МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ДЕРЖАВНИЙ УНІВЕРСИТЕТ «ЖИТОМИРСЬКА ПОЛІТЕХНІКА»

ПЛАНИ ПРАКТИЧНИХ ЗАНЯТЬ

з вибіркової дисципліни

«BUSINESS COMMUNICATION»

(для здобувачів вищої освіти денної та заочної форм навчання всіх спеціальностей)

Житомир
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Опис навчальної дисципліни

Дисципліна «Business Communication» спрямована на має на меті розвиток мовної, прагматичної та міжкультурної компетенції студентів в сфері ділового спілкування. Курс має практичне спрямування, яке здійснюється шляхом інтеграції мовленнєвих умінь та мовних знань в рамках тематичного та ситуативного контексту.

Плани практичних занять з курсу «Business Communication» мають забезпечити послідовність вивчення матеріалу та допоможуть здобувачеві:

– оволодіти термінологією та знати ідіоматичні вирази мови ділового спілкування;

– розвинути та поглибити навички усного та писемного ділового мовлення;

– застосовувати здобуті у процесі вивчення англійської мови професійні та комунікативні навички для більш ефективного вирішення проблем ділового спілкування;

– засвоїти особливості письмового оформлення ділових документів англійською мовою.

Основними організаційними формами вивчення дисципліни «Business Communication» є: практичні заняття, виконання самостійної роботи, підсумкова контрольна робота, залік.

Практичні заняття мають на меті активізацію мовленнєвих умінь та навичок, їх практичне застосування під час виконання студентами комунікативних вправ та завдань за відповідними темами змістового модуля: «Влаштування на роботу», «Налагодження ділових контактів», «Світська бесіда», «Телефонні розмови», «Ділове листування», «Підоготовка та проведення презентацій», «Підготовка та проведення ділових зустрічей», «Підготовка та проведення перемовин».

Плани практичних занять мають чітку структуру та складаються з адаптованих основних та додаткових текстів, лексико-граматичних вправ, завдань для виконання залікової контрольної роботи, словників-мінімумів, списку рекомендованої літератури.

Основні тексти охоплюють базові питання ділового спілкування та ведення бізнесу.

Післятекстові питання та вправи зорієнтовано на контроль розуміння прочитаного і запропоновано для сприяння розвитку навичок усного мовлення. Додаткові тексти та дискусійні питання для формування комунікативних навичок допоможуть інтенсифікувати навчальний процес.

Для кращого засвоєння матеріалу ставиться вимога здебільшого письмового виконання лексико-граматичних вправ, ретельна підготовка до написання словникових диктантів тощо. Тренувальні вправи допоможуть активізувати вживання термінологічної лексики, граматично правильно будувати свої висловлювання. Для закріплення тематичного матеріалу подаються запитання, які виступають планом для обговорення певної теми та спонукають студентів до участі у дискусії.

Програмні компетентності

В процесі вивчення дисципліни здобувачі вищої освіти матимуть змогу набути наступні компетентності:

1. Здатність вільно, гнучко й ефективно використовувати англійську мову в усній та письмовій формі в офіційно-діловому стилі для розв’язання комунікативних завдань у бізнес-сфері;

2. Здатність вільно оперувати спеціальною термінологією для розв’язання завдань в процесі ділової комунікації;

3. Здатність створювати усні й письмові тексти офіційно-ділового стилю англійською мовою.

4. Здатність до організації усної і письмової ділової міжкультурної комунікації.

Програмні результати навчання

В результаті вивчення дисципліни здобувачі вищої освіти зможуть навчитися:

– вільно спілкуватися з професійних питань із фахівцями та нефахівцями англійською мовою усно та письмово, використовувати її для організації

ефективної міжкультурної ділової комунікації;

– налагоджувати співпрацю з колегами, представниками інших культур та релігій, прибічниками різних політичних поглядів тощо;

– створювати усні й письмові тексти для ділової взаємодії англійською мовою;

– вміти застосовувати норми літературної англійської мови в процесі ділової комунікації.

Практичне заняття №1

Тема 1. Влаштування на роботу

Стислий зміст: Пошук роботи. Оголошення про пошук роботи/вакансії. Вимоги до кваліфікації

Мета практичного заняття: розглянути і засвоїти особливості структури та змісту оголошень про вакансії, вимоги до кваліфікації у оголошеннях про вакансії.

Задачі практичного заняття:

– розглянути основні етапи та методи пошуку роботи;

– розглянути особливості та структуру оголошень про вакансії;

– розглянути методи ефективного іикористання інформації з оголошень про вакансії.

Питання до обговорення:

1) What is the first step in a successful search for a job?

2) What questions must you ask yourself when beginning to search for a job?

3) What methods of finding a job do you know?

4) Why should you read the want ads?

5) What information can you find in a want ad?

6) Why isn't it easy to read ads?

7) What suggestions will help you to use want ads effectively?

Практичні завдання:

Active words and phrases:

job	робота
your job interests and concerns	*тут:* робота, яка вас цікавить
job advertisements (want ads)	оголошення про вакансії
to apply for a job	звертатися щодо прийому на роботу
employer	роботодавець
required and preferred qualifications	обов'язкові та бажані вимоги
job search	пошук роботи
resume/curriculum vitae (CV)	резюме/автобіографія

recruitment	набір
position	посада
vacancy, job opening	вакансія
application	заява
applicant, candidate	претендент, кандидат
career	кар'єра
experience	досвід
background	біографічні дані
reference	рекомендація
to employ/recruit/hire	наймати на роботу
to discharge/lay off/fire/dismiss	звільняти з роботи
to earn	заробляти
term of probation	випробувальний термін
cover/accompanying letter	супровідний лист
marital status	сімейний стан
hunting for a job	пошук роботи
personnel department/human resources department	відділ кадрів

Ex. 1. Read and translate the text. Write out the unknown words.

The Kind of Job You Want

The first step in a successful search for a job is to decide on the kind of job you want and the kind you are qualified for. This means that first you should answer the questions «What can I do well?» and «What do I really want to do?» Begin with thinking about the work you can do. Include work you have been trained to do, work you have actually done, and work you enjoy doing. Therefore, you have to answer some questions.

• Do you like to work with your hands?

• Do you like to work outdoors?

• Do you like to work with others?

Next, talk to as many people as possible about your job interests and concerns.

Talk to your friends, neighbours, and your family or relatives. These contacts may help you to get more information about different jobs; to form a «network» of people interested in helping you; to find people who work (or who know people who work) in the area of your interest; each discussion will give you additional practice in expressing yourself.

Now when you know the kind of job you want, the next question to answer is «Where can I find that job?»

People use many methods of finding a job. They answer job advertisements (want ads), or apply directly to employers. Of course, some methods are better than the others.

Ex. 2. Read, translate and try to identify your interests.

1. What are you looking for: money, power, prestige, security, travel opportunities, spare time?

2. How important are the salary, environment, benefits, and job stability?

3. Do you enjoy working with people, information, or things?

4. Is it important to be your own boss?

5. What is your idea of a perfect job? A perfect boss? A perfect colleague?

Ex. 3. Read and translate the text. Write out the unknown words.

«Want Ads»

«Want ads» are job advertisements you can find in the classified advertising section of newspapers, professional or trade journals. You should read the want ads at least for two reasons:

• to learn more general information about jobs available;

• to learn specific information about a particular job that is of interest to you.

The ad may tell you about the education and work experience required for the job, the location of the job, the working hours, and the pay. It also tells you how to apply for that particular job.

Some want ads say that certain qualifications are required, while other qualifications are preferred or hoped for. The employer will try to find someone who has all of the required and preferred qualifications. However, if no one has all the qualifications that the employer requires and prefers, he may hire someone who has

only some of those qualifications. It is usually best to apply only for jobs for which you have at least all the required qualifications. However, this is not always true.

Not all want ads are easy to read. The longer a want ad is, the more money it costs to print. In order to save money, employers leave unnecessary words out of the advertisement. They also use abbreviations.

There are many good reasons for using the want ads in your job search. The following suggestions will help you to use want ads effectively:

a) Remember that want ads are only one of the methods you may use. Save time to use other methods.

b) Reading all the want ads you will learn useful general information.

c) Avoid ads that make unrealistic offers.

d) Analyze ads, which are of interest to you.

e) Determine your qualifications for that job.

f) Act quickly, effectively and stay cheerful!

Ex. 4. Read and discuss the samples of want ads. Compare the ordinary and abbreviated one.

	Ordinary want ad	Abbreviated want ad
Type of job	AUTOMOTIVE PARTS COUNTER SALESPERSON	AUTO PARTS CTR SALES
Work experience	2 Years Experience	2 yrs exp. & H.S. req.
Education required	High School Graduate	
Working hours	5days, Mon.-Fri.	M-F
Pay	$9.00 hour	$9/hr
How to apply	Apply in person, before 10:00 a.m. CARSONS SUPPLY 4396 Melrose Ave.	Apply before 10 am CARSONS 4396 Melrose

Ex. 5. Let's speak about the personal features. Match the definitions in A

with the correct adjectives or phrases in B. Try to describe your features of character for the future employer.

A	B
1. wants to get to the top	a. sensitive
2. open and friendly	b. creative
3. doesn't get tired easily	c. attentive to detail
4. can change people's opinions	d. ambitious
5. doesn't get angry or irritated quickly	e. adaptable
6. can produce new ideas	f. independent
7. thinks of other people's feelings	g. outgoing
8. doesn't mind changing his/her habits	h. energetic
9. can work alone	i. persuasive
10. regularly checks the quality of his/her work	j. patient

Ex. 6. Write a short description of someone you like (or dislike) in your personal or professional life.

MODEL: My boss is very energetic. She works about 12 hours a day. She is a patient woman, and always has time to talk to us if we have a problem.

Ex. 7. Read the text and try to retell it.

The United States leads the industrial nations in the proportion of its young people who receive higher education. For some careers – law, medicine, education, and engineering – a college education is a necessary first step. More than 60 percent of Americans now work in jobs that involve the handling of information, and a high school diploma is seldom adequate for such work. Other careers do not strictly require a college degree, but having one can often improve a person's chances of getting a job and can increase the salary he or she is paid.

Ex. 8. Read and translate the part of the interview. Is it hard to find a good job nowadays?

AJ: That's great. You said that you did start working after your children grew up. Where did you work or what did you do?

NC: Well, I had a hard time finding a job because jobs were very hard to find, but finally I had a job with the state and I worked for the state and I got a job there, but my experiences of getting a job after high school were terrible. It was so bad. It was terribly hard to get a job. And all I wanted to be at that particular time was a court stenographer. I loved shorthand and everything I heard I was taking it down, and I was so naive, I thought all I had to do was be smart and be ready, and I was.

Ex. 9. Look and try to analyze these ads for job openings.

Dental Receptionist/Secretary

Part-time. Bilingual Spanish/English. Mature, bright. Respond with qualifications and salary requirements, Larkin Agency, 23rd Street. Pittsburgh, PA 15260

Opportunities available for salesperson in Philadelphia boutique. Send resume with salary requirement and references to Nicole. 109 Broad St., Philadelphia, PA 19105

Ex. 10. If you want to get a job about which you've read in the want ads, you have to send a letter of application. Read the instructions how to write it better.

1) Remember that the first impression is very important.

2) Type the letter neatly.

3) Check for spelling mistakes. Use a dictionary if you are not sure of a word. Retype the letter if necessary.

4) Describe yourself, your qualifications, and your experience clearly.

5) If the ad tells you to write for an application form you do not need to give detailed information in your letter.

6) Follow standard business letter format. Address the letter and envelope clearly.

A Letter

421 Lafayette Drive, Apt. 317

St. Paul, Minnesota 56106 April 4, 2005

Personnel Department
Continental Computer Corp.
935 Watson Ave
St. Paul, MN 55101

Dear Sir or Madam!

In reference to your ad in today's Standard I am interested in the opening for a trainee computer programmer. Please send me an application form and any further details. Thank you for your attention to this matter.

Yours truly,
Ashley Wichita

Ex. 11. Write a letter of application

Завдання до самостійної роботи:

1. Prepare for a vocabulary dictation.
2. Write an advertisement for a job search/job offer.

Рекомендована література:

1. Буданов С. І., Борисова А. О. Business English. Ділова англійська мова. 3-е вид. Харків: Торсінг, 2011. 288 с.

2. Бессонова І. В. Англійська мова (за професійним спрямуванням). Частина ІІ: Навч. посіб. для дистанційного навчання. К.: Університет «Україна», 2005. 263 с.

2. Гужва Т. М. Reasons to Speak. Сучасні розмовні теми. Харків: Торсінг Плюс, 2006. 304 с.

Практичне заняття №2

Тема 1. Влаштування на роботу

Стислий зміст: Резюме. Види резюме. Основні вимоги до складання резюме

Мета практичного заняття: засвоїти методи створення ефективного резюме.

Задачі практичного заняття:

– розглянути поняття резюме та його особливості;

– розглянути існуючі типи резюме;

– розглянути методи створення ефективного резюме.

Питання до обговорення:

1) What is a resume?

2) What are the basic requirements for a good resume?

3) How many types of resumes do you know? What do they differ in?

4) What type of resume is the most popular with the recruiters?

5) What information is recommended to exclude from your resume?

6) Which of special suggestions that can help you write a perfect resume do you think are the most important?

Практичні завдання:

Ex. 1. Read and translate the texts. Write out the unknown words.

The Resume

A Resume or Curriculum Vitae (CV) is an objective written summary of your personal, educational, and experience qualifications. It packages your assets in the form of a convincing advertisement, which sells you for a specific job. A resume is a kind of written sales presentation. An effective resume creates a favorable impression of you while presenting your abilities and experience.

The basic requirements for a good resume are:

- brevity: one page is preferable, but not more than two pages;
- top quality paper;
- perfect spelling and grammar;
- no typographical errors;

- attractive layout.

Your personal data sheet contains most of the information you need, to prepare resume. Now you have to select and arrange that information in the way that best relates your background to the work you seek. Every resume is an individualized presentation of your qualifications for a particular job. It means that you may prepare a few different resumes, depending on the types of jobs you are applying for. You can choose from among four types of resumes:

- Chronological resume lists work experience or education in reverse chronological order. It describes responsibilities and accomplishments associated with each job or educational experiences.
- Functional resume lists functional skills and experience separately from employment history.
- Combination (functional/chronological) resume draws on the best features of the chronological and functional resumes. It highlights applicant's capabilities and includes a complete job history.
- Targeted resume emphasizes capabilities and accomplishments relating to the specific job applied for. Work experience is briefly listed in a separate section.

The Requirements for a Resume

A resume should show an applicant’s qualification for a specific job. It should include your name, address, and telephone number; an employment objective; educational and training data: a list of previous work experience. The list should start with your present or with your last job that shows qualifications for the work you want now.

All this data should be listed in an easy-to-read form. If possible, all of the information should be on one page. Type your resume on standard size business stationery.

The interviewer usually sees the resume before he sees the applicant. The resume gives the first impression of the applicant to the employer. It should be neat and well organized.

Ex. 2. To strengthen your resume you may use action verbs (try to learn

them by heart):

Analyzed – аналізував

Administered, managed – вів справи, керував

Completed – проводив (роботу)

Created – створював

Evaluated – визначав (кількість, вартість); підраховував

Implemented – впроваджував

Improved – удосконалював

Investigated – дослідив, вивчив

Organized – організував

Participated – брав участь

Performed – виконав

Planned – планував

Proposed – запропонував

Provided – забезпечив

Researched – досліджував

Solved – вирішив (проблему, задачу)

Streamlined – модернізував

Supervised – завідував

Supported – підтримував

Ex. 3. Knowing what to exclude from your resume is as important as knowing what to include. Here is a list of details to exclude from your resume:

- Height, weight, hair or eye colour;
- Comments about your family, spouse, or children;
- Your photograph (unless you are applying for modeling or acting job);
- Travel restrictions;
- Preferences for work schedule, days off, or overtime;
- Salary demands or expectations.

