

**Негосударственное образовательное учреждение высшего образования
«Международный институт экономики и права»
(НОУ МИЭП)**

**Методические указания для проведения практических занятий
по дисциплине «Деловой иностранный язык»**

(для студентов факультета «Экономики и управления»)

Методические указания
составил(и):

М.А. Никова к.с.н., доцент

Методические указания для проведения практи-
ческих занятий по дисциплине «Деловой ино-
странный язык»

(для студентов ф-та «Экономики и управления»)

разработаны в соответствии с ФГОС ВО:

*Федеральный государственный образовательный стандарт высшего образования
по направлению подготовки 38.03.02 Менеджмент (уровень бакалавриата)
(приказ Минобрнауки России от 12.01.16г. №7)*

составлены на основании учебного плана:

утвержденного Учёным советом НОУ МИЭП.

Методические указания одобрены на заседании кафедры

Гуманитарных и естественно-научных дисциплин

Протокол от

20 февраля 2018 года

№ 7

Срок действия программы:

2018/19 уч. год

Зав. кафедрой

Т.В. Карпенкова

ВВЕДЕНИЕ

Предлагаемое пособие «Деловой иностранный язык (английский язык)» предназначено для самостоятельной работы обучающихся в бакалавриате МИЭП и составлено с учетом целей и задач основной образовательной программы высшего профессионального образования. Программа курса и практические задания созданы на основе инновационного модульного подхода к овладению иностранным языком обучающимися неязыковых специальностей, в том числе обучающимися по направлению «Менеджмент».

Цель курса – обучение иностранному языку как активному средству личностной и профессиональной коммуникации; расширение кругозора и повышение общей гуманитарной культуры студентов. Будущие бакалавры должны на хорошем профессиональном уровне владеть английским языком. А именно:

– на слух понимать основной смысл высказываний в пределах тем, касающихся повседневного обучения; понимать в целом предложенную информацию (сообщения, рассказы), а также достаточно объемные высказывания в повседневных ситуациях и др.;

– читать и переводить тексты; понимать основное содержание оригинальных текстов и общий смысл статьи; находить в тексте нужную информацию и др.;

– рассказать о семье, о родном городе и его достопримечательностях, о личных интересах и увлечениях, о своих планах и намерениях; обсудить последние события; пересказать статью; подготовить те или иные сообщения; высказать свою точку зрения и др.;

– написать биографию, письмо; составить резюме; написать план своего выступления, краткий отчет, отзыв и др.

ПРАКТИЧЕСКИЕ ЗАДАНИЯ

Тема 1. Corporate Social Responsibility

1. Прочитайте и письменно переведите на русский язык:

The modern business corporation is one of the most powerful and influential institutions in the world. Its productive output constitutes much of the material wealth of the world. For many people, corporations provide psychological shelter and comfort as well as material support and security. No one can doubt the key role played by corporations in improving the quality of life for many people.

On the other hand, a corporation at times can have a negative impact on the lives of people. Just what constitutes socially responsible business is complex and the concept of corporate social responsibility (CSR) has always been very controversial. Some people are very much in favour of it, while others are strongly opposed.

2. Answer the following questions:

1. What is the modern business corporation like?
2. Why is it important for people?
3. Why is the concept of corporate social responsibility controversial?
4. What do people debate about?
5. What is social responsiveness?

3. Translate into English:

- 1) составлять материальную часть богатства,
- 2) обеспечивает стабильную занятость,
- 3) нельзя сомневаться,
- 4) отрицательно влияет на жизнь людей,
- 5) сложно определить что составляет социальную ответственность бизнеса.

4. Make up sentences with the following words:

- 1) controversial,
- 2) productive output,
- 3) psychological shelter,
- 4) CSR,
- 5) interdependent.

5. Переведите на русский язык:

1. You shall do this work at once.
2. You shall have whatever you want.
3. You should tell me the truth.
4. Should I ask him about it?
5. You should have done this work.

6. Переведите на английский язык:

1. Как вы смеее говорить это?
2. Никто не осмеливался спросить его об этом.
3. Мне нужна твоя помощь.
4. Он должен быть здесь с минуты на минуту.
5. Ему следовало бы (нужно было) ехать более осторожно (но он не сделал этого).

