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Нуртаева Ж.Ж.**

Учебное пособие по курсу

ДЕЛОВОЙ ИНОСТРАННЫЙ ЯЗЫК

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Целью данного пособия «Деловой иностранный язык» является формирование у студентов лингвистической и коммуникативной компетенции, которые предусматривают способность воспринимать и порождать иноязычную речь и осуществлять свое языковое и речевое поведение в соответствии с особенностями устного и письменного делового общения.

Пособие содержит комплекс заданий по определенной тематике, направленных на развитие всех видов речевой деятельности обучающихся. Предназначено для студентов, обучающихся по направлению «Иностранный язык».

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ВВЕДЕНИЕ

Учебное пособие «Деловой иностранный язык», разработанное преподавателями кафедры филологии УО «Alikhan Bokeikhan University» предназначено для студентов 2 курса ОП «Английский язык с дополнительным изучением второго иностранного языка (немецкий, турецкий)».

Настоящее учебное пособие направлено на развитие навыков чтения и перевода литературы общей тематики, текстов по деловому английскому языку, закрепление и углубление полученных знаний и навыков.

Цель данного учебного пособия – ознакомить студентов с особенностями межкультурной коммуникации и изложить некоторые практические рекомендации по ведению деловой переписки и общению с зарубежными партнерами.

Данное пособие содержит 4 модуля, которые включают такие темы, как: деловая переписка, составление резюме, собеседование при трудоустройстве, структура компании, телефонный разговор, деловой этикет, а также разнообразные практические упражнения по культуре делового общения. Тексты снабжены заданиями для развития коммуникативных навыков, а также навыков работы с текстом, аннотирования и поиска информации.

Пособие содержит тексты для перевода и пересказа, различные задания и упражнения к текстам для закрепления пройденной темы, после каждой темы даны методические указания для выполнения заданий. В конце пособия дан терминологический словарь.

Терминологический словарь содержит основные термины, встречающиеся в текстах деловой и профессиональной направленности.

UNIT 1 «ENGLISH IN THE SPHERE OF BUSINESS-COMMUNICATION»

Theme 1: Features of oral communication

Main points:

1. Official style of oral communication.
2. Lexical features: addresses such as: sir, madam, ladies and gentlemen.
3. Grammatical features: more complex forms of inducements, requests, invitations; the presence of introductory phrases that soften the categorical statement or refusal.
4. Conversational communication formulas and other means of communication. Knowledge of technologies for developing understanding of spoken speech. Structure of oral presentations. The Internet as a new form of "oral-written" communication.

Tasks: Working with text

1. Examine following information

Making Oral Presentations

The material of your presentation **should be concise**, to the point and tell an interesting story. In addition to the **obvious** things like content and visual aids, the following are just as important as the audience will be **subconsciously** taking them in:

Your voice – how you say it is as important as *what* you say.

Body language – a subject in its own right and something about which much has been written and said. In essence, your body movements express what your attitudes and thoughts *really* are.

Appearance – first impressions influence the audience's attitudes to you. Dress appropriately for the occasion.

As with most personal skills *oral communication cannot be taught*. Instructors can only point the way. So as always, *practice is essential*, both to improve your skills generally and also to make the best of each individual presentation you make

Preparation. Prepare the structure of the talk carefully and logically, just as you would for a written report. What are:

- the objectives of the talk?
- the main points you want to make?

Make a list of these two things as your starting point.

Write out the presentation in rough, just like a first draft of a written report. Review the draft. You will find things that are irrelevant or superfluous – delete them. Check if the story is consistent and flows smoothly. If there are things you can-not easily express, possibly because of doubt about your understanding, it is better to leave them unsaid.

Never read from a script. It is also unwise to have the talk written out in detail as a prompt sheet – the chances are you will not locate the thing you want to say amongst all the other text. You should know most of what you want to say – if you don't then you should not be giving the talk! So prepare **cue cards** which have key words and phrases (and possibly sketches) on them. Postcards are ideal for this. **Don't forget to number the cards** in case you drop them.

Remember to mark on your cards the visual aids that go with them so that the right OHP or slide is shown at the right time

Rehearse your presentation – to yourself at first and then in front of some col-leagues. The initial rehearsal should consider how the words and the sequence of vis-ual aids go together. How will you make effective use of your visual aids?

Making the presentation. Greet the audience (for example, 'Good morning, la-dies and gentlemen'), and tell them who you are. Good presentations then follow this formula:

- tell the audience what you are going to tell them,
- then tell them,
- at the end tell them what you have told them.

Keep to the time allowed. If you can, keep it short. It's better to under-run than over-run. As a rule of thumb, allow 2 minutes for each *general* overhead transparency or Powerpoint slide you use, but longer for any that you want to use for developing specific points. 35mm slides are generally used more sparingly and stay on the screen longer. However, the audience will get bored with something on the screen for more than 5 minutes, especially if you are not actively talking about it. So switch the dis-play off, or replace the slide with some form of 'wallpaper' such as a company logo.

Stick to the plan for the presentation, don't be tempted to digress – you will eat up time and could end up in a dead-end with no escape!

Unless explicitly told not to, leave time for discussion – 5 minutes is sufficient to allow clarification of points. The session chairman may extend this if the question-ing becomes interesting.

At the end of your presentation ask if there are any questions – avoid being terse when you do this as the audience may find it intimidating (ie it may come across as *any questions? – if there are, it shows you were not paying attention*). If

questions are slow in coming, you can start things off by asking a question of the audience – so have one prepared.

Delivery. Speak clearly. Don't shout or whisper – judge the acoustics of the room.

Don't rush, or talk deliberately slowly. Be natural – although not conversational.

Deliberately pause at key points – this has the effect of emphasising the importance of a particular point you are making.

Avoid jokes – always disastrous unless you are a natural expert. To make the presentation interesting, change your delivery, but not to obviously, e.g.:

- speed;
- pitch of voice.

Use your hands to emphasize points but don't indulge in too much hand waving. People can, over time, develop irritating habits. Ask colleagues occasionally what they think of your style.

Look at the audience as much as possible, but don't fix on an individual – it can be intimidating. Pitch your presentation towards the back of the audience, especially in larger rooms.

Don't face the display screen behind you and talk to it. Avoid moving about too much. Pacing up and down can unnerve the audience, although some animation is desirable.

Keep an eye on the audience's body language. Know when to stop and also when to cut out a piece of the presentation.

Visual Aids. Visual aids significantly improve the interest of a presentation. However, they must be relevant to what you want to say. A careless design or use of a slide can simply get in the way of the presentation. What you use depends on the type of talk you are giving. Here are some possibilities:

- Overhead projection transparencies (OHPs);
- 35mm slides;
- Computer projection: PowerPoint, applications such as Excel, etc.;
- Video, and film;
- Real objects – either handled from the speaker's bench or passed around;
- Flip-chart or blackboard – possibly used as a 'scratch-pad' to expand on a point.

Keep it simple though – a complex set of hardware can result in confusion for speaker and audience. Slides and OHPs should contain the minimum information necessary. To do otherwise risks making the slide unreadable or will

divert your audience's attention so that they spend time reading the slide rather than listening to you.

Methodological recommendations:

1. Read and translate the text. Pay attention to the essential vocabulary, word combinations and phrases as well as proper use of grammar while doing the tasks.
2. Rewrite the words from the text in bold type, give their equivalents in Kazakh or Russian (as you like) and make up your own sentences with them
3. Make up the plan of the text and prepare retell it
4. Answer the question:
 - 1) What is English in Business Communication?
 - 2) 2. The differences between written and spoken English.
 - 3) 3. Should you be writing or speaking to the person concerned?
 - 4) The difference between the purpose of your communication and what you want to achieve.
 - 5) Reasons why we may need to communicate with others in a business setting.
5. Make up oral presentation about yourself using recommendations from the given text

Theme 2: Features of written communication

Main points:

1. Official style of written communication.
2. Lexical aspect: thematic vocabulary; abundance of abstract verbs and nouns with suffixes - Suffixes -ate, -ize, -tion, -ment, -ship; use of short words with an amorphous semantic structure.
3. Grammatical aspect: the use of all the structural and semantic types of predicates in the language; complex syntax; long attribute chains before nouns; the presence of introductory phrases.
4. Strategies for perception, analysis, and creation of written texts of various types genres, keeping a record (synopsis) of the main facts and thoughts (from audio, video recordings, reading texts), theses of an oral presentation/lecture, written report, written presentation design.

Task 2. Read and understand the text

Communication

Disciplinary Roots of Communication Research

The importance of communication in human affairs was recognized at the dawn of scholarly inquiry, when Plato, Aristotle, and Isocrates undertook major treatises on its role in politics, the courts, and epistemology. Its importance is no less evident today in the renewed attention to communication processes recently undertaken by many social sciences, as they attempt to understand the impact of communication technologies on their own practices, as well as the effects on other individuals, their relationships, institutions, and society.

Communication today is a broad discipline, including scholars from academic departments of Communication, Speech Communication, and Mass Communication, as well as groups in Information Systems, Library Science, Management, and Family Studies. Communication research employs a wide range of methodologies, including all types of quantitative and qualitative social scientific research methods, mathematical modeling, simulation, and rhetorical and discourse analysis. The field has also developed methods uniquely suited to its

subject matter, such as content analysis, semantic network analysis, nonverbal communication analyses, and phase mapping for the study of communication processes over time. Communication inquiries range from the development of general and abstract theories on how communication figures in social change, to middle-range research on topics such as the impact of the Internet on interpersonal relationships, to applied research on questions such as how communication promotes learning in both physical and "virtual" classrooms. Significant areas of communication research include:

- interpersonal communication
- nonverbal communication
- persuasion and social influence
- group communication
- organizational communication
- communication networks
- mediated communication
- communication technology and media studies
- health communication
- family communication
- instructional communication
- legal communication
- communication and public policy

The field of communication has important interdisciplinary connections as well. Communication scholars from discipline-based departments have conducted major research projects with colleagues from the fields of psychology, sociology, information systems, journalism, medicine, political science, and linguistics. Some of these projects have brought multiple perspectives to bear on communication phenomena such as the impact of media on adolescent health. Communication scholars have contributed their unique view of social processes to phenomena centered in another field, for example, the analysis of the role of communication in urban decision-making. As the common currency of human life, communication is often an integrating factor in interdisciplinary inquiries.

What distinguishes communication research from other, similar approaches to social behavior? Often there is considerable overlap, and there is a healthy exchange between communication research scholarship and that of other disciplines. Yet, while communication outcomes are influenced by a host of psychological and sociological factors that set the stage for interaction (e.g.,

personality, goals, social skills, contextual and relational norms), the influences of these factors frequently pale in comparison to actual communication dynamics, once people commence interaction. For ex-ample, cognitive factors are likely to exert their strongest influence early in conversations and to diminish in importance as the interaction proceeds, as communicators ad-just to ongoing conversational behavior. Thus, a focus on *messages* and *patterns of messages* is essential to understanding the consequences of human interaction and the relationship between what precedes and follows from it.

Unlike most other social sciences, the field of communication has industries closely associated with it. The media and telecommunications industries – two of the most important and fastest growing sectors of the economy in the late 20th and early 21st centuries – have radically reshaped traditional patterns of social interaction, work, politics, and economic activity. They have contributed greatly to the increased pace of change and to the globalization that promise to be dominant themes of the 21st century. The interactions between industry and communication researchers suggest significant research questions and provide grounding for many subjects of inquiry.

The discipline of communication – grounded in a rich and ever-expanding intellectual tradition, generating a wide range of disciplinary and interdisciplinary re-search, and engaged with major industries – is dedicated to addressing critical social needs and improving lives through basic and applied research.

Theories of Communication

A message may move from the sender through the media to the receiver with-out necessarily *conveying ideas* and getting them accepted. Yet ideas do get accepted, and there are several theories about how this is done.

The *two-step flow theory* assumes that there is a definite group of "opinion leaders" who get information from the media, analyze and interpret it, and then pass it along to the public. The theory fails due to the fact that no permanent group of people serves as opinion leaders on all subjects.

The *multistep flow theory* holds that there are opinion leaders on many different subjects and that they have varying degrees of influence.

The *opinion group theory* is fairly well accepted. It recognizes opinion leaders but does not assume that they are the sole influence on the formation of public opinion. The basic *emphasis* is on the function of discussion in crystallizing opinion. People of similar interests discuss mutual problems and arrive at common conclusions. People try to conform to group opinion and to avoid disagreement with the majority. Anyone may belong to several groups – at work, at church, at

leisure. Grouping may be by age, occupation, place of residence, and so on. Whenever there is a common interest, there is formal or informal grouping.

The *diffusion theory* was developed in the 1930s. It holds that there are five steps in the process of acquiring new ideas:

- *Awareness* – the person discovers the idea.
- *Interest* – the person tries to get more information.
- *Trial* – the person tries the idea on others.
- *Evaluation* – the person decides whether the idea is in his or her own self-interest.
- *Adoption* – the person incorporates the idea into his or her opinion.

In this model, the public relations writer is most influential at the awareness and interest stages of the process. People, for example, often become aware of a product, service, or idea through traditional *mass outlets* such as newspapers, magazines, radio, and television. Indeed, the primary purpose of advertising in the mass media is to create awareness, the first step in moving people toward the purchase of a product or support of an idea.

At the interest stage, more direct media – *pamphlets, brochures*, direct mail, videotape presentations, even conferences and symposiums – play an important role. Once *awareness* has been created, people turn to more detailed information in these direct media channels.

The *hierarchy-of-needs theory* has been applied in a number of disciplines, including communication. It is based on the work of Abraham H. Maslow, who listed basic human needs on a scale from basic survival to more complex ones:

- *Physiological needs*. These are the constituents of self-preservation. They include air, water, food, clothing, shelter, rest, and health – the minimum necessities of life.