Very few people have good resumes. If English is not your native language or if you come from another country, it can be even more difficult to know the right things to

do. Some special suggestions will help you write a perfect resume:

1. Adapt your resume to the information you have gathered about the employer and the job you want.

2. Use action verbs, they will bring your resume to life.

3. Avoid the pronoun «I». Describe your skills and capabilities by using as many specific words as possible.

4. Highlight your accomplishments and achievements.

5. Keep it simple and clear: two pages at most.

6. Be truthful, don't exaggerate or misrepresent yourself. Remember that employers check the information.

7. Don't mention salary.

8. Avoid long sentences. Use the minimum number of words and phrases but avoid abbreviations.

9. Looks are important. The resume should be typed with plenty of white space and wide margins. Place headings at the left side of the page, and the details relating to them on the right side.

10. Make sure there are no errors in spelling, punctuation, or typing.

11. Don't sign or date the resume.

12. Always send an original of your resume. Don't send a photocopy.

13. Keep copies of resumes on file for future reference. Once you have a job, update your resume on a regular basis.

Ex. 4. Look through the sample of a resume. Write your resume.

PETRO IVANOV

Dimitrov Street 17, Kiev, Ukraine

Phone: (044) 333-33-33

E-mail: petro20@ukr.net

PERSONAL INFORMATION

Date of birth: 6 February, 1989

Place of birth: Ukraine, Kiev

Marital status: married (single)

OBJECTIVE

Getting the sales manager position (to improve the professional skills, to have an opportunity for growth…)

EDUCATION

September 2008 – to present

Kherson State University; a student of Physics, Mathematics and Information Technologies Department (Foreign Philology Department; Psychology, History and Sociology Department; Philology and Journalism Department; Biology, Geography and Ecology Department; Natural Sciences, Man's Health and Tourism Department; Economics and Law Department; Physical Training and Sports Department; Preschool and Primary Education Department; Culture and Arts Department; Technology and Services Department).

2021-2024

Kherson Academic Lyceum; a student.

EXPERIENCE

July 2025

Summer camp «Plast»; a leader of the detachment. Responsible for up-bringing work in the detachment.

June 2025-August 2025

Supermarket «Fora»; an assistant of the sales manager.

Answered telephone calls, filed documents, composed business letters.

ADDITIONAL SKILLS

Computer literate: PC user: MS Office; Windows 10, 11; Database management; Adobe Acrobat; proficient Internet user.

Languages: Ukrainian – mother tongue, English – C1 level, German – A1 beginner level.

Have a Driver's license.

Excellent interpersonal and communication skills. Able to work under duress/stress.

INTERESTS

Computers, football, reading (e. g. drawing, embroidery, hiking, running, amateur painting etc.)

ACTIVITIES

Member of Student's Committee (e. g. group leader, vice-leader of the group, etc).

Ex. 5. Interview another student. Write down his /her answers:

1. What kind of job are you looking for?
2. Are you working now?
3. What do you do?
4. How long have you been working there?
5. What jobs have you had? And exactly what did you do?
6. Tell me about education and any special training you have had.
7. What other skills do you have?
8. What hours can you work?
9. Why do you want to change your job?
10. Do you have any questions about the job?

Ex. 6. Prove that proverbs (sayings) have sense:

- The work shows the workman.
- Practice makes perfect.
- Jack of all trades is master of none.
- The hardest work is to do nothing.
- Business before pleasure.
- Ninety percent of inspiration is perspiration.
- Through hardship to stars.
- What is worth doing at all is worth doing well.
- He that will not work shall not eat.

Завдання до самостійної роботи:

1. Prepare a report on the basic requirements for writing a resume, using the text «The Requirements for a Resume» and additional information.

2. Write your own resume.

Рекомендована література:

1. Буданов С. І., Борисова А. О. Business English. Ділова англійська мова. 3-е вид. Харків: Торсінг, 2011. 288 с.

2. Гужва Т. М. Reasons to Speak. Сучасні розмовні теми. Харків: Торсінг Плюс, 2006. 304 с.

Практичне заняття №3

Тема 1. Влаштування на роботу

Стислий зміст: Співбесіда з роботодавцем. Основні вимоги та норми етикету

Мета практичного заняття: засвоїти особливості та методи ефективного пошуку роботи.

Задачі практичного заняття:

– уточнити поняття співбесіди;

– окреслити особливості співбесіди: чого чекає від вас роботодавець і що шукає кандидат;

– розглянути основні етапи та стратегії для покращення враження на роботодавця від співбесіди з кандидатом.

Питання до обговоренння:

1) How do you understand the meaning of the expression «the job interview»?

2) What does the employer judge during the interview?

3) What makes a good interview?

4) Which guidelines do you think are the most important? Why?

5) Can you give any other advice to a candidate?

Практичні завдання:

Ex. 1. Read and translate the text. Write out the unknown words. Make up a plan of preparing to your future job interview.

The Job Interview

A job interview is an opportunity to present your talents to a prospective employer. During the interview, the employer judges your qualifications, appearance, and general fitness for the job. Equally important, the interview gives you a chance to evaluate the job, the employer, and the company. The interview helps you decide if the job meets your career needs and interests and whether the employer is the kind you want to work for.

To present your qualifications most advantageously, you have to prepare for the interview: you should know how to act to make the interview an opportunity to «sell» your skills.

Careers officer speaking:

What makes a good interview? First, good preparation before the interview. Three simple guidelines will help you. Guideline number one is – find out as much as possible about the company where you are going for an interview. For example, you can get a lot of useful information from the company's brochures, annual reports, and catalogues. Two, find out if the interview is with one person or with a group of people, and what their jobs are. It's very useful to know something about the interviewers before you meet them. And three, make a checklist of the questions you want to ask at the interview. Remember an interview is two-way process. The company finds out as much as possible about you, and you find as much as possible about the company.

So, that's what you need to do before the interview.

Now the interview itself. There are seven more guidelines to remember here.

Guideline number four: dress smartly. A suit or something formal is best. Five, arrive in good time. Arriving late for the interview is the worst thing you can do. Rule number six: create a good first impression. First impressions are very important. Start the interview with a smile, a firm handshake, and a friendly manner. Guideline number seven: try to stay positive and relaxed during the interview. I know that's difficult. As a rule, people don't feel relaxed, but your body language gives the interviewer a lot of information about you. You want that information to be positive. Number eight: don't give only «Yes» or «No» answers. Talk freely about yourself, give reasons for your opinions, and explain why you're interested in the job. Nine: ask questions. Remember the checklist of questions you prepared before the interview. Show you're interested! Finally, guideline number ten: learn from the interview. Analyze your performance afterwards and think how you can improve the next time!

Ex. 2. Read about the job interview tips and complete the tasks:

Preparation is the key to a successful job interview. Here’s how to be ready for some common question types.

Before reading

Do the preparation task first. Then read the article and do the exercises.

Preparation task

Match the definitions (a–h) with the vocabulary (1–8).

Vocabulary	Definition
1. …… to deal with something	• causing worry because something is difficult to do
2. …… nerve-racking	• not related to what is being discussed or what is important
3. …… hypothetical	• an important skill that is needed to do a job
4. …… irrelevant	• to handle something; to take action in response to something
5. …… to be the perfect fit for something	• to remember a past event
6. …… competency	• imagined and not necessarily real or true
7. …… to recall	• to not be working that day
8. …… to be off work	• to be exactly what is needed

Job interviews

Job interviews can be a nerve-racking experience, especially when you don't feel prepared for them. And with the variety of interview questions that can be asked these days, it's hard to know what type of questions you should prepare for.

Here are three types of interview questions that you should practise answering before that important job interview.

- **Common interview questions**

Tell us about yourself.

What are your strengths and weaknesses? Why do you want to leave your current job?

These questions are for the interviewer to get to know you and to see if you're the best person for the job. Don't simply list things like your hobbies, your strengths or your work experience. Instead, give examples and use them to show your personality and the characteristics you have that make you perfect for the job. Your interviewer may want to ask questions about certain areas of your CV, so use this opportunity to link your

experience to the job you're applying for.

Avoid: Giving a detailed life history or telling long stories that are irrelevant to the job or to the company.

- **Competency questions**

Tell me about a time you had to work as a team.

Tell me about a time you had to use your creativity to solve a problem.

Tell me about a time when you experienced conflict with a colleague and how you handled that situation.

Here, the candidate is asked questions about situations they have faced in the past that can demonstrate a particular skill they have. These could include skills like critical thinking, influencing, problem solving or flexibility. Interviewers often want to hear about challenges you've had, not just about times when everything went smoothly, so be ready with examples such as how you resolved conflict in your team or dealt with someone who was not working well. This will demonstrate that you can handle difficult situations.

When preparing for the job interview, read the job description carefully for the required skills and abilities and try to recall situations where you had to use these skills. Then use the STAR technique when talking about these examples:

- **S**ituation – Give details about the context of your example and what you were trying to do.
- **T**ask – Describe your responsibilities and the challenges you faced.
- **A**ction – Describe what steps you took to deal with the situation.
- **R**esult – Talk about the end result and how you contributed to this outcome.

Avoid: Going in unprepared and having to think up examples, or saying you've never faced any challenges at work.

- **Hypothetical questions**

What would you do if you had a different opinion from your boss about how to do something?

How would you deal with a large volume of work with several staff members off work?

What would you do if you had to introduce a new policy that you knew was going to be unpopular in your team?

Hypothetical interview questions are similar to competency questions except that instead of asking you to talk about an experience you've had in the past, they present you with an imaginary situation that you might face in your new job.

This might seem difficult to prepare for, but remember that your answers are meant to demonstrate the skills needed for the job. When preparing for the interview, consider the qualities that the interviewer might be looking for, qualities like conflict management, time management or people skills. Then think about how you can demonstrate those qualities in a range of situations. Start with situations that you've experienced and move on to other possible situations that you might encounter in the role you're applying for.

Avoid: Going off-topic, changing the subject and not answering the original question.

Whatever type of questions they ask, interviewers want to find the right person and are keen to give you the opportunity to demonstrate what you can do. With some preparation, you can show them that you're the perfect fit for the job.

Tasks

Task 1

Are the sentences true or false?

	Answer	
1. The main message in this article is that you should spend time preparing for a job interview if you have one coming up.	True	False
2. If the interviewer asks you about yourself, you should make sure all the information you give is relevant to the job.	True	False
3. You should avoid talking about personal things like your hobbies.	True	False
4. If the interviewer asks you about an item on your CV, you can give more detail and say how it is connected to the job you're applying for.	True	False
5. The STAR technique can be used to organise your story when answering competency questions.	True	False

6. You should never talk about difficulties you've experienced at work. True False
7. You can't prepare for hypothetical interview questions. True False
8. It helps to think about the skills and qualities that the interviewer is looking for when answering interview questions. True False

Task 2

Put the questions in the correct groups.

Describe a difficult decision you've made.	Why do you want this job?	What would you do if a team member was performing badly?
Tell us about a time when you led a team to achieve an objective.	What would you do if your project goals suddenly changed?	Do you consider yourself successful? Why?
What would you do if you became dissatisfied with your job?	What motivates you?	Tell us about a new skill that you've learned for work.

Common interview questions	Competency questions	Hypothetical questions

Information and exercises adapted from British Council: https://learnenglish.britishcouncil.org/sites/podcasts/files/LearnEnglish-Business-magazine-Job-interviews.pdf

Ex. 3. Look through the plan of the job interview. Can you give any other advice to a candidate?

Before the interview:

1. Find out all you can about the company.

2. Find out the interviewer's name and office phone number.

3. Find out where the interview is held.

4. Find out how to get there and how long it will take you to get there.

5. Make sure you know what the job involves.

6. Dress to look clean and neat.

During the interview:

1. Arrive early. Call ahead if you're delayed.

2. Try to smile and show confidence.

3. Ask questions and show interest in the job.

4. Be polite, listen carefully, and speak clearly.

«Don'ts»:

1. Don't panic, even if faced by more than one person. (Breathe deeply and remember all your good points.)

2. Don't slouch or look bored. (Stand and sit straight, make eye contact.)

3. Don't smoke or chew gum.

4. Don't give one-word answer or say you don't care what you do.

Ex. 4. Read, translate and role-play the dialogue.

Interviewer: Are you working?

Mr. Guzman: Yes, I am.

Interviewer: Exactly what do you do?

Mr. Guzman: I'm a mechanic. I work in a small auto shop with three mechanics and supervise all auto repairs. I diagnose problems, make repairs and also check all the repairs in the shop. I have experience with both American and foreign cars.

Interviewer: How long have you been working there?

Mr. Guzman: For three years.

Interviewer: What other jobs have you had? And what did you do?

Mr. Guzman: I was a maintenance mechanic in a plastics factory. I repaired the production machinery. I also did all the general maintenance work and made all electrical repairs.

Interviewer: How long were you there?

Mr. Guzman: For about three years.

Interviewer: Tell me about your education and any special training you've had.

Mr. Guzman: I graduated from high school in Colombia in 1980. After high school I went to a university for one year and studied engineering. Now I'm studying English at Ale Community College.

Interviewer: What other skills do you have?

Mr. Guzman: I can do general bookkeeping and billing.

Interviewer: Why do you want to change your job?

Mr. Guzman: The auto shop I work in is very small. There is little room for advancement.

Interviewer: What hours can you work?

Mr. Guzman: I prefer to work days, but I could work any hours.

Ex. 5. Answer the questions.

1. What is your future profession? / What is your profession /occupation?
2. Had you a dilemma in choosing your profession /occupation?
3. What subjects have you always given your preference to?
4. Did your parents (friends) impose their views, likes and dislikes on you?
5. When did you make a choice to become an English teacher (a lawyer, an economist, an accountant, a doctor, a designer, etc.)?
6. What do you have to do to master English?
7. What is your regular business?
8. Have you got a big personnel/staff?
9. How do you (your parents) earn your (their) living?
10. What special education does your (future) profession require? Name some other occupations in which special education or training is required.
11. How many hours a day do you (your parents) work?
12. Are you satisfied with your salary?
13. What are the merits and demerits of your (your parents') job? Give your reasons.

14. What is the noblest and most difficult of professions?

Завдання до самостійної роботи:

1. Prepare and practice a dialogue on the topic «The Job Interview» in pairs.

2. Compose ten questions for your future employer and ten questions for the candidate you will be interviewing.

Рекомендована література:

1. Буданов С. І., Борисова А. О. Business English. Ділова англійська мова. 3-е вид. Харків: Торсінг, 2011. 288 с.

2. Гужва Т. М. Reasons to Speak. Сучасні розмовні теми. Харків: Торсінг Плюс, 2006. 304 с.

Практичне заняття №4-5

Тема 2. Налагодження ділових контактів

Стислий зміст: Вміння застосовувати основні принципи та прийоми для знайомства, налагодження ділових стосунків

Мета практичного заняття: розглянути і засвоїти основні особливості і стратегії налагодження ділових контактів.

Задачі практичного заняття:

– уточнити сутність поняття «ділові контакти»;

– навчитись свідомо керувати процесом налагодження ділових контактів;

– розглянути найкращі стратегії для налагодження ділових контактів.

Питання до обговорення:

1) What relationships do people have at work/in business?

2) Are you good at making relationships? Why or why not?

3) What personal qualities are necessary for building good relationships?

4) What are the best ways to build relationships between business partners?

5) What are the best ways to strengthen relationships between colleagues?

6) Is it always important to trust a business partner? Can you think of any exceptions?

Практичні завдання:

Active words and phrases:

to count on sb	розраховувати на когось
to find out	з’ясовувати
to get on with someone	мати гарні стосунки з кимось
to hammer out a point of disagreement	з’ясовувати розбіжності
to keep up to date	бути в курсі подій
to let sb down	підвести когось
to make a point of doing something	поставити собі завдання
to neglect	ігнорувати
to obtain	здобувати, отримувати
to put off	відкладати, відтерміновувати

to set up smth	засновувати, започатковувати
to strengthen relationships	зміцнювати стосунки

The Basis of Business and Professional Communication in the Modern World

Ex. 1. Tasks for texts 1-3: Read and discuss texts. Write down the translation of business-specific words, learn them by heart. Be ready for discussing thr problems of Business and Professional Communication in the Modern World.

