

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКА НАЦІОНАЛЬНА АКАДЕМІЯ МІСЬКОГО ГОСПОДАРСТВА

**МЕТОДИЧНІ ВКАЗІВКИ ДО ВИКОНАННЯ САМОСТІЙНОЇ ТА
КОНТРОЛЬНОЇ РОБОТИ З ДИСЦИПЛІНИ “ІНОЗЕМНА МОВА
(ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ)” (АНГЛІЙСЬКА МОВА)**

(для студентів 2 курсу заочної форми навчання)



Методичні вказівки до виконання самостійної та контрольної роботи з дисципліни “Іноземна мова (за професійним спрямуванням)” (англійська мова) (для студентів 2 курсу заочної форми навчання) / Харк. нац. акад. міськ. госп-ва; уклад.: О.В. Анісенко, С.А. Бучковська, О.Л. Ільєнко., Г.Б. Сергєєва – Х.: ХНАМГ, 2011. – 67 с.

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Методичні вказівки до виконання самостійної та контрольної роботи відповідають змісту програми учбової дисципліни: “Іноземна мова (за професійним спрямуванням)” та націлені на формування навичок практичного володіння англійською мовою в обсязі загальної тематики необхідної для комунікативної спроможності в сферах професійного та ситуативного спілкування.

Рекомендовано для студентів 2 курсу заочної форми навчання.

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Методичні рекомендації для студентів

Перед тим як виконувати контрольну роботу студенту необхідно докладно вивчити граматичний матеріал, для чого надається список рекомендованої літератури з граматики англійської мови. Перекладаючи текст, слід користуватися англо-українським словником.

Роботи студентів повинні відповідати наступним вимогам:

а) перша сторінка зошита залишається вільною для рецензії викладача. У зошиті повинні бути поля для зауважень та рекомендацій рецензентів;

б) вся контрольна робота виконується в зошиті в *лінію*;

в) завдання (Tasks) переписуються в зошит; завдання (Tasks) перекладати рідною мовою не потрібно;

г) матеріал контрольної роботи слід розміщати у зошиті за наступним зразком:

Текст на англійській мові	Текст на рідній мові	Поля

д) виконуючи лексико-граматичні завдання кожне речення потрібно переписувати у зошит та перекладати на рідну мову;

е) перекладаючи *текст* з англійської мови на рідну, кожне речення слід писати *з нового рядка*: речення на англійській мові – з лівої сторони, а переклад – з правої сторони сторінки зошита.

Перевірена контрольна робота повинна бути виправлена студентом згідно з вказівками рецензента, а недостатньо засвоєні теми семестру слід проробити додатково перед усним заліком.

Якщо контрольна робота виконана без дотримання вказівок чи не повністю, вона повертається студенту без перевірки.

Студенти, які не захистили контрольну роботу, не допускаються до заліку (чи до екзамену) за відповідний навчальний період.

Номер варіанту, який виконує студент заочного відділення, визначається по останній цифрі номера залікової книжки: 1, 2 – *варіант 1*; 3, 4 – *варіант 2*; 5, 6 – *варіант 3*; 7, 8 – *варіант 4*; 9, 0 – *варіант 5*.

Приклад оформлення контрольної роботи:

Контрольна робота

з англійської мови № ... варіант

студента заочної форми навчання курсу

спеціальності

.....
(прізвище, ім'я та по батькові)

шифр залікової книжки

Контрольне завдання 3

Для виконання контрольного завдання 3 необхідно засвоїти наступні розділи курсу англійської мови, використовуючи рекомендовані підручники:

1. Граматичні функції та значення слів *that, one, it*.
2. Пасивний стан (The Passive Voice), форми дієслів Indefinite, Continuous, Perfect.
3. Функції дієслів *to be, to have, to do*.
4. Прості неособові форми дієслова Інфінітив у функції а) підмета, б) частини присудка, в) означення, г) обставини мети, д) додаток.
5. Безсполучникове підпорядкування в означальних та додаткових реченнях.

Варіант 1

Task 1. Read the sentences and translate them into your native language.

Underline and define the forms of Passive Voice.

1. Many species of rare birds in Australia have already been lost.
2. Even in countries where land is legally protected many economic and political factors limit this protection.
3. Algeria, Nicaragua and Puerto Rico are the countries where habitat is being destroyed.
4. Information about habitat and wildlife at risk is not published in many countries.
5. The total elephant population in Africa has been reduced from 1.3 million in 1979 to 625,000 before the Endangered Species Act was issued.
6. Some rare animals are taken illegally from their habitat.
7. Environmentalists warn that a hundred species of birds in Australia will be threatened with extinction.
8. Some bird species in African countries were being limited for the pet trade in 1990s.

Endangered Species Act – Всесвітній закон про охорону рослин та тварин що зникають

Task 2. Read the sentences and translate them into your native language.

Underline the words *it, that, one* and define their function in the sentence.

1. It is known that synthetic plastics have replaced many traditional materials since phenol plastic was developed in 1909.
2. Scientific literature helps experts to acquire a general sense of all problem areas and, in particular, that one under investigation.
3. It is the decision on environment protection that governments around the world should make as soon as possible.
4. One of the primary causes of animal destruction is contraction of habitat.
5. Today's modern TV cameras require only a little light comparatively with that of earlier models.
6. The oceans that cover two thirds of the Earth's surface are the object of study for oceanographers.
7. One knows a chameleon is a tree lizard that can change colours in order to conceal itself in the vegetation.
8. Laser beam is used in modern agriculture; in particular, farmers use it to prepare the field for planting and irrigation.

Task 3. Read the sentences and translate them into your native language.

Underline the forms of the verbs *to have, to be, to do* and define their functions.

1. Population growth, building of cities and roads are among the main causes of wildlife destruction.
2. The number and size of environmental groups have increased in the latest years.
3. Many experts agree that legal protection does not always mean actual protection of the land.
4. Governments of developing countries in Africa and South America do admit that much has to be done to limit the enforcement on wildlife.
5. Little is known about wildlife at risk in some countries but in other countries full information is eagerly given.

