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**Навчально-науковий інститут
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**НАВЧАЛЬНИЙ ПОСІБНИК З АНГЛІЙСЬКОЇ МОВИ
ДЛЯ САМОСТІЙНОЇ РОБОТИ**

(Друга мова)

**INTERNATIONAL RELATIONS
BUSINESS**

Practice Workbook

Київ - 2026

**КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
ІМЕНІ ТАРАСА ШЕВЧЕНКА
НАВЧАЛЬНО-НАУКОВИЙ ІНСТИТУТ
МІЖНАРОДНИХ ВІДНОСИН**

**Кафедра іноземних мов
Доц. Татьянченко О.О.**

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Рекомендовано до видання вченою радою
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Київ - 2026

Lesson 1

Defining Politics

Read the following text.

Defining Politics, in its broadest sense, is the activity through which people make, preserve and amend the general rules under which they live. As such, politics is inextricably linked to the phenomena of conflict and cooperation. On the one hand, the existence of rival opinions, different wants, competing needs or opposing interests guarantees disagreement about the rules under which people live. On the other hand, people recognise that in order to influence these rules or ensure that they are upheld, they must work with others. This is why the heart of the politics is often portrayed as a process of conflict-resolution, in which rival views or competing interests are reconciled with one another. However, politics in this broad sense is better thought of as a search for conflict-resolution than as its achievement, since not all conflicts are - or can be - resolved.

Nevertheless, when examined more closely, this broad definition of politics raises as many questions as it answers. For instance, does 'politics' refer to a particular way in which rules are made, preserved or amended (that is, peacefully, by debate), or to all such processes? Similarly, is politics practised in all social contexts and institutions, or only in certain ones (that is, government and public life)? There are, in other words, a number of more specific definitions of politics; indeed, it sometimes appears that there are as many definitions as there are authorities willing to offer an opinion on the subject.

The main definitions nevertheless can be broken down into four categories: politics as the art of government; politics as public affairs; politics as compromise; and politics as power.

Politics as the art of government 'Politics is not a science... but an art',
Chancellor Bismarck is reputed to have told the German Reichstag.

Andrew Heywood

Assignment 1.

Translate into English:

- | | |
|---|------------------------------------|
| 1. зводити(сь) до чогось,
обмежуватися чимось | 5. прошарок
суспільства |
| 2. відомий; той, хто має гарну
репутацію | 6. знімати обмеження |
| 3. недійсний, такий, який не має
законної сили | 7. примкнути |
| 4. займатись чимось, брати участь
у чомусь | 8. по суті |
| | 9. кар'єра державного
службовця |
| | 10. суспільні інтереси |

Assignment 2.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

1. Alcoholic drinks may not be served to (people, person) under the age of 21.
2. They are very important (people, person).
3. (People, person) in our country are doing their best to ensure a lasting peace.
4. It is for local (community, communal) to decide it.
5. I chanced to be at (popular, public) elections.

6. She was speaking with absolute certainty: “(People, person) are selfish”.
7. There were quite a number of (people, person) watching the game.
8. They are important (people, person) in the ministry.
9. (People, person) leaving litter in the park will be prosecuted.
10. They are always neat in their (people, person).

Assignment 3.

Write antonyms:

- | | |
|---------------|---------------|
| 1. effective | 6. escapable |
| 2. passionate | 7. partial |
| 3. competent | 8. specific |
| 4. political | 9. attached |
| 5. concealed | 10. assertive |

Assignment 4.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong word form, even if your choice of word is correct, will be scored as incorrect.

to imply, to confine, to encompass, to restrict
to intervene, to define, to endure, to reject

1. Certain information to government officials.
2. Our little and our great passions maybetween our intentions and our practices.
3. People themselves by the choices they make.
4. I will my remarks to one subject.

5. It is not directly asserted, but it seems.....

Assignment 5.

Choose the most suitable word to complete each sentence.

1. I *offered / suggested / propose* to go and fetch the dictionary from the library.
2. Why do you refuse to take what he *offers / suggests / propose* you?
3. He *offered / suggested / propose* going to the cinema tonight.
4. We must do something. What can you *offer / suggest / propose*?
5. I *offered / suggested / propose* that my guests make a tour of the city.
6. Who *offered / suggested / propose* going to the Zoo?
7. We *offered / suggested / propose* to leave tonight?
8. Why didn't you *offered / suggested / propose* her an apple?
9. I *offered / suggested / propose* a toast to the Queen.
10. He *offered / suggested* going to the cinema tonight.

Assignment 6.

Translate into English:

1. Західні поліархії відрізняє не тільки представницький характер демократії і капіталістична організація економіки, але і повсюдне визнання ліберального індивідуалізму.
2. Головними рисами процесу демократизації стали введення багатопартійних виборів і проведення орієнтованих на ринок економічних реформ.
3. Спадщина комуністичного минулого не може бути подолано швидко, особливо там, де як в Україні, комуністична система існувала біля 70 років.

4. „Трьох-полюсна” класифікація політичних систем, яка була особливо популярною у період Холодної війни, створювала образ світової політики, головною домінантою якої була боротьба між демократією і тоталітаризмом.
5. У центрі конфуціанської етичної системи лежать відданість, дисципліна і обов’язок.

Lesson 2

Politics as the Art of Government

Read the following text.

'Politics is not a science... but an art', Chancellor Bismarck is reputed to have told the German Reichstag. The art Bismarck had in mind was the art of government, the exercise of control within society through the making and enforcement of collective decisions. This is perhaps the classical definition of politics, having developed from the original meaning of the term in Ancient Greece.

The word 'politics' is derived from polis, literally meaning city-state. Ancient Greek society was divided into a collection of independent city-states, each of which possessed its own system of government. The largest and most influential of these was Athens, often portrayed as the cradle of democratic government. In this light, politics can be understood to refer to the affairs of the polis, in effect, 'what concerns the polis'. The modern form of this definition is therefore: 'what concerns the state'. This view of politics is clearly evident in the everyday use of the term: people are said to be 'in politics' when they hold public office, or to be 'entering politics' when they seek to do so. It is also a definition which academic political science has helped to perpetuate.

In many ways the notion that politics amounts to 'what concerns the state' is the traditional view of the discipline, reflected in the tendency for academic study to focus upon the personnel and machinery of government. To study politics is in essence to study government, or more broadly, to study the exercise of authority. David Easton thus defined politics as the 'authoritative allocation of values'². By this he meant that politics encompasses the various processes through

which government responds to pressures from the larger society, in particular by allocating benefits, rewards or penalties.

'Authoritative values' are therefore ones that are widely accepted in society and considered binding by the mass of citizens. In this view, politics is associated with 'policy', with formal or authoritative decisions that establish a plan of action for the community.

However, this definition offers a highly restricted view of politics. Politics is what takes place within a 'polity', a system of social organisation centred upon the machinery of government. Politics can therefore be found in cabinet rooms, legislative chambers, government departments and the like, and it is engaged in by a limited and specific group of people, notably politicians, civil servants and lobbyists. This means that most people, most institutions and most social activities are 'outside' politics. Businesses, schools and other educational institutions, community groups, families and so on, are in this sense 'non-political', because they are not engaged in 'running the country'.

This definition can, however, be narrowed still further. This is evident in the tendency to treat politics as the equivalent of party politics. In other words, the realm of 'the political' is restricted to those state actors who are consciously motivated by ideological beliefs and who seek to advance them through membership of a formal organisation like a political party. This is the sense in which politicians are described as 'political' whereas civil servants are seen as 'nonpolitical', so long as, of course, they act in a neutral and professional fashion. Similarly, judges are taken to be 'non-political' figures while they interpret the law impartially and in accordance with the available evidence, but may be accused of being 'political' if their judgement is influenced by personal preferences or some other form of bias.

Andrew Heywood

Assignment 1.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

1. It's my (policy, politics) not to interfere.
 2. They were made to go in for (policy, politics).
 3. He dipped into (policy, politics) but he was successful.
 4. Take the necessary steps in order to end the (policy, politics).
 5. Who advise you to make a business of (policy, politics)?
 6. Our government favours and follows a progressive (policy, politics).
 7. You can buy everything here at (public, popular) prices.
 8. He always shares (public, popular) opinion.
 9. He was not very (public, popular) with her after that.
 - 10.(Public, popular) is cordially invited.
 - 11.(Public, popular) is not permitted beyond this point.
 - 12.It is too (public, popular) here.
-
- 13.Pure (public, popular) goods are not supplied in a competitive market. The chief characteristic of these goods is that their benefits are collective or indivisible by nature.
 - 14.The Italian (community, communal) in London is not very big.
 - 15.The police were investigating (community, communal) activities.

Assignment 2.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong word form, even if your choice of word is correct, will be scored as incorrect.

Addendum, agendum, analysis, bacterium, basis, crisis
criterion, curriculum, datum, denotatum, formula, hypothesis, index, medium

1. In the last you are right.
2. Things are coming to
3. What is of your findings?
4. Consult.....at the back of the book.
5. A microscope is a special instrument that lets you see that are impossible to see with the human eye.
6. Give me, please , of the conference.
7. A rule or principle for evaluating or testing something is
8. Nowadays the issue of the improvement of international relations is on
9. The relation of language to the extralinguistic world involves three basic sets of elements: language signs, mental concepts and parts of the extralinguistic world which are usually called.....
10. As you know , of communication consists of the press, radio, television and internet.

Assignment 3.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

1. Do not get mixed up in (policy, politics).
2. The duty and responsibility of the governing board is to get together on matters of (policy, politics).
3. He stood aloof from (policy, politics).
4. We are united in foreign (policy, politics).

5. You need to understand how office (policy, politics) influence the working environment.
 6. Do you concern yourself with (policy, politics).
 7. She run her husband down in (public, popular).
 8. There is a separate (public, popular) for every picture, and for every book.
 9. This fashion magazine is very (public, popular) with women.
 10. In (public, popular) bar usually serving drinks at a cheaper price than in the lounge bar.
 11. (Public, popular) house is the formal name for a pub.
 12. A coroner brought the evidence to (public, popular) notice.
 13. Who supplies your (community, communal) with electricity?
 14. (Community, communal) antenna has been broken.
 15. Do you live in the (community, communal) apartment?
-

Assignment 4.

Translate into English:

1. На Ялтинській конференції було знайдено формулювання, які дозволяли замаскувати зростаючі розбіжність між Росією з одного боку і Англією і Америкою – з другого.
2. Наші власні ідеї мають узгоджуватись з тим що прийнято в суспільстві, в якому ми живемо.
3. Вирішення конфлікту між профсоюзом та роботодавцем про понаднормові години у робочі дні і роботу у вихідні і по національним святam було знайдено.
4. Головуючий відчув, що прийшов момент втрутитися у суперечку, яка виникла у процесі обговорення питання на засіданні Ради Безпеки.

5. Доки ми не отримаємо офіційного дозволу на формування коаліції всі свідомі громадяни будуть знаходитись у стані невизначеності.

Lesson 3

Politics as Public Affairs

(Part 1)

Read the following text.

The second conception of politics moves it beyond the narrow realm of government to what is thought of as 'public life' or 'public affairs'. In other words, the distinction between 'the political' and 'the non-political' coincides with the division between an essentially public sphere of life and what can be thought of as a private sphere. Such a view of politics is often traced back to the work of the famous Greek philosopher, Aristotle. In *Politics*, Aristotle declared that 'Man is by nature a political animal'³, by which he meant that it is only within a political community that human beings can live 'the good life'. Politics is, then, an ethical activity concerned with creating a 'just society'; it is what Aristotle called the 'master science'.

However, where should the line between 'public' life and 'private' life be drawn? The traditional distinction between the public realm and the private realm conforms to the division between the state and civil society. The institutions of the state - the apparatus of government, the courts, the police, the army, the society security system and so forth - can be regarded as 'public' in the sense that they are responsible for the collective organisation of community life. Moreover, they are funded at the public's expense, out of taxation. By contrast, civil society consists of institutions like the family and kinship groups, private businesses, trade unions, clubs, community groups and so on, that are 'private' in the sense that they are set up and funded by individual citizens to satisfy their own interests, rather than those of the larger society.

On the basis of this 'public/private' division, politics is restricted to the activities of the state itself and the responsibilities which are properly exercised by public bodies. Those areas of life in which individuals can and do manage for themselves - economic, social, domestic, personal, cultural, artistic and so on - are therefore clearly 'non-political'.

An alternative 'public/private' divide is sometimes expressed in a further and more subtle distinction, namely between 'the political' and 'the personal'. Although civil society can be distinguished from the state, it nevertheless contains a range of institutions that are thought of as 'public' in the wider sense that they are open institutions, operating in public and to which the public has access. It is therefore possible to argue that politics takes place in workplace. Nevertheless, although this view regards institutions like businesses, community groups, clubs and trade unions as 'public', it remains a restricted view of politics. According to this perspective, politics does not, and should not, infringe upon 'personal' affairs and institutions. Feminist thinkers in particular have pointed out that this implies that politics effectively stops at the front door; it does not take place in the family, in domestic life or in personal relationships. Politicians, for example, tend to classify their own sexual behaviour or financial affairs as 'personal' matters, thereby denying that they have political significance in the sense that they do not touch on their conduct of public affairs.

Andrew Heywood

Assignment 1.

Translate into English:

- | | |
|---|--------------------------|
| 1. державний переворот | 7. той, що знаходиться у |
| 2. недійсний, такий, який не має
законної сили | власності (когось) |

- | | | |
|----------------------------|-----------------------------|-----------|
| 3. притаманний політиці | 8. свідомі | (рос.: |
| 4. додатки | сознательные) | громадяни |
| 5. остаточний, вирішальний | 9. принижувати, принижувати | |
| 6. ділові круги | чийсь вади | |
| | 10. (все)народна підтримка | |

Assignment 2.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

1. There were few (people, person) at the lecture.
2. They are very important (people, person).
3. (People, person) in our country are doing their best to ensure a lasting peace.
4. There were quite a number of (people, person) watching the game.
5. All the best (people, person) go there.
6. Whatever will (people, person) think?
7. Some (people, person) spend a lot of money on clothes.
8. The maximum load for this vehicle is 3 (people, person).
9. It is for local (community, communal) to decide it.
10. I chanced to be at (popular, public) elections.

Assignment 3.

Write antonyms.

- | | |
|------------|---------------|
| 1. modest | 6. reconciled |
| 2. balance | 7. agreeable |

3. popular

8. honest

4. civil

9. personal

5. effective

10. concerned

Assignment 4.

Fill in the appropriate form of the verbs:

to imply, to confine, to encompass, to restrict
to intervene, to define, to endure, to reject

1. Doctors are trying the disease within the city.
2. The enemy the city with their soldiers.
3. You canthe word 'difficult' as 'not easy.'
4. These politics of bad repute hadthe punishment.
5. I absolutelythe notion that privatisation of our industry is now inevitable.

Exercise 5.

Fill in the appropriate form of the borrowed nouns:

Curriculum, datum, denotatum, formula, hypothesis, index
medium, memorandum, nucleus, phenomenon, stimulus, stratum, terminus,
thesis

1. is the aggregate of courses of study given in school, college, etc.
2. He advanced that the disease was spread with respiratory infection.

3. I am persuaded that are true.
4. Consult at the back of the book.
5. We should discuss acceptable to all parties.
6. Have you already processed
7. Rain is a rare in the desert.
8. Sometimes a handsome salary is a good to be working at boring jobs.
9. We get off at
- 10..... is a document signed by two or more governments or international institutions.