Text 1. Enterprising Type Work Environment

Persons having an Enterprising personality type «dominate» this environment. There are more of them than there are people of other personality types. For example, in a business or legal setting there will be more persons having an «Enterprising» personality than there will be people who have an Investigative type.

«Enterprising» people create an «Enterprising» environment. For example, they particularly value people who are energetic, ambitious, and sociable – who are good at politics, leading people and selling things or ideas.

Examples of occupations that have an Enterprising environment are:

Auctioneer Sales Person Travel Agent Judge
Recreation Leader City Manager Sales Manager Lawyer
President TV Newscaster Customs Inspector School Inspector
Camp Director Hotel Manager Real Estate Agent School Principal

The two work environments that are closest to the Enterprising type are Social and Conventional. The furthest away is the Investigative type.

Text 2. Conventional Type Work Environment

Persons having a Conventional personality type «dominate» this environment. There are more of them than there are people of other personality types. For example, in an office of a bank or real estate company there will be more persons having a «Conventional» personality than there will be people who have a Artistic type.

«Conventional» people create an «Conventional» environment. For example, they particularly value people who are orderly, and good at following a set plan – good at working with written records and numbers in a systematic, orderly way.

Examples of occupations that have a Conventional environment are:

Court Clerk Secretary Bookkeeper

Bank Teller Post Office Clerk Mail Carrier

Typist Title Examiner Timekeeper

The two work environments that are closest to the Conventional type are Realistic and Enterprising. The farthest away is the Artistic type.

Text 3. Realistic Type Work Environment

Persons having a Realistic personality type «dominate» this environment. There are more of them than there are people of other personality types. For example, at a construction site there will be more persons having a «Realistic» personality than there will be people who have a Social or Artistic type.

«Realistic» people create a «Realistic» environment. For example, they particularly value people who are practical and mechanical – who are good at working with tools, mechanical or electrical drawings, machines, or animals.

Examples of occupations that have a Realistic environment are:

Farmer Forester Fire Fighter Police Officer Flight Engineer

Pilot Carpenter Electrician Diesel Mechanic

Locomotive Engineer Truck Driver Locksmith

The two work environments that are closest to the Realistic type are Conventional and Investigative. The farthest away is the Social type.

Ex. 2. Read the following text and fill in the gaps from the list below. Give the title to this text.

Services, business, communications, managers, to purchase, to obtain, instructions, interest

Effective communications are essential to 1) _____ . Without them employees would not know what to do, the owners and 2) _____ of the business would not know whether the business was achieving its targets or what goods and 3) _____ its customers wanted. The business would not be able 4) _____ supplies, and the customers themselves would not know about or be able 5) _____ the goods and services that the business provides.

6) _____ are used to pass on information, give 7) _____, check and receive feedback on activities, and to discuss matters of 8) _____ or concern.

Ex. 3. Follow the link and listen to the text about effective relationship-building: https://learnenglish.britishcouncil.org/business-english/podcasts-professionals/relationship-building

Ex. 4. After listening to the text answer whether these questions are true or false.

1. Relationship-building is the same as team-building.
2. One practical idea is to say «Good morning» to three strangers.
3. It's a good idea to identify someone you want to build a relationship with.
4. It's important to understand what's happening in the world so that you can discuss events with colleagues.
5. When there is conflict, you should focus on the person and not on the issue.
6. Asking people open-ended questions can help improve communication.

Ex. 5. Choose the five tips the speaker mentions.

Practice simple courtesies

Get to know colleagues outside the office

Meet with colleagues outside of work from time to time

Avoid wasting time in small talk

Invite colleagues to your home

Listen to what colleagues say

Travel with colleagues on holiday

Ask open-ended questions

Ex. 6. Read these two texts and find out four advantages and disadvantages of oral and written communications.

Oral communications

Whenever you speak to somebody, or somebody speaks to you, you are communicating orally. Oral means spoken, and speech is the most common method of communication. Most oral communications take place either face to face or over the

telephone. Although we talk to people every day, being able to communicate orally is a skill that must be learned and practiced. Using the telephone is more difficult than speaking face to face, and many people are uncomfortable about making telephone calls, although this is becoming less so through the widespread use of mobile telephones.

One of the main problems with telephone communications is that when you talk to someone on the telephone, you cannot see their response or facial expressions.

It is especially important, therefore, to listen carefully to what the other person is saying and the way they say it - their tone of voice and the words they use. However, technological developments such as videophones are overcoming this problem.

Oral communications are quick and direct between the person communicating the message and the person receiving it. They also offer an opportunity for discussion and for instant feedback to check that the content of the communication has been understood. The main problem with oral communications is that there is no permanent record.

While most oral communications are between individuals on a one-to-one basis, either face to face or at a distance (e. g. by telephone), there are times when it is appropriate for several people to communicate with each other at a meeting.

Modern telephone conferencing facilities also mean that that it is possible for several people who may be at different locations to discuss matters over the telephone.

Written communications

The most common types of written communications are letters, written for external communications, and memos (short for memoranda), used for internal communications. Business letters and memos are more formal than the letters you write to your friends, although they serve the same basic purpose - to communicate a message.

An advantage of written communications is that they are permanent records of the communication. They can be referred to later if required, and read at leisure, which means that they can contain information that may take longer to digest and understand, such as figures and technical data. Pictures, tables, graphs and diagrams can also be

included in written communications.

Other forms of written communications are used in business for various purposes. These include: reports, financial documents, advertisements, notices, customer and product information. Written communications should be:

• accurate – everything should be checked, including all facts, spelling and grammar

• clear – the person writing the message must know what they want to say before they begin to write it down, and the person reading the document should be able to understand its content immediately

• simple – short words and sentences are more effective and have more impact than long ones

• complete – a document which leaves a message unfinished or leaves out a vital piece of information will fail in its purpose.

Ex. 8. Survival game. The team members are stranded somewhere (a desert island, the Arctic, the jungle, etc.). Choose 10 items you can take with you, rank each in order of importance to survival. Explain the order of their ranking.

Ex. 9. Make up a presentation (about 5-7 minutes) with 5 tips for effective communication.

Завдання до самостійної роботи:

1. Prepare a report on the topic: «Basic principles of establishing of business relationship».

Рекомендована література:

1. Буданов С. І., Борисова А. О. Business English. Ділова англійська мова. 3-е вид. Харків: Торсінг, 2011. 288 с.

Практичне заняття №6-7

Тема 3. Світська бесіда

Стислий зміст: Вміння вести світську бесіду, підтримувати діалог (small talk)

Мета практичного заняття: навчитись вести світську бесіду.

Задачі практичного заняття:

– уточнити поняття «світська бесіда» («small talk»);

– розглянути основні теми та завдання світської бесіди;

– розглянути стратегії, що використовуються задля підвищення результативності світської бесіди.

Питання до обговорення:

1) What is «small talk»?

2) What are the acceptable topics for small talk?

3) What is the main aim of small talk?

4) What are the main strategies of small talk?

5) Do you usually engage in small talk? Do you enjoy it?

Практичні завдання:

Active words and phrases:

accident	випадок
complaint	скарга
confidence	впевненість
small talk	світська бесіда
to build up tension	нагнітати напруження
to pick up on smth	відреагувати, звернути увагу на щось
to run one's mouth	забагато говорити
to take the initiative	брати ініціативу
to twiddle one's thumbs	байдикувати

Ex. 1. Take the quiz:

1. You decide to attend an international conference. You have never attended such an event before. What is your main reason for attending?

Choose one option.

a. I’m going to attend lots of presentations so I can keep up-to-date with developments in my industry.

b. I’m hoping to meet lots of interesting people – maybe some of them will be useful for my future career.

c. I have a target of twenty people that I want to meet, so I can persuade them to buy our products.

2. On the first evening, you attend a «welcome party». You arrive in a large hall filled with about 500 people. They all seem to be talking to each other in groups.

There’s nobody that you recognize. What do you do?

a. Go up to one of the groups, introduce yourself and ask if you can join them.

b. Go up to one of the groups and listen to the conversation. Maybe you can join in later.

c. Find where the food is being served and try to start a conversation with someone in the queue.

d. Walk around the hall, pretending to be looking for someone. Avoid eye contact with other people.

e. Turn around and go home.

3. At the conference party, which of these problems would be worse for you?

a. No-one wants to talk to you.

b. A really boring person wants to talk to you … and you can’t escape from him/her.

4. Where is the best place to stand if you want people to talk to you?

a. In the middle of the hall.

b. By the wall.

c. Outside.

d. By the buffet / bar.

5. Which topics of conversation could you use to break the ice with someone?

a. How much you hate parties like this.

b. The conference.

c. Your work.

d. Sport.

e. The weather.

f. Politics.

g. How bad the food is.

h. Where you're from.

Ex. 2. Match the two halves of the phrases for starting a small talk.

1. Excuse me. Do you …

2. Hello. My name's XXX. Is it …

3. Are you here alone …

4. And what about you? …

5. It's cold out …

6. I just came out for some fresh air – …

7. Sorry, do you …

8. Are you giving a …

9. This salad's delicious – …

10. Do you know many …

11. Are you enjoying …

12. It's a great …

13. Is this your first …

14. Did you attend any …

15. Do you know where …

16. Did you enjoy this …

17. Have you traveled …

18. What do you do …

19. Are you from …

20. Could you pass …

a. … a long way to get here?

b. … for a living?

c. … good presentations today?

d. … have a light?

e. … have you tried it?

f. … here, isn't it?

g. … I can find the spoons?

h. … me the milk?

i. … mind if I join you?

j. … morning's lecture?

k. … OK if I join your group?

l. … or with a group?

m. … party, isn't it?

n. … people here tonight?

o. … presentation at the conference?

p. … round here?

q. … the party?

r. … there are too many people in there.

s. … time at the conference?

t. … Where are you from?

Ex. 3. Watch the video about the art of small talk: https://youtu.be/jYeX5oEw0h8?si=kCjAvKoP4HyEeIpT. Answer the questions.

1. According to Jeffrey Benjamin, how do most friendships begin?

a) as a formal introduction

b) as small talks

c) as an accident

2. Small talk becomes easy with

a) patience

b) parties

c) practice

3. The first tool for small talk is

a) be an ice-breaker

b) be an ice-bucket

c) get some ice

4. «Be an ice-breaker» means

a) wait for other people to introduce themselves

b) twiddle your thumbs

c) introduce yourself first

5. «Take the initiative» probably means:

a) be the one who takes action first

b) wait for someone else to do something

c) be quiet

6. Taking the initiative communicates to others that

a) you have complaints

b) you are shy

c) you have confidence

7. When you are in a place like an elevator, the longer you wait to break the ice,

a) the more tension builds up

b) the quicker the ride

c) the more polite you are

8. Most great small talkers are

a) very rare

b) great talkers

c) great listeners

9. Great listeners do NOT:

a) pause after speaking

b) run their mouths

c) ask great questions

10. To be good at small talk, you should:

a) talk less; listen more.

b) talk more; listen less;

c) run your mouth.

11. The third tool for small talk is to:

a) keep positive thoughts to yourself

b) keep negative thoughts to yourself

c) share negative opinions

12. In summary, the three tips to being good at small talk are:

a) introduce, listen, and don't share negative opinions

b) introduce, don't listen, and share negative opinions

c) introduce, listen, and share negative opinions

Ex. 4. Read these quotes carefully to make sure you understand all the words. Can you guess the missing word in each quote?

1. «The most basic of all human needs is the need to _____ and be understood. The best way to understand people is to listen to them» (Ralph Nichols)

2. «Bore, n.: A person who _____ when you wish him to listen» (Ambrose Bierce)

3. «There is no such thing as a worthless conversation, provided you know what to listen for. And _____ are the breath of life for a conversation» (James Nathan Miller)

4. «You cannot truly _____ to anyone and do anything else at the same time» (M. Scott Peck)

5. «There's a big difference between showing _____ and really taking interest» (Michael P. Nichols, The Lost Art of Listening)

6. «The greatest compliment that was ever paid me was when one asked me what I thought, and attended to my _____» (Henry David Thoreau)

7. «There are people who, instead of listening to what is being said to them, are already listening to what they are going to _____ themselves» (Albert Guinon)

Source of quotes: https://www.leadershipnow.com/listeningquotes.html

Ex. 5. Look at six types of questions with the sets of examples and the comment about each type of question. Make up six questions of the given types to start a small talk.

Open questions

• Why didn’t you come to this conference last year?

• Where did you go on holiday this year?

In theory, these are good for «opening a conversation up», because there are many possible answers. In practice, questions with why or how are often better at opening up a conversation than questions with where or when, which can often be answered with a single word or phrase.

Closed questions

• Have you had a holiday this year?

• Do you do any sports?

In theory, these «close down the conversation», by allowing a one-word answer: yes or no. In practice, only a very rude person would answer with a single word, so they can actually be very effective for keeping conversations going.

Negative questions

• Hasn't the weather been awful this summer?

• Shouldn't you wait for a better offer before you sell your house?

• Didn't you use to work in China?

These questions are useful when you want to express your opinion in a way that shows that you want to involve the other person. As these examples show, they can be used to turn an obvious statement into a discussion, to make an opinion seem less direct and to check a fact that you're not sure of.

Hypothetical questions

• In an ideal world, what would your dream job be?

• So what if money were no object?

These questions typically include the word «would», or sometimes might or could. It's also possible to start this type of question with «what if + past tense».

Questions like this aren't great for starting a natural sounding conversation, but they're very useful for keeping a conversation going when you have run out of other ideas.

Question tags

• Your wife's a doctor, isn't she?

• It's been a great party, hasn't it.

These work in the same way as negative questions, by turning a statement into a

question. These are often used to check something we are not sure of, as in the first example, which has rising (questioning) intonation, or simply to invite the other person to respond to your opinion, in which case there is falling intonation, as in a sentence.

Statements with questioning intonation

• And there's nothing you can do about it?

• You work in pharmaceuticals?

• Really?

These are the easiest questions to make, but they can be a very effective way of checking information and encouraging the other person to expand something he/she said earlier. You can change the focus of the question simply by stressing different words.

Ex. 6. Imagine you are talking to a stranger at a conference. Think of three questions you could ask about each the following topics.

a. Work b. Holidays c. Hobbies d. Family e. Home

Ex. 7. Look at the following conversations. Match these descriptions to the sentences 1-7. You will need to use two descriptions twice.

a. The speaker bounces the question back to the other person.

b. The speaker answers the question.

c. The speaker picks up on something the other person said, and asks about that.

d. Opening question.

e. The speaker expands on the answer – one or two sentences.

1	A: So, do you have a family? Children?	A: Do you have time for sports?
2	B: Well, I'm married, but we don't have children – yet	B: No, not really.
3	It's actually quite nice not to have children: it means we can see a bit of the world before we settle down.	I used to like running, back when I was a student, but it's very time-consuming.
4	What about you?	And you? Are you a sportswoman?
5	A: Yes, we've got two sons.	A: Well, I'm not sure if I'm a sportswoman, but I try to keep fit.

6	They’re wonderful, but I know what you mean about seeing the world: it’s very difficult with children.	I go to the gym a couple of times a week, and I also play tennis when I can.
7	So – which countries have you visited?	But tell me about your days as a runner. Were you good?

Ex. 8. Have a short conversation with a partner. Use the conversation patterns above to help you. Try to keep each conversation going for at least one minute before you ask the next opening question.

Ex. 9. Read and translate the following text

How to make small talk

Here are six steps you can use to effectively make small talk and start conversations in any situation:

1. Show real interest

The first step to effectively making small talk is to show genuine interest in the person with whom you're speaking. See the interaction as an opportunity to truly get to know the person you're speaking with and learn from them. Keep in mind that each conversation presents a new opportunity for you. Your efforts at small talk could result in a new friendship or they could potentially become a new customer.

2. Use open-ended questions

Most people like to talk about themselves and topics they’re familiar with. Encourage more in-depth responses to your questions by asking open-ended questions. One approach is to start a conversation with a simple question and then follow it up with open-ended ones.

For example, you could start a small-talk conversation by asking where someone is from and then ask what they most enjoyed about that area or what their hometown was like. If you're at a networking event and lead by asking someone what they do for a living, you could follow this up by asking them how they came to be in that field.

