous paper ... we used a specific model for ,...
- The paper examines a method for ...
- Earlier descriptions of the ... assumed that ...
- However, detailed experimental studies of ... indicate that...
- The most rigorous treatments available are restricted to the ...
- Accordingly, we suggest that...
- To date a number of different interpolation techniques have been used in ...
- Several techniques have been used to investigate...

**To make a brief review of related literature:**

- There is a wide body of literature which suggests that...
- ... effects have received much attention.
- There were the limited number of studies conducted on...
- The listings of the program may be found in ...
- Examples are given in...
- Extensive field studies were undertaken by the scientists at...

**To justify the need for your investigation:**

- Thus heat transfer regime has received little attention...
- It is therefore important to establish the...
- Studies on the ... process have been and still are of interest because of the...
- In spite of significant recent advancement in the fundamental understanding of ... several important aspects of the ... still remain controversial.
- ... investigations have been proved very valuable in ... but they do not give a complete picture of..., since they eliminate...
- Most of the above investigations concentrated on the general effects of ... and did not look carefully at the...
- There is still lack of knowledge of... Much further research is needed to understand...
- There is still no complete knowledge of ...
- There are still many gaps in our knowledge of the problems of...
- We still know very little about the origin of ...

**To state the purpose of the research:**

- The objective of this study is...
- ...is the primary purpose of the paper.
- The aim of this paper is to investigate the,...

**List of phrases used in writing the body of the paper:**

Methods and Techniques

- The experiments were performed at...



- The experimental set-up included...
- Two array configurations were used.
- The measurements ... were conducted using...
- The main experimental configuration is presented in Fig.1.
- The simulation starts with...
- The instrumentation and general arrangements were those described previously...
- All the experiments were carried out using a...
- The experimental work roll is fitted with an array of..., as shown schematically in Fig. ...
- The direct problem is solved using ... method.
- The following procedure is used to determine...
- Fig.3 summarizes the direct model and inverse approach.
- At any given time... the inverse algorithm determines...
- ... was verified by measuring the... at various axial locations.
- The device was similar in concept to that described by...
- The probe itself consisted of...
- ... was recorded by the computer for a set sampling rate and time.
- The outside diameter of the tube is taken to be...
- ... under steady state conditions.

#### Results

- The results of ... numerical calculations are shown in...
- Results indicated that...
- A schematic diagram of the system is shown in Fig.1.
- Charts / Tables / Figures show...
- From the graph it can be seen that there is good agreement between experiment and theory for...
- The data cover a wide range of ... dimensions and operating conditions.
- When the same data in Fig. ... were compared to...
- As shown in Fig., the discrepancy between equation and the data is as much as...
- The present correlation is in good agreement with most data.
- We can make several observations.
- Prior to applying the inverse procedure to experimental results...
- Two observations can be made for these plots.
- Fig.6 shows a scatter plot of...
- Table 4 summarizes the results...
- Results of the ... are presented in...
- As expected, the ... errors decrease with ... more rapidly.
- The fact that the ... errors are larger than the ... errors suggest one of two things...
- Similar observations can be made about the behavior of the mean errors.

- In general, there is no significant qualitative difference between the... and ... cases.
- The data are plotted in logarithmic form, for ease of comparison with... paper.
- From Fig.10 it is estimated that...
- On the basis of these results it can be observed that...

### **List of phrases used in writing the discussion / conclusion:**

- This research has attempted to...
- The original assumption was that...
- The findings of ...suggest that... is appropriate to...
- Analogous results hold for...
- One reason could be that...
- These results could be explained by assuming that...
- It is unlikely that...
- These findings suggest / imply / provide evidence that...
- Detailed understanding of... is still lacking...
- The method becomes even more efficient for the ...case.
- From a computational viewpoint...
- More significant though is the relative ease of implementing the... model involving...
- In this context, these results are the same as those obtained from the... method.
- The methods described here have more general application...
- It was observed that... does not have a significant effect on the performance of the ... equations.
- The principal results and findings are as follows...
- Analyses of experimental data obtained during... demonstrate that the inverse procedure is capable of accurately predicting measured ... over significant periods of time.
- The results from... were compared with results from...
- The model will be useful in the analysis of ...processes.
- A significant advantage of this theory is that...
- It should be noted that the results recorded here are very preliminary.
- Finally, an important conclusion follows from...
- It is a logical consequence of the fact that...
- It would be interesting to...
- Much further research is needed in the area of...

### **Proofreading the paper**

If you write your paper by hand, always type the final manuscript, paying special attention to the format and layout of your paper (margins, spacing, arrangement of the text) and then proofread it. Read the paper several times to detect

and correct all possible types of errors. A computer can be very helpful with checking the spelling, grammar, and style.