- *Safety needs*. These comprise protection against danger, loss of life or property, restriction of activity, and loss of freedom.

- *Social needs*. These include acceptance by others, belonging to groups, and enjoying both friendship and love.

- *Ego needs*. These include self-esteem, self-confidence, accomplishment, status, recognition, appreciation, and the respect of others.

- *Self-fulfilment needs*. These represent the need to grow to one's full stature – simply as a human being or in terms of some special talent, gift, or interest. Effective messages carry components of these needs from the standpoint of helping people achieve them in some way. In sum we're talking about the self-interest of

the audience. Indeed, if you can keep in mind the self-interest of your target audiences when formulating messages, you will be an effective communicator.

Most public relations activity is aimed at lower-level needs because people are generally more concerned about their families, jobs, and homes than they are about more abstract goals. Economics may get most of the attention, but don't forget that there are many people who do have non-economic interests.

Applying Theory to Practice

Understanding the concepts of opinion formation, the process of information diffusion, and the psychological needs of audiences has a great deal of practical application for the public relations writer.

The diffusion model, for example points out that mass and direct media are most important in the beginning stages of the process. Although the writer's goal is ultimately to change attitudes and behavior, this is difficult to accomplish unless the audience (1) is highly interested in the message, (2) is predisposed to accept it, and (3) receives reinforcement of the message through their opinion leaders and *peer groups*.

Consequently, most writers are realistic enough to have the limited objectives of message exposure and accurate dissemination of the message, which coincide with the interest and awareness stages of the diffusion model.

Methodological recommendations:

- 1. Read and translate the text. Make a summary of the text.**
- 2. Give equivalents of the following words and word combinations in Kazakh or Russian (as you like) and make up your own sentences with them:**

interpersonal communication, nonverbal communication, persuasion and social influence, group communication, organizational communication, communication networks, mediated communication, communication technology and media studies, health communication, family communication, instructional communication, legal communication, communication and public policy, message, patterns of messages, conveying ideas, two-step flow theory, multistep flow theory, opinion group theory, diffusion theory, emphasis, diffusion theory, awareness, interest, trial, evaluation, adoption, mass outlets, pamphlets, brochures, hierarchy-of-needs theory, physiological needs, safety needs, social needs, ego needs, self-fulfilment needs

- 3. Answer the questions:**

- 1) What distinguishes communication research from other, similar approaches to social behavior?
- 2) What is the hierarchy-of-needs theory?
- 3) What is the two-step flow theory?
- 4) What is the multistep flow theory?
- 5) What is the opinion group theory?
- 6) What is the diffusion theory?

Task 3. Read and understand the text

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Consequently, most writers are realistic enough to have the limited objectives of message exposure and accurate dissemination of the message, which coincide with the interest and awareness stages of the diffusion model.

Methodological recommendations:

4. Read and translate the text. Make a summary of the text.

5. Give equivalents of the following words and word combinations in Kazakh or Russian (as you like) and make up your own sentences with them:

interpersonal communication, nonverbal communication, persuasion and social influence, group communication, organizational communication, communication networks, mediated communication, communication technology and media studies, health communication, family communication, instructional communication, legal communication, communication and public policy, message, patterns of messages, conveying ideas, two-step flow theory, multistep flow theory, opinion group theory, diffusion theory, emphasis, diffusion theory, awareness, interest, trial, evaluation, adoption, mass outlets, pamphlets, brochures, hierarchy-of-needs theory, physiological needs, safety needs, social needs, ego needs, self-fulfilment needs

6. Answer the questions:

- 7) What distinguishes communication research from other, similar approaches to social behavior?
- 8) What is the hierarchy-of-needs theory?
- 9) What is the two-step flow theory?
- 10) What is the multistep flow theory?
- 11) What is the opinion group theory?
- 12) What is the diffusion theory?

UNIT 2 “FEATURES OF BUSINESS CORRESPONDENCE”

Theme 3: Business letter. Types of business letter

Main points:

1. Basic rules for writing business letters (clarity, brevity, politeness).
Structure and semantic parts. Message header (header). The sender's address. Pointing to the link. Recipient's name and address. Introductory statement. An indication of the General content of the message. Main text. The final formula of politeness. Signature. Applications.
2. The structure of Business letter. Content and style. Order and sequence in the letter. Lexical and grammatical features.
3. Example of Business letter.

Tasks:

1. Learn new vocabulary

Active Vocabulary

margin – поле (страницы)

envelope – конверт

address – адресовать

intend – иметь намерение

otherwise – в противном случае
colon – двоеточие
prompt – заставлять
inquire – выяснять
be unable – быть не в состоянии
subsequent – последующий
polite – вежливый
accept apologies – принять извинения
cause trouble – вызвать неприятности
apologize – извиняться
take steps – принимать меры
occur (about the mistake) – случаться (об ошибке)
Yours faithfully – Искренне Ваш
Yours sincerely – Искренне Ваш
owing to – благодаря
unfortunately – к сожалению
be delighted – быть в восхищении
regret – сожалеть
take into account – принимать во внимание

2. Read the rules for writing and processing business letters

Writing any business letter in English is subject to the General rules.

A business letter is a communication of an official nature that takes place in a written form that has a certain, strictly established format.

Brief rules for writing a letter:

- 1) the email must be printed on a computer;
- 2) it should not be longer than one page;
- 3) the margins should not be too narrow;
- 4) the letter should be divided into complete paragraphs.

Your address should be located in the upper-right corner. It is written in the following order: name, street, house, city, zip code, country. After 1-2 lines, the date should be printed under the address. There should be two empty lines before the address. All left alignments. Through the line is the address: *Dear Sir* when addressing a man or a stranger; *Dear Ms* when addressing a woman.

The paragraphs of your letter should be separated from the address and from each other by an empty line. Two lines are skipped after the last paragraph, and it is usually written Sincerely yours. Leave more space (4-6) lines for the caption and type your name.

Addresses in England and America have the following format:

Ms J. Simpson
Foreign Rights Manager
Chapman & Hall Ltd.
11 New Fetter Lane
London EC4P 4EE
England

Product Information Manager
McCraw-Hill Book Co
1221 Avenue of the Americas
New York, N.Y.10020
USA

Pay attention to the zip code and abbreviations of state names. The differences between British and American styles are shown in the following diagram:

British Letter

American Letter

(Date)

12th December, 20 –

December 12, 20 –__

12 December 20 –

12 Dec. 20 –

(Salutation)

Dear Sir,

Dear Mrs. Smith,

Dear Madam,

For the attention of Mr. E.

Wilson

Dear Sirs,

Dear Sirs:

Dear Madam:

Dear Mrs. Smith:

Attention: Mr. E.C. Wilson

Gentlemen:

(Complementary Close)

Yours faithfully,

Yours sincerely,

Sincerely yours,

Yours truly

3. The structure of a business letter

Business letters are written in the prescribed form on printed printed forms.

1. Title. The title is most often printed on letterheads by typographic method and contains the name of the organization or firm that the email is coming from, its address, phone numbers, code names, and other information. All-Union names foreign trade organizations are written in Latin script, for example: Sojuzexport

2. Date. The most common ways to write dates are as follows:

20th May, 19... (read) the twentieth of May, 19...

May 20, 19... (read) May the twentieth, 19...

3. Address. The recipient's address is written on the left side of the email in the following format:

1) name of the organization (or surname of the official);

2) house number, street name;

3) name of the city (including postal district or state);

4) name of the country.

Don't put a dot in email headers and dates.

4. Opening address. The most common forms the opening address is:

Dear Sirs, Dear Sirs!

Gentlemen: Gentlemen! (the form most commonly used in the United States)

After the opening address, a comma is placed in the UK, in the US – colon.

5. The text of the letter. The entire text is divided into paragraphs without using red

lines. An explanation of the main text is often given before it content.

Examples

1 Re: (read: regarding) Order No.... for Working Drawings.

Note:-Re-abbreviation of the Latin expression *in re* – "on a case". It means

"concerning" or "concerning".

2 About: Contract No. 2535/45.

3 Subject: Order for Pumps.

The main text should be placed in the Central part of the message.

The main idea of the letter can start with the reason for the request: "*I am writing to you to ...*".

No arbitrary abbreviations or changes are allowed in a business letter names of Soviet and foreign organizations, associations, or firms. For example, the Embassy of the Arab Republic of Egypt cannot be called Egyptian the Embassy. Abbreviated grammars are also not allowed in the text of a business letter. For example, you can't write *we shan't, we don't, it can't, it won't, we'll, etc..* a should write: *we shall not, we do not, it cannot it will not, we shall (will), etc.* Are also written with capitals:

- 1) all words in headings (except articles, prepositions, and conjunctions), including abbreviations;
- 2) words denoting state and national affiliation (Russian, English, French, etc.);
- 3) names of organizations, firms, departments, offices, etc.;
- 4) geographical names;
- 5) names of months and days of the week;
- 6) words in introductory addresses;
- 7) the first word in the final politeness formula;
- 8) names of documents and objects.

6. The final formula of politeness. As a final formula politeness is usually used:

Yours faithfully sincerely

Respectfully yours

Usually the letter ends with a statement of gratitude ("*Thank you for your prompt help...*") and the greeting "*Yours sincerely,*" if the author knows the recipient's name and "*Yours faithfully*" if not.

The formulas *Yours truly* and *Yours sincerely* in business correspondence, as a rule, used in the United States.

7. Signature. After the final formula (sometimes) put a comma and then signature. Signature, transcript of signature, position follow each other in a line in the left or right corner of the message. Sometimes a letter can be dictated by one person and signed by another, usually a Secretary. For example, the Director, going on a business trip, left a task to the Secretary print the message. In this case, the signature will look like this:

pp Diana Price

David Bradly

Managing Director

where pp (per procuracionem – lat.) means by proxy, for someone.

8. Appendix. If a business letter is sent to the addressee in the same envelope any materials, such as specifications, catalogues, etc., are included in the email *the Encl* mark., an abbreviation for the word *Enclosure* "application", which put it in the lower-left corner of the email, after the signature.

3. Example of Business letter

Mr Nikolay Roshin ABC-company Office 2002, Entrance 1B Tverskaya Street Moscow RUSSIA 20 June 2004

Dear Nikolay,

I'm writing to you in regard of your enquiry. Please find enclosed our information pack which contains our brochures and general details on our schools and summer centres.

In England we have two schools, Brighton and Bath, both beautiful locations which I am sure you and your students will like. Our schools are located in attractive premises in convenient, central positions. Brighton is a clean and safe town with a beautiful bay and countryside nearby. Bath is one of the most famous historic cities in England, famous for its Georgian architecture and Roman Baths.

Accommodation is provided in host families chosen for the ability to provide comfortable homes, a friendly welcome and a suitable environment, in which students can practice English and enjoy their stay. We have full-time Activities Organisers responsible for sports, cultural activities and weekly excursions.

Please complete and return the enclosed registration form in order to receive more brochures and other promotional materials.

I look forward to hearing from you and later hope to welcome your students to our schools and summer centres.

Yours sincerely,

Tomas Green

Managing Director

Methodological recommendations:

- 1. Work with active vocabulary, give its Kazakh equivalents.**
- 2. Work with the table**

An important component of working in a company is the ability to compose business letters (Appendix I). How do I write letters in English? There are official and unofficial emails. Official letters are called **Business Letters**, and unofficial letters are called **Personal Letters**.

Read and translate the information in table 4 about the differences between business and personal emails.

Business Letter	Personal letter
1) Style formal – Dear Sir,/Mr. X, (you may have a colon (Am) instead of comma (Br) or no punctuation marks)	1) Style informal – Dear Allan, / Hallo Allan/ Hi Allan / My dear Paula etc.
2) typed	2) handwritten usually
3) reader's / receive name and address	3) -----
4) the exact date: January 2, 19 xx	4) you don't always write the year in the date
5) references	5) -----
6) no contractions	6) you use contractions: I'm, it's, we've, you'd etc.
7) a formal ending: Yours faithfully, Yours sincerely	7) informal ending: Love, Best wishes, As always, Keep in touch, Yours as ever, Yours affectionately, etc.
8) signature	8) only your first name
9) your name and job under your signature	9) -----
10) your address (more usually it is now written in the upper left or right corner of the letter)	10) not necessary if you write to your friend

3. Tell, is the next letter personal or business?

1.Government of Canada	2.December 8, 1996
3.Office of the Chairman	

Public Service Commission

Ottawa, Ontario

KIA ON7

4.Attention: P. Smith

5. Dear Sir:

6.Ref: PC Program analyst

.....
.....
.....

7.Yours sincerely,

8. A. Robertson

Director

General Services Division

9.AP/CL

10.Encl

11.cc: D Dube

4. Have you ever received business letters or e-mail messages? Here are some thoughts on the importance of writing business letters. Restore the logic of the statement by placing the following phrases in the correct order:

Before you write your next business letter, ...

- 1) ___ up on discussion for confirmation purposes.
- 2) ___ must ask: is a letter necessary? There are many
- 3) ___ failed. They are necessary when it is
- 4) ___ record of something. They are necessary to follow
- 5) ___ call may be the better
- 6) ___ there is an important question you
- 7) ___ solution. Letters are necessary
- 8) ___ occasions when a face-to-face

- 9) ___ when face-to-face discussions have
- 10) ___ meeting or a telephone
- 11) ___ important to have a permanent

5. Using information about Basic rules for writing business letters, giving before, relate the parts of the message and their names: date; main paragraph; letterhead; references; salutation; introduction paragraph; concluding paragraph; recipient's address; sender's address; typed signature; complementary ending; enclosure; title (position); signature.

1) WIDGETRY, LTD

2) 6Pine Estate, Westhornet, Bedfordshire, UB 18 22 BC

Telephone 901723456 Telex X238WID Fax 901767893

Michael Scott, Sales Manager, Smith&Brown, pic.