3. Practice active listening

To form the best connection with the other individual while making small talk,

practice active listening. Active listening is a communication method that involves consciously paying attention to the words that the speaker is using.

Not only will the other individual take note of how engaged you are in the conversation, but you'll also find that it's easier to ask relevant follow-up questions. You'll also be more likely to notice and remember key details that you can ask about later in the conversation.

To be a more active listener, try to consciously maintain eye contact with the other person approximately 60% of the time while they're speaking. Periodically nod your head to physically show that you're listening and stay fully present and relaxed in the conversation. When the speaker pauses, ask questions to clarify what they're saying.

4. Use the 20-second rule

Be cognizant of the amount of time that you're speaking. When you've been talking for approximately 20 seconds, try to finish your thoughts. You should be finished speaking by the time you reach the 40-second mark. Think of this small-talk rule as a set of traffic lights. Until the 20-second mark, you have a green light to talk. When you reach 20 seconds, the light changes to yellow and when you get to 40 seconds, the light is red and it's time to let the other person speak.

5. Be mindful of your nonverbal communication

Use nonverbal cues like body language, nodding, maintaining eye contact and leaning in to communicate to the other individual to show that you're interested in what they have to say. Make sure that you're smiling when appropriate to show that you're listening.

6. Strategically plan your exit

When you've reached the end of your conversation, it can help to have a graceful and natural end to your small talk planned. You can simply tell them that it was great meeting them and then reference something you discussed during the course of the conversation.

For example, if you meet someone who's looking for a new job, you could end the small talk by wishing them luck with their job search. Or if you want to stay in touch with the individual and further develop the relationship, you could invite them to

contact you if there is anything you do to help with their search.

Tips for making small talk

Here are some tips to keep in mind the next time you're making small talk:

Have the right mindset

It's important to have the right mindset before you leave for any type of social event where you'll be making small talk. To do this, remind yourself why you're going and what you're looking forward to getting out of the event.

Decide who you want to meet in advance

If there is a published list of attendees, consider looking at the list and deciding who you'd like to connect with in advance. This readiness can help you make the most of the event and allow you to prepare a few questions to use to get the small-talk conversation started.

Ask for advice

Most people appreciate being asked for advice, especially if it's a topic they're highly familiar with. Consider asking for advice to get a conversation started.

Avoid using your phone

Research shows that the presence of a phone can ruin a conversation. Leave your phone in your bag or pocket and resist the temptation to place it on the table next to you, especially as you're meeting people for the first time while trying to make meaningful small talk. If you're expecting an important message, let the other person know in advance and apologize before reaching for your phone.

Have questions prepared

Starting a conversation with someone new can be challenging. To avoid any awkwardness, have questions in mind that you can use to open conversations with someone you don't know. Questions like, «How do you know [name]?» or «How did you find out about this event?» can be a great place to start.

Take the initiative for meeting people

Instead of waiting for someone to approach you, be the person to say hello first. The more times you approach someone new, the more comfortable you will become at making small talk and creating a new opportunity.

Завдання до самостійної роботи:

1. Prepare report on the topic: «The art of small talk».

Рекомендована література:

1. Буданов С. І., Борисова А. О. Business English. Ділова англійська мова. 3-е вид. Харків: Торсінг, 2011. 288 с.

Практичне заняття №8-9

Тема 4. Телефонні розмови

Стислий зміст: Вміння вести телефонні переговори, приймати і залишати повідомлення

Мета практичного заняття: навчитися ефективно вести ділові телефонні розмови.

Задачі практичного заняття:

– розглянути різницю між неформальними та формальними телефонними розмовами;

– розглянути основні особливості та правила ділових телефонних розмов;

– розглянути правила етикету ділової телефонної розмови;

– навчитись призначати зустрічі в ході телефонних перемовин.

Питання до обговорення:

1) Are there any differences between formal and informal telephone conversations?

2) What are the main rules of a business call?

3) What business call manners do you know?

4) How do you usually make an appointment?

Практичні завдання:

Ex. 1. Read and discuss the text, using the topical words

Active words and phrases:

to dial	набирати номер
to ring/to call smb up	дзвонити по телефону
long distance/international call	міжнародна розмова
to call back	передзвонювати
schedule	розклад
May/Can I speak to…	Можна мені поговорити з …
Any message?	Щось передати?
The line is busy/engaged	Лінія зайнята
Don’t hang up. Hold on	Не кладіть трубку

You are wanted on the phone	Вас до телефону
You have the wrong number	Ви помилились номером
Can you put me through?	Чи можете ви мене з'єднати?

Telephone Etiquette

Everybody has tough days. Before picking up the telephone, smile. It will help a voice sound pleasant even if not feeling pleasant. Here are some tips:

- Be kind, polite, direct, enthusiastic, and speak with a strong voice.
- Try to find a quiet room where there is no background noise (i.e. television, radio).
- Do not yell at children or talk to others in the room while on the telephone.
- Do not eat, drink, or chew gum while talking on the telephone.
- Always have paper and pen by the telephone as well as resume, references, work history, questions.
- Make sure the other people in household are prepared to take messages.
- Do not let children answer the telephone.
- Never put an employer on hold to answer call.
- When a person in household answers the telephone, tell them not to ask who it is **before** they say if applicant is home.
- If asleep when an employer calls, whoever answers the telephone should be instructed to wake the applicant immediately, especially if an employer is calling during the late morning or afternoon hours.
- Make sure the telephone is answered by saying, «Hello», **NOT «**Speak» or «Yeah?».
- When answering the telephone and the caller says, «Is __ home?» **DO NOT** respond with: «Yes». This is confusing to the caller. Instead, answer by saying, «This is he/she» or «Speaking».

A voice mail is used to take calls when one is out. If one has a voice mail set up, now is the time to update the «unusual» or «unique» greetings. Ask: «What will the future employer think of my message and how that message represents me?»

Some tips:

Do:

- Make sure message is polite, direct, and businesslike.
- Make sure message can be understood clearly.
- EXAMPLE: «Hello, this is (phone number). I am sorry I am not available to take your call right now. Please leave your name, telephone number, a brief message, and the best time to reach you. I will get back to you as soon as possible».
- Return telephone calls promptly.

Do Not:

- Make crude comments or mention social references in message (i. e. I'm unable to answer my phone because I'm out partying).
- Have music playing in the background.
- Let children record the greeting.
- Use multiple people when recording the greeting.

When leaving a message for someone to return telephone call, try to have the correct pronunciation of their name and make sure the following is clearly stated:

- Name
- Telephone number
- Message
- The best time to call back
- Name once again
- Telephone number once again
- Then hang up gently.

Ex. 2. Work in pairs. Practice the telephone conversation, using the expressions you have learned.

Ex. 3. Read and discuss the telephone conversation. Write out the unknown words.

Making an Appointment

Techimport has done a lot of business with Goodman & Co. for the last four years. Before Mr. Protsenko went to London, he and his experts had gone through the latest catalogues of the firm. They found that Model AC-30 compressors could meet the

requirements of their customers. When Mr. Protsenko arrived in London, he phoned the Ukrainian Trade Delegation and asked Mr. Zotov to make an appointment with Mr. Lipman of Goodman & Co.

Zotov: Ukrainian Trade Delegation here. Good morning.

Secretary: Good morning.

Zotov: I wonder if Mr. Lipman is available.

Secretary: Yes, he is. Hold on, please. I'll put you through.

Lipman: Lipman is speaking.

Zotov: Good morning, Mr. Lipman. Zotov's speaking. I'm glad I've got you on the phone. I hope you are well.

Lipman: Yes, thank you. And how are you getting on?

Zotov: Quite all right, thank you. The fact is Mr. Protsenko, President of Techimport has come to London today. He'd like to talk to you.

Lipman: I'll be glad to see Mr. Protsenko. We haven't met since my last visit to Kyiv. I wonder if he will be able to come and see me this afternoon.

Zotov: I'm afraid this time won't be quite convenient to him. Could you give an alternative date, please?

Lipman: Yes, certainly. Tomorrow morning then.

Zotov: Very good. I'll pass it on to Mr. Protsenko. Good-bye.

Lipman: Good-bye.

Ex. 4. Read the dialogues; learn one of them by heart.

Making an Appointment

Secretary: Two-four-nine; double eight-double two.

Mr. Ivanov: I would like to make an appointment with Mr. Jeffries. This is Mr. Ivanov speaking.

Secretary: Oh, yes, Mr. Ivanov. Good morning. I'll get his schedule. Are you there?

Mr. Ivanov: Yes.

Secretary: When would you like to come, Mr. Ivanov?

Mr. Ivanov: Tomorrow, if possible.

Secretary: I'm afraid he's tied up tomorrow. Is it urgent? If it is, perhaps we could fit you in somewhere.

Mr. Ivanov: No, it isn't that urgent. Is the day after tomorrow possible?

Secretary: What time would you like to come?

Mr. Ivanov: As late as possible in the afternoon.

Secretary: I'm sorry, that afternoon's full too. How is Friday afternoon at five?

Mr. Ivanov: Yes, that's perfect, thank you. Good-bye.

Making an Appointment with a Secretary

Mr. Petrov: Hello. May I speak to Mr. Ward, please?

Mr. Ward: Speaking. Who is it, please?

Mr. Petrov: Good morning, Mr. Ward. This is Petrov, Mr. Gromov's assistant. Mr. Gromov had to fly to Chicago on urgent business last night. He could not see you personally and so he asked me to get in touch with you instead and settle the matter you discussed.

Mr. Ward: Sure, Mr. Petrov. I'll tell you what. Could you come over to my office, say, about 4 o'clock?

Mr. Petrov: Yes, that's fine for me, Mr. Ward. I'll be there.

Mr. Ward: O.K., I'll be expecting you.

Appointment with a Doctor

Mr. Nikolaev: Is that Dr. Morton's office?

Secretary: Yes, sir.

Mr. Nikolaev: This is Nikolaev speaking. Could I have an appointment with the doctor in the middle of next week, please?

Secretary: Just a minute, sir I'll check his schedule. Will Wednesday be all right?

Mr. Nikolaev: Yes, ifs fine. What time, please?

Secretary: Wednesday, at 6 p.m.

Mr. Nikolaev: Repeat, please?

Secretary: It's Wednesday, 6 p.m.

Mr. Nikolaev: Thank you. Good-bye.

Secretary: Thank you, sir. Good-bye.

Appointment with a Dentist

Mr. Nikolaev: Good morning. Could I speak to Dr Williams's secretary, please?

Secretary: Speaking.

Mr. Nikolaev: My name is Nikolaev. I would like to have an appointment with the doctor.

Secretary: Is it something urgent, sir?

Mr. Nikolaev: Yes, rather. My son needs a dentist.

Secretary: I see. How old is he?

Mr. Nikolaev: He is about eight.

Secretary: What seems to be the problem with him?

Mr. Nikolaev: I can't say but he seems to be in a lot of pain right now.

Secretary: Can you bring him tomorrow at eleven?

Mr. Nikolaev: That's Thursday, isn't it?

Secretary: Yes, sir.

Mr Nikolaev: That's fine. Thank you very much.

Ex. 5. What would you say in reply to these remarks?

1. This is Mr. Slow speaking. I would like to make an appointment with Mr. Gorelov. 2. I'm afraid I'll be tied up tomorrow. Could you suggest an alternative date? 3. There's something I'd like to talk to you about. When can we meet? 4. I'm afraid we cannot fit you in today but we could recommend you another dentist. 5. This is Mr. Fray's secretary. I'm calling to confirm your appointment with Mr. Fray for tomorrow, at 10 a. m. 6. I'm calling to let you know that Mr. Bell will not be able to keep the appointment. He is away from London and won't be back until after Wednesday. We are sorry about this.

Ex. 6. In what situations would you say the following?

1. Sorry, we cannot fit you in today. 2. Let me consult my schedule. 3. Could you give me an alternative date? 4. I'm afraid Mr. Lloyd will not be able to keep the appointment. 5. Could I make an appointment with the dentist? 6. I can give you a lift afterwards. 7. We've made an appointment for Wednesday tentatively. 8. I'm calling to confirm your appointment with my colleagues. 9. We're looking forward to seeing you

next Sunday. 10. I'd like to report the fault of my phone. 11. The line is completely dead.

Ex. 7. Role-play making an appointment by phone:

1) with your counterpart; 2) with a doctor; 3) with an engineer from the TV repair service; 4) with a dentist; 5) with a friend of yours; 6) with Mr. Brody, Sales Manager of a big company.

Завдання до самостійної роботи:

1. Prepare for a vocabulary dictation.

2. Learn the rules of business telephone etiquette and how to schedule a business meeting.

Рекомендована література:

1. Буданов С. І., Борисова А. О. Business English. Ділова англійська мова. 3-е вид. Харків: Торсінг, 2011. 288 с.

Практичне заняття №10

Тема 5. Ділове листування

Стислий зміст: Вміння складати ділові листи для різних потреб

Мета практичного заняття: засвоїти особливості ведення ділового листування.

Задачі практичного заняття:

– розглянути призначення ділових листів;

– розглянути сім етапів планування листів;

– засвоїти «золоті правила» написання ділових листів;

– розглянути структуру і складові ділового листа.

Питання до обговорення:

1) What «golden rules» is the person to be guided by before starting to write a business letter?

2) What kinds of sentences are used in a business letter?

3) What characteristics of a letter make it readable and understandable?

4) What are the seven steps in planning a business letter?

5) What are the structural components of it? Point them out

Практичні завдання:

Ex. 1. Read and discuss the texts with the help of topical words. Write out the unknown words.

Active words and phrases:

heading	заголовок
irrelevant	недоречний
draft	чернетка
to include	містити (в собі)
concise	короткий, стислий
essential	необхідний, обов’зковий
courteous	ввічливий, чемний
letterhead	друкований бланк установи
addressee	адресат

range	низка, ряд
to enclose	вкладати (прикладати) до листа
up-to-date	сучасний
p. p. («per procuretionem»)	за дорученням, від чийогось імені
enc. («enclosure»)	додаток, вкладення
to cancel	скасувати, анулювати
quality	якість
commodity	товар
on the average	в середньому
to reduce	зменшувати
concession	поступка
letter of intent	лист-зобов'язання
execution	виконання
exclusive right	виключне право

«Golden Rules» for Writing Business Letters

1. Give your letter a heading if it helps the reader to see at a glance what you are writing about.
2. Decide what you are going to say before you start to write.
3. Use short sentences.
4. Put each separate idea in a separate paragraph.
5. Use short words that everyone can understand.
6. Think about your reader. Your reader ...

... must be able to see exactly what you mean: your letters should be CLEAR;

... must be given all necessary information: your letters should be COMPLETE;

... is a busy person with no time to waste: your letters should be CONCISE;

... must be addressed to in a polite tone: your letters should be COURTEOUS;

... may get a bad impression if there are mistakes in grammar: your letters should be CORRECT.

Seven Steps in Planning a Business Letter

1. Write down your aim: Why are you writing this letter?

2. Assemble all the relevant information and documents.

3. Arrange the points in order of importance. Make rough notes.

4. Write an outline and check it through, considering these questions:

A) Have you left any important points out?

B) Can the order of presentation be made clear?

C) Have you included anything that is not relevant?

5. Write a first draft, leaving space for additions and changes.

6. Revise your first draft by considering these questions:

Information:

A) Does it cover all the essential points?

B) Is it correct, relevant and complete?

English:

C) Are the grammar, spelling and punctuation correct?

Style:

D) Does it look attractive?

E) Does it sound natural and sincere?

F) Is it the kind of letter you would like to receive yourself?

G) Is it clear, concise and courteous?

H) Will it give the right impression?

7. Write, type or dictate your final version.

Ex. 2. Look through the structure of a business letter

Structure of the Letter

1. Sender's address/Date.
2. Inside address (receiver’s address).
3. Attention line.
4. Salutation.
5. Body of the letter.
6. Complimentary close.
7. Signature.

Ex. 3. Analyze the following letter according to its structural points.