6. It has been proved by experts some bird species have become endangered as a result of pet trade.
7. Trade in animals and animal products have crucial effects on habitat in African countries and local governments do practically nothing to limit it.
8. Government laws and regulations are to guarantee protection of the land and the habitat.

Task 4. Read the sentences and translate them into your native language.

Underline the Infinitive and define its function.

1. To survive a plant must have a good drainage .
2. Some researchers have found that vitamin C is able to block the beneficial effect of copper in the body.
3. Although thousands of grizzly bears used to roam the Western Plains of the United States, today only a few thousand exist.
4. To prepare the fields for planting and irrigation means to destroy tropical rain forests in many regions of South America.
5. The expert must review the literature about the subject which can be explained by the necessity to discover new significant data.
6. Though ecological groups activities to save wildlife at risk in South America have become widespread it is not enough to stop destroying some rare species.
7. Time has come for a great many countries to overcome wildlife destruction.
8. Tobacco was considered a sacred plant and it was used to indicate friendship and to conclude peace negotiations between Native Americans and whites.

Task 5. Read the text and translate it into your native language.

Habitats and Wildlife at Risk

Loss of habitat is the principal threat to the survival of endangered plants and animals. Large areas of important natural habitat have already been lost, including 70% of the forests in Greece, 91% of the moist forests in Sudan, and nearly 100% of the tall grass prairie in the United States.

Population growth, agricultural expansion, the raising of cattle and other livestock, the building of cities and roads, and pollution are among the many causes of habitat destruction. While most countries recognize the need to protect natural habitats, few agree on how far that protection should extend. 'National Protected Systems' make up 3.7% of the Earth's land area, but the amount of land protected in each country varies from a high of 38% in Ecuador to less than 1% in countries such as Algeria, Nicaragua and Turkey. Both the number and size of 'International Protection Systems' have increased over the years, but legal protection does not guarantee actual protection of the land. Economic and political factors often limit the amount of enforcement possible. Even in cases where an area itself is actually protected, activities outside its boundaries can severely affect the land and the wildlife that inhabits it.

Information about wildlife at risk in some countries is not always available. For instance, little is known about non-mammals in Africa and about Asian species in general. For some countries, however, information is readily available. For example 43 (13.4%) of the 320 mammalian species in Australia, and 123 (12.8%) of the 961 bird species in Mexico are at risk. Of the 46 different reptile species native to Puerto Rico, 15 (32.6%) are in jeopardy, and of the 29 amphibian species in France, 18 (62.1%) are threatened with extinction. As information becomes available, it is clear that the numbers of known and threatened species represent merely a fraction of those that actually exist.

Trade in animals and animal products can have disastrous effects on wildlife populations. Some bird species have become endangered solely from being hunted for the pet trade. Much of the trade in animals and animal products is illegal. Many rare birds such as the Tahiti lorikeet of French Polynesia are taken illegally from their habitat, and the ivory trade has reduced the total elephant population in Africa from an estimated 1,300,000 in 1979 to fewer than 650,000 today.

Task 6. Read the text again and decide if the following statements are true (T) or false (F).

1. Environmental pollution does not affect the habitat destruction.
2. Most of the countries agree on the amount of the natural habitat protection.
3. Economic and political factors limit the number and size of international protection systems.

4. Information about wild life at risk is not readily available in all countries of the world.
5. It is proved that 32.6% of reptile species in Puerto-Rico are at risk now.
6. It is trade in animals and animal products that has a critical impact on the wildlife population in many areas.
7. The vast majority of the pet trade is legal.
8. Destruction of habitat is the main cause of plants and animals extinction.

1-...; 2-...; 3-...; 4-...; 5-...; 6-...; 7-...; 8-...

Task 7. Answer the questions on the text in writing. Be ready to discuss them.

1. What are the main causes of habitat destruction?
2. What are the countries with the largest and the smallest percent of protected land?
3. What are the countries where habitat has been destroyed?
4. What trade has disastrous effects on wildlife populations? Why?

Task 8. Use the words from the list below to fill in the blanks in the text.

Underline the chosen option.

safety recognize agreement discovery save widespread phase out developed

The 1985 (1)_____ of the hole in the ozone layer over Antarctica forced the leaders of industrialized nations to (2)_____ that something needed to be done. The ozone layer had to be saved and the way to (3)_____ the ozone layer was clear: eliminate the production and use of chloroflourocarbons (CFCs). However, this is easier said than done because the use of CFCs is (4)_____ in almost every society of the world. Substitutes have been (5)_____ for CFCs, but they are expensive and can cause (6)_____ problems. In 1987, more than two dozen countries gathered in Montreal to sign a treaty known as the 'Montreal Protocol'. This (7)_____ provided for a 50% phase out of CFCs over the next ten years. To date, more than 60 other countries have also agreed to (8)_____ CFCs.

Task 9. Match the word combinations from the text with their Ukrainian equivalents.

- | | |
|-------------------------------------|---|
| 1. principal threat | a. інформація, доступна у будь-який час |
| 2. natural habitat | b. обмежити тиск до мінімуму |
| 3. to be in jeopardy | c. визнавати необхідність захисту |
| 4. to have disastrous effects | d. виживання видів, що перебувають під загрозою |
| 5. readily available information | e. головна загроза |
| 6. to limit the enforcement | f. бути під загрозою |
| 7. survival of endangered species | g. природне середовище |
| 8. to recognize the need to protect | h. мати катастрофічні наслідки |

1-...; 2-...; 3-...; 4-...; 5-...; 6-...; 7-...; 8-...

Task 10. Write down the sentences. Choose and underline the correct form of the words in brackets.