3) Napier House,

North Molton Street,

Oxbridge OB 84 9TD

4) Your ref. MS/WID/IS/88

Our ref. ST/MN/10/88

5) 31 January 20___


6) Dear Mr. Scott

7) Thank you for your letter of 20 January, explaining that the super widgets. Before I place a firm order I would like to see samples of the new super widgets. If the replacement is as good as you say it is, I shall certainly wish to reinstate the original order, but placing an order for the new items.

8) Apart from anything else, I should prefer to continue to deal with Smith and Brown, whose service has always been satisfactory in the past. But you will understand that I must safeguard Widgerty's interests and make sure that the quality is good.

9) I would, therefore, be grateful if you could let me have a sample as soon as possible.

10) Yours sincerely,

11) 

11) Simon John

12) Production Manager

13) Encl.

6. Write business letters according to the tasks:

Letter 1.

Partners	
Mr. W. Baker Sales Manager Tools Ltd.	Mr. N. Kainashi Export Department Wishinata
Adresses	
553 Broad Street Harrisburg PA 17285 USA	64 Market Square Singapore

- 1) Mr. W. Baker is sending Mr. N. Kainashi an order for spare part. He informs his partner of it in a covering letter. Help Mr. W. Baker to write the letter.
- 2) Do not forget to mention that the order is signed.
- 3) Your letter must contain the necessary framing elements.

Letter 2.

Partners	
O. Simonov General Manager Russian Hotel	T. Gupta Manager Gopal Traders Ltd.
Adresses	
36 Pokrovsky Blvd. Moscow 118306	23 Chittaranijan Road Madras

Russian Federation	India
--------------------	-------

Russian Hotel has orders for Indian spices and nuts from several first-class hotels in Moscow. Write an enquiry for Russian Hotel to Gopal Trades Ltd. of India along these lines:

- 1) Introduce your firm. Russian Hotel is a trading organization engaged in importing different products (often foodstuffs) for their client including a number of firstclass hotels in Moscow.
- 2) Say that you wish to know what kinds of spices and nuts Gopal Traders Ltd. have to offer.
- 3) Ask the Indian firm to send you some brochures and price lists.
- 4) Express hope in establishing close business relations with the firm.
- 5) Do not forget to sign your letter properly

Forms of control:

1. Attentively examine the rules of writing business letter and make short notes of them
2. Given task should be completed in written form
3. Deadline for submitting tasks – during the 3d - 4th weeks.

Theme 4: Types of business letter: Inquiry letter. Letter response.

Main points:

4. Basic rules for writing Inquiry letters (clarity, brevity, politeness).
Request for Information (Inquiry) Letter.
5. The structure of Inquiry letters. Content and style. Order and sequence in the letter. Lexical and grammatical features.
6. Example of Inquiry letter.

Tasks

1. Read about features of Inquiry letter

Request for Information (Inquiry) Letter.

A request for Information (Inquiry or Inquiry Letter) is sent when necessary:

- get more detailed information about the product you are interested in or service;
- find out if they are available;
- get information about delivery terms and discounts, and the method transportation, insurance conditions;
- get information about product prices;
- get catalogs and product samples.

When a company receives an Inquiry Letter asking them to send detailed information about its products, product or service, in the response letter it is very important to make a favorable impression on a potential client or partner. A polite, well-written response is required contribute to the creation of such an impression.

1. Appeal

Dear Mr, Ms

2. Gratitude for your attention

Thank you for your letter of ...

*We would like to thank you for enquiring about... / We would like to thank you
thank you for your interest...*

3. Providing the required information

We are pleased to enclose ... / We are happy to invest...

Enclosed you will find ... -/ in the attached file you will find...

We enclose ... / We work hard...

4. Answer additional questions

We would also like to inform you ... / We would also like to inform you about...

Regarding your question about ... / Regarding your question about...

In answer to your question (inquiry) about ... / Answering your question...

5. Expressing hope for further fruitful cooperation

We look forward to hearing from you. / We hope to hear from you again.

*We look forward to receiving your order. / We hope to get an order from you.
We look forward to welcoming you as our client (customer). / We hope that
you will become our client.*

6. Signature

Remember, when you address a person whose name you don't know, you should write '*Yours faithfully*' and, when the name is known, '*Yours sincerely*'.

Example of Inquiry Letter

<p>Jackson Brothers 3487 23rd Street New York, NY 12009</p>	<p>September 12, 2000</p>
<p>Kenneth Beare Administrative Director English Learners & Company 137 2520 Visita Avenue Olympia, WA 98501</p>	
<p>Dear Mr Beare</p> <p>Thank you for your enquiry of 12 September asking for the latest edition of our catalogue.</p> <p>We are pleased to enclose our latest brochure. We would also like to inform you that it is possible to make purchases online at http://jacksonbros.com.</p> <p>We look forward to welcoming you as our customer.</p> <p>Yours sincerely, (Signature) Position</p>	

Methodological recommendations:

- 1. Write a letter to NTG Company asking them to consider attached draft contract.**

Exercise 1. Write a covering letter to NTG Industries sending a draft contract as an enclosure.

NTG is an English firm located in Edinburg, Mortimer Street, 101. Ask the firm to consider the draft and to make the necessary alterations.

Exercise 2. You are sending samples of cotton fabrics to Alexio Textile Company in Greece. The company's address is 162 Omonia Square Athens. Write a covering letter.

2. Write the addresses according to the rule.

Mathews & Wilson Ladies' Clothing General Manager 75 High Street Glasgow 411503 Scotland W 13	Chicago, 1 Lin. 1562 21 Conduit Street W.ST. Avery Ltd. Mr. Simpson
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3. You have found different parts of many letters; choose what phrases you should use: a) at the beginning of a business letter; b) in the middle; c) at the end.

1. Further to our telephone conversation ...
2. We enclose with the letter the design documents.
3. Regards.
4. I look forward to hearing from you.
5. We have pleasure in informing you ...
6. We look forward to a visit of the President ...
7. Best regards.
8. In connection with your inquiry ...
9. Yours sincerely.
10. We thank you for your letter dated 23rd March, 2010.
11. It allows us to make a decision.
12. In confirming our talk with your representative ...
13. In reply to your letter dated ...
14. We wish to inform you ...
15. Yours faithfully.
16. We have to inform you ...
17. We highly appreciate the work you have done for us.
18. Please, contact us as soon as possible.
19. I'm looking forward to meeting you soon.

4. Join the ideas using the connectives.

Example: We should be delighted to take a group of your students/ Our company regulations limit maximum numbers of groups to twenty.

We should be delighted to take a group of your students, however (please, take into account that) our company regulations limit maximum numbers of groups to twenty.

1. We have received your message concerning the date of the visit/ Arrange your visit for early 2009.
2. Our company reserves the right to send off he premises any members of the group who misbehave/ It should not happen.
3. Our company makes a small visiting charge/ This includes the price of lunch.
4. We should like visiting groups to report to our office on the date of the visit/ Do please contact at the above address at 8 am.

5. Look at these letters. Which one is:

a. thanking, b. arranging, c. confirming, d. inviting, e. accepting, f. canceling.

Read the letters and underline the words and expressions that helped you get the answers.

<p>1</p> <p style="text-align: center;">February 2, 2010</p> <p>Dear Mr Oliver Schmutz:</p> <p>I am pleased to be able to invite you to the Annual Conference of Packagers, which will take place in Los Angeles 4-7 July.</p> <p>I enclose a program with details of the speakers and the various topics that have been proposed, together with a registration form. On receipt of your form we will send you details of accommodation in Los Angeles, together with a booking form. Any further enquiries should be sent to me at</p>	<p>2</p> <p style="text-align: center;">February 5, 2010</p> <p>Dear Oliver</p> <p>Thank you very much for your hospitality while I was in Portland.</p> <p>It was very useful to see the new warehouse and I hope to be able to implement some of your suggestions here in Germany.</p> <p>I look forward to seeing you when you come to Frankfurt in the fall.</p> <p>Best regards, Dieter</p>
---	--

<p>the above address. I look forward to seeing you in Los Angeles in July.</p> <p>Sincerely, Sheila Legl</p>	
<p>3 February 9, 2010</p> <p>Dear Mr Schmutz:</p> <p>Unfortunately Ms Gilbertson is not able to keep the appointment with you on Wednesday, February 11 at 2.20 as an urgent matter will prevent her from travelling to Portland. Please accept her apologies. She will contact you as soon as she returns to HQ.</p>	<p>4 February 11, 2010</p> <p>Dear Mr Schmutz:</p> <p>We are pleased to confirm your reservations for one single room with bath from February 22 to 24. Please let us know your time of arrival and departure.</p> <p>Sincerely yours.</p>
<p>5 February 9, 2010</p> <p>Dear Sir / Madam:</p> <p>Please reserve a single room with bath for the nights of February 22, 23, 24. I would be grateful if you could confirm my reservation.</p> <p>Sincerely, Oliver Schmutz</p>	<p>6 February 8, 2010</p> <p>Dear Mr Riddlestone:</p> <p>Thank you for your invitation to attend the opening of your new training center. I would be most pleased to attend and look forward to seeing you there.</p> <p>Best regards, Oliver Schmutz</p>

Forms of control:

4. Attentively examine the rules of writing Inquiry letter and make short notes of them
5. Given task should be completed in written form
6. Deadline for submitting tasks – during the 5th week

Theme 5: Types of business letter: Order letter (order confirmation). Letter of complaint.

Main points:

7. General characteristics of Complaint letter.
8. The structure of Complaint letter. Content and style. Order and sequence in the letter. Lexical and grammatical features.
9. Description of the problem in Complaint letter.
10. Apology Letter.

Tasks

1. Read about features of Complaint letter

General characteristics of Complaint letter

A letter containing a complaint or complaint about the quality of the purchased product

the product and services provided is called a **Complaint Letter**. The main purpose of such a letter - send full information about the problem. The letter can also act as an official document notifying you of the need perform verification and troubleshooting.

In business practice, the main reasons for sending letters of complaint are the following:

- short delivery);
- delivery of substandard goods or not those goods that were ordered (substandard or wrong goods);
- delays in delivery);
- sending to the wrong address (misdirection and errors in addressing);
- damage to the product (damages of goods);
- manufacturing defects detected during equipment operation.

The letter must contain all the necessary information concerning this service or product. Write the full product name and description, and the date purchasing or specifying a service, etc. Your goal is to explain all the details, but not overload the email with unnecessary details. In addition, you must specify your suggestions, terms and conditions for troubleshooting.

2. Who should I address this letter to?

When purchasing a product or entering into a service agreement you get the contact address or phone number of the person who can solve everything difficulties encountered. Usually in small companies these issues are resolved owner of the company. In mid-level organizations-his Deputy or the highest

management team. In large companies, there is usually a Department for working with a client who deals with such issues.

The structure of Complaint letter. Content and style.

1. Introduction

Name of Contact Person

Full name of the recipient (if known)

Consumer Complaint Division

Street Address

City, State, Zip Code Title, if available

Dear (Contact Person):

Appeal

2. Introduction containing information about the purchased product or service.

On (the 1st of July), I (bought, leased, rented, or had repaired) a (name of the product, with serial or model number or service performed) at (location and other important details of the transaction).

I am writing to draw your attention to a problem in your customer service section.

I wish to complaint in the strongest possible terms about the treatment I received from a member of your staff.

I wish to complaint in the strongest possible terms about the treatment I received from a member of your staff.

I am writing to complain about the quality of the product I purchased on-line from your website.

I am writing in connection with the negative attitude of a member of your staff.

3. Description of the problem.

Unfortunately, your product (or service) has not performed well (or the service was inadequate) because (state the problem). I am disappointed because (explain the problem:

for example, the product does not work properly, the service was not performed correctly, I was billed the wrong amount, something was not disclosed clearly or was misrepresented, etc.). – К сожалению, ваш товар (услуга) не отвечает необходимым требованиям, так как (указывается проблема). Я разочарован, поскольку (объясняется ситуация: например, прибор плохо работает некачественно, мне предъявили неправильную сумму к оплате, что-то не

было объяснено). – Өкінішке орай, сіздің тауарыңыз (қызмет көрсетуіңіз) қажетті талаптарға сай келмейді, өйткені (туындаған мәселе көрсетіледі). Мен көңілім қалды, өйткені (жағдай түсіндіріледі: мысалы, құрылғы нашар жұмыс істейді, маған дұрыс емес төлем сомасы ұсынылды, бірдене түсіндірілмеді)

The equipment I ordered has still not been delivered, despite my phone call to you

last week to say that it was needed urgently. – Заказанное оборудование все еще не доставлено, несмотря на то, что я уже звонил вам на прошлой неделе и сообщил, что

оно требуется немедленно. - Мен сізге өткен аптада қоңырау шалып, хабарлағаныма қарамастан, тапсырыс берілген жабдық әлі жеткізілмеген ол дереу қажет.

To resolve the problem, I would appreciate it if you could (state the specific action you want – money back, charge card credit, repair, exchange, etc.). Enclosed are copies of my records (include copies of receipts, guarantees, warranties, cancelled checks, contracts, model and serial numbers, and any other documents). – Для решения проблемы я был бы благодарен варианту, если бы вы (указываются ваши требования: вернули деньги, кредит, провели ремонт, произвели обмен и т.д.) Копии документов прилагаются (приложите копии квитанции, гарантийный талон, аннулированные чеки, контракты и другие документы).- Егер сіз (өз талаптарыңызды көрсетесіз: ақшаны, несиені қайтарсаңыз, жөндетіп берсеңіз, ауыстырып берсеңіз және т.б.) Құжаттардың көшірмелері берілген (түбіртектердің көшірмесін, кепілдік талонын, жойылған чектерді, келісім-шарттарды және басқа құжаттарды қоса тіркеңіз жойылған чектерді, келісім-шарттарды және басқа құжаттарды қоса тіркеңіз)

I look forward to your reply and the resolution of my problem, and will wait until (set a time limit) before seeking help from a consumer protection agency or the Better Business Bureau. Please contact me at the above address or by phone at (home and/or office numbers with area code). – Я жду вашего ответа с решением по моей проблеме и буду ждать до (указывается крайний срок) прежде чем обратиться за помощью в организацию по защите прав потребителей. Свяжитесь со мной по следующему адресу или телефону (указывается адрес и номер телефона). - Мен сіздің жауабыңызды менің проблемам бойынша шешіммен тұтынушылардың құқықтарын қорғау жөніндегі ұйымға көмек сұрамас бұрын (мерзімі көрсетіледі) күтеміню Маған келесі мекен-жай немесе телефон арқылы хабарласыңыз (мекен-жайы мен телефон нөмірі көрсетіледі).