GIMBEL & CO Ltd 21 High Street, Blackheath, London SE3B 5HY Tel: 01-564-8843	*The address of the firm sending the letter (the letterhead) is often printed on the paper*
7th May 2002	*The date*
M. Lawson Esq, Manager, Filbury & Johns, 20 Shaftsbury Avenue, London W1A 4WW	*The name, position, firm and address of the addressee*
Our ref: DM/SK	*The reference (the initials of the person writing the letter and the person who types it)*
Dear Mr. Lawson, Thank you for your letter of 4th May inquiring about our range of office equipment.	*The first paragraph says why are you writing*
I enclose an up-to-date price list and our latest catalogue which I hope includes something of interest to you. You will notice that we offer very favourable terms of payment.	*The second paragraph says what you want or what you are doing (the real reason for writing the letter)*
I look forward to hearing from you again.	*The final paragraph is a polite ending*
Yours sincerely	*You write «Yours sincerely», if you know the name of the addressee and «Yours faithfully» if you don't*
David Eipley	*The signature*

Sales Manager	*The person writing the letter* *His position in the firm*
Encs	*Here the enclosures are the catalogue and price list*

Ex. 4. Use the given phrases in the business letter of your own.

Opening Phrases:

1. Dear Madam	- Шановна пані
2. Dear Sir	- Шановний добродію
3. Dear Mister Malforn	- Шановний пане Малфорн
4. Dear Sirs	- Шановні панове
5. We have received your letter of...	- Ми отримали Вашого листа від ...
6. We thank you for your letter of...	- Дякуємо за лист від ...
7. We have the pleasure to inform you	- Ми раді повідомити Вас
8. In reply to your letter of…	- У відповідь на ваш лист від...
9. To inform you…	- Повідомляємо вас…
10. We apologize for the delay in answering your letter	- Просимо пробачення за затримку з відповіддю на ваш лист.

Linking Phrases:

1. There is no doubt that…	- Безперечно…
2. It is necessary to note…	- Необхідно відзначити, що…
3. We'd like to draw your attention to the fact...	- Звертаємо вашу увагу на той факт...
4. Considering the above said…	- Беручи до уваги сказане…
5. In this connection…	- У цьому зв 'язку…
6. In connection with your request…	- У зв'язку з вашим проханням…
7. Otherwise we shall have…	- У противному разі ми будемо змушені…

8. As regards your request…	- Щодо вашого прохання…
9. Up till now we have received no reply.	- Дотепер ми не отримали відповіді.
10. In case of delay…	- У випадку затримки…
11. In case of your refusal…	- У випадку вашої відмови…
12. In case you fail to make payments…	- У випадку несплати…

Closing Phrases:

1. We are looking forward to receiving your consent/approval/confirmation.	- Чекаємо вашої згоди/схвалення/підтвердження.
2. Your prompt execution of our order would be appreciated.	- Будемо вам вдячні за швидке виконання нашого замовлення.
3. We wish to maintain cooperation with you.	- Сподіваємося підтримувати співробітництво.
4. Your early reply will be appreciated.	- Будемо вам вдячні за швидку відповідь.
5. We are looking forward to hearing from you.	- Сподіваємося отримати від Вас відповідь найближчим часом.
6. If we can be of any assistance, please do not hesitate to contact us.	- Просимо звертатися до нас, якщо ви потребуєте допомоги.
7. Yours faithfully/ sincerely	- З повагою

Ex. 5. Read and discuss the structure of the following letter according to the given statements and rules.

D. Clark, 5th March 2001

Sales Manager,

Priston & Co Ltd, 28

Kolas Court,

North Middletown,

NJ 07734 USA

Our ref: MP/NK

Dear Mr. Clark,

Thank you for your offer of 3rd March.

We are favourably impressed by the quality of your commodity, but feel that the price is rather high. The prices quoted by other suppliers are, on the average, 10% lower. However, in view of the high quality of your commodity, we are ready to make a deal with you if you re-examine your prices. If you reduce your price by 5% we will place an order for some 10.000 items. We trust that in view of the size of the order you will see your way of making this concession.

Your early reply will be appreciated.

Yours sincerely,

Mike Parson

Sales Manager

Ex. 6. Answer the questions:

- Who is sending the letter?
- Who is receiving it?
- What is the opening phrase?
- The company is ready to purchase the commodity, isn't it?
- What is its requirement?
- What quantity is it ready to buy?
- Do you think it is worth to make this concession?
- What is the closing phrase?

Ex. 7. Translate into English.

1. Ми отримали вашого листа від 13 вересня 2002.
2. Дякуємо за лист-зобов'язання від 1 березня.
3. Я надсилаю вам цей лист з проханням надіслати каталог вашої продукції.
4. Ми готові співпрацювати з вами.
5. Ми хочемо закупити таку продукцію.
6. Компанія має виключне право на виготовлення цих товарів.

Ex. 8. Analyze the structure and the content of the inquiry letter as one of the business letter samples.

Active words and phrases:

clothing	одяг
catalogue (Am. catalog)	каталог
suitable	підхожий
quotation	розцінки, прайс-лист
to require	вимагати
supply	*екон. термін.* пропозиція
demand	*екон. термін.* попит
to supply	постачати
payment	оплата
Letter of Credit (L/C)	акредитив
early reply	швидка відповідь
quantity	кількість

HOWARD & PRATT

Ladies' Clothing 306,3d Avenue Chicago, Ill 60602 USA

Oct. 21, 2000

JACKSON & MILES

118 Regent Street London WIC 37D UK

Gentlemen:

We saw a collection of women's dresses in your October catalogue. The lines you showed would be most suitable for our market. Would you kindly send us your quotation for clothing that you could supply to us by the end of November? We would require 1,000 dresses in each of the sizes 10-14, and 500 in sizes 8 and 16.

We propose the payment made by Letter of Credit. Thank you for an early reply.

Very truly yours,

P. PRATT, Jr (P. Pratt) Buyers

Ex. 9. Answer the questions:

1. What do the Buyers ask for in their enquiry letter?

2. What quantities of goods do they require?
3. What terms of payment do the Buyers propose?

Ex. 10. Fill in the missing pronouns: somebody, anybody, nobody, everybody, anything, something, nothing, everything.

1. The question is not difficult and … can answer it. 2. … called yesterday but he left no message. 3. Can … help me? 4. It is too late. I think there is … in the office now. 5. There is … interesting in this letter. 6. Is there ... here who knows English? 7. You must find … who can offer it to you. 8. … knew the time of briefing. 9. Please, write to us if you want to order … else. 10. There is … in the office. I don't know him. 11. Please, tell us … about your obligations. 12. Is there … you want to offer me? 13. We have … new in our catalogue. 14. There is … interesting in this offer.

Ex. 11. Study new business proverbs:

- A man is known by the company he keeps.
- Failing to plan is planning to fail.
- From those to whom much is given, much is expected.
- If ifs and ands were pots and pans there'd be no work for tinkers.
- Money can't buy everything, but everything needs money.
- Never let the right hand know what the left hand is doing.
- Not until just before dawn do people sleep best; not until people get old do they become wise.

Завдання до самостійної роботи:

1. Prepare for a vocabulary dictation.

2. Write and analyse one of the business letters in accordance with the basic requirements for writing them (structure, content, style, grammar and spelling).

Рекомендована література:

1. Буданов С. І., Борисова А. О. Business English. Ділова англійська мова. 3-е вид. Харків: Торсінг, 2011. 288 с.

Практичне заняття №11

Тема 5. Ділове листування

Стислий зміст: Види ділових листів

Мета практичного заняття: розглянути та запам'ятати основні різновиди і особливості ділових листів.

Задачі практичного заняття:

– розглянути види і завдання ділових листів;

– розглянути особливості композиції ділових листів різних видів.

Питання до обговорення:

1) What types of business letters do you know?

2) What two types of letters are used most often?

3) What is the purpose of an offer?

4) What information do the offers usually include?

5) What are the types of the quotation?

6) What phrases would you use to open a free offer?

7) How do a free and a firm offers differ from each other?

Практичні завдання:

Ex. 1. Read and translate the texts with the help of topical words.

Active words and phrases:

firm offer	тверда пропозиція
we are pleased	ми раді
regarding	що стосується/стосовно
with regard to	відносно
size	розмір
to require	вимагати
nearly	майже
quantity	кількість
obtainable	доступний
subject to	за умови, що...
to deliver	доставляти

to receive	отримувати
to prefer	надавати перевагу
air freight	повітряне перевезення
kind	рід, вид, різновид
shipment	відвантаження
to charge	призначати ціну
cost	вартість, витрати
at extra cost	за додаткову оплату

The Types of Business Letters

There are different kinds of business letters, used for different purposes. They are divided into two types: the business to business type and the business to client type.

Business-to-business types are intended for company to company communication.

Examples are:

1. Appreciation letter – a letter of gratitude and appreciation for help extended, or a good business deal.

2. Thank you – is a letter of gratitude.

3. Congratulations – is a letter that praises the recipient for a job well done.

4. Letter of recognition – a written statement of recognized efforts similar to an appreciation letter.

5. Letter of reference – is a character reference letter. It is a letter building up the character of a person to be accepted in a job.

6. Recommendation – is an endorsement letter to hire a certain person.

7. Sympathy letter – is a letter of condolences to a person or family.

8. Invitation letter – is a letter persuading a person or a company to join an event or an occasion.

9. Letter of credit – is a way of endorsing a certain business to be considered a credit loan.

10. Letter of interest – a reply to an invitation that confirms presence on the

event/occasion.

11. Business memorandum – notices that are distributed to the staff. They are reminders of company activities, or imminent changes in the company.

12. Business introduction – is done to introduce a new business to the readers.

13. Business letter – a letter that talks about the plans for the business.

14. Donation letter – a letter asking for donations.

15. Termination letter – more popularly known as a resignation letter. It signifies one's desire to leave a job permanently.

Business-to-Client letters are:

1. Welcome letter – welcomes the client and thanks him for choosing the company.

2. Letter of appreciation – thanks the client for having business with the company.

3. Apology letter – asks the client for reconsideration, and apologizes for failing to deliver.

4. Collection letter – notices outstanding payments due.

5. Invoice letter – this is asking the clients to state the invoice number of their transactions.

6. Letter of invitation – invites a client to join a certain gathering.

7. Marketing letter – is stating the newest products that the company will provide soon or is presently providing.

8. Rejection letter – is stating the rejection of the client's request.

Business letters are more formal in writing. Follow the formats strictly. Be concise, clear and direct to the point.

An Offer. Kinds of Offers

An offer (a quotation) is a statement by the Sellers usually in written form expressing their wish to sell the goods. Offers as a rule include the following information:

1. the description of the goods offered (their quality, quantity);
2. detailed prices, discounts and terms of payment;
3. the date or the time and place of delivery.

There are two kinds of offers.

A free offer is made when Seller offers goods to regular customers without waiting for an inquiry and sends quotation to those who may be interested in the goods. These offers were formerly called offers without obligation. There must be an indication in such an offer that it is made subject to the goods being available when the order is received. The opening phrases in free offers may be: «We think you will be interested in our quotation for the goods» or «We have pleasure in enclosing our latest catalogue (or the price-list of our products)».

A firm offer is a promise to supply goods on the terms stated (i.e. at a stated price and within a stated period of time). This promise may be expressed in a letter in the following words: «We make you a firm offer for delivery by the middle of May at the price quoted» or in some other words like: «The offer is subject to acceptance within fourteen days», or «The offer is open for acceptance until the fifteenth of January».

The Sellers making a firm offer have the right to withdraw it at any time before it has been accepted. In practice, however, no seller will risk his reputation by withdrawing his offer before the stated time.

Ex. 2. Read one of the examples of a business letter. State to what type it belongs to.

JACKSON & MILES
118 Regent Street London WIC 37D UK
Oct. 28, 2000

HOWARD & PRATT
Ladies' Clothing 306, 3d Avenue
Chicago, 111. 60602 USA
Dear Sirs,
We are pleased to make you a firm offer regarding our products in the size you require. Nearly all the models are obtainable and can be delivered to you by the end of November. All other models of dresses can be supplied by the middle of December 2000, subject to our receiving your order by 15th of November. If you prefer the goods

to be shipped by air freight, this kind of shipment will be charged extra at cost.

Yours faithfully, D. A. Leary
Manager
Export Department Sellers

Ex. 3. Answer the questions.

1. When can the Sellers deliver the goods to the Buyers?
2. When can the Sellers supply all other models of dresses?
3. What is charged extra at cost?

Ex. 4. Write the offer of your own using the given phrases and expressions.

Expressions used in inquiries for catalogues, brochures, etc. and in answers to such enquiries:

We shall be obliged if you will send us your latest catalogues, brochures or any other publications.	Ми будемо зобов'язані, якщо Ви надішлете нам останні каталоги, брошури або будь-які інші публікації.
We are pleased to enclose our latest catalogue illustrating our range of products, which we trust you will find useful.	Ми раді додати наш останній каталог, який ілюструє асортимент наших виробів, які, на нашу думку, Вас зацікавлять.
As soon as the catalogues are available, we will send you some copies.	Як тільки-но каталоги будуть в наявності, ми надішлемо Вам декілька копій.
We regret to advise you that our catalogue is out of print.	На жаль, ми повідомляємо Вам, що весь тираж нашого каталогу розійшовся.
We are interested in ... advertised by you in this catalogue.	Мі зацікавлені…, який Ви рекламуєте в цьому каталозі.
If you require further copies of this catalogue, please do not hesitate to write to us.	Якщо Вам потрібні ще копії цього каталогу, будь-ласка, повідомте нам.
The goods to which you refer are not in	Товарів, на які Ви посилаєтесь, немає в

stock and therefore no catalogues are available as yet.	наявності, і тому каталогів ще нема.
We enclose for your information our brochure and leaflet that we trust you will find useful.	Ми додаємо для Вашої інформації брошуру та рекламний листок, які, на нашу думку, Ви знайдете корисними.
We have been informed by... that you are manufacturers and exporters of...	Ми були проінформовані…, що Ви – виробники та експортери…
We have seen your advertisement in...	Ми бачили Вашу рекламу в…
We refer to your advertisement in...	Ми посилаємося на Вашу рекламу в…
We shall be glad to answer any additional questions you may ask.	Ми будемо раді відповісти на будь-які додаткові питання, які Ви можете поставити.

Ex. 5. Exercise your grammar. Fill in the missing pronouns: much, many, little, few, a little, a few.

1. Will it take … time to answer this letter? 2. We give the customers … catalogues of our products. 3. We had … time, so we couldn't prepare the goods for shipping. 4. Your order will receive … attention. 5. I like it here. Let's stay here … longer. 6. She wrote us … letters from abroad. 7. There was … sugar in the bowl, and we had to put … sugar there. 8. I know French … and I can help you with the translation of this text. 9. Thank you very …! 10. I want to say … words about my traveling. 11. Please don't ask me … questions. 12. How … money have you got? 13. We usually spend … money on advertising. 14. … in this work was too difficult for me. 15. There were … new orders and we spent … time executing them.

Ex. 6. Study new business proverbs:

- Nothing succeeds like success.
- Our greatest glory is not in never falling but in rising every time we fall.
- Power tends to corrupt; absolute power corrupts absolutely.
- Rome was not built in a day.
- Seize opportunity by the beard, for it is bald behind.
- Sell a man a fish, he eats for a day, teach a man how to fish, you ruin a

wonderful business opportunity.

- Teachers open the door. You enter by yourself.

Завдання до самостійної роботи:

1. Prepare a report on the topic: «Major types of business letters».
2. Write two business letters on a random topic.

Рекомендована література:

1. Буданов С. І., Борисова А. О. Business English. Ділова англійська мова. 3-е вид. Харків: Торсінг, 2011. 288 с.

Практичне заняття №12

Тема 6. Підготовка та проведення презентацій

Стислий зміст: Підготовка до проведення презентації

Мета практичного заняття: навчитися готувати матеріали до презентації відповідно до цілей, структури та вимог.

Задачі практичного заняття:

– навчитися готувати матеріали до презентації відповідно до цілей, структури та вимог.

Питання до обговорення:

1) What do you think when you hear the word «presentation»?

2) Do you like making presentations? Why / Why not?