Assignment 6.

Translate into English:

1. В англійській мові існує декілька смислів щодо визначення українського терміна „політика”.
2. Поняття „політика” вживається для визначення концепції, програми дій по відношенню до однієї проблеми або сукупності проблем, які стоять перед суспільством (зовнішня політика, аграрна політика, транспортна політика).
3. Поняття „політика” вживається для визначення сфери діяльності головних учасників політичного життя, в середині якого змагаються особистості і групи, які мають свої власні інтереси та світогляд.
4. Термін „політія” означає інституціональний простір, якій визначається за допомогою Конституції, правового порядку та традицій, визначений владний лад суспільства, засіб його організації, політичне суспільство.
5. Влада – це здатність яким-небудь бажаним чином впливати на поведінку інших.

Lesson 4

Politics as Public Affairs

(Part 2)

Read the following text.

The third conception of politics refers not so much to the arena within which politics is conducted as to the way in which decisions are made. Specifically, politics is seen as a particular means of resolving conflict, namely by compromise, conciliation and negotiation, rather than through a resort to force and naked power. This is what is implied when politics is portrayed as 'the art of the possible'. Such a definition is evident in the everyday use of the term. For instance, a 'political' solution to a problem implies peaceful debate and arbitration, by contrast with what is often called a 'military' solution. Bernard Crick, a leading proponent of this view, defined politics as follows:

Politics is the activity by which differing interests within a given unit of rule are conciliated by giving them a share in power in proportion to their importance to the welfare and the survival of the whole community.

The key to politics is therefore a wide dispersal of power. Accepting that conflict is inevitable, Crick argued that when social groups and interests possess power they must be conciliated, they cannot merely be crushed. Therefore, he portrayed politics as 'that solution to the problem of order which chooses conciliation rather than violence and coercion'.

Such a view of politics reflects a resolute faith in the efficacy of debate and discussion, as well as the belief that society is characterised by consensus rather than by irreconcilable conflict. In other words, the disagreements that exist can be

resolved without a resort to intimidation and violence. Critics, however, point out that Crick's conception of politics is heavily biased towards the form of politics that takes place in western pluralist democracies; in effect, he equated politics with electoral choice and party competition. As a result, his model has little to tell us about, say, one party states or military regimes.

Andrew Heywood

Assignment 1.

Translate into English:

- | | |
|--|---------------------------------|
| 1. бути зайвим | 6. знімати |
| 2. важкий, але цікавий | обмеження |
| 3. недійсний, такий, який не має законної сили | 7. примкнути |
| 4. прошарок суспільства | 8. по суті |
| 5. займатись чимось, брати участь у чомусь | 9. кар'єра державного службовця |
| | 10. суспільні інтереси |

Assignment 2.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

1. The (policy, politics) was changed by the course of events.
2. Our state conducts (policy, politics) of non-intervention in the domestic affairs of other states.
3. What are your (policy, politics)?

4. It is not company (policy, politics) to dispense with our older workers.
5. Did you effect an insurance (policy, politics)?
6. (policy, politics) is the exercise of power and influence on matters that affect the community.
7. Abraham Lincoln carried (public, popular) with him.
8. Many adult cats, contrary to (public, popular) opinion, dislike milk.
9. The loan will shortly be placed before (public, popular) for subscription.
10. The city is selling of a large number of small lots at (public, popular) auction.
11. Trade unions are regarding the poll as a test of (public, popular) confidence in the government.
12. The President is attempting to drum up (public, popular) support for his economic program
13. We will force them to obey the will of the international (community, communal).
14. Their (community, communal) volume wasn't very large.
15. The police haven't really done anything for the black (community, communal) in particular.

Assignment 3.

Write antonyms:

- | | | |
|---------------|--------------|--------------|
| 1. effective | 5. concealed | 7. specific |
| 2. passionate | a. escapable | 8. attached |
| 3. competent | 6. partial | 9. assertive |
| 4. political | | |

Assignment 4.

Fill in the appropriate form of the borrowed nouns:

Basis, crisis, data, medium, memorandum
nucleus, phenomenon, stimulus, stratum, terminus, thesis

1. They belong to the different social
2. Have you already studied of a cell?
3. I go straight to my....., wherever it is.
4. is a dissertation resulting from original research, esp. when submitted for a degree or a diploma.
5. The facts of the matter were interpreted in
6. Rain, snow, storm, tornado, heat are natural
7. Our relations are founded on a sound
8. The patient has passed
9. Have you already processed..... ?
10. The two sides would only meet indirectly, through

Assignment 5.

Fill in the appropriate form of the verbs:

to imply, to confine, to encompass, to restrict,
to intervene, to define, to endure, to reject

1. Certain information to government officials.
2. Our little and our great passions maybetween our intentions and our practices.

3. People themselves by the choices they make.
4. I will my remarks to one subject.
5. It is not directly asserted, but it seems.....

Assignment 6.

Translate into English.

1. Для позначення меж політики, її джерел (початків) і компонентів вживається поняття „політична сфера суспільства”.
2. Для позначення суб’єктів політики вживається поняття „політичний сектор” – особа чи група осіб, які впливають на прийняття рішень у даній політичній системі.
3. У самому широкому сенсі під політикою розуміється наука та мистецтво жити в суспільстві, керувати їм, управляти людьми.
4. Відомо, що політика багато в чому залежить від часу, конкретних історичних і культурологічних умов.
5. Здається Ніцше сказав, що „втеча з політики не звільнює від її негативних наслідків”.

Lesson 5

Politics as Power

(Part 1)

Read the following text.

The fourth definition of politics is both the broadest and the most radical. Rather than confining politics to a particular sphere - the government, the state or the 'public' realm - this sees politics at work in all social activities and in every corner of human existence. As Adrian Leftwich put it: 'Politics is at the heart of all collective social activity, formal and informal, public and private, in all human groups, institutions and societies'.

In this sense, politics takes place at every level of social interaction; it can be found within families and amongst small groups of friends just as much as within nations and on the global stage. However, what is it that is distinctive about political activity? What marks off politics from any other form of social behaviour?

At its broadest, politics concerns the production, distribution and use of resources in the course of social existence. Politics, in essence, is power: the ability to achieve a desired outcome, through whatever means. This notion was neatly summed up in the title of Harold Lasswell's book *Politics: Who Gets What, When, How?*

True, politics is about diversity and conflict, but this is enriched by the existence of scarcity, by the simple fact that while human needs and desires are infinite, the resources available to satisfy them are always limited. Politics is therefore a struggle over scarce resources, and power is the means through which this struggle is conducted.

Andrew Heywood

Assignment 1.

Translate into English:

- | | |
|------------------------------|------------------------------------|
| 1. відповідати новим вимогам | 7. той, що знаходиться у власності |
| 2. надзвичайні повноваження | (когось) |
| 3. притаманний політиці | 8. свідомі громадяни |
| 4. додатки | 9. принижувати, принижувати чийсь |
| 5. остаточний, вирішальний | вади |
| 6. ділові круги | 10.(все)народна підтримка |

Assignment 2.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

1. Whose duty and responsibility is to lay down a general (policy, politics)?
2. The key question in British (policy, politics) was how long the prime minister could survive.
3. (Policy, politics) is a set of ideas or plans that is used as a basis for making decisions, especially in politics, economics, or business.
4. (Policy, politics) are the actions or activities concerned with achieving and using power in a country or society.
5. In the conduct of global (policy, politics), economic status must be backed by military capacity.
6. In general terms, social (policy, politics) encompassed those activities oriented toward the education, health and welfare of the population.
7. He kept his private life out of (public, popular) eye.
8. The facts could cause embarrassment if they ever became (public, popular).

9. (Public, popular) front is a coalition that was organized from 1935 onwards to oppose the spread of fascism.
- 10.(Policy, politics) are the actions or activities concerned with achieving and using power in a country or society.
- 11.(Public, popular) bills which seek to change the law effecting the public as whole are themselves divided into two types: government bills and private bills.
- 12.(Public, popular) sovereignty or direct democracy has strongest expression in the American political system but is derived from the writings of British political philosopher, John Locke.
- 13.According to (public, popular) choice theory positions of theorists vary, but share the assumption that human behavior is based on individual economic rationality and the maximization of individual benefits.
- 14.(Community, communal) conflict has been resolved.
- 15.Unfortunately it is the town where violence is (community, communal) way of life.
- 16.He developed a wide range of (community, communal) interests.
- 17.We must do something. What can you (offer, suggest)?
- 18.I (offered, suggested) that my guests make a tour of the city.

Assignment 3.

Fill in the appropriate form of the borrowed nouns.

Basis, crisis, data, medium, memorandum
nucleus, phenomenon, stimulus, stratum, terminus, thesis

1. Rain, snow, storm, tornado, heat are natural
2. Our relations are founded on a sound

3. The patient has passed
4. Have you already processed..... ?
5. The two sides would only meet indirectly, through

Lesson 6

Politics as Power

(Part 2)

Read the following text.

Advocates of this view of power include feminists and Marxists. Modern feminists have shown particular interest in the idea of 'the political'. This arises from the fact that conventional definitions of politics effectively exclude women from political life. Women have traditionally been confined to a 'private' sphere of existence, centred on the family and domestic responsibilities. Radical feminists have therefore attacked the 'public/private' divide, proclaiming instead that 'the personal is the political'. This slogan neatly encapsulates the radical feminist belief that what goes on in domestic, family and personal life is intensely political, indeed it is the basis of all other political struggles. Clearly, a more radical notion of politics underlies this position. This was summed up by Kate Millett as, 'power-structured relationships, arrangements whereby one group of persons is controlled by another'.

Feminists are therefore concerned with 'the politics of everyday life'. In their view, relationships within the family, between husbands and wives, or between parents and children, are every bit as political as relationships between employers and workers, or between government and citizens.

Marxists have used the term politics in two senses. On one level, Marx used 'politics' in a conventional sense to refer to the apparatus of the state. In the Communist Manifesto he thus referred to political power as 'merely the organised power of one class for oppressing another'.

For Marx, politics, together with law and culture, are part of a 'superstructure', distinct from the economic 'base', which is the real foundation of

social life. However, he did not see the economic 'base' and the legal and the political 'superstructure' as entirely separate, but believed that the 'superstructure' arose out of, and reflected, the economic 'base'. At a deeper level, political power is therefore rooted in the class system; 'Politics is the most concentrated form of economics'. Far from believing that politics can be confined to the state and a narrow public sphere, Marxists can be said to believe that 'the economic is political'. From this perspective, civil society, characterised as Marxists believe it to be by class struggle, is the very heart of politics.

Andrew Heywood

Assignment 1.

Translate into English.

- | | |
|--|---|
| 1. прибутковий, вигідний | 9. тягар |
| 2. передбачливість,
обачливість | 10. обмірковувати,
обговорювати |
| 3. брати на себе
зобов'язання, обіцяти
щось... | 11. бути далеким від..., не
досягати |
| 4. віддавати всі сили
чомусь | 12. параліч (перегрузка)
державної системи |
| 5. зустрічатися,
зitikатися | 13. відтворювати,
створювати,
впроваджувати владу |
| 6. повернутись до чогось | 14. терплячий до чогось |
| 7. вирівнення | 15. прихильники чогось |
| 8. пристарілий | |

Assignment 2.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong verb form, even if your choice of word is correct, will be scored as incorrect.

To submit for, to submit to, to set out to,
to condemn, to overlap with one another, repudiation, deny, be empower,
ultimately, to lack, to revolve around, stipulated, entitled to, to provide,
to provide for, to construe, to lay down, to override the will

1. The whole local communityhim for treason.
2. The conversation various trumped-up charges against him.
3. When can you pursue research into the causes of damage?
4. The interests of those organizations never.....
5. The conceived project must be completed by the end of the month according to theconditions.
6. Youdo what is right and honourable.
7. The jury was surprised by his suddenof all his former beliefs.
8. One is entitled to human rights andthem.
9. The reward for finding lost things.....
10. At first they didn't get on well together butthey made friends to their dying day.
11. Their reportapproval only yesterday.
12. They alwaysthat I am right.
13. The Constitutionequal rights for men and women.
14. Peopleresources necessary to satisfy their wants.
15. She promised that shethe core of her beliefs to me.

Assignment 3.

Choose the most suitable word to complete each sentence.

1. He gave us an account *of / for / to* the problem.
2. You should take account *of / for / to* the guilty of this girl by the circumstances of the case.
3. The bishop was *condemned / applied / abandoned* to be beheaded.
4. To buy goods retail at that price is not *economic / economical*.
5. I ask you to be *economic / economical* of your time.
6. An *economic / economical* creed developed that condemned all forms of government intervention.
7. The twins are so alike. I can't tell one from *another / other / others*.
8. They will not reach Venice for *another / other / others* two days.
9. Did your boss go to Paris *oneself / by oneself* or did he send the Sales Director?
10. The 11.45 train left in *time / on time*.
11. I *offered / suggested* to go and fetch the dictionary from the library.

Assignment 4.

Match the notions with the definitions.

1. Rationalism
 - A political and social philosophy advocating individual freedom, representational forms of government, progress and reforms, and protection of civil freedom.

2. Pragmatism
 - A theory or practice in which priority is accorded to the will of the numerically strongest

3. Majoritarianism
 - A style of thought in which certain principles are recognized as essential ‘truths’ that have unchallengeable and overriding authority, regardless of their content.

4. Fundamentalism
 - The doctrine that the content of a concept consists only in its practical applicability; action or policy dictated by consideration of the practical consequences rather than by theory.

5. Liberalism
 - A philosophic doctrine that reason alone is a source of knowledge and is independent of experience.

Lesson 7

Liberalism and Conservatism

Read the following text.

Liberalism and conservatism are opposing political ideologies: liberalism focuses on embracing social change, equality, and individual rights, while conservatism prioritizes tradition, established institutions, and social stability. Liberals often support government intervention to promote fairness, whereas conservatives typically advocate for limited government, free markets, and personal responsibility.

Liberalism

- Core Values: Focuses on social justice, equality, progress, and individual liberty.
- Social View: Embraces change, often supporting LGBTQ+ rights, abortion access, and policies aiming to reduce inequality.
- Government Role: Often supports a stronger government role in regulation, social safety nets, and protecting minority rights.
- Moral Focus: Tends to emphasize harm prevention and fairness.

Conservatism

- Core Values: Emphasizes tradition, order, stability, and hierarchical structures.
- Social View: Resists rapid change, often favoring traditional family values, religious institutions, and community cohesion.
- Government Role: Advocates for limited government, free-market capitalism, lower taxes, and strong national defense.
- Moral Focus: Places higher value on loyalty, authority, and sanctity.

Liberal Conservatism & Related Terms

- Liberal Conservatism: A blend of traditional conservative values with support for classical liberal economic principles (free markets, private property) and social institutions.

- Conservative Liberalism: Closely related, often referring to classical liberals who support both free-market economies and some traditional social principles.

While the two are often seen as fundamentally different, they can overlap in the support of liberal democracy and market economies, with conservatives focusing on the preservation of these institutions. Liberal conservatism is a variant of conservatism that is strongly influenced by liberal stances.

Andrew Heywood

Assignment 1.

Translate into English.