1. _____ (*Actual/Actually*) there are some countries in the world where habitats have been _____ (*destruction/destroyed*).
2. It is _____ (*estimation/estimated*) that trade in animals and animal products _____ (*effects/affects*) the wild life population.
3. The _____ (*decline/declined*) in elephant populations prompted a majority of the world's nations _____ (*to support/to protect*) the banning on all ivory trade.
4. Land _____ (*pollution/polluted*) is one of the main causes of habitat _____ (*lost/loss*).
5. Throughout much of the Southwest of the USA, the desert tortoise was recently added to the list of _____ (*threatened/threatening*) species.
6. Many rare plants and animals are not legally _____ (*protect/protected*) in Sonora Desert.
7. Today there is a growing _____ (*realize/realization*) among the people that the whole world is at risk.
8. An urgent struggle for _____ (*survive/survival*) is underway in Hawaii as about 27% of all the rare and _____ (*danger/endangered*) birds and plants in the USA are found there.

Task 11. Translate the text into English.

Прийняття Всесвітнього закону про охорону рослин та тварин що зникають (Endangered Species Act) вже має позитивні наслідки (positive results): за останні роки людству вдалося у чотири рази збільшити кількість диких орлів (bald eagles) та соколів (condors), відновити поголів'я (to reintroduce the population) червоних вовків, але деякі види збереглися тільки в неволі (in captivity). Обмеженість людських та бюджетних ресурсів (limited manpower and budgets) не дозволяє поки що досягти (to achieve) більшого. Слід взяти до уваги природне попередження (warning of the nature), а саме поступове зникнення (progressive disappearance) в усьому світі сотень тисяч жаб різних видів (frogs of various species). Це може бути результатом звуження середовища їх існування (habitat contraction), кислотних дощів (acid rains) та забруднення водою. Для людства це може бути попередженням про те, що існують чималі проблеми з навколишнім середовищем на нашій планеті (global environment).

Варіант 2

Task 1. Read the sentences and translate them into your native language.

Underline and define the forms of Passive Voice

1. Many environmental groups and experts are enlisted to help in saving Brazilian rain forest.
2. A great amount of tropical rain forests had been destroyed before the global community became concerned about their future.
3. It has been proved by the experts that more than a thousand forest plants possess medicinal value.
4. Only small percentage of tropical rain forest plants are being studied and tested to reveal their medical characteristics.
5. A sufficient impact is being put by tropical rain forests on global weather patterns during the last decades.
6. Cutting down rain forests has been viewed by aboriginals as an inevitable

necessity.

7. Many economic activities connected with destroying tropical rain forest are encouraged by the governments of developing countries.
8. Benefits of the tropical rain forests to every person on earth can not be calculated in dollars.

Task 2. Read the sentences and translate them into your native language. Underline the words *it, that, one* and define their function in the sentence.

1. The principles of the first commercial engine that operated on steam were close to the ones of the engine designed by Papin, a French physicist.
2. It is proved that the solar system was formed approximately 4.5 billion years ago.
3. One can explain the deforestation of certain parts of Africa largely by drought and moor farming practices.
4. The Mediterranean Sea is different from the Dead Sea in that the Dead Sea is more salty.
5. One of the main reasons for tropical rain forests destruction is using the land for farming.
6. Water that has had the minerals removed is called 'soft' water.
7. Unless one becomes ecologically conscious one will never feel safe in the environment.
8. It is nature that is the most important laboratory for natural products and it has produced many effective medicines.

Task 3. Read the sentences and translate them into your native language. Underline the forms of the verbs *to have, to be, to do* and define their functions.

1. Ecologically concerned people around the world are becoming worried that tropical rain forests are in trouble.
2. Nearly everyone in the world has to think about the results of tropical rain forests destruction.
3. It should be taken into consideration that 1,300 rain forest plants in the Amazon

have medicinal value.

4. Do you know that some plants of rain forests have potential value in the treatment of cancer?
5. Some local governments do much to encourage forest clearing to make room for agriculture and mining.
6. In many regions of the world tropical rain forests are to be cut down soon due to local areas development.
7. The most important effect of tropical rain forests on the world's environment is that they have a critical impact on global weather patterns.
8. Farmers do move into forest land as they have no alternatives to ensure their survival.

Task 4. Read the sentences and translate them into your native language. Underline the Infinitive and define its function.

1. Coffee was thought to be carcinogenic; in fact, an acid found in coffee is the substance to neutralize certain cancer-causing pollutants in the body.
2. Fast-food restaurants have become popular because many working people want to eat quickly and cheaply.
3. To get colour white you should make a mixture of all the colours of light.
4. We will not be able to halt the 'greenhouse effect' which is the factor to contribute to the global warming if we continue to burn fossil fuels at the present rate.
5. The damage of acid rain can be defined as the ability to cause negative influence on the environment.
6. Though much has been done to save the tropical rain forest it is not enough to stop the risk of destroying.
7. For both plants and animals to live means to have digestive systems, respiratory systems, and reproductive systems.
8. To produce one ton of coal it may be necessary to strip as much as thirty tons of rock.

Task 5. Read the text and translate it into your native language.

Why Save Tropical Rain Forests?

Tropical rain forests – those steamy jungles shown in movies, where its always hot and it rains every day – are in trouble, and people around the world are becoming concerned. The rock star Sting has organized concerts to save the Brazilian rain forest, and dozens of environmental groups have raised millions of dollars to save tropical rain forests and send experts to help. Yet there are many people who say, ‘Why save rain forests? Aren’t people more important than trees?’

Located in a belt of 33 countries, mostly around the equator, more than half of the tropical rain forests have disappeared in the past fifty years. Some are actually turning into deserts. With these forests disappearing at a rate of 100 acres per minute every minute, nearly everyone in the world has something to gain from saving them. For example, scientists have learned that over 1,300 rain forest plants in the Amazon have medicinal value. So far less than 10 percent of the plant and animal species in the world's rain forests have been studied for their possible medical benefits, and - of those that have been studied – less than one percent have been tested for the potential value in the treatment of cancer.