Please deal with this matter urgently. I expect a reply from you by tomorrow morning at the latest. – Пожалуйста, решите эту проблему немедленно. Я жду вашего ответа не позднее завтрашнего утра. - Бұл мәселені дереу шешіңіз. Мен сіздің жауабыңызды ертеңнен кешіктірмей күтемін.

I insist on a full refund otherwise I will be forced to take the matter further... – Я настаиваю на полном возмещении расходов, иначе я буду вынужден ... - Мен шығындарды толық өтеуді талап етемін, әйтпесе мен ... мәжбүр боламын

Unless I receive the goods by the end of this week, I will have no choice but to cancel my order. – Если я не получу данный товар до конца недели, у меня не будет другого выбора, кроме как аннулировать заказ. - Егер мен бұл өнімді аптаның соңына дейін ала алмасам, тапсырысты жоюдан басқа амал болмайды.

I hope that you will deal with this matter promptly as it is causing me considerable inconvenience. – Я надеюсь, вы разберетесь с этим делом немедленно, поскольку это доставляет мне серьезные неудобства. - Сіз бұл істі бірден түсінесіз деп үміттенемін өйткені маған елеулі қолайсыздықтар әкеледі

End of the letter

Yours sincerely/Yours faithfully

Your name

4. An Apology Letter is sent in response to the Complaint Letter. We should start with expressions of regret, personal concerns about the current situation. You need to explain what steps to take will / have been taken to fix the problem and avoid its recurrence in the the future. Below you will find a few phrases used when writing Apology Letter.

Expression of appreciation for reporting the situation:

- Thank you for bringing the matter/issue/problem to our attention. – Спасибо, что сообщили нам об этом деле / проблеме.

- I appreciated your advising me of this incident... – Для меня очень важно ваше сообщение.

Expression of regret:

- We are very sorry to hear that... – Нам тяжело слышать об этом..

- I am very sorry for this situation... – Я очень сожалею о сложившейся ситуации.

Apology:

- We apologise for... – Мы просим прощения за...

- Please accept our apologies for... – Примите наши извинения...

Explanation of the company's actions:

- Please be assured that we will... – Будьте уверены, что мы...

- You have my assurance that ... – Я гарантирую вам...

- To compensate for the inconvenience caused... – Для возмещения причиненных неудобств...

- We are doing everything we can do to resolve the issue. – Мы делаем все возможное для решения проблем

- I can assure you that this will not happen again. – Обещаю, что это впредь это не повторится

- I am trying to sort it out/sort the problem out as a matter of urgency. – Я пытаюсь разобраться с этим / решить эту проблему немедленно

- Please return the faulty goods, and we will refund you/repair them/replace them.
– Пожалуйста, верните некачественный товар и мы возместим ваши затраты/произведем ремонт/обменяем его.

Reminder of the great importance for joint cooperation:

- We value your custom highly. – Для нас очень важно сотрудничество с вами.

- Your satisfaction is our priority. – Для нас является приоритетным удовлетворение ваших потребностей.

Methodological recommendations:

1. Read the rules of writing Complaint letter.

2. Rewrite the phrases with translation using for description the problem and make up sentences with them.

3. Rewrite expressions in Apology Letter, give their Kazakh equivalents and use them in your own sentences.

4. Match the verbs in column A to the nouns in column B.

A

1. enclose
2. make
3. attend
4. book
5. reserve
6. confirm

B

- a. an appointment
- b. a conference
- c. a table
- d. a registration form
- e. a reservation
- f. room

Now complete this letter using some of the above expressions.

18 July 2010

Dear Emil

Thank you for your letter of 3 July asking me to _____ the
_____ in September of this year. I _____ my _____.

Please _____ for four nights at the nearest hotel.

I would like to meet Mr Paterson on the second night of the conference. Please
_____ for two people in the restaurant for that night.

5. Match the function in column A to the words you would use in column B.

A

1. inviting
2. accepting
3. confirming
4. arranging
5. canceling
6. thanking

B

- a. I am pleased to confirm your meeting with Ms Smith ...
- b. Thank you for your hospitality while I was in Bangkok ...
- c. I will be pleased to attend the launch of your new range of ...
- d. Please book a room for the night of 27 July ...
- e. We are pleased to invite you to the launch of our new range ...
- f. I am afraid I will not be able to keep my appointment on ...

6. You are working at a big company as a Personal Assistant to Managing Director. In a month two representatives of your company will arrive in Vermont, the USA and plan to be there for a week. Write your own letter of inquiry to the best hotel in the city using the example below.

15 Maple Street,
Montpelier,
Vermont,
USA.

6th May, 2010.

The Manager,
Park Hotel,
26.....Str.,
Brighton,
England.

Dear Sir:

The name of your hotel has been given to me by the Hotel Association, and I shall be very much obliged if you let me know whether you have the following accommodation available for 3 weeks, from 15th July: One double room, if possible with private bathroom, and one single room.

Thank you in advance for your reply.

Yours faithfully,
W.D. Throp

Forms of control:

7. Attentively examine the rules of writing Inquiry letter and make short notes of them
8. Given task should be completed in written form
9. Deadline for submitting tasks – during the 6th week

Theme 6: E-mail

Aim: Developing of listening, speaking, reading and writing skills in Business English; developing monologue and dialogue speech on the given points; developing the skills of oral and written speech in English. Understanding rules and specifics in writing E-mail letters.

Main points:

11. Rules of communicating by e-mail.
12. Example of E-mail

Tasks

Rules of communicating by email

Email has become the main form of communication between representatives various organizations on a variety of issues. Follow these rules when communicating by email:

1. Imagine the recipient Well. It will depend on who you write to writing style. The closer the relationship – the less formal it is.

2. Make your message as brief and clear as Possible. This is the rule applies to all types of business communication, but for email it becomes the most relevant, because to perceive information from the monitor harder than a leaf. Allow your recipient to respond as briefly as possible.

For example, instead of writing:” Let me know what you think”, better put the question like this:”Is 3 PM or 5 PM best for you?”

3. The “subject” Field should be filled in so that it clearly reflects the main topic the message idea.

4. The Greeting (Dear Sir/Madam) not required for standard correspondence, however, business letters will not be superfluous.

5. In the first words, you should state what you are writing a letter about: you respond, make an appointment, or give your thoughts about something.

Example – I am replying to your letter dated 15 January 2007 where you asked for information concerning our Spring courses on Business Writing.

6. If you start a word with a capital letter in an email, this is it means that you want to highlight it as the most important thought.

7. the Length of each line must not exceed 65 characters, otherwise the text may be distorted when reading an email on another computer.

8. the Letter should be well structured-introduction, main part (facts) and conclusion.

9. KISS (Keep it short and simple). Remember that your recipient probably receives ten letters a day-it's worth saving his time.

10. Use of standard abbreviations specific to everyday life correspondence such as "IMHO" (In My Honest Opinion) is also not welcome.

11. Carefully check the email, change or delete it after sending not anymore.

12. Return email address and sender's name should be written at the end letters, in case the letter is printed.

13. Email Communication involves active interaction so when you receive an email that you can't reply to immediately, you should send a message about the receipt of the email and the expected the time when the message was sent.

Methodological recommendations:

7. Read the rules of writing E-mail.

8. There are no established rules for writing e-mail messages, but there are some useful tips for making them. Match each rule (a-g) with the reason why they are useful

a. Create a subject line with impact.

b. Write short sentences.

c. Keep paragraphs short.

d. Don't always trust your spell check.

e. Put your signature on the message.

f. Proofread the message before sending it.

g. Use headings, bullets and numbering.

1) It saves people scrolling down to see if there's more text.

2) These will guide the reader and make the message easier to grasp.

3) It can't tell the difference between *your* and *you're*, or *theirs* and *there's*.

4) It is more likely that someone will read your e-mail.

5) There's less chance the reader will miss anything.

6) It creates a more professional image if there are no silly errors.

7) You don't need complex grammar or punctuation.

3. E-mail messages usually contain less stable content they are less formal than in business letters. Rewrite it the following business letters in the form of e-mail, using expressions within the framework instead of selected expressions.

Sorry about	Bad news	Could you do me a favour and
Got your message on ...	Cheers.	Sorry, but I can't make
Hi	Good news: from	Shall I ...?

1. **Dear** Louisa,

Thank you for your letter of September 12th. **Unfortunately, I shall be unable to attend** the meeting on the 21st. **I would appreciate it if you could** send me a copy of the minutes.

Best wishes,

Tom Hunt

2. **I'm delighted to tell you that as of** Jan 2 we are offering substantial discounts on all orders over 1000. **If you wish, I would be happy to** send you further details and a copy of our new catalogue.

3. **I regret to inform you that** the board turned down your proposal. **I would like to apologise for** not getting back to you sooner on this, but I've been in Montreal all week.

If you have any questions, let me know.	Following	Are we still OK for ...?
About	I'm sending you ... as an attachment.	Speak to you soon.
Please	Thanks.	See you ...

4. **I'm writing to confirm our appointment on** May 3rd. My flight gets in about 11 am. **With regard to** my presentation on the 4th, could you make the necessary arrangements? **I enclose** a list of the equipment I'll need.

I look forward to meeting you next week.

Charlotte De Vere

5. **Further to** our telephone conversation this morning. **I'd be grateful if you could** send me a full description of the problem and I'll pass it on to our technical department.

Thank you for taking the time to do this. If I can be of any assistance, please do contact me again.

I look forward to hearing from you.

4. After placing punctuation marks, find 12 expressions.

Email my flight details let me have a copy of the report get onto our supplier get back to me within the hour take a quick look at the proposal arrange for somebody to meet them at the station set up a meeting with the heads of departments send their accounts department a reminder fix me an appointment book the conference room for three fax the figures through to me organise a tour of the plant for some visitors

5. Using the following words, build at least 10 computer models terms: key, site, search, page, data, web, sheet, desk, menu, hard, home, board, spread, hope, top, ad, engine, disk, base, banner.

6. As a rule, when writing e-mail messages, some grammatical phrases are omitted, for example: *It's a great idea. I'm presenting it to the board today. I'll speak to you later.* **Insert the missing elements in your e-mail message.**

Hi Rosa-been in meetings all day, so just got your message plus attachment.

Sounds great-particularly like your suggestions about discount rates. One or two points a bit unclear perhaps, but basically good stuff. Could add something about packaging. Nice job, anyway.

See you Friday. Leo.

Forms of control:

10. Attentively examine the rules of writing E-mail and make short notes of them
11. Given task should be completed in written form
12. Deadline for submitting tasks – during the 7th week

UNIT 3 “EMPLOYMENT”

Theme 7: Resume

Aim: Developing of listening, speaking, reading and writing skills in Business English; developing monologue and dialogue speech on the given points; developing the skills of oral and written speech in English. Understanding rules and specifics in writing Resume.

Main points:

13. Rules of writing resume
14. Example of Resume

Tasks

1. Read and translate

RESUME

A résumé is an introduction, one page, one short chance at proving you are a qualified and experienced candidate who should be hired by a company. It wraps up all your life experiences, needs to be professional, to the point and perfect. A résumé must present a clear picture of the candidate. For this you should know what a potential employer expects.

They look at a person's experience with a company, how long the person has worked for a company or to see if he is a «job jumper». The person should be able to present himself in a résumé. Your résumé must be right, standard format, typed. To offer details about spouses and children is not necessary and not professional. So what should be in a résumé?

Begin with the basics. Your name, address and phone (fax) number should always go at the top of your résumé. There is no need to include the words «résumé» or «c/v» – they take up precious space.

State a résumé objective. It should be below the name, address and phone number and be a clear and concise job objective. Using it forces you to tailor your résumé to a particular position or company, as well as provides an immediately clear sense of direction to those people who will be reviewing your résumé. The main objective of your writing a résumé – to demonstrate your abilities for a particular position – so state it clearly at the top. Focus on the position and career path you are going after, and state exactly what you want. It should be more than «Objective: To work in a challenging environment».

Talk about your accomplishments in your «Experience» section. Focus on achievements at your present and previous jobs, especially those that involve problem-solving, management skills, critical thinking and initiative. These should

be listed chronologically, beginning with your most recent position and then moving through previous jobs, as long as they provide applicable experience to the position you are seeking. Always use action verbs in your job description: words like «administered», «analyzed», «coordinated», «evaluated», «negotiated», «reviewed» and «supervised» offer a stronger presentation of your abilities. But keep the description short and to the point, and also make sure everything listed is relevant.

Include a section about your education; list it before your experience only if your educational history is stronger than your work background. This is often best for first-time job seekers who don't have much work experience. Make sure to list any additional courses you have taken that might be relevant to the job you are seeking, including specific company training programs or language courses.

Personal data should be included in a short section at the end of your résumé. Including information about your marital status, number of children, health and physical characteristics is always unnecessary. Include such categories as language fluency, extensive travel history or specific computer skills. Don't include references on your résumé.