- | | |
|---|---|
| 1. голослівне ствердження | 9. тягар |
| 2. незаможні, безмаєтні
прошарки суспільства | 10.обмірковувати,
обговорювати |
| 3. широке визнання | 11.бути далеким від...., не
досягати |
| 4. віддавати всі сили чомусь | 12.параліч (перегрузка)
державної системи |
| 5. зустрічатися, зитикатися | 13.відтворювати, створювати,
впроваджувати владу |
| 6. повернутись до чогось | 14.повалений, переможений |
| 7. вирівнення | 15.підростаюче покоління |
| 8. пристарілий | |

Assignment 2.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong verb form, even if your choice of word is correct, will be scored as incorrect.

To submit for, to submit to, to set out to, to condemn
to overlap with one another, repudiation, deny, be empower, ultimately
to lack, to revolve around, stipulated, entitled to, to provide, to provide for
to construe, to lay down, to override the will

1. At first they didn't get on well together butthey made friends to their dying day.
2. Their reportapproval only yesterday.
3. They alwaysthat I am right.
4. The Constitutionequal rights for men and women.
5. Peopleresources necessary to satisfy their wants.
6. She promised that shethe core of her beliefs to me.
7. The whole local communityhim for treason.
8. The conversation various trumped-up charges against him.
9. When can you pursue research into the causes of damage?
10. The interests of those organizations never.....
11. The conceived project must be completed by the end of the month according to theconditions.
12. Youdo what is right and honourable.
13. The jury was surprised by his suddenof all his former beliefs.
14. One is entitled to human rights andthem.
15. The reward for finding lost things.....

Assignment 3.

Choose the most suitable word to complete each sentence.

1. There were few *people / persons* at the lecture.
2. I *offered / suggested* to go and fetch the dictionary from the library.
3. Why do you refuse to take what he *offers / suggests* you?
4. He *offered / suggested* going to the cinema tonight.
5. We must do something. What can you *offer / suggest*?
6. I *offered / suggested* that my guests make a tour of the city.
7. He gave us an account *of / for / to* the problem.
8. You should take account *of / for / to* the guilty of this girl by the circumstances of the case.
9. The bishop was *condemned / applied / abandoned* to be beheaded.
10. To buy goods retail at that price is not *economic / economical*.
11. I ask you to be *economic / economical* of your time.
12. An *economic / economical* creed developed that condemned all forms of government intervention.
13. Few *people / persons* can afford such expensive things now.
14. *People / persons* leaving litter in the park will be prosecuted.
15. They are important *people / persons* in the ministry.
16. Why do you refuse to take what he *offers / suggests* you?

Lesson 8

The Role of Business Letters in the Development of International Relations. Their classification (Part 1)

Read the following text.

Official business letter and official business style. Strict and fixed norms of writing business letters. Entering of business letter into the sphere of international relations. Diachronic analysis of official business letters. Business letters and emotional expressive means of influence. Business letter and its status of legal document. Classification of business legal letters according to their pragmatic purpose.

At present, when international relations – economic, cultural and political – are being rapidly developed, the role of business legal letters in this development is difficult to be overestimated. Any official business letter including legal letter serves for connection of institutions, organization and firms with each other and separate persons. The specific character of business legal letters is that they do not only serve as a means of delivering information or (and exerting influence on the addressee, but appear to be legal documents. They are a variety of official business documents realizing official business style with all attributes inherent in it.

Serving to business interrelations between people business legal letter passes into the sphere of international links (for example, transportation of cargo to different ports of the world, joint cruises with foreign companies and concluding an agreement in this connection, certain agreement, contracts between interested parties (parties concerned); filing a suit for the damage done during a

cargo carriage or for the failure to fulfill undertaken commitments according to the concluded agreements etc). Thus, the letter which fixes the whole process of negotiations for settlement of this conflict and the agreement reached by two parties as a result of these negotiations and in accordance with the letter of the law acquires significance and status of the legal document. Hence follows a specific character of its formalization, namely: strict sequence and accuracy in stating factual, space and time information, objectivity of estimation, precision in formulating proposed decisions. That is why the language of business legal letters is characteristic of traditional linguistic means namely: strictness of composition, the use of special phraseology and syntactical clichés, and refusal of all variety of expressive linguistic means because the language of a document demands, first of all, accuracy and impossibility of false interpretations.

Lyudmyla Nyzhnikova

Assignment 1.

Translate into English:

1. друкувати шапку на фірмовому бланку
2. швидка процедура
3. угода про поглинання (придбання контрольного пакету акцій)
4. бездоганний комерційний лист
5. характер діяльності
6. вступне звертання
7. адресат
8. дотримуватися звичаїв
9. постачати партію товарів
10. канцелярське приладдя, яким прийнято користуватися в межах компанії

11. за допомогою
12. проводити ділову діяльність
13. перевірити каталог наявних товарів
14. обробляти замовлення
15. вказівка на посилання
16. майбутній місяць (скорочення, символ)
17. червона строка (новий рядок)
18. пану Глену через пані Лайн
19. а саме (скорочення) (скорочення, символ)
20. підтрка, виправлення (на листі)

Assignment 2.

Write synonyms or synonymic word-combinations:

- | | |
|-----------------------------|--|
| 1. live up to | 6. Looking forward to your early reply |
| 2. for the reason that | |
| 3. I call your attention to | 7. on the order of |
| 4. even | 8. in accordance with |
| 5. bear in mind | 9. ult. (ultimo) |
| | 10. inst. (instant) |

Assignment 3.

Fill in the appropriate form of the borrowed nouns.

Basis, crisis, data, medium, memorandum
nucleus, phenomenon, stimulus, stratum, terminus, thesis

1. They belong to the different social

2. Have you already studied of a cell?
3. I go straight to my....., wherever it is.
4. is a dissertation resulting from original research,
esp. when submitted for a degree or a diploma.
5. The facts of the matter were interpreted in

Lesson 9

The Role of Business Letters in the Development of International Relations. Their classification (Part 2)

Read the following text.

Business speech because of its communicative pragmatic properties, as a rule, does not have emotional expressive nuance, emotional means of expression. But it does not mean that the style of writing (narrative style) in official business letters is always neutral in its tone. Depending on a concrete content of a letter it can be deliberately impartial, emphatically official and demanding, ironic and solemnly enthusiastic.

It was considered for a long time that the style of official correspondence represents once and for all times a given pattern of official cliché expressions and formulas of politeness subjected to demands of straightforwardness (monosemantic words and expressions) clearness, strictness of stating, in other words an official business letter was regarded as a type of communication absolutely free from displaying any kind of emotion. A letter writer was obliged to submit to the elaborated canon and conform to the strict rules which were compulsory in composing business letters.

The use in official business style of some specific speech means, a characteristic of some other language styles (first of all fictional and publicistic styles) was perceived as violation of the accepted norm. The use of jargon, popular speech, colloquial and emotional tinged words, expressions or constructions was forbidden in the language of business documents.

Diachronic analysis of official business letters allows to speak of their evolution, some change of demands made on official correspondence. Under the

conditions of sharp competitive struggle, high demand for quality of services, complex corporative interrelations a letter must evoke interest and attract an addressee's attention, stimulate certain positive emotions in him, create an atmosphere of successful personal contact, at last influence him to accept the decision necessary for a sender. And this requires bringing into a letter some other stylistic elements, emotional and expressive means of influence. Some foreign authors dealing with business correspondence point out the necessity of creating the atmosphere of personal contact: «when we write a letter we enter into personal relations with our reader. He has feelings like we have and we cannot ignore them. The whole secret of a good business letter consists of writing it in a simple, natural language resembling a friendly conversation».

Lyudmyla Nyzhnikova

Assignment 1.

Fill in the appropriate form of the borrowed nouns.

Basis, crisis, data, medium, memorandum
nucleus, phenomenon, stimulus, stratum, terminus, thesis

1. They belong to the different social
2. Have you already studied of a cell?
3. I go straight to my....., wherever it is.
4. is a dissertation resulting from original research, esp. when submitted for a degree or a diploma.
5. The facts of the matter were interpreted in

Assignment 2.

Fill in the appropriate form of the words:

Open, delay, to bear in mind, to comprise to deem
to delay, to finalize, to infer from, to prejudice, to present
instant, prior, proximo

1. The few points which any difficulties have been already discussed at the cabinet meeting.
2. You mustthat your people might not like the idea of starting your own business.
3. Stockholders' meeting to be held on the 11th
4. That problem remained.....
5. We sending the telegram.
6. Wehis Business Plan worthy of support.
7. About 7 percent of special staff of women.
8. They have not the deal with the sales manager.
9. What do youthe voting figures?
10. Please, complete the job to my arrival.

Assignment 3.

Translate into English:

1. На підставі більш глибокого вивчення питання ми зробили висновок, що нам потрібно збільшити кількість замовлень.

2. Ваш бізнес план має відповідати тенденції ринку.
3. Це продається дуже добре частково через (із-за) привабливу обгортку (упаковку).
4. На засіданні акціонерів були знайдені формулювання, які дозволяють замаскувати (disguise) зростаючі розбіжності між провідними компаніями.
5. Керівник служби доставки підтвердив термін постачання (дату постачання) товару.
6. Messrs (множина) в звертанні до фірми вживається тоді, коли в назві фірми є власна назва без будь яких інших титулів за звичаєм і лише тоді, коли це товариство. Messrs ніколи не вживається при звертанні до зареєстрованої компанії, чи то публічна чи приватна компанія.
7. Якщо лист адресовано фірмі, а його відправник хоче, щоб воно було отримано певною особою, трошки вижче вступного звертання друкуються слова : „До уваги пана ...” (потім друкується прізвище особи).
8. З усіх пунктуаційних знаків кома в англійських ділових листах є важливим засобом для чіткої передачі значення речення. Неправильне вживання коми може призвести до спотворення змісту речення. Порівняйте: *У будові розміщуються контори, два ресторани і плавальний басейн – і все це у підвальному приміщенні.* і *У будові розміщуються контори, два ресторани і плавальний басейн у підвальному приміщенні.*

9-10.

Шановний пане Глене!

Стосовно: обладнання для будівництва заводу

Відповідно Контракту № ... постачання обладнання для будівництва заводу мінеральних добрив має бути здійснено трьома партіями

В очікуванні Вашої відповіді.

Додаток: Замовлення № 142.

З повагою ...

Lesson 10

The Role of Business Letters in the Development of International Relations. Their classification (Part 3)

Read the following text.

In accordance with the pragmatic purpose and subject-matter of legal business letters we can single out the following types: information letters, covering letter; inquiry letter (which can be of two types (request letter and petition letter); reply to inquires; claim (which is divided into pretension letter and protest letter); letter of thanks and letter of guarantee. Their classification Official business letter and official business style. Strict and fixed norms of writing business letters. Entering of business letter into the sphere of international relations. Diachronic analysis of official business letters. Business letters and emotional expressive means of influence. Business letter and its status of legal document. Classification of business legal letters according to their pragmatic purpose. At present, when international relations – economic, cultural and political – are being rapidly developed, the role of business legal letters in this development is difficult to be overestimated.

Any official business letter including legal letter serves for connection of institutions, organization and firms with each other and separate persons. The specific character of business legal letters is that they do not only serve as a means of delivering information or (and exerting influence on the addressee, but appear to be legal documents. They are a variety of official business documents realizing official business style with all attributes inherent in it. Serving to business interrelations between people business legal letter passes into the sphere of international links (for example, transportation of cargo to different ports of the

world, joint cruises with foreign companies and concluding an agreement in this connection, certain agreement, contracts between interested parties (parties concerned); filing a suit for the damage done during a cargo carriage or for the failure to fulfill undertaken commitments according to the concluded agreements etc). Thus, the letter which fixes the whole process of negotiations for settlement of this conflict and the agreement reached by two parties as a result of these negotiations and in accordance with the letter of the law acquires significance and status of the legal document. Hence follows a specific character of its formalization, namely: strict sequence and accuracy in stating factual, space and time information, objectivity of estimation, precision in formulating proposed decisions. That is why the language of business legal letters is characteristic of traditional linguistic means namely: strictness of composition, the use of special phraseology and syntactical clichés, and refusal of all variety of expressive linguistic means because the language of a document demands, first of all, accuracy and impossibility of false interpretations.

Lyudmyla Nyzhnikova

Assignment 1.

Translate into English:

1. відповідати чомусь; узгоджувати з чимось
2. вигідно представляти з найкращого боку
3. наявний асортимент товарів
4. телеграфна адреса
5. додаткові відомості про продукцію
6. незважаючи на
7. одноосібне володіння
8. титул за звичаєм

9. значна кількість товарів в асортименті
10. фірмовий логотип
11. упередження (упереджене ставлення)
12. магістр (скорочення, символ)
13. тобто (скорочення, символ)
14. знак оклику
15. тлумачити, лікувати
16. сумісний з
17. документи, що додаються
18. керівник службі доставки
19. рахунок-фактура
20. зворотна адреса

Assignment 2.

Write synonyms or synonymic word-combinations:

- | | |
|-----------------------------------|------------------------------------|
| 1. plain | 6. Hoping to hear from
you soon |
| 2. in advance of the
amount of | 7. due to the fact that |
| 3. endeavor | 8. kindly |
| 4. inviting | 9. despite the fact that |
| 5. neat | 10. prox. (proximo) |

Assignment 3.

Fill in the appropriate form of the verbs:

Open, delay, to bear in mind, to comprise to deem
to delay, to finalize, to infer from, to prejudice, to present, instant, prior,
proximo

1. You mustyour people needswhen you make your decision.
2. Administrative staff of the company of women.
3. If we don'tthe project tonight, they will get suspicious.
4. What do youthe voting figures?
5. I am going to do the jobto my arrival
6. What has you against the proposal to reduce taxes?
7. Previous proposals not related to the wholesale business.
8. Is the job still.....?
9. General manager apologized for thein answering.
10. Westockholders' meeting worthy of attending.

Assignment 4.

Fill in the appropriate form of the borrowed nouns:

Basis, crisis, data, medium, memorandum,
nucleus, phenomenon, stimulus, stratum, terminus, thesis

1. Rain, snow, storm, tornado, heat are natural
2. Our relations are founded on a sound
3. The patient has passed
4. Have you already processed..... ?
5. The two sides would only meet indirectly, through

Assignment 5.

Translate into English:

1. На засіданні акціонерів були знайдені формулювання, які дозволяють замаскувати (disguise) зростаючі розбіжності між провідними компаніями.
2. Незважаючи на те, що учасники переговорів не дійшли згоди, ми заключили угоду про поглинання.
3. На підставі більш глибокого вивчення питання ми зробили висновок, що лінія монтажу потребує реконструкції.
4. Рекомендується направляти кореспонденцію безпосередньо тій посадовій особі, для якої її призначено, тобто комерційному директору, керівнику експортними операціями, керівникові служби доставки і тому подібне.
5. Дочірня компанія з доставки змінила термін постачання (дату постачання) нової партії товарів.
6. Наші власні проекти мають відповідати політиці нашої компанії.
7. Якщо ми не знаємо, хто особисто займається нашою кореспонденцією, рекомендується адресувати листи секретареві компанії, оскільки згідно з „Companies Act” всі фірми зобов’язані мати секретаря компанії.
8. З усіх пунктуаційних знаків кома в англійських ділових листах є важливим засобом для чіткої передачі значення речення. Неправильне вживання коми може призвести до спотворення змісту речення. Порівняйте: *Вони знайдуть його (документ), хоча це і важко.* і *Хоча вони знайдуть це важким (скрутним).*

9. -10

Панове!

Стосовно: Загребський ярмарок

У підтвердження нашої телефонної розмови від 2 лютого цього року просимо Вас прийняти замовлення на публікацію рекламних оголошень наших клієнтів в каталозі майбутнього Загребського ярмарку...