But the value of tropical rain forests goes beyond medicine. These forests have a critical impact on global weather patterns. Their vegetation absorbs enormous quantities of solar energy, thus affecting wind and rainfall patterns around the world. This vegetation contains huge amounts of carbon dioxide. As the forests disappear, the carbon dioxide is released into the air and contributes to ‘global warming’ – what we know as the ‘greenhouse effect.’ Rain forests also help to prevent soil erosion in areas that could be damaged by floods and wind and they also prevent pollution.

However, the benefits of rain forests are often overlooked, especially in developing countries where poor farmers move into forest land because they have no alternatives. Many governments encourage forest clearing to make room for mining, cattle, or export crops. The cutting down of forests is viewed in terms of a short term gain that benefits relatively few people – those who take over the land.

The loss of a tropical rain forest affects many more people – the forest people

who lose their homes, the farmers whose soil erodes, the people whose water supplies are polluted, and others. Income from mining, export crops, timber, and cattle can be calculated in dollars but the benefits of the forest as a protector of the land cannot.

Task 6. Read the text again and decide if the following statements are true(T) or false (F).

1. Many people in the world worry about the fact tropical rain forests are at risk of destruction nowadays.
2. Within the belt of 33 countries less than 30% of tropical rain forests have disappeared in the past fifty years.
3. The countries possessing tropical rain forests are located mostly around the equator.
4. Nearly half of the plant and animal species in the world's rain forest have been studied for their medical benefits.
5. The value of tropical rain forests does not consist of their benefits to medicine.
6. It is proved that weather patterns can not be affected by the tropical rain forests.
7. The disappearing of tropical forests contribute to global warming.
8. The benefit of tropical rain forests to prevent pollution is overlooked in developing countries.

1-...; 2-...; 3-...; 4-...; 5-...; 6-...; 7-...; 8-...

Task 7. Answer the questions on the text in writing. Be ready to discuss them.

1. Where are most of the world's tropical rain forests located?
2. How many tropical rain forests have disappeared?
3. Besides medicine, what are other benefits to be gained from saving rain forests?
4. Why are the benefits of rain forests often overlooked?
5. Who is affected by the loss of tropical rain forests?

Task 8. Use the words from the list below to fill in the blanks in the text. Underline the chosen option.

atmosphere greenhouse engines gases warming trap activities fueled

Global (1)____, sometimes called the ‘greenhouse effect’, is caused by atmospheric (2)____ – such as carbon dioxide, chlorofluorocarbons (CFCs) and methane – that (3)____ the sun’s heat next to the earth, the way that glass traps heat in a greenhouse. Some of these greenhouse gases are a natural part of the (4)_____.

The problem, according to some scientists, is that the (5)_____ effect is increasing because of human (6)_____: the cutting down and burning of rain forests, the operating of power plants (7)_____ by coal and oil, and the running of automobile (8)_____ fueled by gas (petroleum).

Task 9. Match the word combinations from the text with their Ukrainian equivalents.

- | | |
|--|--|
| 1. to be concerned about something | a. критичний вплив на щось |
| 2. to gain something from saving | b. впливати на погодні умови |
| 3. medicinal value | c. запобігати забрудненню |
| 4. to overlook the benefits | d. недооцінювати переваги |
| 5. a critical impact on something | e. турбуватись щодо ... |
| 6. to affect weather patterns | f. отримувати щось шляхом збереження |
| 7. to prevent pollution | g. розглядати щось зважаючи на миттєвий зиск |
| 8. to view something in terms of short term gain | h. медична цінність |

1-...; 2-...; 3-...; 4-...; 5-...; 6-...; 7-...; 8-...

Task 10. Write down the sentences. Choose and underline the correct form of the words in brackets.

1. Around the tropical rainforest in Belize, Central America, are about 200 _____ (*species/specials*) of trees and bushes, only a small fraction of which have ever been examined for their _____ (*medicine/medical*) value.
2. Ethnobotanists, people who travel the world gathering the secrets of traditional healers and plants they have _____ (*used/using*) for centuries, demonstrate their

- _____ (*concerned/concern*) about tropical forests destruction.
3. _____ (*Actual/Actually*) there is a great body of water that above everything must be _____ (*preserving/preserved*) .
 4. Researchers have already _____ (*contribution/contributed*) more to the public view of the Florida Everglades as a system that ought to be _____ (*saved/supplied*).
 5. The newspaper has _____ (*accelerated/accelerating*) interest in setting up of the Everglades National Park.
 6. For _____ (*at least/at last*) the next two years the first satellite will send back data on the ozone layer, which scientists say is being eaten away at an _____ (*alarmed/alarming*) rate.
 7. The Environmental Protection Agency, which rarely sounds alarmist, says the ozone problem is twice as bad as anyone _____ (*inspected/expected*).
 8. Ecological engineers say we _____ (*obvious/obviously*) need more research to find chemicals that are totally _____ (*safely/safe*).

Task 11. Translate the text into English.

Протягом століть люди користувалися природними ліками добутими з рослин (natural medicines of the plant world) для того, щоб лікувати (to cure) всілякі захворювання. Але дуже скоро це стане неможливим тому, що тропічні ліси, де ростуть ці лікарські рослини, винищуються (are destroyed) в усіх 33 країнах навколо екватору.

Треба пам'ятати, що сорок відсотків ліків, які ми використовуємо, на протязі свого життя (lifetime), були відкриті як рослинний матеріал (plant material). Захисники навколишнього середовища (environmentalists) мають зараз дуже мало часу на те, щоб переконати (to convince) людей у необхідності зберегти (to save) ці фантастичні природні ресурси.

Дослідники прогнозують (estimate), що більша частина тропічного лісу в світі зникне (disappear) через двадцять років, і людство ніколи не довідається про те, які скарби воно втратило (the treasures it has lost).

Вариант 3

Task 1. Read the sentences and translate them into your native language.

Underline and define the forms of Passive Voice.