3) What's the best presentation you have ever heard?

4) How can you stop being nervous about a presentation?

5) What do you think of PowerPoint? Are you good at using it?

6) Is it better to give a presentation to five people or thirty? Why?

7) Do you like listening to presentations?

8) What kind of slides are best – those with pictures or those with words?

9) Whose presentation would you like to see (anyone in the world)? Why?

10) Do you think giving presentations makes you more confident?

Практичні завдання:

Active words and phrases:

accept	приймати; погоджуватися
achieve an objective	досягати мети
adage	афоризм; прислів'я
attention grabber	те, що привертає увагу
bullet points	найважливіші пункти; ключові моменти
communication medium	засіб комунікації
conclusion	висновок
emphasis	акцент

enable	надавати можливість
feedback	зворотна реакція
graph	графік; діаграма
impact	вплив
improve	поліпшувати
introduction	вступ
issue	питання; проблема
key	головний
make sure	упевнюватися
oppose	заперечувати
persuade	переконувати
priority	пріоритет
refuse	відмовляти(-ся)
rehearse	репетирувати; повторювати
retention	запам’ятовування
roughly	приблизно
solution	вирішення
study	дослідження
summarize	підбивати підсумки
supply	запас; постачання
table	таблиця
to tend	мати тенденцію
timing	таймінг; розрахунок часу
visual aids	наочні засоби

Ex. 1. Watch the video «How to create an effective presentation»: https://youtu.be/AXYxManvI8E?si=6C-E6MWGy0sQ52YJ. Note down the tips mentioned in the video.

Ex. 2. Match the elements of a presentation with the part of the presentation they belong in.

The parts of a presentation are: *beginning, announcement, body, conclusion.*

The elements of a presentation are:

• Greet the audience

• Introduce yourself

• Introduce your topic

• Outline what you will cover

• Use visual aids.

• Cover the content of your topic.

• Recap what you stated you would talk about

• Give a brief conclusion

• Thank your audience for listening.

• Ask if there are any questions or comments.

Ex. 3. Watch the video «How to prepare for the presentation»: https://youtu.be/bXQQ-3keJDg?si=AbtucWpqMq80Y4kz. Note down all the tips mentioned.

Ex. 4. You're going to give a 2-minute presentation (elevator pitch).

Make notes on: the main idea, supporting ideas and impressive language. You have 2-3 minutes to prepare your presentations in pairs. When you're ready, join together to make groups of four. Each member gives their presentation. Other members of the group make notes and give constructive feedback.

Language to use

Starting The thing about… is… What I find most interesting about…is…	**Abbreviating** In a nutshell, To cut a long story short…
Sequencers First of all, To begin with, First and foremost, Secondly, Finally, Last but not least, And to top it all off,	**Addition** What's more, On top of that, Besides that, Apart from that, Another thing to consider is… We shouldn't forget that… It's also worth bearing in mind that…
Adding Emphasis (I don't agree with him) at all.	**Fillers** You know?

Without a shadow of a doubt. By far the best/worst/biggest etc. is… The park near my house is especially/particularly beautiful	So, I mean, In other words How can I put this?
Contrast/Comparison On the one hand, on the other hand, But actually… But in actual fact… However Whereas/while	**Conclusion** So to sum up, So in summary, So to wrap up, So as I was saying, All in all,

Topics

Tourism in your city	How we can save the planet	Modern cinema	The worst thing about being a teenager	The best thing about being a teenager
The most important invention ever	Ways to live a healthier life	Consumerism	The most useful thing you own	The world in 20 years' time
The importance of fashion nowadays	Different pressures that girls and boys face	Sexism in the media	The ideal holiday	The most useful subjects at school
Modern music	The best thing to study at uni	Online dating	The effect the internet is having on society	The best way to study for exams
The best place to go on a first date	The perfect weekend	Smartphone addiction	Zoos and pets	Differences between your life and your parents

Ex. 5. Choose one of the above topics and prepare an oral mini-presentation of your own (up to 2-3 minutes).

Завдання до самостійної роботи:

1. Prepare a report on the topic: «Major principles of preparation of presentation».

Рекомендована література:

1. Буданов С. І., Борисова А. О. Business English. Ділова англійська мова. 3-е вид. Харків: Торсінг, 2011. 288 с.

Практичне заняття №13

Тема 6. Підготовка та проведення презентацій

Стислий зміст: Проведення презентації для великої аудиторії

Мета практичного заняття: навчитися готувати матеріали до презентації відповідно до цілей, структури та вимог, а також проводити презентації для великої аудиторії.

Задачі практичного заняття:

– навчитися ефективно проводити презентацію з урахуванням специфіки та розміру вашої аудиторії.

Практичні завдання:

Ex. 1. Read the text and answer the questions.

Giving Effective Presentations

There are three essential pieces of information that can make your presentation fly: use visual aids where you can; rehearse, rehearse, rehearse; the audience will only remember three messages.

Professor Albert Mehrabian did a lot of research into how we take in information during a presentation. He conducted that 55 per cent of the information we take in is visual and only seven per cent is text. There are some important conclusions that we can take in from this information:

- Use visuals (pictures, graphs, tables) whenever you can.
- In a speech, you are only using 38 per cent of the communication medium.
- Ditch the bullet points.

In a Study at the Wharton Research Centre it was shown that using visual slides had a dramatic effect on message retention. The old adage that «a picture is worth a thousand words» is as true today as it has always been. By using visuals in your presentation, you can expect roughly to double the chance of achieving your objectives. Moreover, if you are trying to make a sales presentation or a job interview presentation, this piece of advice can have a major impact on your bank balance.

There is no end of people who spend hours pouring over their bullet points but fail to rehearse properly for the presentation. The old proverb says: «If you fail to

prepare, you are prepared to fail». Rehearse your presentation and it will get better. You should rehearse at least four times, and if you can get word perfect so much the better. Make sure that one of your rehearsals is in front of a really scary audience – family, friends, partners, colleagues, or children. They will tell you quite plainly, where you are going wrong – as well as providing you with support that you need. If you have to give a presentation in a short period of time, then try to practise your presentation against the clock. This is particularly true with something like the five-minute job presentation. You can add in parts from the script or take them out to fit the time. Allow extra time in your presentation for questions and watch out for nerves – this could mean that you talk faster on the day. In the actual presentation, you could take in a clock or take off your wristwatch and put it on the podium. This way you can see how the timing can develop. A very simple trick that can help you with your performance is to video or record yourself. This will give you some immediate feedback and will enable you to fine-tune your performance.

The audience are likely to remember only three things from your presentation. The rule of three is one of the oldest in the book – Aristotle wrote about it in his book Rhetoric. Put simply it is that people tend to remember three things easily. Therefore, before you start writing your presentation, plan what your three key messages will be. Once you have these messages, structure the main part of your speech around these three main themes and look at how they could be better illustrated. There are three parts of your presentation: the beginning, the middle and the end. Start to plan what you will do in these parts. The beginning is ideal for an attention grabber or for an icebreaker. The end is great to wrap things up or to end with a grand finale. Lists of three have been used from early times up to the present day. They are particularly used by politicians and advertisers who know the value of using this rule to sell their ideas. There are many examples:

- «Veni, Vidi, Vici» (I came, I saw, I conquered) – Julius Caesar.
- «Friends, Romans, Countrymen lend me your ears» – William Shakespeare.
- «Our priorities are Education, Education, Education» – Tony Blair.

If you have four points to get across – cut one out. The audience will not

remember it anyway. In presentations, less really is more. No one ever complained of a presentation being too short.

Answer the following question:

1. What essential information that can make a presentation fly was stated in the text?
2. What researcher was mentioned in the text?
3. What results does the study at the Wharton Research Centre have?
4. What proverbs can you find in the text?
5. How many times is it necessary to rehearse a presentation?
6. Why is it so important to rehearse in front of a really scary audience?
7. What pieces of advice concerning timing do you remember?
8. Who was the first to write about the rule of three?
9. What parts should a presentation consist of?

Ex. 2. Complete the sentences using the text.

1. There are three essential pieces of information that can make your presentation fly … .
2. Professor Albert Mehrabian did a lot of research into … .
3. If you fail to prepare … .
4. A very simple trick that can help you with your performance … .
5. If you have four points to get across … .
6. There are three parts of your presentation … .
7. By using visuals in you presentation you can … .
8. Make sure that one of your rehearsals is … .
9. Notes on presentation making.

Ex. 3. Watch the video «How to deliver effective presentation»: https://youtu.be/0QzhQwHqtXY?si=Wed8-xD8_cYmMfsa. Note down all the tips.

Ex. 4. Look at the situations when something goes wrong with your presentation. Brainstorm the solutions.

1. You plan to show a presentation you created on Prezi. When you get to class and are about to present, the Wi-Fi goes down. You can't get to the website to view

your presentation, so you can't give your presentation. What could you have done differently? What can you do now?

2. You are in the middle of your presentation and you drop your cue cards. The cards scatter everywhere. It takes you a few minutes to put them back in the right order and you end up flustered. What could you have done differently to avoid the delay?

3. While presenting, you realize that your audience is bored. What can you do to get their attention back?

4. You are about to start your presentation but you can't figure out how to get your slides to work. You experimented with some fancy looking animations and transitions, but now you can't get any of it to work. What could you have done differently to avoid this last minute confusion?

Ex. 5. Watch the presentation «7 steps to your dream»: https://youtu.be/LywGegMP2x8?si=tLABzv2A6lDTQ7B6. How would you evaluate this presentation?

Ex. 6. Prepare a presentation on a topic of your own choice. For example: any famous company; a project you have been involved in recently; new developments in any field.

Useful expressions:

- In my presentation, I will be proposing…
- The subject / topic of this presentation is …
- In my presentation today I am going to explain …
- I will be developing three main points. First, I will give you … Second … Lastly…
- My presentation will be in two main parts. In the first part I will … and then I will …
- Firstly I would like to … Secondly, we can … I will finish with …
- Conclusion. Useful expressions:
- That brings me to the end of my presentation.
- That completes my presentation.
- Before I stop / finish, let me just say …

- That covers all I wanted to say today.
- Let me just run over the key points again.
- I will briefly summarize the main issues.
- Briefly …
- As you can see, there are some very good reasons …
- In conclusion …
- I would like to leave you with the following thought/idea.

Завдання до самостійної роботи:

1. Prepare a presentation on one of the topics from Exercise 4 in plan for PC №12.

Рекомендована література:

1. Буданов С. І., Борисова А. О. Business English. Ділова англійська мова. 3-е вид. Харків: Торсінг, 2011. 288 с.

Практичне заняття №14-15

Тема 7. Підготовка та проведення ділових зустрічей

Стислий зміст: Вміння організовувати і проводити ділові зустрічі, координувати їхній хід

Мета практичного заняття: засвоїти особливості передачі англійських артиклів, фразеологізмів та слів-реалій у перекладі.

Задачі практичного заняття:

– розглянути шляхи передачі артиклів українською мовою;

– розглянути особливості перекладу усталених словосполучень та фразеологізмів;

– розглянути приклади слів-реалій, і варіанти їх передачі українською та англійською.

Питання до обговорення:

1) How do you understand the expression «business meeting»?

2) In your opinion, what are the rules to follow in order to conduct a successful and effective business meeting (or, any meeting in general)?

3) What is the main aim of a business meeting?

4) What are the main stages of a business meeting?

5) What are the types of meetings?

6) As a moderator, how would you open and close the meeting?

Практичні завдання:

Ex. 1. Study the following information.

Meetings – Types

засідання (збори, нарада) – meeting; session; sitting:

позачергове – special (extraordinary)

річне – annual

ділове – professional

щоденне – daily

завершальне (підсумкове) – final

закрите – private (closed, secret); in camera

інструктивне – briefing

наукове – scientific

неофіційне – informal

загальне – general

об’єднане – associated (joined)

відкрите – open (public)

офіційне – official (formal)

чергове – regular

пленарне – plenary

підготовче – preparatory

робоче – business

секційне – section

урочисте – grand, formal, ceremonial

спеціальне – special

присвячено пом’яті – commemorative session

поміж сесіями – meeting between sessions

на рівних правах – round table meeting

через конкретний випадок – ad hoc meeting

з представленням стендових докладів – poster session

характер (загальний напрямок роботи) зборів – format of a session

розпочинати/закривати збори – to begin/to close a session

відмовитись від участі в зборах – to refuse (to decline) to take part in a session

скасувати збори – to cancel (to eliminate, to call off) a session

перенести (відкласти) збори – to adjourn (to postpone, to suspend) a session

присвятити збори питанням – to devote a session to some problem

відвідувати збори – to attend sessions

запрошувати учасників на збори – to invite participants to a session

проводити збори – to hold (to run) a session

проводити одночасно декілька зборів – to hold overlapping sessions

запропонувати відкласти (перенести) збори – to move (to propose) the

adjournment (postponement) of a session

вести збори – to direct (to govern) the procedure at a meeting

скликати збір – to summon (to call, to convene) a session

ставити питання (на збірці) – to bring up (to raise) some matter (at a session)

брати участь в збірці – to attend up (to participate in, to take part in) a session

засідати: – to meet; to sit; to be (to sit) in conference; to be in session:

без перерви періодично по к.-л. питанню постійно – without abreak periodically on some problem at regular intervals

колоквіум пленум – colloquium (pl -a) plenum; plenary session

робоча група – working group

секція – section

семінар – seminar; study group

семінар по спеціальному питанню – workshop

сесія – session; meeting; sitting

Ex 1. Translate the following sentences, using the vocabulary above:

1. The president opened the session welcoming those present.

2. The session lasted without a break from 9:00 a. m. to 11 a. m.

3. The final plenary session took place on 1 July and was as usual a closed session.

4. The official ceremony was held on Monday, 24 June, 10 a. m.

5. A decision was taken to eliminate a session of the executive council so that the final plenary session could take place on the Saturday afternoon.

6. The public session of the COSPAR plenary meeting was devoted to the presentation of statements by the invited organizations.

7. The plenary applauded Prof. D.’s statement.

8. The plenary session approved the changes in membership of the working groups.

9. Eleven members attended the meeting of the panel.

10. The third general assembly of … was held in Varna from 4 to April … .

11. The regular Committee meeting included session of the executive council and

business meetings of the working groups.

12. At 2 p. m. the fist plenary session was adjourned until 4 p. m.

13. The president opened the first business meeting at 2.40 p. m.

14. Workshop and seminar on space applications were held in … .

15. The poster sessions will constitute the usual short communications of recent research data.

16. Before each session a meeting will be held so that the session Chairman can discuss the management of the session with the authors.

17. The conference programme provided for general discussion sessions.

18. The conference programme has been arranged to allow the maximum time to be available for discussion.

19. A meeting of panelists and chairmen prior to the session for general coordination is generally prerequisite for the success of the section work.

20. The authors, panelists, session chairmen and vice-chairmen of each day's sessions will meet at 7.15 a. m. for breakfast, to become better acquainted and to discuss session arrangements.