Заздалегідь вдячні за Вашу увагу до нашого замовлення.

Додаток: фото – 5 екз.

тексти – 5 екз.

марки – 5 екз.

З повагою...

Lesson 11

Structure of a Business Letter

Writing an Effective Business Letter

(Part 1)

Read the following text.

Business speech because of its communicative pragmatic properties, as a rule, does not have emotional expressive nuance, emotional means of expression. But it does not mean that the style of writing (narrative style) in official business letters is always neutral in its tone. Depending on a concrete content of a letter it can be deliberately impartial, emphatically official and demanding, ironic and solemnly enthusiastic. It was considered for a long time that the style of official correspondence represents once and for all times a given pattern of official cliché expressions and formulas of politeness subjected to demands of straightforwardness (monosemantic words and expressions) clearness, strictness of stating, in other words an official business letter was regarded as a type of communication absolutely free from displaying any kind of emotion. A letter writer was obliged to submit to the elaborated canon and conform to the strict rules which were compulsory in composing business letters. The use in official business style of some specific speech means, a characteristic of some other language styles (first of all fictional and publicistic styles) was perceived as violation of the accepted norm. The use of jargon, popular speech, colloquial and emotional tinged words, expressions or constructions was forbidden in the language of business documents. Diachronic analysis of official business letters allows to speak of their evolution, some change of demands made on official correspondence. Under the conditions of sharp competitive struggle, high demand for quality of services, complex corporative interrelations a letter must evoke

interest and attract an addressee's attention, stimulate certain positive emotions in him, create an atmosphere of successful personal contact, at last influence him to accept the decision necessary for a sender. And this requires bringing into a letter some other stylistic elements, emotional and expressive means of influence. Some foreign authors dealing with business correspondence point out the necessity of creating the atmosphere of personal contact: «when we write a letter we enter into personal relations with our reader. He has feelings like we have and we cannot ignore them. The whole secret of a good business letter consists of writing it in a simple, natural language resembling a friendly conversation». (Gartside L. Model Business letters).

In accordance with the pragmatic purpose and subject-matter of legal business letters we can single out the following types: information letters, covering letter; inquiry letter (which can be of two types (request letter and petition letter); reply to inquires; claim (which is divided into pretension letter and protest letter); letter of thanks and letter of guarantee.

Lyudmyla Nyzhnikova

Assignment 1.

Translate into English:

1. листи відповіді на рекламацийні листи
2. позивач
3. неправомірна вимога
4. листи –підтвердження
5. інкасувати гроші
6. врегулювати претензію
7. листи-пропозиції продажу товару

8. бути платоспроможним
9. відмовити у задоволенні прохання
10. запасні деталі
11. рекомендований лист
12. гарантований
13. край, кромка (листа)
14. запитувати деяку інформацію про
15. кінцевий термін (дії картки, паспорту)
16. назва фірми
17. робити внесок, сприяти
18. минулий місяць (скорочення, символ)
19. поле (листа)
20. до уваги пана Глена (2 варіанти)

Assignment 2.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong verb form, even if your choice of word is correct, will be scored as incorrect.

To arrange, to emend, to imply, to abjure, to arraign, carefully
to adjure, back, to assure, to ensure, decline, pick-up, felt tip, adverse, averse
to accent, to apprise, to insure, to appraise

1. Stand.....! Explosive force can be very powerful!
2. It is not directly asserted, but it seems.....
3. She promised that her papersat the end of the day
4. When can youresearch into the causes of damage?

5. He said that the whole local communityhim for gossip.
6.service is rendered by the hotel.
7. The years of drought to the agriculture development.
8. They alwaysthat I was right.
9. Their reportequal rights for men and women
10. The judge the reward for finding lost things.
11. The depression was caused by theof industrial development
12. We received the letter written by.....
13. Youby the time you delivered the spare parts.
14. The jury was surprised by his sudden decision
.....of all his former beliefs.
15. The ownerthe coins to be genuine

Assignment 3.

Choose the most suitable word to complete each sentence.

12. Who is that fair-haired girl wandering *among* / *between* the passengers?
13. They bought the car *among* / *between* the four of them.
14. They had only \$10 *among* / *between* the two of them.
15. *Among* / *between* us we'll do it very quickly.
16. *Among* / *between* one thing and another, I've not got down to it yet.
17. The numerous *addenda* / *agenda* to his article were unreadable.
18. Thank you for your *enquiry* / *inquiry*.
19. Few *people* / *persons* can afford such expensive things now.

20. *People / persons* leaving litter in the park will be prosecuted.
21. They are important *people / persons* in the ministry.
22. There were few *people / persons* at the lecture.
23. Didn't your doctor *advice / advise* a complete rest?
24. If you have something to sell, you can involve *advising / advicing* customers to buy it.
25. *Hers / her / her's* sensible suggestion was approved yesterday.
26. These days *realty / reality* is becoming more and more expensive.

Assignment 4.

Fill in the appropriate form of the borrowed nouns:

Curriculum, datum, denotatum, formula, hypothesis, index, medium
 memorandum, nucleus, phenomenon, stimulus, stratum, terminus, thesis

1. is the aggregate of courses of study given in school, college, etc.
2. He advanced that the disease was spread with respiratory infection.
3. I am persuaded that are true.
4. Consult at the back of the book.
5. We should discuss acceptable to all parties.
6. Have you already processed?
7. Rain is a rare in the desert.
8. Sometimes a handsome salary is a good to be working at boring jobs.
9. We get off at

10. is a document signed by two or more governments or international institutions.

Assignment 5.

Match the notions with the definitions.

- | | |
|----------------|---|
| 1. consul | • An assembly of persons convened for consultation, deliberation, or advice. |
| 2. council | • Interchange of opinions as to future procedure; consultation; deliberation |
| 3. counsel | • An act or instance of migration to another country, usually for permanent residence. |
| 4. immigration | • An official appointed by the government of a country to look after its commercial interests and the welfare of its citizens in another country. |
| 5. emigration | • An act or instance of leaving one place, native country |

Lesson 12

Structure of a Business Letter

Writing an Effective Business Letter

(Part 2)

Read the following text.

E-mail may be the quick and convenient way to relay daily business messages, but the printed business letter is still the preferred way to convey important information. A carefully crafted letter presented on attractive letterhead can be a powerful communication tool. To make sure you are writing the most professional and effective letter possible, use the business letter format and template below and follow these basic business letter-writing guidelines.

Select a professional letterhead design for your small business: Your business letter is a representation of your company, so you want it to look distinctive and immediately communicate "high quality."

Use a standard business letter format and template: The most widely used format for business letters is "block style," where the text of the entire letter is justified left. The text is single spaced, except for double spaces between paragraphs. Typically margins are about 1 inch (25.4 mm) on all sides of the document, which is the default setting for most word-processing programs. If you are using Microsoft Word, you can turn to its built-in Letter Wizard for additional formatting assistance (look on the Tools menu).

Business Letter Template Fields:

Date: Use month, day, year format, e.g., March 3, 20xx or 3 March 20xx

Sender's Address: It is a good idea to include sender's email and url, if available. Don't include this information if it's already incorporated into the

letterhead design. This will allow customers to find your small business more quickly.

Inside Address: Use full name. Mr./Ms. is optional

Salutation: Be sure to use a colon at the end of the name, not a comma as in personal letters

Body Text: State why you are writing. Establish any connection/mutual relationship up front. Outline the solution, providing proof in the way of examples and expert opinions. Group related information into paragraphs

Closing "Call to Action": State what the reader needs to do and what you will do to follow up

Signature Block: Sign your letter in blue or black ink

Enclosures: Use if you have an enclosure

Carbon Copy: Use if you are sending a copy to additional person(s)

Lyudmyla Nyzhnikova

Assignment 1.

Translate into English.

1. рекомендований лист
2. неправомірна вимога
3. інкасувати гроші
4. врегулювати претензію
5. відповісти зворотною поштою (рос. обратной почтой)
6. конфіденційно
7. додаткові послуги
8. гарантований
9. край, кромка (листа)
- 10.кінцевий термін (дії картки, паспорту)

- 11.листи відповіді на рекламаційні листи
- 12.позивач
- 13.відмовити у задоволенні прохання
- 14.запасні деталі
- 15.Нас цікавить, чи зможете Ви направити нам
- 16.пляма (на листі)
- 17.доктор політичних наук (скорочення, символ)
- 18.наприклад (скорочення, символ)
- 19.дефіс
- 20.необов'язковий, факультативний

Assignment 2.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong verb form, even if your choice of word is correct, will be scored as incorrect.

To arrange, to emend, to imply, to abjure, to arraign, carefully
 to adjure, back, to assure, to ensure, decline, pick-up, felt tip, adverse, averse
 to accent, to apprise, buffet, to insure, to appraise

1. She alwaysthat I was quite wrong.
2. Their reportequal rights for men
and women
3. The jewelerthe seal-ring at four
thousand dollars.
4. The depression was caused by theof
industrial development
5. We received the letter written by.....

6. Youby the time you delivered the spare parts.
7. Stand.....! Explosive force can be very powerful!
8. It is not directly asserted, but it seems.....
9. She promised that her papersat the end of the day
10. When can youresearch into the causes of damage?
11. He said that the whole local communityhim for gossip.
- 12..... supper service is rendered by the hotel.
13. The years of drought to the agriculture development.
14. The jury was surprised by his sudden decisionof all his former beliefs.
15. The ownerthe coins to be genuine.

Assignment 3.

Choose the most suitable word to complete each sentence.

1. The maximum load for this vehicle is 3 *people / persons*.
2. Have you met her *people / persons*?
3. All the best *people / persons* go there.
4. Whatever will *people / persons* think?
5. They are always neat in their *people / persons*.
6. Didn't your doctor *advice / advise* a complete rest?
7. If you have something to sell, you can involve *advising / advicing* customers to buy it.
8. Our garden is bigger than *their / theirs / their's*.
9. These days *realty / reality* is becoming more and more expensive.
10. The village *among / between* the hills was lent to Mary Panton.

11. He is numbered *among* / *between* the dead.
12. *Among* / *between* ourselves.
13. They quarrelled *among* / *between* themselves.
14. The numerous *addenda* / *agenda* to his article were unreadable.
15. Thank you for your *enquiry* / *inquiry*.

Assignment 4.

Fill in the appropriate form of the borrowed nouns.

Addendum, agendum, analysis, bacterium, basis, crisis
 criterion, curriculum, datum, denotatum, formula, hypothesis, index, medium

1. In the last you are right.
2. Things are coming to
3. What is of your findings?
4. Consult.....at the back of the book.
5. A microscope is a special instrument that lets you see that are impossible to see with the human eye.
6. Give me, please , of the conference.
7. A rule or principle for evaluating or testing something is
8. Nowadays the issue of the improvement of international relations is on
9. The relation of language to the extralinguistic world involves three basic sets of elements: language signs, mental concepts and parts of the extralinguistic world which are usually called.....
10. As you know, of communication consists of the press, radio, television and internet.

Lesson 13

Business Letter

(Part 1)

Read the following text.

Use a professional tone: Save casual, chatty language for email - your printed business letter should be friendly but more professional. As Scott Ober suggests in his book *Contemporary Business Communication*, "The business writer should strive for an overall tone that is confident, courteous, and sincere; that uses emphasis and subordination appropriately; that contains nondiscriminatory language; that stresses the "you" attitude; and that is written at an appropriate level of difficulty." That said, be sure to sound like yourself - you don't want your letter to read as if a machine wrote it.

Write clearly: State your point early in your letter. To avoid any miscommunications, use straightforward, concise language. Skip the industry jargon and instead choose lively, active words to hold your reader's attention.

Organize your information logically: Group related information into separate paragraphs. In a long, information-packed letter, consider organizing information into sections with subheads.

You may want to highlight key words to make them "pop" - this technique is possible with most word-processing programs and your color multifunction printer.

Use Color To Emphasize Words In Text: It's easy to put a few words in color to draw attention to them. Just select the type and click the arrow to the right of the Font Color button, choose the color you want, then click the button. Or, try highlighting a few words in the text.

Select the type you want to emphasize, then click the Highlight button.
Note: When highlighting parts of a document you intend to print, use a light color such as yellow, light green, or light blue. If you wish to remove the highlighting, select the text and click the Highlight button again.

Lyudmyla Nyzhnikova

Assignment 1.

Translate into English.

1. Ми маємо широкий асортимент товарів
2. довідуватися про
3. повідомте нам про оплату
4. умови офerti є незмінними протягом 3 днів
5. якщо Ви дійсно бажаєте розмістити замовлення
6. співпрацювати з кимсь
7. постачальник
8. надсилаємо Вам наш ілюстративний каталог
9. будь ласка, оплатіть рахунок фактуру платіжним дорученням через
Ваш банк
10. підтверджуємо отримання Вашого запиту від 20 червня
11. додаємо попередній рахунок-фактуру на
12. будь ласка, призначте ціну поставки товарів, зазначених у бланку
замовлення, що додається
13. листи-пропозиції продажу товарів
14. просимо надіслати Вашу відповідь зворотною поштою
15. ціни дійсні з 1 січня

Assignment 2.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong verb form, even if your choice of word is correct, will be scored as incorrect.

To offend, to negotiate, to provide, to advise, to entail
to be effective acquaintance, transfer, associate, specimen, fittings, steady
closely, prompt, thoughtful

1. I would like everyone the meeting of shareholders will be held in a month.
2. They that nobody paid attention to their request.
3. Every mistake make will be charged against them.
4. reduced spending is our best weapon against inflation.
5. We based our analysis on a random of more than 200.....
6. If you are going to buy real estate I recommend you to investigate the history of prices.
7. There is no way that our company can the subsidiary with the large sum of money.
8. The town council made the resolve onof an immense sum of public money to refugees.
9. In spite of the fact that the project considerable expense we are ready to make necessary changes.
10. What does it cost to install such splendid.....?

Assignment 3.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

1. One or (another, other, others) of them will do it.
2. We help each (another, other, others).
3. Some boy or (another, other, others) told me that.
4. (Another, other, others) might do it differently.
5. That's quite (another, other, others) matter.
6. She left him without (another, other, others) word.
7. Did your boss go to Paris (oneself, by oneself) or did he send the Sales Director?
8. Did your boss go to Paris (oneself, by oneself)? He must be mad if he took such a risk.
9. Could you take this letter to the post office? I am too busy to do it (oneself, by oneself).
10. What other languages do you know (beside, besides, except) English and Spanish?
11. There were four guests (beside, besides, except) myself.
12. The cases are quite parallel. (Beside, Besides, Except), A. is a younger man than B.
13. She seems dull (beside, besides, except) her sister.
14. She was (beside, besides, except) herself with rage.
15. I get up early every day (beside, besides, except) Sunday.

Assignment 4.

Translate into English.

Монтаж - erection

негабаритні важкі технологічні металоконструкції – oversized heavy-weight technological metal structures

1. У відповідності з Контрактом № , підписаним між та 12 березня цього року, постачання обладнання для розширення першої черги заводу починається в листопаді цього року. Все основне обладнання постачатиметься с.і.ф.
2. Для того, щоб уникнути простою вагонів і затримки з перевантаженням обладнання на станції....., а також зриву графіка постачання обладнання на площадку заводу і порушення строків його монтажу, просимо Вас підготувати відповідні площадки для перевантаження обладнання в вагони.
3. У відповідності із графіком постачання обладнання і його монтажу в першу чергу постачатимуться негабаритні важкі технологічні металоконструкції.
4. Поставку конвертів пропонуємо здійснити морем на спеціальних баржах, оскільки значна негабаритність зазначеного обладнання не дозволяє транспортувати його залізницею.