2. Learn new vocabulary

Active Vocabulary

résumé – резюме

candidate – кандидат

c/v (Curriculum Vitae) – деловая биография

to go after a position – претендовать на должность

recent position – последняя должность

career objective – цель карьеры

prove smth – доказать что-либо

be qualified – быть квалифицированным

experienced – опытный

provide applicable experience – обеспечить необходимый опыт

be hired by smb – быть нанятым кем-либо

employer – наниматель

job jumper (changes positions every 6-10 months) – тот, кто меняет работу каждые 6-10 месяцев

present oneself in a résumé – представить сведения о себе в резюме
type – печатать

objective – объективный; цель

concise – короткий, краткий, сокращенный, выразительный, четкий

tailor to a particular position – рассчитывать (претендовать) на конкретную должность
post, appointment, position – должность
review a résumé – просмотреть резюме
present job – работа в настоящее время
previous job – предыдущая работа
job description – описание работы
demonstrate abilities – продемонстрировать способности
state clearly – четко заявить
challenging – благоприятный
environment – окружение
focus on – сосредоточиться на чем-либо
accomplishments – положительные свойства, совершенство, завершенность
achievement – достижение
problem-solving skills – способности к разрешению проблем
management skills – способности к управлению
critical thinking – критическое мышление
list chronologically – перечислить в хронологическом порядке
seek a position – искать место, устраиваться на работу
first-time job seekers – впервые устраивающийся на работу
relevant – соответствующий
educational history – сведения об образовании
work background – профессиональная квалификация
take language courses – заниматься на языковых курсах
specific company training program – подготовительная программа определенной компании
personal data – личные сведения
marital status – семейное положение
language fluency – беглость речи
travel history – поездки
specific computer skills – специальные компьютерные навыки
reference – рекомендация

Methodological recommendations:

1. Work with active vocabulary, give its Kazakh equivalents.

2. Find in the text English equivalents for:

түйіндеме; компания жалдаған болуы; әлеуетті жұмыс беруші; түйіндемеде
өзі туралы мәліметтерді ұсыну; негізгі мақсаты; қазіргі уақытта және

алдыңғы жұмыс; хронологиялық ретпен тізімдеу; білім туралы мәліметтер; кәсіби біліктілік; еркін сөйлеу; арнайы компьютерлік дағдылар; ұсыныстар.

3. Give Russian equivalents for:

a qualified and experienced candidate; life experiences; a «job jumper»; clear and concise job objective; to review a résumé; accomplishments; problem-solving and initiative; a first-time job seeker; work experience; additional courses; personal data.

4. Translate the sentences into Russian.

1. Have you written the new résumé yet?
2. Our Personnel Manager will see you tomorrow.
3. The candidates have arrived in time for the interview.
4. Are you a job-jumper?
5. The secretary was hired by Human Resource Manager.
6. You should send your application form by fax.
7. This company is the biggest employer at the food market.
8. This job provided him applicable experience in the sphere of computers.
9. Do you go after the position of a bookkeeper?
10. How can you prove being a qualified engineer?
11. What career objective have you got?
12. He'll review your résumé the day after tomorrow.

5. Make up the sentences with the following words and word combinations.

to seek (a position, assistance), job-seeker;
to type (a document, a letter, a résumé), a typist;
job (previous, present), job description, job-jumper;
to solve (a problem), solution, problem-solving skills;
to focus on (accomplishments, achievements, lacks);
to support smb (candidacy for a particular position);
to take (language courses, specific company training program);
to refer, good references.

6. Look at the plan and résumé Mr. Morgan has written recently. Use it as an example to write your own résumé.

Plan

1. Name, address. Phone/ fax number.
2. Particular position, company (job objective).

3. Experience (achievements, skills).
4. Education + additional courses, specific company training programs, language courses.
5. Personal data.

Résumé
Mr. Jeff Morgan

103 Kingston Road
2855 London
Great Britain
phone 44905-35
fax 66117-25

September, 23, 2010

Job objective: Finance and Administration Manager

Company: Jaar International Inc.

Experience:

recent position: 2010-2008 Finance and Administration Manager. Supervised Development of Management Information systems. Coordinated development of Logistics. Proved to have management skills. International Trade Company «MARS», Great Britain.

Previous jobs: 2008-2005 Finance Manager. IBM computers Inc. Analyzed budgeting and forecasts programs. Evaluated as having problem-solving skills. French Branch, IBM computers Inc., France.

2005-2002 Bookkeeper. Glaxo International Co. Coordinated costing, budgeting programs, branch department. Russian office, Russia.

Education: 2002 Degree with Honors in France and Economy, Oxford University, Finance and Administration.

2001-2002 Special training program (Glaxo International Co.).

2000-2002 Special language courses (French: Finance and Economy in France – Russian: Russian Tax Policy).

1998-2000 Computer systems for Finance and Economy.

Personal Data: age 30, fluent in French, Russian.

Travel history: France, Russia.

Profound computer skills: WinWord, Excel, Finance programs.

Theme 8: Cover Letter (Application)

Main points:

15. Rules of writing Cover Letter
16. Example of Cover Letter

Tasks

1. Read and translate

A Cover letter (application letter) is no less important than biography, because it is an example of the first contact with the employer. If the cover letter is made in violation of certain rules, it will create bad impression on the employer. A cover letter usually contains four points where You should:

- confirm that You want to get this job and tell us which ones
- how did You find out about the job;
- say why You want to work in a particular position and
- how much do Your interests coincide with the company's interests;
- indicate what contribution You can make to the company's work,
- using your knowledge and professional experience;
- to tell us about Your desire to participate in the interview.

Any application form is a special form developed by Congress, Conference, University, Institute and College to provide more specific information about applicants and to formalize all information about them for better data processing.

The application form usually includes the following sections: general information about the institution, benefits, responsibilities, applicants' criteria, closing data for applications.

The application form usually contains:

Personal details (data): Family name/Legal name (last, first, middle)

Title (Mr. Mrs. Miss. Ms. Dr.)

Sex (male, female)

Permanent home address, phone/fax number or Present address

Place and date of birth

Marital status (single, married, divorced, widowed)

Military status

Academic background usually includes all academic qualifications obtained since completing secondary education, stating the institutions attended, the main subjects of study and when the main courses started and finished. The applicants usually attach photocopies of all relevant academic certificates or transcripts, with accompanying translations into English, if they are issued in another language.

Professional background listing all positions held since completing secondary education.

Residency issues (citizenship, permanent residence status, previous country of residence).

Proposed course of study: What qualifications would you like to obtain, in what subjects?

At which institution would you like to study or conduct research? Are you applying for a fully funded scholarship?

Often the applicants are asked to attach *letters from two referees* (both of whom should be professional or academic) in support of the application; sometimes it's necessary to attach the

Personal Essays. The Personal Essay provides individualized information about the applicant, his/her ambitions and interests.

At the end you can find applicant's *obligations* while studying. All the application forms should be filled in clearly or typed.

2. Learn new vocabulary

Active Vocabulary

fill in the form – заполнить форму

application form – форма для принятия участия в чем-либо, заявление, бланк

formalize information – формализовать информацию

data processing – обработка данных

benefits – преимущества, привилегии

responsibility – ответственность

criteria – критерии

closing date of applications – окончательная дата (срок) присылки документов

male – (пол) мужской

female – (пол) женский

permanent home address – постоянный домашний адрес

single – неженатый, не замужем

married – женатый, замужем

divorced – разведенный

widowed – вдовый

title – титул

military status – воинское звание

academic background – образование

complete secondary education – получить среднее образование

attach photocopy – приложить фотокопию
academic certificate – диплом
hold a position – занимать должность
residency – страна проживания
citizenship – гражданство
residence status – местожителство
obtain qualification – получить квалификацию
apply for a scholarship – подавать документы (претендовать) на получение стипендии
referee – арбитр; рекомандодатель
personal essay – автобиография, эссе
ambition – амбиция, цель
obligation – обязательство

Methodological recommendations:

3. Work with active vocabulary, give its Kazakh equivalents.

2. Find in the text English equivalents for:

өтінішті толтыру; арнайы ақпаратты қамтамасыз ету; құжаттарды тапсырудың соңғы күні; жеке ақпарат; білім; кәсіби біліктілік; аудармамен бірге жүру; тұрақты тұрғылықты жері; зерттеу жүргізу; міндеттеме.

3. Give Russian/ Kazakh (as you like) equivalents for:

an applicant; data; general information; benefits; responsibilities; marital status; military status; an academic qualification; to attend; to be issued in another language; to hold a position; residency; a personal essay.

4. Translate the sentences into Kazakh/Russian (as you like)

1. What is the closing date for my application?
2. Do you have any academic qualification?
3. Have you filled in the application form you got yesterday?
4. I'd like to continue my studies and conduct my research work at Cambridge University.
5. I attached the photocopy of my academic certificate to my application form.
6. I read all the general information about the University, its benefits and my responsibilities.
7. What should I write in the section «Military status»?
8. Don't forget to mention your permanent home address and telephone number.

5. Make up the sentences with the following words and word combinations.

to provide (information), to provide with books;
to attach (photocopy, Personal Essay, documents);
to fill a glass with water;
to be responsible, responsibilities;
to obtain (qualification, experience);
residency, residence, to be resident of.

6. Answer the questions.

1. What is an application form?
2. What sections does the application form usually contain?
3. What does the section «Academic background» include?
4. What do the applicants usually attach?
5. What does the section «Professional background» include?
6. What is the section «Proposed course of study» about?
7. Is it important to write a good Personal Essay?
8. What can you find at the end of the application form?
9. How can an application form influence your admission to the institution?

7. What would you say if you took part in these dialogues? Act them out.

1. A.: I have got the application form from Oxford University recently. But I have some questions about its structure. Can you explain me what I should write in the section Academic background?

B.: ...

2. A.: Is it enough to mention only my recent position and the company where I work now?

B.: I don't think so, because ...

3. A.: I see that you haven't filled in the section Professional background. Have you got any difficulties with it?

B.: You are right. Can you help me with ...

4. A.: I started to write my Personal Essay yesterday. If you don't mind I'd like you to read it and give me your remarks.

B.: I'll do it with pleasure. I suppose that ...

Theme 9: Interview with potential employer as a form of business communication

Main points:

1. Rules of writing Cover Letter
2. Example of Cover Letter

Tasks

1. Read and translate.

Purposes of Interview or Objective of Interview is one of the major media of oral communication. It is used for different reasons:

Advising: Interviewer provides necessary advices to the interviewee or to the concerned people through interview. Advices are given so that they can improve or overcome the existing situation.

Increasing Understanding: Interview help to increase the understanding of the parties in different areas. Interview is one kind of open discussion session where all the parties exchange their views, news, opinions and suggestions freely. This open-ness nature of interview helps the concerned parties to increase their level of under-standing and minimize misunderstanding. 17

Finding Out of the Best Candidate: The objective of employment interview is to find out the best candidate from the potential ones. In such interview candidates are asked different questions for testing their qualities.

Objective of Interview

Monitoring or Reviewing Performance: Employee performance is monitored or reviewed by performance appraisal interview. Managers arrange such interview at a certain time interval to get feedback of their performance and to find out gap between the target and the actual figure.

Reducing Grievances: There may be grievance with the employees that must be reduced immediately. Managers hold talks with the employees to learn their griev-ances and take step to mitigate those in effective way. So, reducing employee griev-ance is another important objective of interview.

Exchanging Information: One of the main objectives of interview is to exchange information. Interview both the interviewer and the interviewee exchange their opinions, views, attitudes, facts etc.

Persuading: Another important purpose of interview is to persuade the inter-viewee to provide particular answers of the questions to be asked. The interviewer motivates the interviewee to reveal all of his potentialities in the interview.

Correcting or Reprimanding: In reprimand in interview the manager criticizes an employee severely by taking him to his room for some undesirable statement or action. The objectives of such interview are to improve the work performance of the employees, to prevent the recurrence of such offences and to protect the other employees from the malaise of anti-organizational behavior.

Solving Problems: Interview provides solution to a specific problem. In interview, the interviewer and the interviewee exchange their ideas, opinions, feelings, attitude and perception toward the issue and thus solution of the problem becomes easy to find.

Counseling: Providing counseling to the mentally distressed or stressed employee is an important objective of interview. Through problem interview, the problem employees are given necessary suggestion and counseling in required areas so that they can improve their performance in their performance in their respective work area.

From the above discussion it is clear that an interview does not take place just to ask some questions to the interviewee rather it serves some important purposes. Of course the objective of interview largely depends on its category or type. An interview is an important event in the life of every job applicant. It can be the last test on the way to a new position. That's why it's very important to be well prepared for an interview.

Come in time to the appointed place for an interview. Don't forget to take all the necessary documents for your better presentation (references, characteristics, diplomas).

Don't be nervous and tense with the interviewer, be polite and listen attentively to all the questions you are asked. If you are confident in what you talking about it will make a good impression on the interviewer. Try to give full and clear answers to the questions. Be ready to discuss the details of your future work. Try to persuade the interviewer that you are the best candidate for the chosen position and an asset for the company. Don't talk about personal questions if they are not connected with the future work.

Don't hesitate to describe fully your responsibilities and regular duties at the previous job if you are asked. Show that you are thinking ahead in your career development. Be ready to explain the reasons of your desire to change the work. Tell about your educational history and obtained degree. Don't forget to mention your computer skills, language fluency if it's required by the company.

At the end of the interview thank the interviewer for his/her attention. Don't demand the immediate answer about his/her decision, appoint the certain date for it.

2. Learn new vocabulary

Active Vocabulary

reference – отзыв, рекомендация

present a list of references – предоставить список отзывов

tense – напряженный

polite – вежливый

be confident – быть уверенным

persuade – убеждать

regular duties – обычные обязанности

be an asset for the company – быть приобретением для компании

give a good representation – хорошо представить

demand – требовать

appoint the date – назначить дату

Methodological recommendations:

4. Work with active vocabulary, give its Kazakh equivalents.

2. Find in the text English equivalents for:

үміткер; әңгімелесуге жақсы дайындалу; барлық қажетті құжаттар; шиеленісті болу; жақсы әсер қалдыру; сендіру; әдеттегі міндеттер; себеп; Білім туралы ақпарат; шешім.