1. The population of China has not been increased greatly since 1979.
2. Experts in China proved that development of the country was being prevented by the rapid population growth.
3. Chinese parents who agreed to have only one child are offered financial grants and other incentives.
4. According to the new Chinese government program families with more than one child will be fined and can be fired from their jobs.
5. Government in China faces great difficulties as all country citizens should be provided with food, clothes and housing.
6. A great number of children in rural families can be explained by the necessity to ensure a better chance of survival.
7. The one-child government program has not been enthusiastically supported by rural citizens before the benefits appeared.
8. The growth of energy use in China is being discussed by developed countries and it is determined as a risk factor for the safety of many world nations.

Task 2. Read the sentences and translate them into your native language.

Underline the words *it, that, one* and define their function in the sentence.

1. It is known X-rays were discovered by Roentgen in 1895.
2. Machines lose power because of friction, therefore, one must oil them frequently.
3. Before an agency submits a proposal, it must first investigate the situation.
4. One of the most important problems China faced was that of rapid growth of population.
5. Today's problem of the state of population growth is much better comparatively with that of 1970's.
6. Of all the cereals, rice is the one that provides food for more people than any of the other grain crops.

7. It is high time to submit a new program on economic development of the country.
8. It is not only lava but also poisonous gases that cause destruction and death during the eruption of a volcano.

Task 3. Read the sentences and translate them into your native language. Underline the forms of the verbs *to have, to be, to do* and define their functions.

1. Until 1980s China was among the countries with the world's most rapidly growing populations.
2. China's leaders had to admit the population growth had a negative impact on the country's economy.
3. The one-child programme approved by the government does limit the population growth.
4. Some rural families, many of whom were farmers, were to change their traditional way of thinking that many children ensured a better chance of survival.
5. Unfortunately, the government of this country did not do much to solve many economic problems.
6. Air pollution and acid rain have been among the environmental problems of the global community in the last few decades.
7. Global community has to find ways for countries like China to develop without making negative impact on the rest of the world.
8. Do you know the only-child policy has been most successful in the cities?

Task 4. Read the sentences and translate them into your native language. Underline the Infinitive and define its function.

1. Many animals migrate to southern climates to avoid extreme winter temperatures.
2. To find new ways for recycling researchers do a profound study of this process.
3. Steam was used to power first locomotives.
4. The diseases caused by viruses are difficult to cure.
5. Bioengineers expect genetic engineering will be able to provide abundant quantities of now rare and expensive materials to use in industry and everyday

life.

6. Under the right conditions, the moon can influence earthquakes.
7. Though the one-child program was successful it is not enough to solve all the problems China faces.
8. To stare at a computer screen for long periods of time can cause severe eyestrain.

Task 5. Read the text and translate it into your native language.

Case Study: China

At 1.1 billion, China's population ranks first in the world and represents 21% of the human species. Until 1980, it was also among the world's most rapidly growing populations. However, effective programs in family planning, health and education have allowed China to cut its rate of population growth in half.

In the 1970s, when the population neared one billion, China's leaders came to the conclusion that rapid population growth was preventing economic development. The country faced enormous problems in trying to provide all those people with food, clothing, housing, education and employment in a crowded and resource-depleted land. In 1979, in an effort to deal with these development-related problems, the Chinese government introduced its famous one-child policy. Parental who agree to have only one child are offered incentives in the form of higher salaries, better housing and better educational opportunities for their only child. Families with more than one child are fined up to \$2,000 and can be fired from their jobs.

The program has been largely successful by world standards, especially in the cities. In 1987, 96% of the couples in Shanghai who were expecting their first child agreed to make that baby their last. However, the one-child policy has met with some opposition in the countryside. This is partly due to the fact that rural families, many of whom are farmers, depend on children to help out on the land and to ensure a better chance of survival. Another factor is the traditional preference for boys, who can take over family responsibilities when the parents die.

While China has managed to reduce its rate of population growth, it still has not solved all its problems. Widespread and inefficient use of coal as an energy

source (in addition to locally cut fuel wood) has resulted in severe environmental problems such as air pollution and acid rain. The country has enormous coal reserves, and if its energy use ever reaches a level comparable to that of the developed nations, the results will be catastrophic – for China and the rest of the world. One of the world's most serious problems is to find ways for countries like China to develop without making the earth unlivable.

Task 6. Read the text again and decide if the following statements are true (T) or false (F).

1. China still has the largest population in the world.
2. Rapid population growth used to be the main cause of preventing the economic development of China.
3. Higher salaries and other incentives were given in 1970s to the families having more than one child.
4. The one-child program was not very much successful in the cities by world standards.
5. The traditional preference for boys was one of the reasons for the opposition to the one-child program in the countryside.
6. Such environmental problems as air pollution and acid rain are caused mostly by the growth of population.
7. The level of the coal energy use in China has already reached the level of its use by developed countries of the world.
8. The author believes the main problem of the world community is to find the ways of China's development without a severe pollution of the world's environment.

1-...; 2-...; 3-...; 4-...; 5-...; 6-...; 7-...; 8-...

Task 7. Answer the questions on the text in writing. Be ready to discuss them.

1. What kind of problems caused China's leaders to introduce the one-child policy?
2. Where has the one-child policy been most successful?
3. Where, and for what reasons, has the one-child policy met with some opposition?

4. What is responsible for China's air pollution and acid rain problems?

Task 8. Use the words from the list below to fill in the blanks in the text. Underline the chosen option.

*Industrialized inconvenience technologies lifestyles use
atmosphere developing improved*

In the view of the (1)_____ countries, the holes in the ozone layer is a problem created by the U.S., Western Europe and Japan. They feel the (2)_____ of the people in their countries will be (3)_____ by allowing them to produce refrigerators, air conditioners and other ozone-depleting appliances. Why, they ask, should their citizens be denied the (4)_____ of products already common in Western homes? And then there is the cost of changing (5)_____. The developing countries feel it is unfair to ask them to pay the cost – in both money and (6)_____ – of the mistakes made by the richer, highly (7)_____ nations. What price is too high to protect the (8)_____ shared by all the world's people?

Task 9. Match the word combinations from the text with their Ukrainian equivalents.