Lesson 14

Business Letter

(Part 2)

Read the following text.

AutoText automates applying color (or any type style), which would ordinarily take numerous clicks or commands. Say you're creating a report that compares your organization's performance against that of your competitor. Word can automatically color your company's name every time it appears, making those entries easy to locate.

Be persuasive: Establish a positive relationship with your reader right away. If you have a connection to the reader - you've met before or have a mutual colleague, for example - mention it in your introductory paragraph.

Whether you think your reader will agree with the point of your letter or not, it is important to find common ground and build your case from there.

Understand your reader well enough to anticipate how he or she will react when reading your letter.

Address his or her needs or wishes, or a specific problem, and then outline your solution. Provide proof in the way of examples and/or expert opinions to back up your point. Make sure to maintain a friendly tone.

Conclude your letter with a "call to action." State clearly what your reader needs to do or believe to achieve the desired solution and then state what you, the writer, intend to do next to follow up.

Proofread your letter: All your careful crafting and printing can't cover up spelling or punctuation errors, which leave a lasting negative impression.

Now that you've learned the secrets of writing an effective business letter, you're ready to start composing. Good luck!

Lyudmyla Nyzhnikova

Assignment 1.

Translate into English.

- | | |
|--|---|
| 1. Відмовити у задоволенні
прохання | 10. Ви завжди можете
зв'язатись з нами |
| 2. Розміщувати замовлення у
компанії | 11. Додаємо вичерпний звіт
про / детальні відомості
про |
| 3. постачальник | 12. Якщо ми можемо
допомогти будь-яким
чином |
| 4. досягати мети | 13. врегулювати претензію |
| 5. усі потрібні Вам відомості | 14. надсилаємо Вам наш
ілюстративний каталог |
| 6. цю модель тимчасово
знято з виробництва | 15. якщо Ви дійсно бажаєте
розмістити замовлення |
| 7. сподіваємося на подальшу
співпрацю | |
| 8. просимо надіслати Вашу
відповідь зворотною
поштою | |
| 9. будь ласка, призначте ціну
замовлення, що додається | |

Assignment 2.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong verb form, even if your choice of word is correct, will be scored as incorrect.

To offend, to negotiate, to provide, to advice, to entail
to be effective, acquaintance, transfer, associate, specimen, fittings, steady
closely, prompt, thoughtful

1. The town council made the resolve on of an immense sum of public money to refugees.
2. In spite of the fact that the project considerable expense we are ready to make necessary changes.
3. I would like everyone the meeting of shareholders will be held in a month.
4. Every mistake make will be charged against them.
5. If you are going to buy real estate I recommend you to investigate the history of prices.
6. On closer he proved to be a nice person.
7. The lawas from the last year
8. He sent ambassadors an equal alliance with the Chinese Empire.
9. The chairman broke up the stockholders' meeting at seven o'clock.
- 10..... reduced spending is our best weapon against inflation.

Assignment 3.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

1. A good actor must have talent (beside, besides, except) a charming face.
2. What other poems do you know (beside, besides, except) “If”?
3. I have done all the exercises (beside, besides, except) the first one.
4. (Beside, besides, except) Latin our language seems to be quite easier.
5. Let me sit down (beside, besides, except) you.
6. Her remarks were (beside, besides, except) the point.
7. Did your boss go to Paris (oneself, by oneself) or did he send the Sales Director?
8. Did your boss go to Paris (oneself, by oneself)? He must be mad if he took such a risk
9. Could you take this letter to the post office? I am too busy to do it (oneself, by oneself).
10. Where shall we be in (another, other, others) ten years?
11. I’ll do it (another, other, others) time.
12. How many (another, other, others) do you want?
13. One or (another, other, others) of them will do it.
14. We help each (another, other, others).
15. Some boy or (another, other, others) told me that.

Assignment 4.

Translate into English.

трансформаторних підстанцій – constant-current transformer substations

1. Підтверджуючи нашу телеграму від 29 грудня минулого року, повідомляємо Вам, що уряд країни оголосив тендер на виконання проектних робіт, поставку обладнання і будівництво трансформаторних підстанцій. Ми вважаємо, що участь у тендері представлятиме для Вас інтерес.
2. Просимо Вас вивчити тендерні документи, які додаються до цього листа. Як обумовлено в агентській угоді, витрати на купівлю тендерної документації будуть за Ваш кошт. Варто взяти до уваги, що остаточний термін надання пропозицій – 21 травня 2007 року.
3. Вашу пропозицію ми маємо отримати за 10 днів до кінцевої дати, що надасть нам можливість вирішити локальні формальності і представити Вашу пропозицію тендерному комітету.
4. Повідомляємо Вам, що для того, щоб виграти тендер, бажано представити комерційний кредит на період 7-10 років з не більш ніж 6% річних.

Lesson 15

Business Letter

(Part 3)

Read the following text.

Letter writing is an essential part of communication, an intimate part of experience. Each letter writer has a characteristic way of writing, his style of writing, his way of expressing thoughts, facts etc. but it must be emphasized that the routine in writing of official business letters requires certain accepted idioms, set phrases, fixed patterns, grammar and even a certain arrangement of their parts on a sheet of paper. Therefore certain skills must be acquired by practice and details of writing must be carefully and thoroughly learnt.

A cheque, a contract, a pure list or any other business paper sent by mail should always be accompanied by a letter. The letter says what is being sent so that the recipient should know exactly what you intended to send. It is a typical business letter.

Letter writing is not only a means of communication and a contact, but also a record of affairs, information, events, complaints etc. So it is necessary to feel the spirit and trend of the style in order to write a perfect letter.

Doing business means working out agreements with other people, sometimes through elaborate contracts and sometimes through nothing but little standard forms, through exchanges of letters.

Thus everybody who is involved in any kind of business should study thoroughly the complex science of writing letters and contracts.

Lyudmyla Nyzhnikova

Assignment 1.

Translate into English.

- | | |
|---|---|
| 1. замовлення товарів (стандартна форма) | 10. підтверджуємо отримання Вашого запиту від 20 червня |
| 2. довідуватися про | 11. додаємо попередній рахунок-фактуру на |
| 3. повідомте нам про оплату | 12. будь ласка, призначте ціну поставки товарів, зазначених у бланку замовлення, що додається |
| 4. він уповноважений обговорити з Вами умови виконання замовлень | 13. листи-пропозиції продажу товарів |
| 5. якщо Ви дійсно бажаєте розмістити замовлення | 14. просимо надіслати Вашу відповідь зворотною поштою |
| 6. співпрацювати з кимсь | 15. Якщо ми можемо допомогти будь-яким чином |
| 7. постачальник | |
| 8. надсилаємо Вам наш ілюстративний каталог | |
| 9. будь ласка, оплатіть рахунок фактуру платіжним дорученням через Ваш банк | |

Assignment 2.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

1. The twins are so alike. I can't tell one from (another, other, others).
2. They will not reach Venice for (another, other, others) two days.
3. Some students are diligent and (another, other, others) aren't.
4. (Another, other, others) might do it differently.
5. That's quite (another, other, others) matter.

6. She left him without (another, other, others) word.
7. Did your boss go to Paris (oneself, by oneself) or did he send the Sales Director?
8. Did your boss go to Paris (one self, by oneself)? He must be mad if he took such a risk.
9. Could you take this letter to the post office? I am too busy to do it (one self, by oneself).
10. What other languages do you know (beside, besides, except) English and Spanish?
11. There were four guests (beside, besides, except) myself.
12. The cases are quite parallel. (Beside, besides, except), A. is a younger man than B.
13. She seems dull (beside, besides, except) her sister.
14. She was (beside, besides, except) herself with rage.
15. I get up early every day (beside, besides, except) Sunday.

Assignment 3.

Complete these sentences with prepositions AT, IN, ON.

1. Open your books ... page 54.
2. They had a nice cottage ... the river.
3. You mustn't lie ... the sun so long.
4. See you ... our party.
5. He has a pain ... his throat.
6. Does your uncle live ... Boiko Street?
7. They tried a lot of different medicines but they didn't do any good ... the end they had to agree to an operation.
8. At first they didn't get on well together but ... the end they made friends.

9. They live in the big house ... the end of the street.
10. Please don't be late for the meeting with barrister. He wants to begintime.

Assignment 4.

Complete these sentences with MUCH, MANY and A LOT OF and open the brackets. Make all necessary changes.

1. He's got so (money), he doesn't know what to do with it.
2. She always eats (bun).
3. We didn't take (photograph) when we were on holiday.
4. There (is, are) (grape) on the plate.
5. (important person) like flying.
6. Tom drinks (cup of coffee) a day.
7. She is very quiet person. She doesn't say.....
8. I put (salt) in the soup.
9. Don't disturb me. I've got (task) to do.
10. It's a very lively town. There (is, are) (theatre) here.

Lesson 16

Kinds of Business Letters

Read the following text.

The language of business, professional and semi-official letters is formal, courteous, tactful, concise, expressive, and to the point. A neatly arranged letter will certainly make a better impression on the reader, thus good letters make good business partners.

This course of lectures considers the most essential questions concerning official business letters such as obligatory and optional elements of business letters and their arrangement on a sheet of paper, arrangement and writing of addresses, classification of business legal letters according to their pragmatic purpose and detailed analysis of all these types, linguistic formalization of official letters in accordance with their communicative intention and pragmatic function and some changes of demands made on official correspondence at present, presence of certain emotional means of expression in letters of influence, lexical composition and syntactical structure of letters, standard expressions, clichés, set phrases and fixed patterns used in business letters and some others.

The practical course consists of 6 Seminars analyzing different types of business letters. Each Seminar contains certain set phrases which are supposed to be learnt by the students, several examples of business letters for translation into Russian and at last a certain task to write some letters according to the proposed situation.

The aim of the practical part is not only to acquaint students with the phrases used in business letters and to acquire some knowledge and skills in translation them from English into Ukrainian but to teach students how to write

business letters taking into account all the peculiarities and specific character of their composing.

Assignment 1.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong verb form, even if your choice of word is correct, will be scored as incorrect.

To offend, to negotiate, to provide, to advise, to entail, acquaintance
transfer, associate, specimen, fittings, steady, closely, prompt, thoughtful

1. There is no way that our company can the subsidiary with the large sum of money.
2. In spite of the fact that the project considerable expense we are ready to make necessary changes.
3. What does it cost to install such splendid.....?
4. They that nobody paid attention to their request.
5. We based our analysis on a random of more than 200.....

Assignment 2.

Complete these sentences with MUCH, MANY and A LOT OF and open the brackets. Make all necessary changes.

1. He's got so (money), he doesn't know what to do with it.
2. She always eats (bun).
3. We didn't take (photograph) when we were on holiday.
4. There (is, are) (grape) on the plate.
5. (important person) like flying.

Assignment 3.

Complete these sentences with prepositions AT, IN, ON.

1. My relatives live ... the seaside.
2. Your towel is ... the drawer.
3. Our children are playing ... the street.
4. She must be standing ... the wind waiting for us.
5. Is he still ... hospital? – No, he has already recovered.
6. ...the end the police let him go home.
7. She tried many times to pass the driving test and ... the end she succeeded.
8. Will he really go to France ... the end of December?
9. Regardless of the overcrowding they have a very good train service. The trains always run ... time.
10. Our car is being repaired. I hope vehicle's ready ... time for our holidays.

Assignment 4.

Translate into English the following conjunctions and preposition (use participles).

1. За умови, якщо; беручи до уваги, що; зважаючи на; враховуючи (2 синоніми)
2. Відносно (2 синоніми)
3. За умови, якщо; беручи до уваги, що (2 синоніми)
4. Оскільки
5. Після
6. До; очікуючи
7. Крім

Lesson 17

Structure of a Business Letter

Read the following text.

A business letter is a letter from one company to another, or such organizations and their customers, clients, or other external parties. The overall style of letter depends on the relationship between the parties concerned. Business letters can have many types of content, for example to request direct information or action from another party, to order supplies from a supplier, to point out a mistake by the letter's recipient, to reply directly to a request, to apologize for a wrong, or to convey goodwill. A business letter is sometimes useful because it produces a permanent written record, and may be taken more seriously by the recipient than other forms of communication. It is written in formal language.

General format

Margins

Typically, side, top and bottom margins are 25–32 millimetres (1–1¼ in) inches, and one-page letters and memos are vertically centered.

Font formatting

No special character or font formatting is used, except for the subject line, which is usually underlined.

Punctuation

The salutation or greeting is generally followed by a comma in British style, whereas in the United States a colon is used in formal contexts and a comma otherwise. The valediction or closing is followed by a comma.

Assignment 1.

Translate into English.

1. через дрібну помилку в нашій повсякденній роботі
2. відмовлятися сплачувати за зобов'язаннями
3. контролювати виконання замовлення
4. товари були замовлені за умови їхньої поставки
5. виправити помилку
6. залагодити проблему
7. дотримуватись термінів поставок
8. листи відповіді на рекламаційні листи
9. залишаємо за собою право відмовитись від поставки, якщо товари не можуть бути доставлені у призначений термін
10. розпорядитись, щоб потрібні товари були надіслані замість тих, що ми не замовляли
11. чи не могли б Ви призначити більш прийнятну для нас ціну
12. перед нами постали серйозні проблеми з виконанням наших зобов'язань перед клієнтами
13. в обумовлений строк
14. ми плануємо замовити приблизно 5 000 метрів
15. пробне замовлення асортименту

Assignment 2.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong verb form, even if your choice of word is correct, will be scored as incorrect.

To reject, to justify, to presume, to complain, to commence
to rectify, attainment, complaint, forwarding agent, courteous, second rate,
sound, considering, notwithstanding, provided that, barring

1. all is safe, you may make a contract on the delivery of the oversized heavy-weight technological metal structures.
2. The committee the proposal to reduce taxes on export of the oversized heavy-weight technological metal structures.
3. The meeting with bad news, and looks like getting worse.
4. My grandfather likes to repeat: "A mind in a body".
5. His presentation of the company was enough successful their lack of experience.
6. The motion passed, our industrial goods are rarely used for fraud textiles.
7. This is not the kind of behaviour pertaining to man.
8. can absolve himself of the guarantee after proving that the goods reached their destination.
9. We will not place your advertisement in our newspaper, because we do not advertise goods.
10. We him to be guilty in delay of the delivery of the required number of metalcutting machine tools would improve.

Assignment 3.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

16. There (be) a number of reasons.
17. A large number of people (have) lost their work.
18. The number of traffic accidents (reduce).
19. He is studying the customs of (people, person) of Central Asia.
20. I (suggest, propose, offer) to begin translating the article tomorrow.
21. I saw that he had no pencil and (suggest, propose, offer) him mine.
22. Why did he (suggest, propose, offer) changing the subject of the conversation?
23. My son couldn't do the sum so I (suggest, propose, offer) my assistance.
24. He always (suggest, propose, offer) to settle the most difficult problems.
25. One of the students (suggest, propose, offer) to fetch a tape-recorder.
26. They (suggest, propose, offer) us many solutions to a problem.
27. He (suggest, propose, offer) to help me.
28. I (suggest, propose, offer) waiting.
29. Who (suggest, propose, offer) his taking part?
30. I (suggest, propose, offer) a toast to the Queen.

Assignment 4.

Translate into English.

Шановні панове!