7. Переведите на русский язык:

1. The teacher said that we *needn't* come.
2. Does he *dare* to contradict her?
3. No one *dared* to ask him about it.
4. How *should* I know?
5. *Need* I repeat it?

Тема 2. Advertising in Modern Marketing

1. Прочитайте и письменно переведите на русский язык:

Advertising today is not carried out in hit-or-miss way. An advertising campaign is planned with a certain market in mind. The means through which the advertisement is purveyed to the public is known as the advertising media. A campaign is normally based not on a single medium, but on a selection of media. The choice of appropriate media is the subject of careful study and analysis and their use is carefully synchronized to achieve the maximum effect.

The combination of the product to be advertised and the market at which the campaign is to be directed will determine the “appeal” which is to be used. Different appeals will be appropriate for different products. If foodstuffs are being advertised, the appeal will probably be to the appetite and illustrations will show attractively prepared, hotly-steaming meals. For other products, the appeal may be through the emotions of parental love, social aspiration, sex or fear.

An advertising campaign will be designed to make a specific appeal to some particular section of the public through carefully chosen media.

2. Answer the following questions:

1. Is advertising today carried out in hit-or-miss way?
2. In what situation may advertising be used as a weapon of competition?
3. Can it (advertising) also serve to reduce competition?
4. Can you name the target (purpose) of such reduction?
5. What are advertisements attempting to create when they try to persuade consumers that there is no substitute for their product?

3. Translate into English:

- 1) рекламная кампания,
- 2) передавать (снабжать),
- 3) человеческая память,
- 4) сильный общественный стимул,
- 5) ценная услуга.

4. Make up sentences with the following words:

- 1) distinction,
- 2) fallible,

- 3) to appeal,
- 4) keep aware (of),
- 5) indefinable.

5. Переведите на русский язык:

1. I will come whether you like it or not.
2. The plane will take off at midnight.
3. The engine wouldn't start.
4. Would you mind closing the window?
5. When we were children, we would all get up early.

6. Переведите на английский язык:

1. Вы не отдадите ему это письмо? (Дайте ему это письмо, пожалуйста.)
2. (Не) могли бы вы помочь мне?
3. Я никогда не любил классическую музыку.
4. Когда мы были детьми, мы обычно играли в прятки.
5. Я обычно ездил на работу на машине, но сейчас езжу автобусом.

7. Переведите на русский язык:

1. I *used to* live in London, but I moved in 2010.
2. *Would* you show me that textbook?
3. The lock *will* not open.
4. He *won't* (*will not*) go to the director and talk with him.
5. We invited him several times, but he *wouldn't* come.

Тема 3. How Advertising Affects Consumers

1. Прочитайте и письменно переведите на русский язык:

Advertising affects the consumer in the following ways.

Information. A distinction is often made between informative and persuasive advertising. Informative advertising announces a product and gives potential buyers the details they need.

Persuasion. Human memory is short and fallible and repetition is necessary to keep customers aware of a product. Excessive repetition, however, is intended to persuade, not to inform. The borderline is indefinable and all advertisements contain both persuasive and informative elements.

Maintenance of demand. It is arguable that advertising is necessary to maintain demand at a sufficiently high level to provide full employment.

Creating mass markets. The use of mass-production methods often results in lower unit costs. Large-scale production requires large markets, however, and forceful advertising and sales promotion can provide lower costs and eventually lower prices.

Quality. The fact that a good has been widely advertised may compel a manufacturer to maintain high standards of quality.

2. Answer the following questions:

1. What is the benefit for competitors to have a submarket free from competitive pressures?
2. What is the role of public relations officers and public relations counselors?
3. Do you think that public relations activities can not be considered as advertising?
4. In what ways advertising can affect the consumer?
5. Do they (ways) really work? Give examples.

3. Translate into English:

- 1) средства распространения рекламы,
- 2) насильственное рекламирование,
- 3) сильный общественный стимул,
- 4) давление конкурентов,
- 5) увеличение сбыта.

4. Make up sentences with the following words:

- 1) in a hit-or-miss,
- 2) careful study,
- 3) selection of media,
- 4) foodstuffs,
- 6) it is arguable that.