21. Contributed papers will be presented in poster session format only.

22. The poster sessions will be held at the hotel and are scheduled as follows: ..

Meeting Agenda

порядок дня – agenda:

перенавантажений – overcrowded

напередодні, заздалегідь – provisional (tentative)

прийнята – approved

засідання – for a session

наступна… – is as follows…

без змін – as it stands

проект порядку денного – draft of the agenda

пункт (питання) порядку денного – item (point) of the agenda (agenda item)

розгляд порядку денного – the examination (consideration) of the agenda

включити в порядок денний – to include (to incorporate) in the agenda

затвердити – to approve

завернути (відмовити в порядку денному) – to reject

запропонувати – to propose

прийняти (затвердити) – to adopt

роздати – to circulate

розглянути – to consider

скласти – to draw up

встановити – to fix

переходити до порядку денного – to proceed to the agenda

розподіл пунктів порядку денного – to schedule agenda items

зняти питання з порядку денного – to remove (to cross out) a point from the agenda

стояти (дотримуватись) порядку денного – to appear (to be) on the agenda

різне (в порядку денному) – other business; miscellanea; miscellaneous

Ex 2. Translate the following sentences, using the vocabulary above:

1. The chairman proposed a seven point (item) agenda for the meeting.

2. The nine items of the agenda for the plenary session were approved.

3. During the meeting statements were heard on various agenda items.

4. One of the important items on the agenda is the snternational geological cooperation programme.

5. Another important item to be considered by the plenary is the location and dates for the next conference.

DISCUSSIONS

Question – питання/проблема

to ask a question – ставити запитання

to answer (to respond to) a question – відповісти на питання

Urgent – невідкладний

under discussion – розглянути питання

in question – своєчасний

to comment on – коментувати

Discussion:

неофіційна – informal

грунтовна – detailed

загальна – general

жвавість – lively

to discuss – обговорювати

to reject – відхилити

to raise – підняти

to clarify – роз'яснювати

to consider – розглядати

to solve – вирішити

Vocabulary Notes

плідна – fruitful;

надати час і місце для неофіційної дискусії – to provide time and space for informal discussion;

дискусія у вузькому колі з широкого кола дискусія з питань фахівців (з певного питання) – private wide-ranging panel discussion;

особа, що підтримує хід дискусії – animator of a discussion;

предмет дискусії результат – subject of a discussion outcome;

мета дискусії – purpose (aim) of a discussion;

викликати – to provoke;

закрити – to close;

направляти – to direct;

почати (відкрити) – to initiate (to open); дискусію – a discussion;

відкласти – to postpone (to adjourn);

призупинити – to suspend;

перервати – to interrupt;

проводити – to hold.

оголосити дискусію відкритої to declare the discussion open;

відводити час на дискусію – to allow time for discussion;

приступити до дискусії – to proceed to (to take up , to come to) a discussion;

думка: – opinion:

особлива – dissenting;

обмін думками – exchange of opinions;

висловити свою думку – to voice one’s opinion;

розділити чию-небудь думку – to share smb's opinion;

на мою думку – in my opinion;

мотивування – motivation;

мотивувати – to motivate;

внести (висунути) – to make (to propose , to move , to bring forward)

відхилити – to reject;

пропозиція – motion;

прийняти – to adopt (to carry);

поставити пропозицію на голосування – to put the motion to vote;

дебати – debate;

тема дебатів – subject of a debate;

відновити дебати – to resume a debate;

припинити дебати. – to close the;

регламент – time – limit;

порушити регламент – to break;

дотримуватися регламенту – to keep to (within) the time – limit;

встановити регламент -to set up (to fix);

тема: – subject; topic:

основна – basic;

тема (предмет) дискусії – subject (topic) of the discussion;

точка зору: – poim of view; viewpoint; vjews:

особиста – personal;

висловлювати точку зору – to give one's point of view;

Expressions used during the meeting:

Я вважаю, що... – I believe that....

Треба сказати, що... – I must say that...

У мене є (все) підстави – I have (every good) reason to

вважати, що... – believe that...

Чи вважаєте ви, що...? – Do you consider that...?

Яка ваша думка про...? – What is your opinion on...?

по-моєму – in my opinion...; as to me...; as for me...; to my mind; I think...

Що, на вашу думку, є причиною...? – What in your opinion i is the reason for...?

Я дотримуюся тієї ж думки – I hold (am of) the same opinion;

Я міг би прокоментувати це питання. – I could comment on the question.

Не могли б ви сказати , яким чином... – Would you tell us how...

(абсолютно) правильно – that's right; exactly; quite so; quite right; quite true;

Якщо я зрозумів вас правильно... – If i understand you correctly...

Якщо я не помиляюся... If I am not mistaken...

Я правильно я вас зрозумів – Do I understand you correctly; що...? – that...? .

Ви згодні з цим? – Do you agree to that?

Я (абсолютно) згоден з вами – I (quite, fully, entirely) agree with you; I think so too.

Я не згоден. – I don't think so; I don't agree; I disagree.

Я не можу погодитися з вами. – I can't (very well) agree with you.

Я не можу не погодитися з вами. – I can't but agree with you.

Не могли б ви роз'яснити вашу точку зору? – Could you clarify your point of view?

насправді – as a matter of fact;

беручи до уваги – taking into consideration.

Ex. 3. Translate the following sentences, using the vocabulary above:

1. A discussion look place during the meeting and the following was proposed:

2. A number of informal discussions aimed at finding some satisfactory solution to the problem took place in Varna.

3. After a wide – ranging discussion the 15 recommendations were endorsed by

the committee.

4. The programme has been the subject of much discussion.

5. The secretary should not give his personal views at a meeting unless asked to do so by the Chairman.

6. What problems are to be discussed at the Congress?

Ex. 4. Read and translate the following text

A recent study of 19 million meetings found that workers in the U. S. spend an average of two hours a week in pointless meetings. And while that doesn't sound like a lot, the exponential cost of two hours per person per week is massive. Altogether, these pointless meetings cost U. S. companies nearly $400 billion each year. Companies can save a tremendous amount of money and improve their productivity greatly by simply having fewer pointless meetings. And the best way to limit the number of pointless meetings being held is to establish a set of meeting rules that everyone must follow.

10 Rules for Productive and Effective Meetings

If you feel that your company's or team's productivity is being drained by pointless, ineffective meetings, consider establishing these ten meeting rules.

1. Hold meetings only when they're absolutely required. Scheduling a meeting shouldn't be an automatic response to every question or issue. Instead, people should be expected to seriously consider if a meeting is the appropriate format.

2. Only invite people who are truly needed. Instead of inviting everyone to your meeting, only invite those people whose input is absolutely required. A lot of times, people will send meeting invites to an entire distribution list, allow guests to forward the meeting invite to others, or simply add everyone who's in any way involved in a project. The result: massive meetings that are difficult to keep on track, and lists of attendees who have nothing to contribute to or gain from the meeting. The responsibility sits with the meeting organizer to determine exactly who will bring real value and decision-making power to a meeting before sending out invitations.

3. Assign a meeting facilitator. To run effective meetings, someone needs to be facilitating. The facilitator's role is to ensure that the meeting starts and ends on time, covers and sticks to the agenda, and follows all established meeting rules. The key

responsibility of the meeting facilitator is to create an environment where attendees can work together to reach an effective solution or conclusion within the designated time.

That might include things like:

- introducing attendees;
- ensuring everyone is given time to share his/her input;
- cutting off off-topic discussions.

The logical facilitator for any meeting is the person who's organizing the meeting, so if you're sending meeting invites to your coworkers, you should be prepared to act as its facilitator and keep the meeting you scheduled on track so it's productive for all attendees.

4. Set up meeting equipment in advance. If you're hosting your meeting in a conference room, head over to that conference room before your meeting begins to get set up and make sure you have everything you need.

Why is this important? It's not a good use of anyone's time to sit around for 15 minutes watching the meeting organizer struggle to get the projector working.

If another meeting is scheduled just before yours that will prevent you from setting up early, check the meeting room at the end of a workday when it's empty and make sure it has everything you need. You don't want to find out that you needed an adapter for the projector seconds before your meeting begins.

Finally, it's also a good idea to double-check your meeting invite to make sure any remote participants have the details they need to join your meeting, such as dial-in numbers and meeting codes. Check to make sure those details are included in your invitation – and that they're accurate.

5. Share a meeting agenda in advance. Sharing an agenda for your meeting well before the meeting takes place helps attendees see what's going to be expected of them during the meeting. This helps them gather any information they may need in order to participate in the meeting productively. If the people you've invited don't know what they need to prepare for, you run the risk of having to host a follow-up meeting to discuss details you couldn't gather in the first meeting because people didn't know what questions they were going to be asked or what information they would need to provide.

6. Take and share meeting notes. The best team meetings result in a clear, shared understanding of what's needed next, including actionable, assigned tasks. It's the role of the meeting facilitator or assigned notetaker to ensure that all takeaways, actionable items, and decisions are documented and shared with attendees after the meeting. When taking notes in meetings, notetakers should focus on:

Facts (e. g. «Jenna is the creative lead on this project»).

Issues (e. g. «There is too much work to complete by the deadline»).

Decisions (e. g. «We will break this project up into smaller, more manageable chunks»).

Action Plans (e. g. «The project manager and creative lead will determine how to break this project up»).

Questions and Answers (e. g. questions that couldn't be answered during the meeting or answers provided to questions that were asked during the meeting).

7. Give everyone the opportunity to participate. In a typical eight-person team meeting, three people do 70% of the talking. As the meeting facilitator, there are a number of things you can do to encourage a better balance and give everyone a chance to participate. First, you can help people come to the meeting more confident and ready to participate. This can be achieved by sharing key questions you're planning to ask and problems you're hoping to solve *before* the meeting (via a meeting agenda) so people can come to the meeting prepared. Second, during the meeting, it's the role of the facilitator to ensure that the meeting isn't dominated by one or two attendees. This can be done by actively asking less assertive attendees their opinions during the meeting or watching for physical cues that someone is struggling to break into the discussion.

Not everyone is comfortable fighting for the floor, but most will happily speak up if you offer them the opportunity. And if you've shared the meeting agenda in advance and asked attendees to prepare, there's also less of a risk that you're putting them on the spot.

8. Limit discussion times for each agenda item. Meetings should be no longer than an hour, as sixty minutes is generally the longest time people can remain truly engaged. To this end, it's important that your meeting finishes on time.**.** To make sure

you don't run out of time before covering every item on your agenda, it helps to limit the amount of time you'll spend on each topic you need to cover. Consider allocating a specific amount of time to each agenda item. Then, when time's up, move on. If you don't want to bound discussions by set time limits, you should at least make sure to list the most important items higher up on the agenda so they're covered first.

9. Ban unnecessary devices. To make your meetings faster and more effective, ensure team members respect other meeting attendees by actively listening. It's a fact that it's much harder to listen when you're multitasking – checking emails, replying to IMs, or making lunch plans via text messages. If you're meeting in-person, ask attendees to stay off their phones and laptops unless they need them to take meeting notes. When hosting an online meeting, this can be more difficult to control. However, asking all attendees to keep their cameras on can help.

10. Speak slowly and clearly when presenting. When speaking publicly, Carmine Gallo, author of *Talk Like TED*, advises speaking at a rate of 190 words per minute. If you speak much faster, you can end up sounding nervous – as if you're trying to get it over with as soon as possible.

Adopt An Effective Post-Meeting Workflow. One final important part of conducting effective meetings is what you do after the meeting is over. After a meeting, it's im-portant to recap the decisions made in the meeting, share your recap with attendees via email, and assign any tasks to relevant people. Having a written meeting recap gives people something to point to if there are questions down the line about how and why certain decisions were made. Additionally, if you assign people the tasks they're responsible for, you can make sure those tasks are completed (so a follow-up meeting isn't required). If you follow these meeting rules for every meeting you schedule, you'll be doing your part to limit the number of pointless meetings and reduce the waste of unproductive meetings.

Best of all, if you gain a reputation for being someone who runs truly productive meetings, your coworkers will appreciate that you value their time and will make more of an effort to attend your meetings in the future.

Ex. 5. Answer the following questions

1. Enumerate ten golden rules of holding a meeting.

2. What does it mean «to hold a meeting»?

3. What are the positive and negative features of holding a meeting?

Завдання до самостійної роботи:

1. Prepare a report on the topic: «The principles of moderating a business meeting».

2. Write two business letters on a random topic.

Рекомендована література:

1. Буданов С. І., Борисова А. О. Business English. Ділова англійська мова. 3-е вид. Харків: Торсінг, 2011. 288 с.

Практичне заняття №16-17

Тема 8. Підготовка та проведення перемовин

Стислий зміст: Вміння організовувати і проводити перемовини; стежити та координувати їхній процес

Мета практичного заняття: навчитися організовувати та контролювати хід ділових перемовин.

Задачі практичного заняття:

– уточнити поняття перемовин та ділових перемовин;

– розглянути особливості ділових перемовин;

– розглянути основні філософії та стратегії ведення успішних ділових перемовин.

Практичні завдання:

Active words and phrases:

agreement	згода, угода
to alter	змінювати
angle	точка зору
to approach	підходити; починати (переговори)
aspiration	прагнення; велике бажання
to bargain	домовлятися; торгуватися
be willing	бути згодним
committed	відданий
cooperative enterprise	кооперативне підприємство
credibility	надійність; довіра
deal	угода
determined	рішучий
hostility	ворожість
in exchange	в обмін
integrity	цілісність
manager	керівник, директор, менеджер
negotiating table	стіл переговорів

negotiations	перемовини
party	сторона, учасник
reach a deadlock	заходити в глухий кут
regulation	директива; правило; розпорядження
reveal	показувати; відкривати
secure	здобувати; домагатися
skilled	кваліфікований
submit	подавати на розгляд
take into account	брати до уваги
terms	умови
underlying needs	основні потреби
well-disposed	доброзичливий

Ex. 1. Read the short article about negotiating and then put the words from the box to complete the text.

Philosophy, lessons, negotiate, way, customer, price, success, thought, solution, partner, meeting, aspects, children, bank manager, negotiation

Life is negotiation

There is a school of _____which says that many aspects of life involve negotiation. Teachers should negotiate _____with their students.

Parents should negotiate with their _____about their allowances or holidays. Managers should _____new procedures with their staff. In the sense that _____is about achieving a result which both sides can benefit from, or at least live with, then there is some truth in all of this.

In the business context, negotiation has come a long _____from its image of competitive haggling. The interdependence of _____and supplier, _____and client, even one competitor and another means that no individual can afford to take the money and run. The negotiation may be about _____or delivery in the short term but it is also about establishing a relationship for a long term.

This has all led to the _____of the win-win negotiation. Neither side

should lose, or certainly be seen to lose. Critical to the _____of this philosophy is an understanding of the hopes and fears of your _____in negotiation. Only if you can get into his or her shoes you are likely to come up with a _____that is a genuine meeting of minds. So, a negotiation is a special type of a _____in which the parties (usually two) need each other's agreement in order to achieve an effective result.

One of the biggest problems of Business English trainers is to make sense of the competing models of negotiations offered by management gurus. These include both tactical _____and procedural aspects, as shown in the extracts from the following negotiation programs and models.

Ex. 2. Read the following model and match statements from 1-6 to their points (A-F).

1. The negotiating process
2. Styles
3. Pre-Negotiation Planning Steps
4. Effective Communications in Negotiations
5. Using Cost-Price Analysis as a Negotiating Asset
6. Dealing with Conflict Creatively

A

Handling differences and disruptions

Learning to assert yourself

Preventing their problems from becoming your problems

B

How to listen and what to listen for

Communicating without emotion

Watching for non-verbal messages and signals

Overcoming traps, gaps, and barriers

C

How to determine the real costs

Negotiating profits and margins

Getting all of the financial facts

D

Establishing your specific needs

How to sort out your options

Getting all of the facts

Finding out the bottom-line need of the seller

Identifying your «trading cards»

F

Determining the basis for give and take

E

Identifying your negotiating style

Interpreting the styles of others

How styles interact, conflict, or mesh

Ex. 3. Match the statements 1-8 with their meanings (A-G)

1. The negotiation process

2. Planning negotiations

3. The meeting

4. The negotiating team

5. Influencing skills

6. Dealing with conflict

7. The contract

8. Reaching agreement

A - how negotiations develop

B – conflict in the team, conflict with the other side, indirect conflict

C – ensuring implementation, building in contingencies

D – what it should contain, use in negotiation

E – assessing power, framing objectives, defining issues, setting positions

F – setting the climate, presenting your case, getting useful information, controlling movement, using adjournments

G – advantages and possible problems, managing teams effectively

Ex. 4. Decide if the following statements are true (T) or false (F). Give your reasons.

1. Parents should negotiate with their children about school.

2. Negotiation is about achieving a result which both sides can benefit from.

3. A negotiation is a meeting in which the parties do not need each other's agreement in order to achieve an effective result.

4. The negotiation process means setting the climate, presenting your case, getting useful information, controlling movement, using adjournments.