Ми були здивовані, коли дізнались, що Ви не підписали наш звіт про виконання робіт в III кварталі цього року у зв'язку з тим, що ми, як Ви стверджуєте, не виконали запланований обсяг робіт.

Ми ретельно розглянули звіт і вважаємо, що причина Вашої відмови підписати його необґрунтована. В підтвердження нашої точки зору ми хотіли б нагадати Вам таке:

Незважаючи на всі наші умови з дотримання графіка III кварталу, ми декілька разів за цей час були примушені припинити будівельні і монтажні роботи за незалежних від нас обставин, інформуючи Вас у кожному випадку.

.
. .
.

З огляду на вищезазначене, ми ще раз підкреслюємо, що вважаємо Ваші відказування необґрунтованими і просимо негайно підписати звіт про хід виконання робіт, що дасть нам можливість отримати фінансування, необхідне для подальшого виконання робіт.

В очікуванні скорішої відповіді.

З повагою...

Lesson 18

Kinds of a Business Letter

(Part 1)

Read the following text.

Indentation formats

Business letters conform to generally one of six indentation formats: standard, open, block, semi-block, modified block, and modified semi-block. Put simply, "semi-" means that the first lines of paragraphs are indented; "modified" means that the sender's address, date, and closing are significantly indented.

Open-format letter

The open-format letter does not use punctuation after the salutation and no punctuation after the complimentary closing.

Block-format letter

In a block-format letter, all text is left aligned and paragraphs are not indented.

Modified block

In a modified-block format letter, all text is left aligned (except the author's address, date, and closing), paragraphs are not indented, and the author's address, date, and closing begin at the center point.

Semi-block format is similar to the Modified block format, except that the first line of each paragraph is indented.

Modified semi-block

In a modified semi-block format letter, all text is left aligned (except the author's address, date, and closing), paragraphs are indented, and the author's address, date, and closing are usually indented in the same position.

Assignment 1.

Translate into English.

1. повторне виникнення проблеми
2. висловлюємо подяку за швидке виконання замовлення
3. погодитися зменшити ціну
4. необґрунтована скарга
5. рекомендується повернути товари
6. завершити виконання поставок нашим клієнтам
7. ми залишаємо за собою право скасувати замовлення та відмовитися від поставки, якщо товари не можуть бути доставлені у призначений термін
8. товари були замовлені за умови їхньої поставки
9. чи не могли б Ви призначити більш прийнятну для нас ціну
10. прийнятна ціна є важливим фактором
11. ми гарантуємо їх досвід і ефективність послуг
12. відмовлятися сплачувати за зобов'язаннями
13. транспортно-експедиційна установа
14. розпорядитись, щоб потрібні товари були надіслані замість тих, що ми не замовляли
15. перед нами постали серйозні проблеми з виконанням наших зобов'язань перед клієнтами

Assignment 2.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong verb form, even if your choice of word is correct, will be scored as incorrect.

To complain, to reject, to justify, to presume, to rectify
to commence, attainment, complaint, forwarding agent, courteous, second rate
sound, notwithstanding, considering, provided that, barring

1. The chairmen the discussion and introduced the items to be discussed.
2. The capital punishment wasn't abolished, public opinion objection
3. It is not your business my mistakes, even if they are foolish.
4. They felt resentment that nobody paid attention to their
5. must provide the guarantee because he has legal possession of the goods and is responsible for duty and taxes.
6. You shouldn't advertise goods.
7. We that the delivery of metal cutting machine tools would improve.
8. The City Council the land-reclamation project because of its expensiveness.
9. This is not the kind of behaviour pertaining to man.
10. It was not hard responsibility of the company to its shareholders.

Assignment 3.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

1. One of the students (suggest, propose, offer) to fetch a tape-recorder.

2. He (suggest, propose, offer) going to the cinema but his wife refused.
3. My sister (suggest, propose, offer) to cook dinner when she learnt that we couldn't cook.
4. I (suggest, propose, offer) that my guests make a tour of the city.
5. I (suggest, propose, offer) going on a picnic.
6. We must do something. What can you (suggest, propose, offer)?
7. I saw that he had no pencil and (suggest, propose, offer) him mine.
8. Why did he (suggest, propose, offer) changing the subject of the conversation?
9. Why do you refuse to take what he (suggest, propose, offer) you?
10. My son couldn't do the sum so I (suggest, propose, offer) my assistance.
11. He always (suggest, propose, offer) to settle the most difficult problems.
12. The Dutch are an unsentimental and practical (people, person).
13. A number of trains (run) from London to Gatwick every day.
14. There (be) a great number of beautiful flowers in the mountains.
15. There (be) a small number of exceptions.

Assignment 4.

Translate into English.

Шановний пане Монро!

С жалем повідомляємо Вам, що до теперішнього часу ми не отримали від Вас банківську гарантію.

В зв'язку з цим ми хотіли б нагадати Вам про Ваш лист від 20 травня цього року, в якому Ви просили нас змінити акредитивну форму розрахунків в зв'язку з труднощами і додатковими витратами, пов'язаними з відкриттям акредитиву.

Розуміючи ваші складнощі, Об'єднання пішло Вам назустріч і дало згоду на інкасову форму розрахунків. Ви прийняли запропоновану форму розрахунків і зобов'язалися представити в трьохнедільний термін гарантію першокласного банку на 80% вартості контракту.

В зв'язку з затримкою в представленні банківської гарантії, ми були змушені затримати відвантаження запчастин

.
. .

Ми просимо вас негайно повідомити нам, коли буде представлено банківські гарантії і підтвердити згоду сплатити витрати зі збереження запчастин у порту.

З повагою...

Lesson 19

Kinds of Business Letters

(Part 2)

Assignment 1.

Translate into English.

1. Торговельний рахунок-
фахтура
2. Вантажеотримувач
3. Навмисна дія
4. Бланк надсилається разом
з тимчасовим
посвідченням про
страхування
5. Тратта, термінова по
пред'явленню
6. З призначеної ціни,
відповідно до вартості
7. Повідомлення про
відправлення конасаментів
8. Вантажна накладна
9. Повний набір
чистих
коносаментів
10. Порт завантаження
11. Без шкоди для
права перевізника
на фрахт
12. Підтверджувати,
що
13. Щодо цього, про
це
14. Після цього, з того
часу, згодом,
відтак; відповідно,
згідно
15. З цієї причини,
внаслідок
цього;тому, отже

Assignment 2.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong verb form, even if your choice of word is correct, will be scored as incorrect.

Carrier, consignee, consignor, detention, discrepancy
port of destination, negligent acts, vessel, in triplicate, overland, to encourage,
to indemnify Carrier against all claims, to load cargo of bananas
to make arrangements for shipping the goods, to specify
hereof, therein, therefrom, thereupon

1. The European Community's Transit System allowsto transport goods without repeatedly having to pay and reclaim customs duty with every country.
2. The freight forwarder is able to absolve himself of the guarantee after providing that the goods reached. Перевозчик может освободиться от ответственности...
3. Criminals abuse the system by pretending to be legitimate consignors wishing though the EU customs area to a consignee outside the EU.
4. Pay attention that the document should be signed.....
5. I gave him all the information but I didn't him one way or another.
6. If someone allows he can lose his business.
7. The instructions how the medicine is to be taken.
8. He travelled to India.

9. Their continuing is a violation of the United Nations Universal Declaration of Human Rights.
 10. The freight forwarder provides the guarantee he has legal possession of the goods and is responsible for duty and taxes.
-
-

Assignment 3.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

1. He is studying the customs of (people, person) of Central Asia.
2. I (suggest, propose, offer) to begin translating the article tomorrow.
3. He always (suggest, propose, offer) to settle the most difficult problems.
4. One of the students (suggest, propose, offer) to fetch a tape-recorder.
5. I saw that he had no pencil and (suggest, propose, offer) him mine.
6. Why did he (suggest, propose, offer) changing the subject of the conversation?
7. My son couldn't do the sum so I (suggest, propose, offer) my assistance.
8. He always (suggest, propose, offer) to settle the most difficult problems.
9. One of the students (suggest, propose, offer) to fetch a tape-recorder.
10. I (suggest, propose, offer) waiting.
11. Who (suggest, propose, offer) his taking part?
12. I (suggest, propose, offer) a toast to the Queen.

Assignment 4.

Translate into English.

1. Виступати як посередник,
довірена особа
2. Недбала дія
3. Документарне інкасо
4. Внутрішнє перевезення (по
території країни)
5. Правовий титул партії
товарів
6. Швидкопсувні товари
7. Опис товарів
8. Порт розвантаження
9. Розвантажувати
- 10.Замовляти за вищевказаним
номером
- 11.Передавати право власності
на товари
- 12.Обробка вантажних
документів
- 13.Нижче, далі, надалі, тут і
надалі
- 14.Звідти, з того місця; за
допомогою чього, через це
- 15.До того, до цього, туди; крім
того, до того ж; для того, з
цією метою

Lesson 20

Useful Information for Business Correspondence

(Part 1)

Assignment 1.

Translate into English.

- | | |
|---|--|
| 1. ціни дійсні з 1 січня | 10.вантажні документи |
| 2. Ми маємо широкий асортимент товарів | 11.товари були замовлені за умови їхньої поставки |
| 3. за попередньою домовленістю | 12.товари такої якості знайдуть попит на нашому ринку |
| 4. ми докладемо всіх зусиль, щоб допомогти вам | 13.прийнятна ціна є важливим фактором |
| 5. експедитор | 14.листи відповіді на рекламаційні листи |
| 6. ми будемо виставлятися на ваш рахунок щоквартально | 15.залишаємо за собою право відмовитись від поставки, якщо товари не можуть бути доставлені у призначений термін |
| 7. відмовлятися сплачувати за зобов'язаннями | |
| 8. гарантуємо що | |
| 9. розрахунок за банківським переказом | |

Assignment 2.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong verb form, even if your choice of word is correct, will be scored as incorrect.

Attainment, notice, headquarters
executable form, production department, forwarding agent, perk, complaint
to presume, notwithstanding

1. most women still have less physical strength than men, that doesn't prevent them from having strong opinions on a subject.
2. The consignor (owner of the goods) asks to put up a guarantee to cover any customs duty.
3. We him to be guilty in delay of the delivery of the required number of metalcutting machine tools would improve.
4. Human rights are the greatest of humanity.
5. If you need department in charge of making a product you should look for
6. Employees of our company have such as automobile and apartments.
7. The chairman called the board meeting at the
8. was amended and then approved by board.

9. They felt resentment that nobody paid attention to their.....

10. Advance warning that a person intends to quit his or her job is

Assignment 3.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

1. Some (people, person) spend a lot of money on clothes.
2. The maximum load for this vehicle is 3 (people, person).
3. My nephew divides his time (among, between) English, Physics and Russians literature.
4. There (be) a number of reasons.
5. A large number of people (have) lost their work.
6. (Among, between) one thing and another, I've not got down to it yet.
7. One (among, between) a thousand
8. The number of traffic accidents (reduce).
9. A number of fashionable dresses (be) displayed in the shop window last night.
10. There were quite a number of (people, person) watching the game.
11. All the best (people, person) go there.
12. Whatever will (people, person) think?
13. They bought the car (among, between) the four of them.
14. (Among, between) us we'll do it very quickly.
15. The supreme law-making power is (people, person), that is, the qualified voters, acting in a prescribed way.

Assignment 4.

Match the notions with the definitions.

FOB, agenda, range
choice, COD, CIF, selection, FAS, addenda, at cost price

1. Service entailing payment to the carrier on delivery of merchandise.
2. Additional items.
3. The act or instance of alternative.
4. The seller is obliged to have the goods packaged and ready for shipment from the agreed point, whether his own place of business or some intermediate point, and the buyer normally assumes the burden of all inland transportation costs and risks in the exporting country, as all subsequent transportation costs, including the costs of loading the merchandise on the vessel.
5. The seller is obligated to pay the costs and assume all risks for transporting the goods from his place of business to point of embarkation.
6. List of things to be done; matters to be attended to, as at a meeting.
7. The seller arranges and pays for all relevant expenses involved in shipping goods from their point of exportation to a given point of importation.
8. The payment the cost of a commodity that varies directly with the amount of it produced, principally comprising materials and labour.
9. The seller is obligated to pay the costs and assume all risks for transporting the goods from his place of business to point of embarkation.
10. List of things to be done; matters to be attended to, as at a meeting.
11. An aggregate of things displayed for choice, purchase, use, etc.; an act or instance of selecting; a process that results in some members of a population having greater success in perpetuating their genetic traits.

Lesson 21

Useful Information for Business Correspondence

(Part 2)

Assignment 1.

Translate into English.

1. розпочати доставку протягом обумовленого терміну
2. пробне замовлення асортименту
3. ці товари відповідатимуть Вашим вимогам
4. ми плануємо замовити приблизно 5 000 метрів
5. ми гарантуємо їх досвід і ефективність послуг
6. Гарантуємо негайну доставку
7. Ви обов'язково скористаетесь такою нагодою
8. умови оферти підлягають закріпленню
9. повторне виникнення проблеми
10. товари були замовлені за умови їхньої поставки
11. повністю виконувати ваші специфікації
12. Наш асортимент товарів майже вичерпано
13. завершити виконання поставок нашим клієнтам
14. будемо вдячні вам за швидку відповідь
15. ми залишаємо за собою право скасувати замовлення та відмовитися від поставки, якщо товари не можуть бути доставлені у призначений термін

ШЛЯХОМ ПІДПИСАННЯ
УМОВИ

Assignment 2.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong verb form, even if your choice of word is correct, will be scored as incorrect.

Attainment, executable form
headquarters, executable form, marketing department
production department, forwarding agent, reception area, perk, notice
to presume, to complain, notwithstanding, considering

1. If there is anything wrong, if the service isn't good, customers can to the manager.
2. they vary in their opinions on the inflationary recession they came to common conclusion.
3. Today, transit is organized by acting as intermediaries to a transaction in countries with no internal borders.
4. If you amend it can be approved by board.
5. Your project is the excellent of our company.
6. We him to be guilty in delay of the delivery of the required number of metalcutting machine tools would improve.
7. If you need department in charge of promoting a product you should look for

8. Company Boeing has the most important factories in Seattle and its is situated there.
9. When visitors and clients arriving at a company they go to.....
10. Employees of our company have such as automobile and apartments.

Assignment 3.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

11. Are there any girls (among, between) his close friend?
12. (Among, between) all the books on the desk there was none that interested me.
13. Who is that fair-haired girl wandering (among, between) the passengers?
14. There were few (people, person) at the lecture.
15. They are very important (people, person).
16. (People, person) in our country are doing their best to ensure a lasting peace.
17. She was speaking with absolute certainty: “(People, person) are selfish”.
18. The number of marriages (decrease) recently.
19. A number of trains (run) from London to Gatwick every day.
20. There (be) a great number of beautiful flowers in the mountains.
21. There (be) a small number of exceptions.
22. The supreme law-making power is (people, person), that is, the qualified voters, acting in a prescribed way.
23. Alcoholic drinks may not be served to (people, person) under the age of 21.

24.(Among, between) one thing and another, I've not got down to it yet.

25.They had only \$10 (among, between) the two of them.

Assignment 4.

Translate into English.