5. Переведите на русский язык:

1. I want to know all about her.
2. All the furniture was packed.
3. She has eaten all the cake.
4. We have all been informed about it.
5. Then he played three games and won all of them.

6. Переведите на английский язык:

1. Все готово.
2. Можешь взять все.
3. Я сказал ему все, что (я) знал.
4. Не начинай опять все снова.
5. Это все, что мне нужно.

7. Переведите на русский язык предложения с устойчивыми сочетаниями:

1. Let's (let us) sing *all together*.

2. Don't start *all over again*.
3. I was right *after all*.
4. *Not bad at all*.
5. I must finish my work *first of all*.

Тема 4. Types of Buying Behavior

1. Прочитайте и письменно переведите на русский язык:

Buying behavior may be defined as the decisions and actions of people involved in buying and using products. Consumer buying behavior refers to the purchasing of products for personal or household use, not for business purposes. Organizational buying behavior is the purchasing of products by producers, resellers, governmental units, and institutions. Since a firm's success depends greatly on buyers "reactions to a particular marketing strategy, it is important to understand buying behavior. Marketing managers are better able to predict consumer responses to marketing strategies and to develop a satisfying marketing mix if they know the factors that affect buying behavior.

Consumer's buying behaviors differ when they buy different types of products. For frequently purchased, low-cost items, a consumer employs routine behavior, involving very little search or decision-making effort. The buyer uses limited decision making for purchases made occasionally. When buying an unfamiliar, expensive item or one that is seldom purchased, the consumer engages in extensive decision making. A person deciding on a purchase goes through some or all of many different steps.

2. Answer the following questions:

1. What is the definition of the term "buying behavior"?
2. What does consumer buying behavior refer to?
3. What does organizational buying behavior refer to?
4. Are organizational buyers better informed than consumers about the products they buy?
5. Why is it important for a firm to understand buying behavior?

3. Translate into English:

- 1) поведение покупателя,
- 2) покупательское поведение потребителя,
- 3) использование в семье (домашнем хозяйстве),
- 4) покупательское поведение организации,
- 5) реакция потребителя.

4. Make up sentences with the following words:

- 1) warranty,
- 2) person-specific factor,
- 3) purchasing policies,
- 4) sampling,

5) buying decision.

5. Переведите на русский язык:

1. Hold it with both *hands*.
2. *You* are both wrong.
3. The *children* are both mine.
4. *We* have both done our homework.
5. I warned *them* both.

6. Переведите на английский язык:

1. *Мы оба* знали об этом.
2. *Обе девушки* опоздали.
3. *Оба* пришли вовремя.
4. *Они оба* учатся здесь.
5. Я не знаю, что/какую взять, я думаю, (что) я возьму *обе*.

7. Переведите на русский язык и проанализируйте, в какой функции выступает местоимение *both*:

1. She wants *us both* (we both, both of us) to help her with it
2. *Both* (of them) were mistaken.
3. Have you got a pen or a pencil? – I've got *both*.
4. *They* were *both* waiting.
5. *They both* can speak English fluently.

Тема 5. Laws you should know about

1. Прочитайте и письменно переведите на русский язык:

Over the past fifty years, the federal government has passed a myriad of important laws that help ensure that job applicants and employees are treated fairly. Some apply to all employers – private and public sector. Others apply to private sector employers only, and still others apply to all private sector employers but the smallest – usually those with fewer than 15 employees. One of the most important federal law is ADEA (Age Discrimination in Employment Act).

This law applies to public and private employers with 20 and more employees, employment agencies, and unions. The ADEA says that employers cannot do the following:

- Discriminate against employees who are 40 years old or older because of their age.
- Establish a mandatory retirement age for their employees.
- Legally discharge or demote an employee, with a few exceptions, because the employer thinks the worker is too old; however, the employer can use incentives to encourage employees to retire voluntarily.

2. Answer the following questions:

1. Has the federal government passed a myriad of important laws?

2. Do these laws apply to all employers – private and public sector?
3. What is the ADA?
4. Is ADEA one of the most important federal law?
5. What can employers do or not according to the ADEA?