- | | |
|--|-------------------------------------|
| 1. to rank first | a. стрімке зростання населення |
| 2. to cut the rate | b. забезпечити можливість виживання |
| 3. to come to the conclusion | c. розв'язати проблему |
| 4. rapid population growth | d. знизити рівень |
| 5. resource-depleted land | e. займати перше місце |
| 6. to deal with the problem | f. запропонувати заохочення |
| 7. to offer incentives | g. дійти висновку |
| 8. to ensure a better chance of survival | h. земля, що позбавлена ресурсів |

1 -...; 2 -...; 3 -...; 4 -...; 5 -...; 6 -...; 7 -...; 8 -...

Task 10. Write down the sentences. Choose and underline the correct form of the words in brackets.

1. The _____ (*discovery/discover*) of the hole in the ozone layer over Antarctica _____ (*forced/forcing*) the leaders of industrialized nations to _____ (*recover/recognize*) that something needed to be done.
2. The ozone layer had to be _____ (*saved/safe*) and the way to _____ (*affect/effect*) the ozone layer was clear.
3. China, India and some other rapidly _____ (*developed/developing*) countries refused to sign the original _____ (*agree/agreement*).
4. Besides their _____ (*obvious/obviously*) disastrous effect on the _____ (*nature/natural*) beauty of waters and coastlines, floatable products, like synthetic plastics, can cause serious _____ (*harmful/harm*) to wildlife.
5. Global warming can _____ (*contributed/contribute*) drying out of important farming regions which become less _____ (*productive/producing*).
6. Species unable to keep up with the changes appearing as the _____ (*result/resulting*) of global warming might become _____ (*extinction/extinct*).
7. _____ (*Actual/actually*) low-lying land areas such as Cairo and the rice floodplains in southern Asia, and entire countries such as Netherlands and Bangladesh would be _____ (*destroyed/destroying*).
8. A _____ (*changed/change*) of temperature of just a few degrees would cause areas _____ (*favoring/favorable*) for certain plants and animals to move hundreds of miles.

Task 11. Translate the text into English.

Європейські уряди збираються запровадити суворі обмеження (strict limits) на використання газів, що мають властивості утримувати тепло (have the potential to trap heat) біля земної атмосфери та утворювати парниковий ефект (greenhouse effect). Дослідники (researchers) в усьому світі сперечаються (debate) про те, як швидко, наскільки жорстко (how severely) та яким чином (in what ways) людство відчує наслідки парникового ефекту. Вони звертають увагу

на екологічні сигнали, які можна пов'язувати із глобальним потеплінням (can be linked with global warming). Вчені університету Делавар (the University of Delaware) одержали дані із супутника (satellite data) про гігантську теплу пляму (giant warm spot) у водах Тихого океану (the Pacific ocean). Ця пляма теплішає та збільшується із кожним десятиліттям (decade). Також деякі екосистеми (ecosystems) перемістилися на північ, що є їх реакцією на кліматичні зміни (respond to climate change).

Варіант 4

Task 1. Read the sentences and translate them into your native language. Underline the forms of Passive Voice.

1. Various systems of speedy trains have been developed and used in European countries and Japan.
2. There are some reasons for the fact speedy train is being slowly invested by U.S. industry.
3. Some experts believe, the first systems of high speed trains in the USA will probably be built by Germany or Japan.
4. Maglev trains were called 'the flying train' by their inventors as they had the speed of 300 miles per an hour.
5. In 1980s funding for the maglev train was cut off by U.S. Department of Transportation and Energy.
6. Some experts are very skeptical about how long it will take when the investments will be paid off.
7. A German-built maglev system is being considered for a new route between Los-Angeles and Las Vegas at that time.
8. Maglev trains are reported as an appealing alternative to mass transit systems.

Maglev trains – швидкісні потяги на 'повітряній подушці'

Task 2. Read the sentences and translate them into your native language.

Underline the words *it, that, one* and define their function in the sentence.

1. The light that you see here shows that the laser beam is reflected from the moon back to the earth at this moment.
2. It is widely believed that changes in the protective layers of the Earth's atmosphere can produce harmful effects now.
3. Non-luminous bodies are illuminated by luminous ones.
4. One of the primary benefits of maglev trains is their ecological friendliness.
5. It is nitrogen that should be present in the soil for plants to grow.
6. That the Earth rotates was not known until 1850's.
7. One knows the ozone layer that is eight to thirty miles above the Earth protects us from too many ultraviolet rays.
8. When an acid and a base neutralize one another, it is the hydrogen from the acid and the oxygen from the base that join to form water.

Task 3. Read the sentences and translate them into your native language.

Underline the forms of the verbs *to have, to be, to do* and define their functions.

1. The first maglev train was developed in the early 70's in the USA.
2. A National Maglev Institute has been created to coordinate the efforts of U.S. government offices and private industries.
3. The developers of maglev train in U.S. do have to consider the efforts of Germany and Japan to export the maglev worldwide.
4. Do you know Russia uses maglev trains to transport passengers from the downtown of Moscow to the airport?
5. A German-built maglev system has all chances to be used for the route between Los-Angeles and Las Vegas.
6. Many experts do a great work to ensure governments that maglev trains is a good alternative to traditional transit systems.
7. If the flying train is to become widely used in the U.S., American business will have to show more interest in producing it.

8. Driven by magnetic forces the flying train has the speed of 300 miles an hour.

Task 4. Read the sentences and translate them into your native language.

Underline the Infinitive and define its function.

1. Weather forecasting has always been an approximate science; however, satellites and computers are able to improve predictions.
2. To help traffic on local freeways a new bridge will be built.
3. The city transit system operating at a deficit can not afford to extend its service.
4. Though maglev train proved to be a good means of public transit its popularity is not high enough to attract U.S. business.
5. The atoms of elements join together to form compounds or molecules.
6. The efforts to export speedy trains French industry made resulted in some profitable deals.
7. To improve the study of chemical reactions it is necessary to introduce effective quantitative methods.
8. To present an overall cost of the project is one of the main requirements for submitting a proposal.

Task 5. Read the text and translate it into your native language.