1. Витрати, що виникли через або стали наслідком порушення
2. Інші положення про відповідальність
3. Призначенням до певного порту
4. Забрати товари зі складу в порту, аеропорту або на залізничній станції
5. Дотримуватись всіх правил та інструкцій
6. Застрахувати, гарантувати перевізнику відшкодування всіх позовів, збитків, ушкоджень, штрафів і витрат
7. Завантажувати
8. Виступати як довірена особа
9. Забезпечувати позику, гарантувати позику
- 10.Швидко завершити операцію
- 11.Бути неспроможнім виплати позику
- 12.Здійснювати операції з іноземною валютою
- 13.Цим; отже, таким чином, при цьому
- 14.На тому, на цьому; на те, на це, туди; після того, слідом за ним
- 15.Нижче (в документі), під цим, під тим; під цією назвою

Lesson 22

Useful Information for Business Correspondence (Part 3)

Assignment 1.

Translate into English.

- | | |
|--|---|
| 1. Оплатити вексіль | 8. Оборотний коносамент |
| 2. Надавати позику | 9. Наскрізний коносамент |
| 3. Переказувати кошти для здійснення виплат або інвестицій | 10.Гарантія |
| 4. Індосувати коносамент | 11.Перевантажувати |
| 5. Мати право на арешт товарів або документів | 12.Виступати як поручитель |
| 6. Вантажевідправник | 13.Тут, там, у цьому місці;у тому місці; туди, у те місце; у цьому відношенні; протягом того (цього) часу |
| 7. Нечистий коносамент, коносамент із застереженнями | 14.У цьому, тут, при цьому |
| | 15.Цього, того; з цього, з того; внаслідок цього |

Assignment 2.

Fill in the gaps with the topical vocabulary units from the box, making all necessary changes. The wrong verb form, even if your choice of word is correct, will be scored as incorrect.

Carrier, consignee, consignor, detention, discrepancy
 port of destination, negligent acts, vessel, in triplicate, overland, to encourage
 to indemnify Carrier against all claims, to load cargo of bananas
 to make arrangements for shipping the goods, to specify
 hereof, therein, therefrom, thereupon

1. The destination of some goods requires the freight forwarder to become responsible for payment of customs duty instead of.....
2. Switzerland's national....., Swissair, has been having a hard time recently.
3. The goods arrive at port of entry and customs are told these are Community Transit goods destined foroutside the EC customs area.
4. How much does it cost.....?
5. The boat calls at the main port.....
6., a general name given to the different sorts of ships. It is, however, more particularly applied to those of the smaller kind, furnished with one or two masts.
7. Is it kind the singer in her hopes?
8. The analysts are unable to discover the cause of.....
9. The contract that a penalty must be paid if the work is not completed on time.
10. He was kept infor two hours.

Assignment 3.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

1. I (suggest, propose, offer) going on a picnic.
2. We must do something. What can you (suggest, propose, offer)?
3. I saw that he had no pencil and (suggest, propose, offer) him mine.
4. (Another, other, others) might do it differently.
5. That's quite (another, other, others) matter.
6. She left him without (another, other, others) word.
7. Did your boss go to Paris (oneself, by oneself) or did he send the Sales Director?
8. Did your boss go to Paris (one self, by oneself)? He must be mad if he took such a risk.
9. Could you take this letter to the post office? I am too busy to do it (one self, by oneself).
10. What other languages do you know (beside, besides, except) English and Spanish?
11. There were four guests (beside, besides, except) myself.
12. The cases are quite parallel. (Beside, besides, except), A. is a younger man than B.
13. She seems dull (beside, besides, except) her sister.
14. She was (beside, besides, except) herself with rage.
15. I get up early every day (beside, besides, except) Sunday.

Lesson 23

Useful Information for Business Correspondence

(Part 4)

Assignment 1.

Translate into English.

- | | |
|---|--|
| 16.замовлення товарів (стандартна форма) | 25.підтверджуємо отримання Вашого запиту від 20 червня |
| 17.довідуватися про | 26.додаємо попередній рахунок-фактуру на |
| 18.повідомте нам про оплату | 27.будь ласка, призначте ціну поставки товарів, зазначених у бланку замовлення, що додається |
| 19.він уповноважений обговорити з Вами умови виконання замовлень | 28.листи-пропозиції продажу товарів |
| 20.якщо Ви дійсно бажаєте розмістити замовлення | 29.просимо надіслати Вашу відповідь зворотною поштою |
| 21.співпрацювати з кимсь | 30.Якщо ми можемо допомогти будь-яким чином |
| 22.постачальник | |
| 23.надсилаємо Вам наш ілюстративний каталог | |
| 24.будь ласка, оплатіть рахунок фактуру платіжним дорученням через Ваш банк | |

Assignment 2.

Choose the most suitable word complete each sentence. Make all necessary changes. Pay attention to some uses of articles.

- 16.The twins are so alike. I can't tell one from (another, other, others).
- 17.They will not reach Venice for (another, other, others) two days.
- 18.Some students are diligent and (another, other, others) aren't.
- 19.(Another, other, others) might do it differently.
- 20.That's quite (another, other, others) matter.
- 21.She left him without (another, other, others) word.
- 22.Did your boss go to Paris (oneself, by oneself) or did he send the Sales Director?
- 23.Did your boss go to Paris (one self, by oneself)? He must be mad if he took such a risk.
- 24.Could you take this letter to the post office? I am too busy to do it (one self, by oneself).
- 25.What other languages do you know (beside, besides, except) English and Spanish?
- 26.There were four guests (beside, besides, except) myself.
- 27.The cases are quite parallel. (Beside, besides, except), A. is a younger man than B.
- 28.She seems dull (beside, besides, except) her sister.
- 29.She was (beside, besides, except) herself with rage.
- 30.I get up early every day (beside, besides, except) Sunday.

Assignment 3.

Complete these sentences with prepositions AT, IN, ON.

- 11.Open your books ... page 54.
- 12.They had a nice cottage ... the river.
- 13.You mustn't lie ... the sun so long.
- 14.See you ... our party.

15. He has a pain ... his throat.
16. Does your uncle live ... Boiko Street?
17. They tried a lot of different medicines but they didn't do any good ... the end they had to agree to an operation.
18. At first they didn't get on well together but ... the end they made friends.
19. They live in the big house ... the end of the street.
20. Please don't be late for the meeting with barrister. He wants to begintime.

Assignment 4.

Complete these sentences with MUCH, MANY and A LOT OF and open the brackets. Make all necessary changes.

6. He's got so (money), he doesn't know what to do with it.
7. She always eats (bun).
8. We didn't take (photograph) when we were on holiday.
9. There (is, are) (grape) on the plate.
10. (important person) like flying.
11. Tom drinks (cup of coffee) a day.
12. She is very quiet person. She doesn't say.....
13. I put (salt) in the soup.
14. Don't disturb me. I've got (task) to do.
15. It's a very lively town. There (is, are) (theatre) here.

Supplementary Unit

Card 1

Read the article.

Mercedes Star Twinkles Once More

by Richard Milne

The Mercedes star is gleaming again. In 2002, it suffered as dramatic a fall as any luxury brand could, as it reported its first losses for nearly two decades and saw its quality slip so far that newspapers were full of stories of cars that kept on breaking down.

'Mercedes should not make losses. That is absolutely clear,' says Dieter Zetsche, who became Head of Mercedes in September 2005 and Chief Executive of its parent company, Daimler, three months later. 'But we have great results now and we are starting to change (the culture in many ways.'

Indeed, so much has Mercedes changed that in three years it has gone from the worstperforming of the large luxury car makers to the trailblazer. Executives at its bigger-selling rival BMW look enviously at its 9.1 per-cent return on sales last year (and even more so at the 10.4 per cent it made in the fourth quarter - compared with MW's 5.4 per cent in the third quarter).

Much of that turnaround is due to Mr Zetsche, famous for his walrus moustache. He was not the first automotive executive to take on two jobs, but he has been one of the most successful with it, using his operational experience at Mercedes to help him at Daimler.

Mr Zetsche says that combining roles is essential for his management style. He is also keen to stress that Mercedes has a team approach. Mr Zetsche was hard

from the outset, cutting 14,500 jobs - 8,500 in production and 6,000 administrative staff. That broke the pattern of Mercedes providing a job for life to workers. But it had a dramatic effect on the bottom line. Mr Zetsche says: 'Productivity gains don't get you anything if you don't reduce personnel.' Mercedes' recent success is also linked to a big improvement in its product quality and the launch of some well-praised models, headed by the new C-Class saloon. Mercedes is building cars that people want to buy again and, for once, they even look better than VWs,' says one London-based analyst.

The debate on reducing carbon-dioxide emissions could hit Mercedes hard. But the company, for now, is choosing to highlight the launch of 20 fuel-efficient models this year.

All of this has put a spring back in the step of a company that, in Mr Zetsche's words, also acts as a 'mirror on German society'. It has also restored lustre to Mr Zetsche's star, which was tarnished by the poor performance of Chrysler, the US car maker that was owned by Daimler.

Write if the statements are true (T) or false (F), according to the article. If the statements are false, write the correct answer.

- 1 The fall of the Mercedes luxury brand was not as severe as other brands.
- 2 In 2002, Mercedes' losses were its first for three decades.
- 3 In 2002, Mercedes cars were famous for their reliability.
- 4 Dieter Zetsche is the boss of Mercedes and Daimler.

Card 2

Read the article.

Success can be a game with many players **by Sarah Murray**

One of the side effects of the free food for Google staff is what is known as the 'Google 15' - the number of pounds that employees typically gain after joining the Internet company. But whether it is providing snacks and gourmet meals in the canteen, annual skiing trips or games rooms at the office, the philosophy behind such perks is the same - getting staff to meet each other, interact in informal settings and encourage teamwork.

One way the company does this is to hold competitions in everything, from office decorating to dancing and football, with prizes for the winners. Managers also receive a quarterly 'celebratory fund' either 10 reward accomplishments or to build teamwork by going bowling, go-karting or dining out.

The Best Workplaces survey indicates that such initiatives have a powerful effect. At Google Italy, for example, 90 per cent of the employees agreed that 'people celebrate special events around here'. Also in Italy, 100 per cent agreed that 'this is a friendly place to work' and 96 per cent agreed that 'there is a "family" or "team" feeling here'.

Another part of Google's objective is to make its workplace feel fun. Massage chairs, table-tennis tables, video games, lava lamps, hammocks, beanbags, bicycles, large rubber balls, couches and scooters are all part of the furniture in Google offices.

However, when it comes to the serious business of work, great emphasis is placed on engaging employees. 'What makes Google a great workplace is that the nature of the work itself is very challenging and interesting,' says Nick Creswell, the company's university programmes manager for Europe, the Middle East and Africa. 'And for the type of people who really enjoy an intellectual challenge, that's the biggest appeal of working here.'

Fostering this intellectual activity is a policy giving employees a large degree of independence in deciding how to work - both in terms of the hours they work and how they do their jobs. 'There's a real culture of autonomy and empowerment,' says Mr Creswell. 'Individuals within the business understand what their own goals are within the context of their teams, and they have a lot of freedom to go out and make those happen.'

Even when it comes to learning and development, many programmes are voluntary and informal. Often it may be a case of inviting university faculty in to discuss their latest research. Google also invites prominent writers to give lunchtime talks about their books.

Write if the statements are true (T) or false (F), according to the article. If the statements are false, write the correct answer.

- 1 Google promotes the idea of staff getting together.
- 2 Every month, managers get money to build teamwork or reward staff.
- 3 Ninety per cent of Google Italy workers thought it was a friendly place to work.
- 4 The furniture in Google offices is different to that in most offices.
- 5 The work is challenging, and you need a university degree to work there.
- 6 Employees know what their objectives are and have the freedom to achieve them.
- 7 Employees have the opportunity to listen to well-known or important authors.

Card 3

Read the article.

Advertising **by Andrew Edgecliffe-Johnson**

In a new definition of a publicity stunt, Channel 4 and Honda have turned to a team of skydivers to tackle the problem of viewers tuning out of traditional television advertising.

On Thursday night, the broadcaster was due to devote an entire 3 minute 20 second break in the middle of *Come Dine With Me*, its dinner party programme, to a live skydiving jump in which 19 stuntmen spelt out the carmaker's brand name. Described as the first live advertisement in modern times, the campaign is the latest attempt by advertisers and broadcasters to find alternatives to the 30-second spot.

The development of digital video recorders such as Sky+ and Tivo, which allow ads to be skipped, has forced advertising agencies and channels' sales teams to collaborate on more innovative attempts to keep the viewer's attention.

'We wanted to create something unmissable.' said Andy Barnes, the broadcaster's Sales Director. 'This concept breaks the boundaries of TV advertising: he added, highlighting a Channel 4 campaign called 'innovating the break '.

The campaign follows initiatives such as LG's 'Scarlet' campaign, in which the television manufacturer ran advertisements appearing to trail a glamorous new television show, which turned out to be a promotion for the design features of its 'hot new series' of screens.

Thursday night's live advertisement, while designed to demonstrate the power of television advertising, was backed up by a complex multimedia and public-relations campaign.

The campaign's developers - including Channel 4's in-house creative team. Wieden + Kennedy, Starcom, Collective and Hicklin Slade & Partners - spent more than a month pushing the Honda slogan of 'difficult is worth doing' before Thursday night's slot.

A poster campaign, a series of television 'teaser' advertisements and a website have been backed up by digital advertising and press coverage. AJI are building up to a traditional 30-second advertising campaign, starting on June 1. said Ian Armstrong, Marketing Manager of Honda UK.

'The 30-second ad is alive and well.' Mr Barnes said, pointing to data released this week which showed that commercial television had enjoyed its best April in five years.

For Honda, however, the elements surrounding the core 30-second campaign are designed to generate the intangible buzz of word-of-mouth advertising, Mr Barnes added.

Thursday night's skydive would almost certainly go on YouTube, Mr Armstrong predicted.

'Commercially, that's a fantastic result. as it means our marketing investment becomes more efficient because consumers are doing our marketing for us.'

Answer the questions.

- 1 Why did Honda need a new publicity stunt with skydivers?
- 2 Why was the Honda advert unique?
- 3 Why are Sky+ and Tivo a problem for advertisers?
- 4 What happened in the Honda advert?

5 What happened in LG's 'Scarlet' campaign?

6 What did the Honda campaign's developers do?

7 What different types of advertising did Honda use?

Card 4

Read the article.

Standard Bank Overcomes Culture Shock

It is increasingly common for multinational businesses to send employees on international assignments, but without the right cross-cultural skills, staff will often struggle. Wayne Mullen, Head of Learning and Development at Standard Bank, discusses the impact that cultural challenges can have on employees relocating to another country. In order to be successfully transferred, employees must understand the host-country culture, he argues.

Colleagues from different countries might share similar professional knowledge and skills within a single international organisation, but their ways of working, social skills, body language and ways of doing business are likely to be completely different. They may have different patterns of behaviour which need to be understood and appreciated in order for everyone to work together successfully. For example, while it may be acceptable for Chinese office workers in Hong Kong to use the door-close button on a lift no matter how many people are also getting in, doing such a thing in London would make people extremely angry. It is common for South Africans to ask personal questions of their counterparts shortly after being introduced, while a British colleague may perceive this as impolite and inappropriate. Latin Americans' need for personal space is much less than that of their British colleagues.

Global companies should never underestimate the effect that culture can have on international assignments. Cultural awareness is much more than simply knowing about a country's history and geography. It is about understanding how and why cultures work differently.

It is also important to understand your own cultural make-up in order to work more effectively, maximize teamwork and strengthen global competence.