3. Translate into Russian:

- 1) discriminate against employees,
- 2) Age Discrimination in Employment Act,
- 3) applies to public and private employers,
- 4) employment agencies,
- 5) unions/ trade unions.

4. Make up sentences with the following words:

- 1) to denote,
- 2) incentive,
- 3) mandatory retirement,
- 4) merit,
- 5) seniority.

5. Переведите на русский язык:

1. You may go by *either* road.
2. You can take *either* book; I don't mind which.
3. *Neither* work was good enough.
4. I know them both and don't like *either* (of them).
5. *Neither* work was good enough.

6. Переведите на английский язык:

1. Вы можете принять *любое из* (двух) наших предложений.
2. По обе стороны тропинки были деревья.
3. И тот, и другой пример верен (оба примера верны).
4. Мы не приняли ни того, ни другого предложения.
5. Никто из них (обоих) не присутствовал.

7. Переведите на русский язык и проанализируйте, в каком качестве выступают местоимения в следующих предложениях:

1. *Either* of them have/has promised to help me.
2. *Neither* of them lent me money.
3. Which of the books did you like? – *Neither*.
4. Take *either* bus. *Either* of them will get you there.
5. *They* were *both* there.

Тема 6. Human Behavior: predicting performances

1. Прочитайте и письменно переведите на русский язык:

One of manager's objectives is to attempt to predict future performances. There are five major influences on how an individual behaves at work: abilities, experience, goals, energy, expected rewards.

If individuals have the necessary abilities and experience and their goals are the same as those of the organization and if they find the rewards attractive and have the energy, they will work to achieve those goals. Let us examine each of these factors.

From a very early age we learn that some people are much better at, say drawing or running or language than we are. For this reason abilities have attracted a great deal of attention as we attempt to assess their levels in individuals.

By experience we mean knowledge, skills and practice, and situational familiarity.

2. Answer the following questions:

1. Why do people behave the way they do in organization?
2. Why do some people work so hard while others appear to do the minimum required?
3. Why do people have such different rates of productivity?
4. What makes some satisfied and happy while others seem unhappy?
5. Why do some work alone and others spend all their time in groups?

3. Translate into English:

- 1) вести себя (поведение),
- 2) пытаться, стараться,
- 3) оценивать,
- 4) недостаток,
- 5) преимущество.

4. Make up sentences with the following words:

- 1) to be unaffected,
- 2) monetary rewards,
- 3) monetary policy,
- 4) to predict,
- 6) to attract attention.

5. Переведите на русский язык:

1. Let's us examine each of these factors.
2. Why do some people work hard while others appear to do the minimum required?
3. Where are the other papers that I gave you?
4. Unless common meanings are shared, managers find it difficult to influence other.
5. He gave each of us advice about our present goals.

6. Переведите на английский язык:

1. Думай о других! А не только о себе самом.
2. Я сказал им, что каждому (из них) следует делать.
3. Мы останемся здесь, остальные пойдут туда.
4. Некоторым ученикам нравится английский язык, другим (ученикам) нет.
5. Это можно сделать иначе (другим путем).

7. Переведите на русский язык и проанализируйте, в каком качестве выступают местоимения в следующих предложениях:

1. She asked me a question, then *another*.
2. I have no *other friends* but you.
3. We'll stay here; *the others* will go there.
4. We need *another day* to finish it.
5. She has *other interests*.

Тема 7. Human Behavior: goals, value, energy, expected rewards

1. Прочитайте и письменно переведите на русский язык:

While abilities and experience give us clues about current and future performance, the most useful information comes from an individual's goals and values.

Motivation results from a desire of the individual to allocate time and energy to a particular goal in exchange for some expected result or reward.

More generally, motivation is the degree to which an individual chooses to engage in certain behavior. The most popular theories, which are called need theories collect goals, aspirations, values and behavior into motives and call them drives, wants or needs.

We have looked at abilities, experience and goals as they might influence behavior at work. Organizations offer the individual inducements to work and to work hard.

2. Answer the following questions:

1. Why are goals and values as important as abilities and experience?
2. What does motivation result from?
3. How else motivation can be defined?
4. What theories deal with motivation?
5. How do "need theories" define motives?