Double-check in-text citations to be certain that each one is correct and that each source is listed in the “Works Cited” or “References” page at the end of the paper.

### **Acknowledging sources**

After writing your paper, you should list your reference materials to give credit to those sources, and to enable readers to consult the sources for further information. You can label this page “Works / Sources Cited”, “Bibliography”, or “References” depending on the character of items included – all works related to the subject or only those quoted; printed works as well as non-print items, e.g., speeches. Although there is no universally agreed-upon system for acknowledging sources, first, write down name of author, next, title of publication, and then publication source, date, and page. Alphabetize the entries according to the author’s last name.

### **An abstract**

An abstract is a brief description of the paper. It summarizes the basic ideas developed in the paper. The abstract, as well as the title, helps readers decide to read or to skip the paper. Therefore, it should be accurate, concise, specific, objective and self-contained.

As a rule, the abstract is placed at the beginning of the paper, below the title. It is written last, when the final version of the paper is produced.

Providing an abstract in English will give your work a much higher profile outside your own country and make it much more accessible to international workers in the same field.

There are two types of abstracts: informational and descriptive.

*Informational abstracts*, which usually follow a similar order to a scientific paper:

1. Provide communicative contents of reports.
2. Include purpose, methods, scope, results, conclusions, and recommendations.
3. Highlight essential points.
4. Are short – from a paragraph to a page, depending upon the length of the report (10% or less of the report).
5. Allow readers to decide whether they want to read the report.

*Descriptive abstracts*, which describe the publication itself (surveys, review articles, book chapters), rather than report particular findings:

1. Tell what the report contains.
2. Include purpose, methods, scope, but not results, conclusions, and recommendations.
3. Are always very short – usually less than 100 words.

4. Introduce subject to the readers, who must then read the report to learn / study results.

Whichever type of abstract you write, follow the suggestions given below:

- Do not repeat the information given in title.
- Do not include in the abstract any facts or ideas that are not in the text; eliminate unnecessary background information.
- Decide the degree of detail you include (especially for informational abstracts).
- Use direct, straightforward English; reduce wordy phrases; avoid jargon.
- Use the past tense when describing what was done.
- Finally, revise the opening statement to emphasize the new information contained in the paper.

**List of phrases used in writing an abstract:**

- A quantitative model is presented...
- It is shown that imaging effects are...
- The present model shows that...
- An upper bound of between... and ... is established for...
- By examining inherent structures for... it becomes clear that...
- ... are shown to have higher / lower indices than ... and to exceed conventional bounds.
- ...were observed and studied under... conditions.

*Read the paper you have written. Choose the most appropriate strategies, words and phrases given above to write an abstract of your paper. Was it easy to do? Explain why or why not?*

## ЗАКЛЮЧЕНИЕ

В условиях более плотного сотрудничества с зарубежными государствами иностранный язык становится все более востребованным. Он используется на деловых встречах, конференциях, для официальной переписки. Будущие профессионалы должны знать не только непосредственно иностранный язык, но и всю специфическую терминологию делового и профессионально ориентированного иностранного языка.

Профильный характер материала, на основе которого построены все тексты и задания учебно-методического пособия к практическим занятиям, способствует формированию и развитию у студентов словарного запаса на иностранном (английском) языке по строительной тематике; навыков чтения деловой корреспонденции с целью поиска необходимой информации, перевода деловой корреспонденции с русского языка на английский, составления различных видов писем для ведения переписки.

Представленное учебно-методическое пособие к практическим занятиям способствует совершенствованию исходного уровня владения иностранным языком и достижению не только базового, но и продвинутого уровня коммуникативной компетенции для практического применения иностранного языка в профессиональной деятельности по направлению подготовки 08.03.01 «Строительство» и дальнейшего самообразования.

Языковой материал, положенный в основу учебно-методического пособия к практическим занятиям, готовит студентов к составлению различного рода деловой корреспонденции и документации: написанию резюме, автобиографии, официальных писем запросов, заказов, предложений, напоминаний, рекламаций, подтверждений как в традиционном бумажном, так и в электронном виде.

Использование данного учебно-методического пособия к практическим занятиям диктуется целями и задачами современного обучения иностранному языку, а именно – формирование навыка профессиональной готовности на иностранном языке. Оригинальный текстовый материал методических указаний носит профессионально-направленный характер и способствует формированию профессиональной мотивации будущего строителя.

Авторы надеются, что предложенное учебно-методическое пособие к практическим занятиям окажет реальную помощь не только студентам, но и выпускникам в плане коммуникации в сфере профессиональной деятельности.

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**АНГЛИЙСКИЙ ЯЗЫК**

Учебно-методическое пособие  
к практическим занятиям  
по направлению подготовки 08.03.01 «Строительство»

**В авторской редакции**  
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