3. Give Kazakh or Russian (as you like) equivalents for:

an interview; a new position; an appointed place; a reference; a characteristic; a diploma; to be polite; to be confident; to be an asset for the company; to hesitate; responsibilities and regular duties; in smb's career development; language fluency.

4. Fill in the gaps with the words given below using them in the correct form:

a list of references, to be an asset, to be nervous, an interview, to appoint, to be impressed, to be confident.

1. Did you present ... to the interviewer?
2. My friend has got an interview for tomorrow that's why he is so
3. The interviewer ... by my experience in this field.
4. He was ... and they didn't hesitate to take him for this position.
5. What date was ... for your interview?
6. The interviewer told me that Mr. White ... for any company.
7. Did you understand all the questions during ...?

5. Make up the sentences with the following words and word combinations.

to get an interview, to interview smb, an interviewer;

to be tense, tension;

to be confident, confidence;

regular duties, duty free, to be on duty;

to refer, reference, list of references.

6. What would you say if you took part in these dialogues? Act them out.

1. A.: Well, I see you've already had quite a lot of experience in the food industry. Could you dwell on your regular duties at your recent job?

B.: Yes, I can tell you that ...

2. A.: You mentioned earlier that you liked the people you had worked with. What features do you appreciate in your colleagues?

B.: I think that ...

3. A.: It seems to me you had a pleasant place to work. I'm surprised you are going to leave.

B.: You are quite right, but ...

4. A.: You mentioned that you had attended special language courses. How do you think it will help you in the future work?

B.: I suppose that ...

7. Act as an interviewer at a famous Computer company.

The company seeks a candidate for the position of an: a) accountant, b) coordinator, c) interpreter, d) analyst, e) lawyer, f) attorney, g) engineer, h) agent, i) receptionist.

Look through the requirements of different companies. Prepare the questions you should ask every candidate. Start the interview with the candidates.

Accountant – Will be responsible for the monitoring of all necessary accounting procedures, acting as a liaison to the tax authorities. Will also act as a support person for the Chief Accountant in all day-to-day activities. The suitable candidate must possess: a degree in Finance or Economics; – a minimum of 2 year experience working with Western companies; excellent knowledge of Russian financial legislation; fluent English is required, the salary is negotiable.

Warehouse Coordinator – Will assist Logistics Director in warehousing chain, control inventories, set up warehouse team of clerks, plan distribution resources. The candidate should have higher education, 1 year experience, general knowledge

of Logistics – ability to control warehouse situation – excellent managerial skills – be a computer user (Excel, Word) with strong presentation skills, fluency in English, ability to travel.

Interpreter/translator – The candidate will translate orally/ in written from English/Spanish into Russian and vice versa, realize simultaneous translations during negotiations (computer market), fulfil everyday office work. The possible candidate should possess University degree, excellent English/Spanish, computer skills (Excel, Word).

Capital Market Analyst – Will collect information on securities, equities, etc. from different information sources, develop market ideas and find appropriate ways of implementing them in the Russian market. Will participate in business trips, client meetings, project negotiations, adapt Western ideas for sales in the Russian market. The appropriate individual should possess: absolutely fluent English – excellent presentational, organizational, and analytical skills – a banking, finance, or consulting background – western education (Master of Business Administration is a plus) – willingness to travel (both locally and abroad) – a teamplayer's spirit and strong experience (Big Six or western investment banking).

Lawyer – Will realize association work and representation of company in professional circles. Business and commercial law including interest in regulatory requirements (control advertising and labeling, unfair competition, environmental issues). Industrial property (trademarks, patents, design patents, copyrights). Contacts with other European and US lawyers. A specialist in Corporate Law, Taxes. Profile: Law degree, proficiency in legislative areas – 5 + year similar experience in a multinational consumer products company – fluent English.

Attorney – Will consult the firm's clients on various aspects of Russian operations, including commercial transactions, securities and share acquisitions, strategic planning, tax law, real estate transactions, and labour law. Successful candidate will be the responsible attorney for our office under the supervision of foreign managing partners. Ability to work independently is essential. Excellent communication skills required, fluent English.

Mechanical Engineer – Main responsibilities: service and repair of equipment for printed plates manufacturing – processing of technical documentation – ordering of spare parts. Personal profile: higher technical education in Mechanics – 3 year relevant working experience – knowledge of equipment with program control for automatic assembling of printed plates – basic English.

Regional Sales Agent – Main responsibilities: sales operations within a particular region – ensuring achievement of regional objectives – investigate

customers' needs and competitive activity – plan and activate regional sales plan.
Profile: Degree in Economics, fluent English, possibility to travel up to 60%.

Receptionist – Whose responsibilities will be as follows: answering phone calls, guests' accommodation, greeting clients, making all the office work (typing, sending/receiving faxes, etc.) The right candidate should have: fluent English, PC literacy (Word, Excel), typing skills, higher education, pleasant, helpful, friendly personality.

Forms of control:

3. Attentively examine the rules of getting Interview and make short notes of them
4. Given task should be completed in written form
5. The Interview is retold via a video call
6. Deadline for submitting tasks – during the 11th -13th weeks

UNIT 4 “FEATURES OF ORAL BUSINESS COMMUNICATION”

Theme 10: Phone Conversation

Main points:

7. Rules of building a business conversation on the phone
8. Structural and lexical features of Phone Conversation

Tasks

1. Read and translate

A business conversation on the phone is an integral part of any person's work a businessman. Appointments are made and rescheduled by phone, and meetings are negotiated working conditions, professional dialogue is conducted.

A few tips on how to properly build a conversation on the phone, so to make it as successful as possible.

First, the main purpose of your call is to convey your interest. You must show that you are looking forward to meeting your partner and you there really is something to discuss with him. Try to keep the conversation lively, energetically, immediately communicate what you want to tell in person (of course, briefly, without revealing details).

Second, keep in mind that your phone call must be timed short, maximum 2-3 minutes. After all, your main task is only to set up a meeting, not talk about your company or product. Try it describe the situation as succinctly as possible in 1-2 sentences. It is known that only with auditory contact, a person's attention is quickly lost, and rather most likely, you will quickly be forgotten as a source of tiresome noise.

Third, before calling your partners, write an example text of the dialog on paper. This will help you not only not to get lost in the conversation, but it will also save you from unpleasant pauses and difficulties if you suddenly forget the word or a phrase in English.

Below, we will look at how to make an appointment in English.

1. Starting a conversation

At the very beginning of the conversation, it is very logical to introduce yourself and

greet the person on the other end of the phone line.

Hello, my name is... –

Good morning I'm ...

May I speak to...? –

I'm calling on behalf...–

I'd like to arrange an appointment... –

2. Meeting discussion Process

Here, polite suggestions of the meeting time and discussion will be appropriate opportunities of the parties, mentioning other participants of the proposed meeting:

I'm calling to fix/arrange/agree another time.

Michel and Ana are tied up/busy/unavailable this week.

Do you mind if we postpone it/move it back/put it back to next week

Which day are you thinking of/do you have in mind/do you want?

Does Wednesday sound good/suit you/look ok?

How about/ Are you free on/Can you make Thursday?

Which would be best/convenient/OK for you?

We can make it/'re free/'re available after lunch.

That sounds fine/great/good.

The appointment is/So that's/We can confirm Thursday at two o'clock

3. End of conversation

It is appropriate not only to say goodbye, but also to apologize, as well as requests:

Could you tell him that ... please?

Sorry to have troubled you.

Can I take a message?

Thanks, I'll call back later.

Methodological recommendations:

7. Read and translate the text. Make a summary of the text.

8. Read and translate the dialogues:

I. Dialogue

A: Eastbourne 54655

B: Hello. John here. Can I speak to Mary, please?

A: Hold the line, please!

B: OK.

A: Sorry, but she is out.

B: Would you tell her I rang?

A: I'd be glad to.

II. Dialogue

A: 486-4459.

B: Hello. David Black speaking. May I have a word with Jane?

A: I'll just see if she's in.

B: Right you are.

A: I'm afraid she isn't here.

B: Could you take a message?

A: Yes, of course.

III. Dialogue

A: Hello. This is Mr. Brown. The call is urgent. May I speak to Mr. Grey, please?

B: Hold the line, please. I'm putting you through.

IV. Dialogue

A: Could I speak to Mr. Hart, please?

B: Sorry, he is out. Who's speaking? Can I take a message?

A: This is Mr. Brown. Would you ask Mr. Hart to call me back? My phone number is 752-4468.

B: OK. He will call you back later.

V. Dialogue

A: Hello. Could I speak to Mr. Smith?

B: Sorry, you've got the wrong number.

VI Dialogue

A: Hello. This is Mr. Brown calling. Could I speak to Mr. Smith, speaking?

B: Sorry, Mr. Smith is out. Can I take a message?

A: No, thank you. Can you tell me when Mr. Smith will be back?

B: In half an hour or so. Thank you. I'll try again in half an hour.

3. Fill in the gaps in the dialog with the appropriate phrases:

a) Can I help you;

b) When would suit you;

c) I'll put you through;

d) Nice to hear from you;

f) No problem;

g) Who's calling;

h) I'd like to speak to.

Secretary: Transgas, Ltd. Good morning. 1) _____?

Robert Brown: Yes, 2) _____ Sarah Smith.

Secretary: 3) _____, please?

Robert Brown: Robert Brown.

Secretary: Just a minute. 4) _____.

Robert Brown: Thank you.

Sarah Smith: Sarah Smith speaking.

Robert Brown: Hello, Sarah. This is Robert speaking.

Sarah Smith: 5) _____ Robert. How are you?
 Robert Brown: Nice to hear from you, too. I'm fine, thanks, and you?
 Sarah Smith: Fine. What can I do for you, Robert?
 Robert Brown: I'm coming to London next week. Can we arrange an appointment?
 Sarah Smith: Yes, of course. 6) _____?
 Robert Brown: I'm arriving on Monday morning. What about Monday afternoon?
 Sarah Smith: That will be rather difficult. I will have some important business meetings on Monday? Will Tuesday morning suit you?
 Robert Brown: I'm free in the morning.
 Sarah Smith: OK. If you come around eleven we'll go out for lunch afterwards.
 Robert Brown: That would be nice. I can't stay long, though.
 Sarah Smith: 7) _____. I'll book a table somewhere local.
 Robert Brown: Lovely. See you on Tuesday then.
 Sarah Smith: Great. I'm looking forward to seeing you.

4. Make as many sentences as possible that are used for communicating by phone

Can	I You	ask check speak to take see if help have give speak up hold on get tell leave say spell read get back to	who's me you he/she him/her your name a message someone something a moment it that	please about it again with me with you back to me I called within the hour to call me back a few details on that is there for me later today calling when he/she'll be back
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5. You accidentally overheard your colleague talking on the phone. Guess from his answers what questions he was asked.

a)

- _____?

-Yes, I'd like to speak to Ifakat Karsli, please.

b)

- _____?

-Yes, its Ivana Medvedeva.

c)

- _____?

- M-E-D-V-E-D-E-V-A, Medvedeva.

d)

- _____?

- Yes. Can you just tell her Ivana called?

e)

- _____?

- Yes, I'll tell him as soon as he gets in.

f)

- _____?

- Of course. Your reference number is 45-81099-KM.OK?

g)

- _____?

- Sorry, is that better?

h)

- _____?

- Around three, I should think.

i)

- _____?

- Can we make that *two* hours?

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j)

- _____?

- Certainly. Can you give me your number?

k)

- _____?

- Sure. When can I expect to hear from you?

l)

- _____?
- Sure. Just a minute. Where's my pen? OK, go ahead.

6. In business communication, the ability to be polite is valued especially highly.

Using the words and phrases given below, compose 7 expressions, starting with *if*.

got a minute, not too much trouble, got time, possible, would not, too busy, can

- 1) If...
 - a) you.....
 - b) you're.....
 - c) you've.....
 - d) it's.....
- 2) If...
 - a) possible.....
 - b) you would.....
 - c) you're.....
 - d) you've.....
 - e) it's.....

Theme 11: Negotiations with clients

Main points:

9. Rules of building negotiations with clients (foreign partners)
10. Structural and lexical features of negotiations with clients
11. Doing exercises on the giving theme

Tasks

7. Read and translate

You are preparing for the future negotiations with your foreign partners. But you don't know exactly how to behave yourself, what words to say, how to conduct the negotiations in general. Read and translate.

Mr.Svetlov: Good afternoon, gentlemen. We are pleased to see you again.

Mr.Svetlov: Good afternoon! We are happy to see you, too.

Mr.Svetlov: Did you have a good trip?

Mr.Davis: Yes, it was pretty comfortable, thanks.

Mr.Svetlov: Gentlemen, let me introduce Mr.Gromov to you, he is the Head of the Marketing and Price Department, and please meet Mr.Belov, the Head of the Computer Sales Department.

Mr.Davis: I'm very pleased to meet you in person. I've heard a lot about your company.

Mr.Gromov: It's a pleasure for us, too.

Mr.Belov: We are sure our business will have a successful outcome.

Mr.Svetlov: Well, before we get down to business, let me offer you something refreshing. Mineral or soda water? Tea or coffee?

Mr.Hopkins: Thank you, coffee, please.

Mr.Davis: I prefer mineral water.

Mr.Svetlov: Now I see we are ready to start talks.

Mr.Svetlov: That's right. We've carefully studied your draft contract and would like to complete the final stage of our business transaction.

Mr.Belov: I look after the technical side of the transaction.

Mr.Gromov: And I'm responsible for the commercial side.

Mr.Svetlov: We have studied your advertising material with interest.