3. Translate into English:

- 1) одобрять,
- 2) оценивать,
- 3) общественное признание,
- 4) признавать,

5) стимулировать, побуждать.

4. Make up sentences with the following words:

- 1) aspiration,
- 2) a variable,
- 3) expenditure,
- 4) to isolate,
- 5) an inducement.

5. Переведите на русский язык (инфинитив в роли подлежащего):

1. To smoke is harmful.
2. To learn English is not difficult.
3. To fulfil the condition was out of my power.
4. To find your mistake was useful.
5. It wasn't safe to cross the bridge at night.

6. Переведите на английский язык:

1. Главное – достичь цели.
2. Нам не следует оставлять его одного.
3. Жить значит бороться. = Жизнь – это борьба.
4. Он должен овладеть английским языком в короткий срок.
5. Легко делать ошибки.

7. Переведите на русский язык и проанализируйте, в какой роли выступает инфинитив в следующих предложениях (подлежащее, часть составного глагольного сказуемого, часть составного именного сказуемого):

1. Our task is to do the work well.
2. The letter has to be written at once (Passive).
3. The problem was to get there in time.
4. The point is to achieve the aim.
5. It was difficult to start this project.

Тема 8. The Nature of Managerial Communication

1. Прочитайте и письменно переведите на русский язык:

Communication is the exchange of messages between people for the purpose of achieving common meanings. Unless common meaning are shared, managers find it extremely difficult to influence other. In their work, managers use two major types of communication: verbal and nonverbal. Each type plays an important part in the effective transmissions of messages within organizations. Verbal communication is the written or oral use of words to communicate. Both written and oral communications are pervasive in organizations.

Written communication occurs through a variety of means, such as business letters, office memorandums, reports, resumes, written telephone messages, newsletters, and policy manuals.

2. Answer the following questions:

1. What is communication?
2. What kind of communications do managers use in their work?
3. What is verbal communication?
4. How does written communication occur?
5. What are the advantages of written communication?

3. Translate into English:

- 1) связь (общение),
- 2) управление связью,
- 3) вербальное общение,
- 4) связь общего назначения,
- 5) невербальное общение.

4. Make up sentences with the following words:

- 1) Policy manual,
- 2) implementation,
- 3) to disseminate,
- 4) to involve,
- 6) object language.

5. Переведите на русский язык:

1. He asked to change the ticket.
2. He demanded to be heard.
3. I hired a taxi so as not to miss the train.
4. He was trying to find a way to earn a little money.
5. Have you got anything to declare?

6. Переведите на английский язык:

1. Им удалось сделать это.
2. Вдруг она почувствовала потребность говорить.
3. Он не мог решить, когда организовать собрание.
4. Он хотел бы поговорить с м-ром Брауном.
5. Я вошел, чтобы посмотреть, готовы ли они.

7. Переведите на русский язык и проанализируйте, в какой роли выступает инфинитив в следующих предложениях (дополнение, определение, обстоятельство):

1. Try to understand me.
2. He was the first to realize the situation.

3. He promised help.
4. He is too young to understand it.
5. I am sorry to keep you waiting.

Тема 9. International Management

1. Прочитайте и письменно переведите на русский язык:

International business is the process of planning, organizing, leading, and controlling in organization engaged in international business.

Organizations that engage in international management vary considerably in size and in the extent to which their business activities cross national boundaries. One special type of organization involved in international management is the multinational corporation. Although definitions differ somewhat, the term multinational corporation (MNC) is typically reserved for an organization that engages in production or service activities through its own affiliates in several countries, maintains control over the policies of those affiliates, and manages from a global perspective.

2. Answer the following questions:

1. What does international business refer to?
2. What is international management/
3. What does it involve?
4. What does MNC mean?
5. What are the three orientations in international mean?

3. Translate into English:

- 1) инвентарь,
- 2) руководить, управлять,
- 3) граница,
- 4) заключать в себя,
- 5) БЫТЬ ЗАНЯТЫМ.

4. Make up sentences with the following words:

- 1) to affiliate,
- 2) to vary,
- 3) perspective,
- 4) to assume,
- 5) to subscribe.