The Standard Bank group operates in 38 different countries, and its London office alone has 56 nationalities. This wide range of nationalities needs to communicate effectively in order to work as one team. The bank recognised that in order to harmonise working practices within its culturally diverse office, it needed to provide foreign workers with a meaningful understanding of British business culture and communication styles. It also needed to offer practical support which allowed employees to cope with the challenges of living and working in an unfamiliar environment; their reactions to day-to-day issues such as the weather, public transport and social etiquette are often the most visible manifestations of culture shock.

Standard Bank has engaged Communicaid, a European culture and communication skills consultancy, to design a tailored training solution which introduces delegates to some of the key cultural differences that they are likely to face in the UK.

Answer the questions.

1 What things are people from different countries in an organisation:

- a) likely to have in common
- b) likely not to have in common?

2 What is 'cultural awareness'?

Card 5

Read the article.

Women at Work

When Nguyen Thu Hang was a child, her mother was a housewife in a small village whose women residents had no say in decision making, either at home or in the community. Now a mother herself, Hang not only shares her husband's burden of earning money for the family and bringing up children, but also has a career and social ambitions.

'Women are much happier than before. They have a good education and careers of their own,' says the 39-year-old who lives and works in Hanoi. 'And, of course, they are more respected in the family and society.' Hang, who carries a sleek laptop in her hand, gets out of an elegant black Mercedes and enters a building where she works as the General Director of Viet Hoang Trade and Investment Company, which specialises in construction and real estate.

Like Hang, many other Vietnamese women also pursue careers these days and have stonned the corporate boardroom to affirm, their increasingly important roles.

Whether in remote farms or in companies, they have become much more self-confident and are discovering their worth and fulfilling their potential.

Women account for nearly 52 per cent of the workforce in the service sector, 50 per cent in the agricultural and fisheries sector and 37 per cent in industry and construction. Almost a quarter of all companies are run by women, many of whom are also the driving forces behind them. As for their status in the family. Hang says that women's position has improved remarkably. 'We jointly

decide important issues in our life, such as work or education for our children. My husband always respects my opinions.'

The greater role of women is attributed to the effective policies of promoting them. The state and party are interested in women's advancement. The NA, the national legislature, has approved Law on Gender Equality and the Anti-Domestic Violence Law.

The government has national programmes for vocational training and preventing trafficking of women and children.

Women's own efforts to acquire knowledge and education have, of course, been a major factor in their advancement. They make up over 40.2 per cent of all university graduates, including nearly 9.8 per cent of Ph Ds and 30.5 per cent of Master's degree recipients.

But women still face a number of difficulties, including poverty, underemployment, domestic violence, prostitution and gender inequality. "I think the best way to help women overcome these challenges is to help them study and lead an active lifestyle," says Hang, whose entry into the boardroom began after she obtained a Master's degree in Britain at the age of 27.

Write if the statements are true (T) or false (F), according to the article. If the statements are false, write the correct answer.

- 1 The position of women in Vietnam has improved.
- 2 Women make up less than half of the workforce in the service, agricultural, fisheries, industry and construction sectors.
- 3 Nearly 25% of Vietnamese companies are run by women.
- 4 More than a third of all university graduates and holders of Master's degrees are women.
- 5 Nguyen Thu Hang lets her husband make important decisions.
- 6 Nguyen Thu Hang's position with regard to decision-making is different to that of her mother.

Card 6

Read the article.

Article 1

by Xin Zhiming

'The us should focus on improving its overall economic competitiveness instead of seeking protectionism to combat its economic slowdown,' said the latest 2008 White Paper: American Business in China.

And it should not argue for a stronger currency to reduce its trade deficit with China, since the value of the yuan is not the fundamental cause of the deficit,' said the White Paper, which was released by the American Chamber of Commerce (AmCham) China, AmCham Shanghai and AmCham South China Tuesday.

The US economy is currently slowing, while its trade deficit with China remains high, standing at \$ 1 63.3 billion last year. The deficit has led to protectionism against Chinese goods and investment in the US.

The two countries should make 'defending and preserving the openness of the trade relationship a core commitment' , the White Paper said. ' Instances of co-operation between China and US far exceed instances of dispute.

'An open US and an open China will lead to sustained benefits for both US companies and citizens back home,' said Harley Seyedin, Chairman of AmCham South China.'

from China Daily

Article 2

by **Andrea Hopkins**

The US trade deficit with China cost 2.3 million American jobs over six years, the Economic Policy Institute said on Wednesday.

Even when they found new jobs, workers who had lost jobs to Chinese competition saw their earnings decrease by an average of \$8, 146 each year because the new jobs paid less, according to the report, funded in part by labor unions.

"(We hope) it will help to focus the debate on trade to where it needs to be right now with respect to China," said Scott Paul, Executive Director of the Alliance for American Manufacturing.

US manufacturers, labor unions, and many lawmakers have long accused China of manipulating its currency to give Chinese companies an unfair advantage in international trade, and are pressing China to continue to allow the yuan to rise against the U S dollar.

China has said the United States should recognize how much its yuan currency has already risen against the dollar-it is about 20 per cent higher since China revalued its currency in July 2005.

China has also said the fact that Americans save much less of their incomes than the Chinese do has increased the trade deficit. Chinese-made goods have been extremely popular in recent years with US consumers looking for low prices.

from Reuters

Write if the statements are true (T) or false (F), according to the article. If the statements are false, write the correct answer.

Article 1

- 1 The US should concentrate on being more competitive economically,
- 2 The US should be protectionist.
- 3 The US should argue for a stronger Chinese currency in order to reduce the US's trade deficit with China.
- 4 The US and China should focus on the openness of their trading relationship.

Article 2

- 5 The US should recognise how much the Chinese currency has already risen against the dollar.
- 6 US labour unions say China has manipulated its currency to give Chinese companies an unfair advantage in international trade.
- 7 The Chinese save less of their income than Americans.

Card 7

Read the article.

Doing Business Internationally

Part 1

Tim Collins goes to Saudi Arabia

Tim Collins, Sales Manager, travelled to Riyadh to present his company's TV sets to Karim Aljabri, president of a retail group.

The meeting, arranged for Monday, was postponed two days later. When Collins finally met Al-jabri, he was surprised that several other Saudi visitors attended the meeting. He turned down Al-jabri's offer of coffee, and when asked about his impressions of Riyadh, said that he had been too busy dealing with paperwork to see the sights.

During the meeting, Al-jabri often interrupted the conversation to take telephone calls. Collins wanted to get down to business, but Al-jabri seemed to prefer to talk about English football teams. When Collins admired a painting on the office wall, Al-jabri insisted on giving it to him as a gift. Collins was very embarrassed.

Two days later, Collins presented his company's new products. A large number of staff attended and asked technical questions which Collins couldn't answer. The following day, Collins asked Al-jabri if he wanted to place an order for the TV sets. 'If God pleases: was the answer. Collins thought that meant 'Yes'.

Collins did not secure the contract. When he e-mailed Al-jabri a month later, he was informed that Mr Al-jabri was away on business.

Part 2

Carson Martin visits Japan

Carson Martin, Managing Director of a Canadian golf equipment company, travelled to Osaka to meet Vasuo Matsumoto, General Manager of a sports goods business.

Martin arrived punctually for his meeting with Matsumoto. He hoped it would be with Matsumoto alone, but some of Matsumoto's colleagues were also present. After introductions, they exchanged business cards. When Martin received Matsumoto's card, he put it away in his wallet. However, Matsumoto examined Martin's card closely for some time.

After a short discussion, Martin said, 'Well, are you willing to be an exclusive agent for us or not?' Matsumoto looked embarrassed, then he said, 'It will be under consideration.' Martin was not clear what Matsumoto meant. Matsumoto went on to say that he had to consult many colleagues in other departments before they could make a decision.

After the meeting, Matsumoto invited Martin to join him for dinner. Matsumoto complimented Martin on his ability to use chopsticks. Later, Martin gave Matsumoto two gifts: a guide book for Ontario, Canada, wrapped in red paper, and a bunch of beautiful white water lilies for his wife. 'I hope they appreciate my gifts: he thought.

He did not hear from Matsumoto for some while. However, six months later, he received an e-mail from Matsumoto: 'Please return to Osaka as soon as possible. We would like to meet you to discuss the agency agreement.'

Answer the questions.

1 Why was Martin disappointed when:

a) he first entered Matsumoto's office?

b) Matsumoto said, 'It will be under consideration'?

2 What mistakes did Martin make when he:

a) exchanged business cards?

b) asked the question about an exclusive contract?

c) gave Matsumoto's wife white water lilies?

Card 8

Read the article.

The Ethics of Resume Writing. It's never OK to lie on a resume. But what about stretching the truth?

by Clinton D. Korver

How much can you "dress up " your resume to make yourself as strong a candidate as possible without crossing the ethical line of deception? Consider a few conflicting thoughts:

- Over 50% of people lie on their resume.
- A Monster.com blog about the dangers of lying on your resume elicited 60 comments from job seekers recommending lying and only 46 discouraging it. Recommenders justified lying by claiming, everyone else is doing it, companies lie about job requirement, and it's hard to get a good job.
- Executives caught lying on their resumes often lose their jobs.

If you are reading this blog, you probably are not tempted by dishonesty. But what about the following:

- Claiming a degree that was not earned because you did most of the work and were only a few credits short.
- Creating a more impressive job title because you were already doing all of the work of that position.
- Claiming a team's contributions as your own, because other members did not carry their weight.

- Inflating the number of people or range of functions for which you had direct responsibility because you really did have a great deal of influence over them.

These are called rationalizations-constructing a justification for a decision you suspect is really wrong. You create a story that sounds believable but doesn't pass close examination. You begin to fool yourself. You develop habits of distorted thinking.

So where is the line? You need to decide that for yourself. Here are some tests to keep your thinking clear:

- Other-shoe test: How would you feel if the shoe were on the other foot and you were the hiring manager looking at this resume? What assumptions would you draw and would they be accurate?

- Front-page test: Would you think the same way if the accomplishment in question were reported on the front page of the Wall Street Journal? Or your prior employer's internal newsletter?

But wait, you say. My resume doesn't quite pass these tests, but there is something real underneath my claims, and I do not want to sell myself short.

When in doubt, ask an old boss. While asking an old boss may be difficult, it has many benefits. Precisely because it is difficult, it forces you to think clearly and sometimes creatively. Asking also checks the accuracy of your claims, trains your old boss in how to represent you during reference checks, and sometimes your old boss may give you better ways to represent yourself.

from Business Week

Answer the questions.

1 What reasons are given for not being totally honest on your CV?

2 What can happen to senior managers who lie on their CVs?

3 Which of the four rationalisations do you think is the most serious? Why?

4 What happens to you when you start using rationalisations?

5 What are the advantages of asking an old boss?

Card 9

Read the article.

by Alison Maitland

Nissan Motor's sales executives in Japan used to take cars to customers' homes for viewing, often late in the evening. Now the showrooms and salespeople operate more regular working hours.

The change of approach might sound like a decline in personal service. In fact, it is signed to be the opposite. Cars are no longer just 'boys' toys', even in conservative Japan. Nissan's research shows that women make a third of car purchases, and women and men jointly make another third. Female customers overwhelmingly would like there to be more women in the sales teams, but the late hours made the job unappealing to women in a country where there is still often a stark choice between work and family.

These findings prompted Carlos Ghosn, Chief Executive of Nissan and Renault, to adopt a strategy to hire and promote more women into the leadership ranks.

Since 2004, Nissan's 'Women in the Driver's Seat' initiative has more than doubled recruitment of female engineering graduates to 17 per cent this year and recruitment of female salespeople has jumped from 15 per cent to 34 per cent.

The number of women managers at Nissan, while still tiny, has risen from 2 per cent to 5 per cent. 'In an ideal situation, we should mirror the market we serve - 50 per cent - but there is a long way to go,' says Miyuki Takahashi, General Manager of the Diversity Development Office that runs the initiative to woo female employees and customers.

At a conference organised by Catalyst, which researches and campaigns for the advancement of women in business. Nissan was one of this year's two award winners, not least for having hit its initial target of women making up 5 per cent of its managers in an industry in which the average is just 0.6 per cent.

Nissan says that getting more women engineers into the company, in which 80 per cent of employees are engineers, is important to its success. 'Males are attracted by big pictures of cars and specifications about performance,' says Ms Takahashi, who was previously Marketing Director in Japan. 'We found most mothers were attracted by pictures of a family having a great time with the car.'

To prioritise female customers, three years ago Nissan launched the Serena people carrier, which was designed by and for women. Last year, it won the top-selling spot in Japan. Ms Takahashi says, 'I am convinced that this hit is closely related to women's advancement in Nissan in terms of marketing and sales.'

Write if the statements are true (T) or false (F), according to the article. If the statements are false, write the correct answer.

1. Men on their own make a third of car purchases in Japan.
2. Women prefer to buy cars from women.
3. Since 2004, Nissan has more than doubled recruitment of female engineering graduates and saleswomen.
4. The number of female managers at Nissan has increased to 50%.
5. Women make up 5% of managers in the Japanese car industry.
6. Nowadays, men and women are attracted by pictures of families enjoying themselves in a car.

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CONTENT

Lesson 1.	
Defining Politics	3
Lesson 2.	
Politics as the Art of Government	8
Lesson 3.	
Politics as Public Affairs (Part 1)	14
<hr/>	
Lesson 4.	
Politics as Public Affairs (Part 2)	19
Lesson 5.	
Politics as Power (Part 1)	24
Lesson 6.	
Politics as Power (Part 2)	28
Lesson 7.	
Liberalism and Conservatism.....	31
Lesson 8.	
The Role of Business Letters in the Development of International Relations. Their classification (Part 1)	37

Lesson 9.	
The Role of Business Letters in the Development of International Relations. Their classification (Part 2)	39
Lesson 10.	
The Role of Business Letters in the Development of International Relations. Their classification (Part 3)	46
Lesson 11.	
Structure of a Business Letter Writing an Effective Business Letter (Part 1)	52
Lesson 11.	
Structure of a Business Letter Writing an Effective Business Letter (Part 2)	58
Lesson 13.	
Business Letter (Part 1)	63
Lesson 14.	
Business Letter (Part 2)	68

Lesson 15.	73
Business Letter (Part 3)	
Lesson 16.	
Kinds of Business Letters	77
Lesson 17.	
Structure of Business Letters.....	80
Lesson 18.	
Kinds of Business Letters (Part 1)	85
Lesson 19.	
Kinds of Business Letters (Part 2)	90
Lesson 20.	
Useful Information for Business	
Correspondence (Part 1)	94
Lesson 21.	
Delivery and Compensation Useful Information for Business	
Correspondence (Part 1)	98
Lesson 22.	
Useful Information for Business	
Correspondence (Part 3)	102

Lesson 23.	
Useful Information for Business	
Correspondence (Part 4)	105
Supplementary Unit	
Card 1	
Mercedes Star Twinkles Once More	
by Richard Milne	108
Card 2	
Success can be a game with many players	
by Sarah Murray	110
Card 3	
Advertising	
by Andrew Edgecliffe-Johnson	112
Card 4	
Standard Bank Overcomes Culture Shock	115
Card 5	
Women at Work	117
Card 6	
Article 1	
by Xin Zhiming	119

Article 2	
by Andrea Hopkins	121
Card 7	
Doing Business Internationally	
Part 1	
Tim Collins goes to Saudi Arabia	122
Part 2	
Carson Martin visits Japan	123
Card 8	
The Ethics of Resume Writing It's never OK to lie on a resume. But what about stretching the truth?	
by Clinton D. Korver	125
Card 9	
Article by Alison Maitland	128
References	130
Contents	132