Mr.Belov: I must admit your model impressed me very much.

Mr.Davis: Thank you. It's a powerful computer. You'll be pleased to find out that it incorporates one or two unique features although it costs slightly more. We are confident that it will be cheaper to run. We've put it through a number of very extensive tests. I don't think you'll be disappointed.

Mr.Svetlov: Now, gentlemen, let's discuss all the items in the draft contract, your comments and objections, if any.

Mr.Hopkins: Have you any questions as regards the contract?

Mr.Gromov: We are very interested in maintenance, yes, and there's the question of delivery dates, and finally, we'd like to know whether it's possible to adapt your equipment to our uses.

Mr.Davis: As for the delivery dates, I'm happy to say, we're now able to realize it within three weeks. We can guarantee six months of good work, may be more. And there's very little routine maintenance for you to worry about. As part of the contract one of our men will call every month to make any necessary adjustments. That should be sufficient. In the unlikely event of a break down, we've always got a duty specialist who would be there as soon as you call.

Mr.Belov: We will get a complete set of documents concerning the adjustment so that you could study the requirements.

Mr.Svetlov: Who will pay the expenses involved?

Mr.Hopkins: I think, the expenses will be charged to our account, because we highly appreciate your choice to give us this interesting order.

Mr.Gromov: Principal points can be included in a supplement to the contract upon mutual agreement.

Mr.Svetlov: So, the first item is the quantity of the computers, model 486 DX.

Mr.Hopkins: How many computers do you intend to purchase?

Mr.Belov: To begin with, 300 computers. That is, if we come to terms about the price.

Mr.Davis: It's negotiable. No problems.

Mr.Gromov: When can you deliver the computers?

Mr.Svetlov: What delivery dates can you offer?

Mr.Hopkins: The earliest possible date is September this year.

Mr.Davis: We can start the delivery within three weeks after we receive an advance payment from you. Does it suit you?

Mr.Svetlov: That will be so, if we sign the contract one of these days.

Mr.Hopkins: Do you prefer FOB or CIF prices?

Mr.Gromov: Frankly speaking, we are not in favor of FOB terms.

Mr.Belov: Could you give us a price covering the expenses for delivery of the computers to our port? I mean a CIF price.

Mr.Davis: We can stipulate the terms of payment and the date of the shipment in the contract.

Mr.Gromov: I believe we have to include one more provision in the contract. If the goods are delayed for more than three weeks you will have to pay a penalty.

Mr.Hopkins: That goes without saying.

Mr.Svetlov: Now, I propose to discuss payment terms.

Mr.Davis: I would suggest to make an advance payment for one hundred computers.

Mr.Gromov: As far as I understand, it will make up 30 per cent of the total value of the contract.

Mr.Hopkins: We'll stipulate in the contract that the advance payment will be refunded to you if we fail to deliver the computers.

Mr.Gromov: The remaining sum will be paid by an irrevocable, confirmed and indivisible letter of credit to the account that you will indicate through our bank.

Mr.Davis: Which bank do you work with?

Mr.Svetlov: It's a big and reliable bank with branches abroad.

Mr.Hopkins: I want to add that all the expenses connected with the opening and confirmation of the letter of credit will be charged to your account.

Mr.Davis: Fine, in that case we can prepare the contract for signing.

Mr.Belov: I suggest that it should be done in duplicate: one copy in English, the other in Russian, both having equal validity.

Mr.Hopkins: I agree with you.

Mr.Svetlov: I'm glad that our work was so fruitful.

Mr.Davis: It was a pleasure to deal with your company.

8. Learn new vocabulary

Active Vocabulary

introduce smb – представить кого-либо

meet smb in person – познакомиться лично

outcome – результат

draft contract – проект контракта

business transaction – деловое соглашение

advertising material – рекламный материал

admit – признавать

incorporate – соединять

be confident – быть уверенным

cheap – дешевый

item – пункт, положение контракта

objection – возражения

as regards – что касается

maintenance – содержание

delivery date – дата поставки

adapt equipment to smb's uses – приспособить оборудование к чьим-либо требованиям
adjustment – регулировка
sufficient – достаточный
break down – поломка
complete set of documents – полный комплект документов
concerning – что касается
study the requirements – изучать требования
pay the expenses involved – оплатить связанные с этим расходы
charge – брать плату
account (a/c) – счет
order – заказ
supplement – дополнение
mutual agreement – совместное соглашение
quantity – количество
purchase – покупать
begin with – сначала
come to terms about the price – прийти к согласию относительно цены
advance payment – предварительная оплата
suit – приближаться, подходить
sign – подписывать
FOB (free on board) price – FOB-цена
CIF (cost, insurance, freight) price – СИФ-цена
be not in favor of smth – не быть настроенным
cover the expenses – покрывать расходы
stipulate – договориться
date of shipment – дата отгрузки
provision – положение контракта
goods – товары
delay – отложить, задержать
penalty – штраф
total value of the contract – общая стоимость контракта
refund – возмещать стоимость
fail to do smth – не суметь сделать что-либо
irrevocable – безотзывный
confirmed – подтвержденный
indivisible – неделимый
Letter of Credit (L/C) – аккредитив

reliable – надежный

in duplicate – в двух экземплярах

equal validity – одинаковая юридическая сила

Methodological recommendations:

5. Work with active vocabulary, give its Kazakh equivalents.

2. Find in the text English equivalents for:

келісім-шарттың жобасын мұқият оқып шығыңыз; келісімнің техникалық жағы; түсініктемелер мен қарсылықтар; келісім-шартқа қатысты; жабдықты біреудің талаптарына бейімдеу; құжаттардың толық жиынтығы; осыған байланысты шығындарды төлеу; шот; келісім-шартқа қосымша; жеткізу; алдын-ала төлем алу; айыппұл төлеу; келісімшарттың жалпы құны; бірдей заңды күшке ие болу.

3. Give Russian equivalents for:

a successful outcome; a business transaction; to be responsible for the commercial side; to incorporate one or two unique features; to be interested in maintenance; as for the delivery dates; a break down; to study the requirements; a mutual agreement; to sign the contract; to come to terms about the price; to cover the expenses for delivery of the computers; to stipulate the terms of payment and the date of the shipment; to delay; an irrevocable, confirmed and indivisible letter of credit.

4. Translate the sentences into Kazakh or Russian (as you like).

1. I'm glad to meet you in personal at last.
2. Dear Sirs, let me introduce Mrs.Vane, the Managing Director of our firm.
3. We haven't discussed the delivery date.
4. I think we'll come to terms about the prices and advance payment.
5. I studied the advertising material and the draft contract prepared by your specialists.
6. Where is the complete set of documents concerning this business transaction?
7. Have you adapted the equipment to our uses?
8. Do you have any objections as regards the contract?
9. I studied thoroughly the requirements of the market.

5. Make up the sentences with the following words and word combinations.

1. maintenance, to maintain relations;
2. to admit, admittance, admitting;

3. to order, an order;
4. to charge, a charge, charging;
5. to purchase, a purchase, purchaser;
6. to open an account in the bank, to transfer money to the account;
7. equal validity, valid;
8. to supply, supplement, supplier.

6. Complete the sentences.

1. We can start with
2. I'm responsible for
3. Let's turn to the question of
4. First of all we should discuss
5. We can deliver the goods within ... of the date of
6. I suggest that we should begin with
7. I've been authorized to discuss
8. We've carefully studied your inquiry (offer, draft contract) and would like
9. We are planning to buy (purchase, order)
10. We undertake to deliver

7. What would you say if you took part in these dialogues? Act them out.

1. A.: Good morning, colleagues. We are pleased to meet you in Moscow. Let me introduce myself: I'm Vladimir Nikitin, the Sales Manager of our company.

B.: Nice to meet you, Mr. Nikitin ...

2. A.: Did you have a good flight?

B.: ...

A.: Are you satisfied with your accommodation?

B.: ...

3. A.: I've heard a lot about your company as a reliable partner in business.

B.: ...

A.: I see we are ready to start talks. Have you got the complete set of documents concerning our order?

B.: ...

A.: We have seen your advertising material, but still we have some questions. Can you describe in details the goods you are ready to deliver for us?

B.: ...

4. A.: Let's discuss all the items in the draft contract, your comments and objections, if any.

B.: I propose that we discuss ...

A.: What about the payment terms?

B.: ...

A.: I was sure you wouldn't disappoint us.

B.: ...

8. Fill in the gaps in the outline draft contract choosing from the words given below.

arbitration – арбитраж

reclaim – рекламация

late – поздно

charges – затраты, расходы

delivery – поставка

letter of credit – аккредитив

parties – стороны

terms – условия, сроки

payment – оплата

freight / loading – фрахт

specification – спецификация

penalty – штраф

substandard – ниже качества, установленного стандартом

invoke – вызывать в суд, обращаться

Draft Contract

between Valeo Ltd, hereinafter referred to as «the Seller»,
and Mercury, hereinafter referred to as «the Buyer»

The Seller undertakes to supply the Buyer with 12 000 computers to ... 765 and to pay all ... and insurance The terms of ... and immediate payment of ... charges by confirmed and irrevocable ... are to be standard.

A ... clause will be included in the contract. It will be against the Buyer for ... payment.

In the event of non-payment, the Seller shall be entitled to ... the goods.

In case of a dispute between the ... to the contract the matter will be taken to independent All the ... of the contract must be complied with by both parties.

VOCABULARY

TERM	TRANSLATION
accounting department	бухгалтерия
administrative staff	административный персонал
board of directors	совет директоров
catering	общественное питание
chairman	председатель совета директоров
chief business development officer (CBDO)	директор по развитию бизнеса
chief commercial officer (CCO)	коммерческий директор
chief executive officer (CEO)	главный исполнительный директор
chief financial officer (CFO)	финансовый директор
chief information officer (CIO)	ИТ директор
chief marketing officer (CMO)	директор по маркетингу
chief security officer (CSO)	директор по безопасности
computer software	программное обеспечение
construction	строительство
corporation	корпорация
defence	оборона
department	отдел
employees	сотрудники
enterprise	предприятие
entrepreneur	предприниматель
executive	сотрудник на управленческой должности
finance department	финансовый отдел
financial services	финансовые услуги

food processing	переработка пищевых продуктов
founder	основатель
freelancer	фрилансер
head	начальник отдела
headquarters	штаб-квартира
healthcare	здравоохранение
household goods	хозтовары
HR department	отдел кадров
industry	промышленность
IT department	ИТ отдел
legal department	юридический отдел
leisure	досуг, развлечения
limited-liability company (LLC)	общество с ограниченной ответственностью (ООО)
line manager	линейный менеджер
logistics	логистика
magnate/mogul/tycoon	магнат
management	управление
managing director	директор-распорядитель, исполнительное лицо компании
marketing department	отдел маркетинга
media	средства массовой информации
multinational	международная компания
non-profit organisation	некоммерческая организация
partnership	партнерство
pharmaceuticals	фармацевтические препараты
private company	частная компания
production	производство

property/real estate	недвижимость
public company	публичная компания
purchasing department	отдел закупок
research and development department (R&D)	отдел исследований и разработки
retail	розничная торговля
sales department	отдел продаж
self-employed	частный предприниматель

Английский для HR

TERM	TRANSLATION
absense	отсутствие на работе
accept a job offer	принять предложение о работе
accountable	ответственный за свои действия
application	заявление
apply for a job	устроиваться на работу
attrition	истощение рабочей силы (из-за увольнений, болезней и т.д.)
authoritarian	авторитарный
autonomous	автономный, способный работать без помощи извне
basic salary	базовая зарплата
be made redundant	быть сокращенным
be off sick	отсутствовать по болезни
blue-collar worker	синий воротничок, работник физического труда
candidate/applicant	кандидат на должность, соискатель
career ladder	карьерная лестница

comission	КОМИССИЯ
conduct	поведение
confidential	конфиденциальный
covering letter	сопроводительное письмо
credible	заслуживающий доверия
CV (curriculum vitae)	резюме
dead-end job	бесперспективная работа
demote	понизить в должности
discrimination	дискриминация
dismiss	уволить
downsize	урезать количество персонала
draw up a contract	составить договор
education	образование
employ	предоставлять работу, держать на службе
employee	работник
employer	работодатель
enrolment	зачисление на курсы, должность
ethical	этический
evaluate	оценивать
fall behind	отставать
fill a vacancy	заполнить вакансию
fill in for	работать за кого-либо (временно)
fire	уволить за ошибки или низкие показатели
fixed-term contract	договор с фиксированным периодом
foster	воспитывать, возвращать

fringe benefits	дополнительные льготы (авто, обед и т.д.)
graduate from	окончить учебное заведение
group interview	групповое интервью
head office	Головной офис
headhunter	охотник за ценными кадрами
highly skilled	высоко квалифицированный
hire	нанимать
HR manager	менеджер отдела кадров
human resources (HR)	отдел кадров
incentive	стимул
interviewee	тот, кого пригласили на интервью
interviewer	тот, кто проводит интервью или собеседование
job experience	опыт работы
job offer	предложение работы
job security	уверенность в стабильности на работе
job seeker	тот, кто находится в поисках работы
lay off	увольнять вследствие экономических или других внешних причин
maternity leave	декретный отпуск
milestone	веха, важный этап
misconduct	проступок, неприемлемое поведение
motivated	мотивированный
numerate	хорошо владеющий цифрами и расчетами

organized	организованный
outsource	внешние сотрудники
overtime	сверхурочно
payroll	платежная ведомость
pension	пенсия
performance appraisal	оценка производительности
perks	плюшки, приятные льготы
permanent contract	постоянный договор
position	должность
proactive	проактивный
promote	повысить в должности
promotion	повышение по службе
psychometric test	психометрический тест
qualifications	документы об образовании
recruit	нанимать на работу
recruitment agency	кадровое агентство
recruiter	рекрутер, специалист по найму
references	рекомендации от предыдущего работодателя
remuneration	вознаграждение за работу, оплата за работу
resign	уходить в отставку
retire	выходить на пенсию
salary	зарплата