5. Переведите на русский язык:

1. He might help me.
2. Why not go there right away?
3. How dare you ask me?

4. I had to send him money.
5. She was made to repeat the story.

6. Переведите на английский язык:

1. Мне надо встретиться с тобой сейчас же (немедленно).
2. Вам незачем идти туда.
3. Мы должны увидеться с ней сегодня вечером.
4. Что заставляет тебя думать так?
5. Ты лучше бы помог ей.

7. Вставьте частицу «to» при необходимости:

1. He ought ___ answer you.
2. Why not ___ take a holiday?
3. I would (= I'd) rather ___ go by train.
4. She heard the clock ___ strike eight.
5. He made me ___ help him.

Тема 10. Workforce Diversity

1. Прочитайте и письменно переведите на русский язык:

Work diversity means the range of worker's attitudes, values and behaviours that differ by gender, race and ethnicity, physical ability and other relevant characteristics. By definition, global companies must communicate with employees in many different countries, and a firm's success or failure in an overseas operation. The most successful global companies know how to talk to the people who work for them.

In some countries, the gap between managers and workers is quite wide, and managers are used to bridging it with orders that are simply to be followed.

In many Asian cultures, for example, you simply don't question the boss's decisions or the policies of the company. In western cultures, by contrast, people are often encouraged to provide feedback and to say what they think.

2. Answer the following questions:

1. What does workforce diversity mean?
2. How can global companies achieve success in host countries?
3. In what way do managers behave in different cultures?
4. What do companies need to do to be culturally sensitive?
5. Why can workforce diversity be a competitive advantage?

3. Translate into English:

- 1) многообразие (разнообразие) персонала,
- 2) устранять различия, стирать разницу,
- 3) недоверчиво относиться к ..., подвергать сомнению,
- 4) обеспечивать обратную связь (реагировать),

5) стимулировать, поощрять.

4. Make up sentences with the following words:

- 1) to settle workplace disputes,
- 2) to apply,
- 3) to be culturally sensitive,
- 4) to respect the social and cultural values,
- 5) competitive advantage.

5. Переведите на русский язык:

1. Having lost the key, the boy couldn't get into the house.
2. Having graduated from the University, he decided to go to the Far East.
3. Having looked through a lot of journals, Peter began to write his report.
4. This book is rather out-of-date, having been written in 1940.
5. Having translated the letter, she started to work on the report.

6. Переведите на английский язык:

1. Войдя в зал, он сразу пошел к своему месту.
2. Услышав эту новость, женщина вдруг побледнела.
3. Приехав в город, они пошли прямо в гостиницу.
4. По окончании школы, Мэри уехала в Гарвард.
5. Услышав эти новости, он решил сразу же позвонить своему другу.

7. Образуйте причастие 1 совершенное (Participle 1 Perfect) от следующих глаголов:

- 1) to do,
- 2) to enter,
- 3) to work,
- 4) to start,
- 5) to read.

Тема 11. Trade Unions

1. Прочитайте и письменно переведите на русский язык:

The Russian Constitution guarantees the right of citizens to combine into trade unions (Article 30), and trade unions themselves are governed by the Federal Law of Trade Unions, Their Rights, and Guarantees of Activity. A trade union is a voluntary social association of citizens linked by common production and professional interests to be created for the purpose of representation and defense of their socio-labour rights and interests. Anyone aged fourteen or above and engaging in labour or professional activity has the right to create a trade union, engage in trade union activity, or to withdraw from trade unions. Foreign citizens and stateless persons who reside on the territory of the Russian Federa-

tion may join Russian trade unions unless prohibited from doing so by federal law or international treaties of the Russian Federation. Under the 2002 Labour Code management of an enterprise has a duty to create conditions that enable workers to participate in the management of the enterprise itself. In particular management must provide premises for holding meetings of workers or sessions of organs created by the workers and provide necessary information to such meetings or organs.

Trade unions continue to play a major role in labour protection and collective agreements. The trade union creates special inspectorates and committees to verify that sanitation and safety conditions comply with legislation.

2. Answer the following questions:

1. What rights of citizens does the 1993 Russian Constitution guarantee?
2. What is a Trade Union?
3. Who may join Russian Trade Unions?
4. What role do Trade Unions continue to play in labour protection and collective agreements?
5. If any violations are discovered in any organization, what may the Trade Union demand?