The Maglev Takes Off

The maglev has been called 'the flying train.' Driven by magnetic forces, it floats above a guide way at a speed of 300 miles an hour. Will Americans soon be riding maglevs? Maybe, but the first maglev systems in the U.S. will probably be built by Germany or Japan, even though the technology was invented in the U.S.

The first maglev was developed in the early '70s by physicist Henry Kolm and engineer Richard Thornton at the Massachusetts Institute of Technology. The inventors ran their 40-inch scale model, which they called the Magneplane, down a 400-foot test track hundreds of times before funding for the magneplane project was cut off.

As Americans become more concerned about air pollution and traffic congestion, interest in the maglev is picking up speed. A National Maglev Institute has been created to coordinate efforts by the U.S. Departments of Transportation and Energy, the Federal Railroad Administration, and private industry, and U.S. senators are asking for more money for maglev-related projects. President George Bush asked for \$9.7 million in the 1991 budget to study the maglev.

However, U.S. industry remains skeptical about how serious the government is and how long investments in the maglev will take to pay off. Meanwhile, Germany and Japan are speeding ahead in their efforts to export the maglev. Russia has already agreed to buy maglev technology from the Japanese. Within a few years, Japanese maglevs will be carrying Russians from downtown Moscow to the airport.

In the United States, a German-built maglev system is being considered for the 250-mile route between Los Angeles and Las Vegas. However, the German maglev faces strong competition from the TVG, a French-built turbo-electric train which travels at the same speed. Whether or not the Germans win that race, German-built maglevs may be put into use in Florida. These maglevs, which would speed tourists from the Orlando airport to Disney World, would not be financed by Americans, but by Japanese banks.

Because of the maglev's low energy needs and its minimal impact on the land, environmentalists feel it is an appealing alternative to other mass transit systems. However, if the flying train is to become widely used in the U.S., American business will have to show more interest in getting involved.

Task 6. Read the text again and decide if the following statements are true (T) or false (F).

1. The maglev has been called a flying train as it is a means of air travel.
2. It is in Germany and Japan that the first maglev trains will be probably built.
3. It is in Germany that the technology for the maglev train was invented.
4. The interest to the maglev train technology restored due to the sharpening of the pollution problem.

5. The US industry is not sure investments to the maglev train will bring profits soon.
6. Russia has already developed a new maglev train technology.
7. Using of German-built maglev trains in the USA will be financed by Japanese banks.
8. It is believed by environmentalists that the maglev train is a better alternative to conventional means of transportation.

1-...; 2-...; 3-...; 4-...; 5-...; 6-...; 7-...; 8-...

Task 7. Answer the questions on the text in writing. Be ready to discuss them.

1. What are the reasons U.S. industry has been slow to invest in the maglev?
2. What are the countries that are trying to export the maglev?
3. Why maglev appeals to people who are concerned about the environment?
4. Who were the first inventors of maglev? And where it was developed?

Task 8. Use the words from the list below to fill in the blanks in the text. Underline the chosen option.

routes levels pollution rush trips bike convenient transit

Americans make only 0.5% of their (1)_____ by bicycle. If they made only 2% more of their trips by (2)_____, carbon monoxide (3)_____ would go down 5%. How can cycling be made more (4)_____? Here are some ideas from around the world.

In Cambridge, England, a bike “tube” has been built over a large railroad area. In Denmark, bike underpasses have been built under highways to provide safer cycling (5)_____ .

Every Sunday 30 miles of city streets in Bogota, Colombia, are closed to cars. This increases cycling and reduces (6)_____ .

In Singapore, cars with fewer than four passengers have to pay a ‘congestion fee’ during (7)_____ hours. If drivers had to pay a fee for driving alone, the money collected could be used for mass (8)_____ and bike-related projects.

Task 9. Match the word combinations from the text with their Ukrainian equivalents.

- | | |
|--|--|
| 1. to invent the technology | a. окупати інвестиції |
| 2. to become concerned about something | b. мінімальний негативний вплив на землю |
| 3. traffic congestion | c. винайти технологію |
| 4. to pick up speed | d. приваблива альтернатива |
| 5. to pay off investments | e. зіткнутися з жорсткою конкуренцією |
| 6. to face a strong competition | f. турбуватись щодо ... |
| 7. minimal impact on the land | g. прискорюватися |
| 8. appealing alternative | h. транспортна перевантаженість |

1-...; 2-...; 3-...; 4-...; 5-...; 6-...; 7-...; 8-...

Task 10. Complete the sentences using the right word in brackets.

1. If _____ (*free/freely*) parking of cars is eliminated, car use will _____ (*increase/decrease*) by 25%.
2. _____ (*Safer/Safest*) routes are created for cyclists in German cities by _____ (*closed/closing*) off car traffic.
3. In Santiago, Chili, and Milan, Italy, a license system is used to keep 20% of all motor _____ (*transport/transported*) off the road and to _____ (*encouraging/encourage*) cycling.
4. In Europe, as in the US, automobile is creating congestion and _____ (*pollute/pollution*) wherever it goes.
5. Europeans are moving _____ (*aggressive/aggressively*) to develop some _____ (*civilizing/civilized*) substitutes for the car.
6. In Berlin engineers _____ (*demonstrate/demonstrating*) a train with no wheels and no engine which _____ (*floats/floated*) on magnets that also pull it along.
7. _____ (*Obvious/Obviously*) when people have a city center with _____ (*less/least*) cars, there is more room for walking, talking, for sitting around and there is a new quality of life.

8. It is not the car that should be _____ (*eliminated/eliminating*) but good alternatives can speed people to look for something _____ (*differently/different*).

Task 11. Translate the text into English.

Свобода, яку дає (freedom which is coming with) автомобіль, має велику ціну, і ця ціна – забруднення навколишнього середовища (environment pollution). Тому європейські уряди започаткували (start) програми розвитку муніципального транспорту (municipal transport) який стане привабливою альтернативою (appealing alternatives) їхнім автомобілям.