5. Negotiating is a key communication skill for all learners of Business English.

Ex. 5. The negotiation should be based around a problem which can be easily understood and quickly prepared. There are such types of negotiations as: customer-supplier negotiations, wage negotiations, merger / takeover negotiaticns, trade negotiations. You should determine the contexts of them. Match the following terms with their types and put your variants. The following are examples of contexts which provide a platform for negotiating:

1. Buyer-seller. Negotiation over:

2. Employer-employee. Negotiation over terms of employment, including:

3. Licensor-licensee. Negotiation over terms of license, including:

4. Budget allocation. Negotiation over allocation of either company or departmental budget. The company budget negotiation could be based around the competing claims of various departments, including:

A

- marketing (needs more money for advertising and promotion)
- research and development (needs more money for product development)
- raining (needs more money to train up company personnel)
- induction (needs more money for investment in new equipment)
- administration (needs more money for new office equipment)

B

• salary

• additional payments

• holiday entitlement

• additional benefits.

C

• price & discount & delivery & payment terms

D

• financial arrangements

• geographical area

• exclusivity

• term of license

Ex. 6. Read the text. Say what you have learnt from the text about the salary negotiations.

Salary negotiations

You have an offer pending. A decent job. After months of pounding out resumes your first notion is to jump like you've just found a scorpion in your breakfast cereal. Jump, however, and you'll live to regret it. At no other time in your relationship with that employer will you have as much power to negotiate. Use it. Here are some pointers on post-offer salary negotiation from Sandra K. Allgeier.

Do your research. Find out what the market is paying-both low end and high end-for jobs like the one you are considering. Where on the scale are you, given your skills and experience?

Have your bottom line. Sometimes it is necessary to take less than pay to gain the right experience. Other times it makes sense to hold for the max. Do some intense personal assessment and line what you want to make and how much you'll settle for – a rock-bottom figure. «You'll do much better in negotiation once you are certain of your own limits», says Allgeier.

Be patient. Don't ask about salary. Let them bring it up. Only exception: If you have strong beliefs that your pay expectations and what mean offer are light-years apart. In that case, say something like, «I am very interested in learning more about the position, but before we spend a great deal of time in discussion could you give me a sense of the pay range?»

Be cool. If you get an offer that isn't exactly going to put you on Easy Street, tell them that you will need to review the situation and get to them. If asked if there is a problem with the offer, you may say that you were anticipating and that you need to think it through. «Don't let disappointment creep into your voice, stay positive and professional», says Allgeier. «If you have specific issues for which you can cite reasons for balking (I stand to lose $1,000 a year or more due to 1 loss of profit sharing at my old job, etc.) state those, but not in argumentative or whining fashion».

Go for what you can get. Having weighed the pros and cons, and deciding that you probably want the job, call back. Indicate that you'd like to discuss the offer again and come to an agreement. If you sense it is appropriate, ask if there has been any reconsideration of the salary offer. If the answer is no, ask if a hiring bonus is a possibility. Bonuses are often doable when the interviewer wants to hire, but the first year salary is limited by company guidelines.

Ex. 7. Relate the headlines 1-7 to the situations A-G

A) customer-supplier negotiations

B) wage negotiations

C) merger / takeover negotiations

D) trade negotiations.

Negotiations also take place to settle disputes such as:

E) contract disputes

F) labour disputes

G) trade disputes

1. Car workers in two-year pay deal talks with Ford.

2. France bans us films following talks breakdown.

3. World trade organization members in wide-ranging discussions.

4. Employers refuse to negotiate with striking miners.

5. Eurotunnel attacks construction companies for late completion.

6. Education ministry & Compaq in «computer on every desk» talks.

7. Pharmaceutical giants say that combining would be «to their mutual advantage».

Ex. 8. Read this article and then fill in each gap below with one word such as:

Negotiation – 3 times

Negotiations – 4 times

Negotiators – 3 times

Bargaining – 1 time

Negotiating – 15 times

Co-operation and competition in negotiation

1) _____ are complex because one is dealing with both facts and people. It is clear that 2) _____ must above all have a good understanding of the subject. They must also be aware of the general policy of the company or institution in relation to the issues and they must be familiar with the organizational structure and the decision-making process.

However, awareness of these facts may not necessarily suffice to reach a successful outcome. Personal, human factors must be taken into account. The approach and strategy adopted in 3) _____ are influenced by attitude as well as by a cool, clear logical analysis of the facts and one's interests. The personal needs of the actors in 4) _____ must therefore be considered. These can include a need for friendship, goodwill, credibility, recognition of status and authority, a desire to be appreciated by one's own side and to be promoted and, finally, an occasional need to get home reasonably early on a Friday evening. It is a well-known fact that meetings scheduled on a Friday evening are shorter than those held at other times. Timing can pressure people into reaching a decision and personal factors can become part of the 5) _____ process.

Researchers who have studied the 6) _____ process recommend separating the people from the problem. An analysis of 7) _____ language shows that, for example, indirect and impersonal forms are used. This necessity to be hard on the facts and soft on the people can result in the sometimes complex, almost ritualistic, style of 8) _____ language.

Language varies according to the 9) _____ style. In 10) _____

you can use either a co-operative style or a competitive one. In the co-operative style the basic principle is that both parties can gain something from the 11) _____ without harming the interests of the other. Or in other words that both parties will benefit more in the long run in friendship and co-operation even if they make some concessions. This type of 12) _____ is likely to take place between colleagues and departments, or between companies when there is a longstanding relationship and common goals are being pursued.

Unfortunately co-operative style 13) _____ without a trace of competition are rare. In most 14) _____ situations there is something to be gained or lost. There can be a danger in adopting a cooperative mode, as unscrupulous people may take advantage of cooperative people.

The opposite mode to co-operative 15) _____ is competitive 16) _____. 17) _____ see each other as opponents. Knowledge of the other party's needs is used to develop strategies to exploit weaknesses rather than to seek a solution satisfactory to both sides. This type of 18) _____ may be appropriate in the case of one-off contracts where the aim is to get the best result possible without considering future relationships or the risk of a breakdown in 19) _____. Needless to say, the language in this type of discussion may become hostile and threatening even if it remains formal.

In reality most 20) _____ are a complex blend of co-operative and competitive mode, 21) _____ successfully implies dealing appropriately with the four main components of any 22) _____: facts, people, competition, and co-operation.

Skilled 23) _____ are sensitive to the linguistic signals, as well as the non-verbal ones of facial expression, gesture and behaviour, which show the type of 24) _____ mode they are in.

Language reflects tactics and therefore a study of the language used in 25) _____ brings a greater awareness of the 26) _____ process.

(adapted from «Negotiate in French and English» by Pamela Sheppard and Benedict Lapeyre).

Ex. 9. What do you think? How appropriate is the following advice? Rank each suggestion on a scale from 1 to 10 (1=essential, 10=unhelpful) to indicate your opinion. Explain your point of view in brief.

How to be a good negotiator:

1. try to get on well with your opposite number
2. use emphatic language
3. show respect for your opposite number
4. make suggestions to resolve disagreement
5. have clear objectives
6. be determined to win
7. say «I don't understand», if that is the case
8. listen carefully
9. always compromise
10. discuss areas of conflict

Ex. 10. Read the text and underline the main points as a list of guidelines on negotiating.

There has been a great deal of research into the art of negotiation, and, in particular, into what makes a «good» negotiator.

One point most researchers seem to agree on is that good negotiators try to create harmonious atmosphere at the start of a negotiation. They make an effort to establish a good rapport with their opposite number, so that there will be a willingness – on both sides – to make concessions, if this should prove necessary.

Good negotiators generally wish to reach an agreement which meets the interests of both sides. They therefore tend to take a long-term view, ensuring that the agreement will improve, or at least not harm, their relationship with the other party. On the other hand, a poor negotiator tends to look for immediate gains, forgetting that the real benefits of a deal may come much later.

Skillful negotiators are flexible. They do not «lock themselves» into a position so that they will lose face if they have to compromise. They have a range of objectives, thus allowing themselves to make concessions, for example, «I aim to buy this machine

for £2,000» and not «I must buy it for £2,000». Poor negotiators have limited objectives, and may not even work out a «fall-back» position.

Successful negotiators do not want a negotiation to break down. If problems arise, they suggest ways of resolving them. The best negotiators are persuasive articulate people, who select a few key arguments and repeat them. This suggests that tenacity is an important quality.

Finally, it is essential to be a good listener and to check frequently that everything has been understood by both parties.

Ex. 11. Imagine that you were an expert of negotiation and you should prepare to negotiate with very important company which has been producing pumps of good quality.

What steps would you do? Arrange the steps in the correct order.

Before negotiations begin, preparing and planning are very important:

1. If you are negotiating as part of a negotiating team, consult your colleagues about points a to e, and allocate roles and responsibilities,

2. Try to estimate the needs and objectives of the other side.

3. Prepare a fallback position: conditions that you will accept if your original objectives are not met.

4. Perhaps you are in a position to influence the choice of venue: the place where you are going to meet. If so, would you prefer to:

• be on your own ground / on home ground (in your own office)

• go to see the other side on their ground (in their office)

• meet on neutral ground, for example in a hotel?

5. Get as much information as possible about the situation. If dealing with people from another culture, find out about its etiquette and negotiating styles: the way people negotiate, what they consider to be acceptable and unacceptable behaviour, and so on.

6. Work out your initial bargaining position: what are your needs and objectives (the things that you want to achieve)? Decide your priorities (the most important objectives).

Ex. 12. Read the following texts and put the points of techniques and

language on negotiating in it.

TECHNIQUES

Listen! Rapport, Review, Confirmation, Parameters, Simplicity, Attitude, Flexibility, Clarity, Approach, Agreement

... 1 Try to establish a good rapport with your opposite number from the moment you first meet, whether or not you already know each other. Some general «social talk» is a good ice-breaker and bridge-builder in this respect.

...2 Confirm the subject / purpose of your negotiation early on and try to establish areas of common ground and areas of likely conflict before you move on to the bargaining / trading stage.

.. .3 Listening attentively at every stage of your negotiation will help to avoid misunderstanding and create a spirit of cooperation.

.. .4 Be constructive not destructive - treat your opposite number with respect, sensitivity and tact, and try to avoid an atmosphere of conflict. This will create a feeling of harmony and goodwill, which should encourage a willingness to compromise and ultimately lead to a productive negotiation.

.. .5 Keep your objectives in mind – and try to keep a clear head. This will help you to concentrate on your key points. Try to resist the temptation to introduce new arguments all the time. Use the minimum number of reasons to persuade your opposite number, coming back to them as often as necessary.

...6 Be prepared to consider a range of alternatives and try to make creative suggestions for resolving any problems. Be prepared to make concessions and to compromise, if necessary, to avoid deadlock - but don't be pushed beyond your sticking point.

...7 Summarize and review your progress at regular intervals during the negotiation. This will give both parties a chance to check understanding – and, if necessary, clarify/ rectify any misunderstandings.

...8 When you have reached agreement, close the deal firmly and clearly. Confirm exactly what you have agreed – and any aspects / matters that need further action.

...9 Write a follow-up letter to confirm in writing the points agreed during your

negotiation and clarify any outstanding matters.

... 10 Keep your language simple and clear. Take your time and use short words and sentences that you are comfortable with – there is no point complicating a difficult task with difficult language.

...11 Don't be afraid to ask questions if there is anything you don't understand. It is vital to avoid any misunderstandings that might jeopardise the success of your negotiation.

Ex. 13. Read the following grammar rule and do the exercise after it:

After prepositions we use either a noun or the '-ing' form of the verb.

For example:

Let me start by introducing... Thank you for returning my call...

I look forward to hearing from you again soon.

Note that in the last example, 'to' is a preposition and not part of the infinitive.

It must, therefore, be followed by the '-ing' form of the verb.

Match the beginnings of the sentences below with their endings:

1. I would like to start by
2. The main purpose of this meeting is to
3. The first thing we need to do is
4. With regard to sales, we will also look
5. Then we should
6. After looking at market trends
7. The financial report will be followed
8. Finally, after looking at management procedures, I look forward to

a. analyze market trends.

b. hearing your views on the future developments of the company.

c. to review this year's sales.

d. at the performance of individual sales personnel.

e. perhaps we could turn to financial matters.

f. set our sales targets for the rest of this year.

g. by a review of management procedures.

h. thanking you all for coming today

Ex. 14. When you're negotiating with people from other cultures, it's important to think about what they consider as «normal» behaviour. Read the following texts and put appropriate words in them.

Negotiating styles

a) air, control, personal, videotape, consultant

Dressing Up the Negotiations

Use props and ... 1 attitudes to dress up your negotiations and build credibility and impact. Start off with an ..2... of formality. It gives you room to maneuver that you lose if you open more casually.

Use some sort of prop to help you to ..3.... the pace of the session. Carefully prepared research notes, blank legal pad and pen, ...4..., or audiotape will help.

Hand your adversary something – a photocopy of your material, perhaps – that captures his attention and allows you to lead the conversation. Consult a special prop, such as an expert or. . .5 in your field of endeavor.

b) ability, lady, problem, empire, leverage, gambits, mind, factors, distance

Using Leverage

Leverage is the ... 1.... to get multiple benefits from your assets. Truthful self-evaluation is the key to the successful use of leverage.

If you have a certain character, admit it and use it to your own advantage. Glenn W. Turner, who built a quick ....2 with his «Dare to be Great» organization, started with a serious …….3 for a door-to-door salesman – a distinct and glaring harelip. He capitalized on it. «I see you're looking at my harelip, ma'am,» he said to prospects. «Heck, it's just something I put on this morning so a pretty ..A... . like you would notice me.»

Use ....5... to maximize your efforts. Don't waste it in unproductive ....6.... with your adversary. Many people negotiating for a job begin with two strikes against them because their resume includes too much that is not applicable to the job. Be selective. Negotiation is communication. Don't confuse the main issues by heaping on irrelevant... 7....

Never abuse your adversary. You'll get a lot more by using «I really wish I could afford to pay you what this fine old house is worth» than with «This old junk pile is about to fall over, and it will take a lot to get it in shape, so here's my top offer.» For every gain you make, give something back in return, even if it is little more than a formality.

It’s important to you to have clearly in your ……..8 what you want and what you can afford to give up. The shortest ....9 between two positions in negotiations is never a straight line.

c) individuals, view, expert, key, discussion

Keep It Simple

The successful negotiator is an ... 1... at clarifying and conveying a point of...2.. to an adversary. Never be afraid of offending someone with simplicity.

First, break up your... .3... into compact and understandable little bites of information and begin to chew on them with your adversary. Next, let your adversary swallow and digest. But don’t take on faith that all ….4... points have been communicated. Keep returning to them. A little redundancy won't hurt. Most...5... actually enjoy hearing information they have just learned.

Ex. 15. Watch the video about the negotiations process and answer the questions: https://youtu.be/qyL7TG6SzDU?si=jAkilj-yXJ2brfKl

1) What is the assistant’s job?

2) What is the people's reaction? Does it seem adequate?

3) What was the reason for such an assumption?

4) What «positive» consequences has the man mentioned?

5) What's George Clooney`s strategy here?

6) Did he manage to win the negotiation?

Ex. 16. Read the following text and complete the text.

Win-win, both, winners, agreement, skillful, bargain, concessions

Negotiate To A Win

In a successful negotiation, everyone should leave the negotiating table happy with the outcome: there shouldn't be 1.... and losers. The negotiators should try to reach

a ...2.... solution: an agreement of equal benefit to ..3.... sides. This can be achieved in a number of ways. The ...4.... negotiator is the person who moves ahead in the business world. He or she has a skill that today is used in everything from getting a raise to delegating an unwanted assignment to reaching a manufacturing ....5 worth billions. In Getting to Yes, Roger Fisher and William Ury caution that negotiation is not a matter of making .. .6... or butting heads. They call for principled negotiations – deciding issues on their merits. When you ...7.... over positions, you get locked in and get sidetracked from meeting both parties' concerns. Agreement is less likely.

Ex. 17. Choose one of the topics:

1) military operations 2) initial salary negotiation 3) pay increase

4) controversial bill passing 5) foreign trade negotiations

Role-play negotiations in groups of two-three.

Завдання до самостійної роботи:

1. Prepare a report on the topic: «The strategy of successful negotiation».
2. Write two business letters on a random topic.

Рекомендована література:

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