3. Translate into English:

- 1) соответствовать законодательству,
- 2) трудовой спор,
- 3) создавать условия,
- 4) добровольный,
- 5) быть запрещённым.

4. Make up sentences with the following words:

- 1) to be governed by,
- 2) sanitation and safety conditions,
- 3) international treaty,
- 4) to create conditions,
- 5) to comply with legislation.

5. Переведите на русский язык (Complex Object + инфинитив с частицей to):

1. My mother wants me to get good marks at school.
2. We know him to speak Spanish well.
3. I like you to smile.
4. Would you like me to help you with Math?
5. I prefer you to return home by taxi. It's late.

6. Переведите на русский язык (Complex Object + инфинитив без частицы to):

1. Don't make me drink milk. I hate it!
2. Let the children play in the park, the weather is good.
3. In my childhood my parents made me study to play the piano.
4. Don't let her go there alone, she may get lost.
5. Our manager made us follow his instructions.

7. Переведите на английский язык:

1. Я видел, как он открыл окно.
2. За её детьми присматривали вечером, когда она ушла.
3. Он почувствовал, как кто-то тронул его за плечо.
4. Мы видели, как она переходит улицу.
5. Я заметила, как он положил на стол письмо.

Тема 12. Повторение пройденного материала

1. Communication. Types of written communication (примеры): изучите следующие документы и составьте аналогичные (следуя образцам):

А) Объявление о вакансии.

Large European pharmaceutical company seeks for Clinical Research Associate.

The ideal candidate should have:
medical or pharmaceutical degree;
at least 1 year experience as researcher;
fluent English;
advanced computer skills;
goodwill to learn and work hard;
references on request.

We offer:

competitive package;
trainings.

Kindly send your CV to attention Recruitment manager fax 916 20 35.

Б) Пример рекомендательного письма.

Company

Address (address)

Date

To Whom it May Concern,

I am writing this reference letter on behalf of Michael Grishin. I have been Michael's supervisor for four years in *** Company. In just those four short years, I have watched him rapidly advance from an entry-level position to a Senior Technical Support Representative. I have never hesitated to recommend him for promotion when his time came.

Michael derives satisfaction from helping our customers and field engineers troubleshoot technical problems. Many of those who have received help from Michael specifically ask for him when they again contact tech support, and for good reason: He is professional, courteous and quick to help. I often see Michael in our lab before or after work hours, replicating technical problems. Additionally, Michael does not abandon his customers when the whistle blows. He sticks at it even after hours, until he resolves his customers' problems.

Michael is a team player who is always willing to share the knowledge. For example, thanks to Michael's willingness to share the trouble-ticket notes he so meticulously recorded and compiled, our Technical Publications Department was able to craft "symptom-fix," step-by-step, online troubleshooting guides for our field engineers. Consequently, we have seen an increase in customer satisfaction, a reduction in tech-support calls, and a significant savings on the department's bottom line.

I have nothing but good things to say about Michael and I would strongly recommend him for any endeavour he chooses. Please do not hesitate to contact me if you would like to hear more good things about Michael.

Yours faithfully,

[Signature]

Andrey Roshin

Supervisor, Technical Support

Ext. 111, andrey@acme.com

C) Резюме.

DR. ALEXANDR IVANOVICH CHUTRENOV

Ul. Finnskaya, 31/2-34

Moscow, RUSSIA

Tel: +7 (095) 874 2854

E-mail: a.chutrenov@moskdat.ru

OBJECTIVE Clinical

Research

Associate

Having completed many years in my specialist field of treatment of leukaemia, I have decided that the time is right for a change in area of specialisation. Completing my Ph.D. was one of the most exciting and challenging periods of my life and I want to experience such a steep learning curve again in another medical field. The position of Research Associate would therefore be very suitable for me as I have many years' experience at prestigious medical institutes and have studied in Russia, Germany and in the United States. My level of language is therefore exceptional, and my communication skills have been thoroughly tested. I am looking to broaden my knowledge of medicine, to which I have devoted my life and feel that I would be a particularly suitable candidate for the position.