Английский для переговоров

TERM	TRANSLATION
agenda	повестка дня

alternative	альтернативное решение
back down	отступить
bargain	торговаться
benefit	польза, приносить пользу
bluff	блефовать
body language	язык тела
bottom line	основная мысль, основная идея
clarify a point	прояснить мысль, идею
condition	условие
counter proposal	встречное предложение
customer-supplier negotiations	переговоры между заказчиком и поставщиком
deadlock	тупик
fallback position	позиция, до которой можно уступить
get down to business	приступить к делу
give in	сдаться
give the background	ознакомить с вводной информацией
goodwill gesture	жест доброй воли
haggle	усиленно торговаться
highball	просить намного больше, чем другая сторона готова предоставить
horse-trading	обмен взаимными уступками
intense negotiations	интенсивные переговоры
issue	вопрос для обсуждения
leverage	что-то, что дает силу или преимущество в переговорах

lowball	предлагать намного меньше, чем ожидается на переговорах
make a concession	пойти на уступку
make a deal	заключать сделку
merger or takeover negotiations	переговоры о слиянии или поглощении
mutual advantage	взаимная выгода
negotiate from strength	вести переговоры с позиции силы, иметь преимущества
negotiate from weakness	вести переговоры с позиции слабости, не иметь преимуществ
objection	протест, несогласие
obstacles	препятствия
outline objectives	описать цели
postpone discussions	отложить обсуждения
priority	приоритет
probing	зондирование, прощупывание почвы
proposal	предложение
reach a common ground	прийти к общему мнению
reach an agreement	договориться
reach consensus	достичь консенсуса
reconsider the position	пересмотреть позицию
relationship building	построение отношений
relaxed atmosphere	расслабленная атмосфера
representative	представитель
small talk	болтовня
sound reasonable	звучать разумно

Английский для маркетинга

TERM	TRANSLATION
advertising campaign	рекламная кампания
advertising	реклама
billboards/hoardings	рекламные щиты
brand awareness	узнаваемость бренда
brand image	имидж бренда
brand manager	бренд-менеджер
buyer	покупатель
buying habit	покупательская привычка
buying motivation	мотивация покупки
chain store	сеть магазинов
cheap	дешевый
classified ads	объявления в газетных рубриках
cold call	холодный звонок
competitor	конкурент
consumer	потребитель
consumer location	местонахождение потребителя
convenience store	магазин (еда и товары)
corporate image	корпоративный имидж
coverage	покрытие, охват
customer needs	потребности клиентов
customer	покупатель
demand	спрос
department store	универмаг
direct marketing	прямой маркетинг
discount	скидка

disctribution channel	канал распространения
domestic sales	продажи на внутреннем рынке
dominate a market	доминировать на рынке
downmarket	дешевый и низкого качества
e-commerce	электронная коммерция
e-marketing	электронный маркетинг
enter a market	выйти на рынок
entry-level	начальный уровень
expensive	дорогой
free gift	бесплатный подарок
free sample	бесплатный образец
generic products	дженерики, товары без бренда
goods	товары
high-priced	с высокой ценой
junk mail	спам
low-priced	с низкой ценой
mailshot	почтовая рассылка
market challenger	соперник лидера рынка
market growth	рост рынка
market leader	лидер рынка
market niche	рыночная ниша
market segmentation	сегментация рынка
market share	доля рынка
market size	размер рынка
market-driven	движимый рынком, ориентированный на рынок
marketeer	маркетолог
marketing mix	комплекс из 4х стратегий «four

	Ps»
marketing strategy	Маркетинговая стратегия
mass market	массовый рынок
medium	канал рекламы
middleman	посредник
mid-priced	по средней цене
neon signs	неоновые вывески
niche market	нишевый рынок
own-brand product	продукт собственной торговой марки
packaging	упаковка
personal selling	продажи лицом к лицу, с личным контактом
positioning	позиционирование
poster	плакат
price boom	ценовой бум
price cut	снижение цен
price hike	рост цен
price leader	ценовой лидер
price sensitive buyers	покупатели чувствительные к цене
price tag	ценник
price war	ценовая война
pricing	ценообразование
product catalogue / mix/ portfolio	каталог продукции
product endorsement	реклама продукта известной личностью
product life cycle	жизненный цикл продукта
product placement	реклама продукта в кино

product portfolio	портфель продуктов
product positioning	Позиционирование продукта
product range/line	ассортимент / линейка продукции
public relations	связи с общественностью
recommended retail price	Рекомендованная розничная цена
retailer	розничный бизнес
rival	соперник
sales promotion	стимулирование продаж
Search Engine Optimization (SEO)	поисковая оптимизация
seller	продавец
Social Media Marketing (SMM)	маркетинг в социальных сетях
special offer	специальное предложение
substitute products	товары-заменители
the four ps: product, price, place, promotion	четыре основы маркетинга: продукт, цена, размещение, продвижение
trademark	товарный знак
tv commercial	ТВ-реклама
upmarket	дорогой и высокого качества

Английский для финансов и бухгалтерии

TERM	TRANSLATION
accelerated depreciation	нелинейный метод начисления амортизации
account	счет, контрагент
accountant	бухгалтер
accounts payable	период погашения кредиторской задолженности; счета к оплате
accrual	понесенные, но еще не выплаченные расходы

accrued liability/accrued expense	срочное обязательство; начисленное обязательство
accrued revenue/accrued income	начисленный доход
acquisition	поглощение компании
actual cost	фактические затраты
actual expenditure	фактические расходы
added value	добавленная стоимость
allocation of the dividend	выделение дивидендов
annual report	годовой отчет
assets: current, fixed, intangible (goodwill, brands)	активы: оборотные, основные, нематериальные (репутация, бренды)
audit	аудит
auditor	аудитор
bail out	выручать, субсидировать
balance sheet	бухгалтерский баланс
balance-sheet items	статьи баланса
balance-sheet ratios	балансовые показатели
be in the black	быть в плюсе, доходы превышают расходы
be in the red	быть в минусе, расходы превышают доходы
bonds	облигации
book value	балансовая стоимость
bottom line	финансовый результат
budget	бюджет
burden	долговое бремя
capital	капитал
capital goods	основные средства; основные

	фонды; капитальный товар
capital increase	прирост капитала
capital loss	убытки по вложенному капиталу; убытки от продажи основных средств
cash reserves	денежные резервы
cashflow	денежный поток
collateral	залог
comission	комиссия
commodity	сырьевой товар
corporate tax	налог на прибыль корпораций
cost of goods sold	стоимость проданных товаров
creative accounting/window dressing	творческая бухгалтерия, ширма, показуха
credit policy	кредитная политика
currency	валюта
current account	текущий счет, расчетный счет
current assets	оборотные активы
debt	долг
default	невыполнение обязательств
deferred tax	отсроченное налогообложение
demand	спрос
depreciable assets	амортизируемые активы
depreciate/amortize	изнашивать или амортизировать
depreciation/amortization	износ или амортизация
direct costs	прямые расходы
dividends	дивиденды
earnings	заработок

economies of scale	эффект масштаба
expenses	затраты
file for bankruptcy protection	подавать заявку о защите от банкротства
financial year	финансовый год
fixed costs	фиксированные расходы
GDP	ВВП
go bankrupt	обанкротиться
gross margin	валовая прибыль в процентах
gross profit	валовая прибыль в денежном выражении
highly leveraged	с высокой долей заемных средств
income statement	отчет о прибылях и убытках
indirect costs/overhead costs	косвенные затраты, накладные расходы
inflation rate	уровень инфляции
intangible assets	нематериальные активы
interest	процент по кредиту
inventory turnover index	индекс оборачиваемости запасов
inventory value	инвентаризационная стоимость
joint venture	совместное предприятие
lender	кредитор
leverage	кредитное плечо
liabilities: current, long-term	пассивы: текущие, долгосрочные
liquid assets	быстро реализуемые средства; ликвидные активы
loan	заем
loan capital	ссудный капитал
majority stake	мажоритарная доля

make a loss	терпеть убыток, получать убыток
make a profit	приносить прибыль
merge with	слиться с
merger	слияние
minority stake	миноритарная доля
mortgage	ипотека
net margin	чистая прибыль в процентах
net profit	чистая прибыль в денежном выражении
non-taxable income	не облагаемый налогом доход
operating loss	убыток от основной деятельности
operating profit	прибыль от основной деятельности
overleveraged	с чрезмерной долей заемных средств
overspend	перерасходовать
pay off	выплатить
pay upfront	платить авансом
payment terms	условия оплаты
pension	пенсия
pre-tax loss	убыток до налогообложения
pre-tax profit	прибыль до налогообложения
principal	тело кредита или вложенный капитал
profit and loss account	счет прибылей и убытков
profit margin, mark-up	маржа, наценка
raise capital	привлекать капитал
repay a debt	выплатить долг
reschedule a debt	реструктурировать долг

rescheduling or restructuring	изменение графика или реструктуризация
restructure a debt	реструктурировать долг
retained earnings	нераспределенная прибыль
revenue	выручка
rounding down	округление в меньшую сторону
rounding up	округление в большую сторону
salary	зарплата
savings account	сберегательный счет
share	акция
share capital	акционерный капитал
shareholder	акционер

Английский для закупок

TERM	TRANSLATION
accounts payable	кредиторская задолженность
accounts receivable	дебиторская задолженность
added value	добавленная стоимость
amount	количество
amount of invoice	сумма счета на оплату
article/item	единица товара
assortment/range	ассортимент
auction	аукцион
backlog	отставание
batch	партия товара
bid	ставка
billing	выставление счетов
buy / purchase	покупка / покупка

buy in bulk	купить оптом
cancel the order	отменить заказ
cash discount	скидка при оплате наличными
catch the customer's attention	привлечь внимание клиента
charge	плата
charge for	взимать плату за
claim	требование
collection	взымание, инкассация
commodity	товар
complaint	претензия, жалоба
complaints department	отдел рекламаций
consignment	партия
consumer	потребитель
coupon	купон
dealer	дилер
delayed delivery	задержанная поставка
deliver	доставить
delivery	доставка
delivery charges	оплата за доставку
delivery date	дата поставки
discount	скидка
dispatch (parcel / an order)	отправка (посылка / заказ)
draft	проект
factory price	цена завода/производителя
fleet of vehicles	автопарк
for sale	продается
free shipping	бесплатная доставка

get / receive (letter, parcel)	получить / получить (письмо, посылка)
handling charge	плата за обработку груза
in bulk	оптом
inventory	инвентарь
invoice	выставленный счет
item	пункт
lorry/truck	грузовик / грузовик
mail order (sale)	почтовый перевод (продажа)
mailman (us) / postman (gb)	почтальон (сша) / почтальон (гб)
malfunction	неисправность
missing goods	недостающие товары
negotiate	вести переговоры
non-returnable packing	невозвратная упаковка
notes & remarks on purchase order	примечания и комментарии к заказу на покупку
old stocks	старые запасы
on credit	в кредит
order	заказ
order confirmation	подтверждение заказа
order form	форма заказа
order processing	обработка заказа
out of stock	распродано
package	пакет
packaging	упаковка
packing list	упаковочный лист
parcel	посылка
pay in advance	платить вперед (авансом)

payment by installments	оплата в рассрочку
place the order	разместить заказ
point of purchase	точка покупки
preview	предварительный просмотр
promotional code	промо код
purchase order	заказ на покупку
purchases	покупки
quotation / an estimate	цитата / смета
rebate	возврат при оплате большего количества, чем нужно (например, налоги)
receipt	квитанция
registered mail / certified letter	заказное письмо / заказное письмо
replenish	пополнять
retailer	розничный торговец

Английский для продаж

TERM	TRANSLATION
active sales	активные продажи
advance payment	предоплата
after-sales service	послепродажное обслуживание
agency contract	агентский договор
agreed price	согласованная цена
apartment for sale	продажа квартиры
article/item	единица товара
bargain	торговаться, выгодная покупка
bestseller	хит продаж
book of sales	книга продаж на английском

break-even point	точка безубыточности
business card	визитная карточка
buy on credit	покупать в кредит
buyer	покупатель
car for sale	продажа авто, продажа автомобиля
chain store	сеть магазинов
client	клиент
close the sale, close the deal	заключить сделку
cold call	холодный звонок
competitor	конкурент
complaint	жалоба
complimentary gift	бесплатный подарок
consumer	конечный потребитель
contract of sale	договор купли-продажи, договор продажи
customer	покупатель, клиент
customer base	база клиентов
deal	сделка
delivery	доставка
director of sales	директор по продажам
discount	скидка
faulty goods	дефектные товары
follow up	связываться с лидами, с теми, кто проявил интерес к продукту
for sale advert, house for sale advert	объявление о продаже, объявление о продаже дома
free trial	бесплатная пробная версия
go on sale	поступить в продажу

guarantee	гарантия
head of sales department	руководитель отдела продаж, начальник отдела продаж
in bulk	оптом
increase in sales	рост продаж
lead	лид, тот кто проявил интерес к товару и оставил контактные данные
loss	убыток
make an offer	делать предложение
market	рынок
objection	возражение
outlet	точка продаж
overcome	преодолеть
payment by installments	рассрочка, оплата частями
place an order	размещать заказ, делать заказ
postpayment	постоплата, отсрочка платежа
price conscious	тот, кто думает в первую очередь о цене перед покупкой
price reduction	снижение цены
price/quality ratio	соотношение цена / качество
product	товар
profit	прибыль
profit margin (mark-up)	маржинальность
prospect	потенциальный покупатель
purchase	приобретать, покупка
quote/quotation	назначенная цена, заявленная цена
receipt	чек об оплате
recommended price	рекомендуемая цена

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