PERSONAL DETAILS

Date of Birth: 12 April 1969

Marital Status: Married

EDUCATION

1993–1996: **New York University of Medicine**

Major field of studies:

Research into Pharmaceuticals of Treatment of Leukaemia

1987–1993: **Moscow State University (MGU)**

Major field of studies:

Medicine and Pharmaceutical Research

Qualification: Doctor of Pharmaceuticals (PhD)

WORK EXPERIENCE

August 2002– **Pharmaceutical Researcher at Pfizer, UK**

present

Research into the effective treatment of leukaemia

Focusing on the reduction of treatment side-effects

Organising personal funding of research and funding of departmental research Organising pharmaceutical testing

Liaising with other research departments

Organising interns and student work experience

Oct 1996 – **Research Assistant, Pfizer, Germany**

June 2002

Research into alternative therapies of renal cancer and leukaemia. Organising departmental funding

Sept 1993 – **Research Assistant, New York, USA**

June 1995

Research into alternative therapies for cancer patients

ADDITIONAL SKILLS

Languages: English – Advanced Level / Cambridge Proficiency

German – Advanced Level

Computer Experienced with MS Word, Excel, Internet Explorer and Outlook; look Express, TurboCad, many analytic programs.

Driving Driving Licence Category A

Licence: Qualified and highly-professional; highly-motivated; enthusiastic; good communication skills; eager to experience and learn new skills.

REFERENCES

References are available on request

ЛИТЕРАТУРА

Основная литература

1. *Андреева, Л.Л.* Английский язык для экономистов : учебник для вузов / Л.Л. Андреева, Н.Д. Гребенникова, Н.В. Млодзинская, Г.С. Пшегусова. – 3-е изд., перераб.и доп. – М. : Дашков и К, 2015.
2. *Голицынский, Ю.Б.* Грамматика : сборник упражнений / Ю.Б. Голицынский, Н.А. Голицынская. – 7-е изд., испр. и доп. – СПб. : Каро, 2015.
3. *Городецкая, Е.Я.* Деловой английский для менеджеров : учебное пособие – М. : Проспект, 2015.
4. *Зайцева, С.Е.* Английский для экономистов : учеб. пособие / С.Е. Зайцева, Е.С. Шабанова. – 2-е изд., стереотип. – М. : КноРус, 2016.
5. *Маньковская, З.В.* Деловой английский язык: ускоренный курс : учеб. пособие для бакалавров. – М. : ИНФРА-М, 2014. ЭБС
6. *Шевелева, С.А.* Деловой английский : учеб. пособие. – 2-е изд., перераб. и доп. – М. : Юнити, 2014. ЭБС
7. *Murphy, R.* English Grammar in Use. – Cambridge University Press, 2014.

Дополнительная литература

8. *Агабекян, И.П.* Английский для менеджеров : учеб. пособие. – Ростов н/Д Феникс, 2015.
9. *Десяткова, Т.М.* Английский язык для менеджеров : учеб. пособие / Т.М. Десяткова, Л.Е. Мазурина, М.К. Верещагина. – М. : Омега-Л, 2015.
10. *Городецкая, Е.Я.* Деловой английский язык для менеджеров : учеб. пособие / Е.Я. Городецкая, Е.Я. Л.А. Курылева. – М. : Проспект, 2015.
11. *Турук, И.Ф.* Английский язык для менеджеров : учеб. пособие И.Ф. Турук, Е.И. Лобанова. – М. : Университетская книга, 2015.
12. *David Cotton.* Keys to Management. – London: Pearson Longman, 2014.

Интернет-ресурсы

- <http://marketing.about.com> (Marketing: Strategy, Planning, Careers and News)
- <http://www.cipr.co.uk/content/policy-resources/about-pr> (Policy & resources. Chartered Institute of Public Relations)
- http://www.prssa.org/about/Ad_Sponsorship (PRSSA: National and Local networking)
- <http://www.prdaily.com/Main/Home.aspx> (PR Daily News: Public Relations news and marketing in the age...)
- <http://www.prweekus.com> (Magazine «PR Week»)
- <http://aboutpublicrelations.net/ethics.htm> (All About Public Relations with Steven R. Van Hook)