Наприклад, в Західній Німеччині (West Germany), біля Єссену (Essen), дизельний автобус (diesel bus) збирає (picks up) пасажирів, а потім, ближче до центру міста, він перетворюється на електричний вагон (transforms itself into an electric trolley), що пересувається рейками (on rails). Цей транспорт вирішує (solves) три проблеми: він може їхати в передмістя (suburbs), розв'язує транспортну проблему (copes with the transport problem) в центрі та зменшує рівень забруднення (cuts the pollution level) міської атмосфери. Крім того, водій (the driver) цього транспорту інформує комп'ютер про свій маршрут (the route) та отримує підказки щодо руху (gets prompts on the traffic).

Варіант 5

Task 1. Read the sentences and translate them into your native language. Underline the forms of Passive Voice.

1. Some experts say packages can be imprinted with helpful information.
2. A great amount of goods in American supermarkets has been covered by layers upon layers of packaging.
3. In the closest future overpackaged goods will be given awards by the packaging industry.
4. It should be noted a growing number of products are being wrapped in 'composites', packaging consisting of different materials.

5. The components of 'composites' can not be separated from each other and can not currently be recycled.
6. Glass, aluminum, steel and cardboard are the packaging materials which can easily be recycled nowadays.
7. Millions of pounds of packaging are being discarded by Americans now.
8. A great deal of packaging was proved by the experts to be unnecessary and wasteful.

Task 2. Read the sentences and translate them into your native language. Underline the words *it, that, one* and define their function in the sentence.

1. The level of pollution in Tokyo is identical to that in Los-Angeles.
2. Most people believe it was Thomas Edison who invented the electric light bulb but it was invented by Joseph Swann in England.
3. One of the best reasons to defend abundant packaging is that it contains much useful information.
4. Water is such an excellent solvent that it generally contains dissolved materials in lesser amounts than other liquids.
5. Unless one gets real information about the 'composites' one will never realize the negative impact of overpackaging.
6. It is possible to find the weight of anything that floats by weighting the water that it displaces.
7. The fact that comet's tails are caused by solar wind is a generally accepted one in astronomy.
8. While viewing objects under a microscope, Robert Hooke discovered that all living things were made of cells.

Task 3. Read the sentences and translate them into your native language. Underline the forms of the verbs *to have, to be, to do* and define their functions.

1. Nearly all products in supermarket are packed in something, sometimes a lot of things.

2. The problem experts have to solve is not just the amount of packaging but its composition.
3. Abundant packaging is to contribute to U.S. customers landfills.
4. Many Americans have no means to recycle most types of plastic or polystyrene, or even coated paperboard.
5. Some of the packing is important as it prevents tampering and contains helpful information.
6. About 1,200 pounds of rubbish a year have been registered for every person in the U.S.
7. Do you know that a great number of goods are packed in ‘composites’ – packages containing several layers of materials and adhesives?
8. Generally, the use of one building material in preference to another indicates that it is found in large quantities and does an adequate job to protect the inhabitants from the weather.

Task 4. Read the sentences and translate them into your native language.

Underline the Infinitive and define its function.

1. Oil tankers were enlarged to satisfy the demand for oil.
2. To measure the temperature is not possible without a thermometer.
3. A company must support its products; otherwise, its business might decrease.
4. Because machine language is difficult to work with, programming languages are based on numbers, characters, and other symbols.
5. Though much has been done to develop recycling technology for packaging, it is not enough to stop the risk of environmental pollution.
6. To save on heating and find cheaper labour are two of the most common reasons that companies give for moving to other regions.
7. To lure environmentally conscious consumers for many U.S. manufacturers means to label their packages as recyclable.
8. Pollution control involves persuading industries and citizens to adopt improved or alternative technologies.

Task 5. Read the text and translate it into your native language.

Shopping for Better Packaging

Americans love packaging. And the products on supermarket and drugstore shelves reflect that love affair; nearly everything, it seems, is wrapped in something, sometimes a lot of things. Even produce – tomatoes and corn-on-the-cob, for example – sit neatly on a plastic foam tray, encased in clear plastic wrap. Some products have layers upon layers of packaging, for no apparent reason.

Some of that packaging is important – it prevents tampering, ensures cleanliness, and can be imprinted with helpful information, among other things. But a great deal of it is unnecessary and wasteful. You needn't walk far down any supermarket aisle to find a plastic bowl covered with a plastic lid, contained in a cardboard box, which is shrink-wrapped in yet more plastic. Ironically, some of these overpackaged goods are given awards by the packaging industry for their innovative designs. It is precisely these 'innovations' that contribute to our clogged landfills. Of the roughly two tons of trash discarded by the average American each year, packaging accounts for an estimated 30%, or about 1,200 pounds a year for every man, woman, and child.

The problem isn't just the amount of packaging, it's also the type of materials being used. A growing number of products are being wrapped in 'composites' – packages containing several layers of materials and adhesives, such as juice boxes, which contain layers of polyethylene, paperboard, and aluminum. Squeezable ketchup and mustard, made of up to seven layers of plastic and adhesives, are another example. The components of these materials cannot be separated from each other before being thrown away and cannot currently be recycled. These packages will end up in landfills, where they may take centuries to break down.

Even when packaging consists of only one type of material, it is often an unrecyclable one. The vast majority of Americans have no means to recycle most types of plastic or polystyrene, or even the kind of coated paperboard used in many product packages. Many manufacturers, attempting to lure environmentally conscious

consumers, are labeling their packages ‘recyclable.’ That may be technically true – given the right technology and enough financing, the package could be recycled. But for now, glass, aluminum, steel, and corrugated cardboard are the only packaging materials easily recyclable.

Task 6. Read the text again and decide if the following statements are true (T) or false (F).

1. The author believes there is no reason for having layers upon layers of packaging for most of the products.
2. Packaging is responsible for more than a half of the trash discarded by the average American each year.
3. It is believed by the author materials of the packaging are more important for the pollution problem than the amount.
4. ‘Composites’ are very problematic materials for recycling.
5. Juice boxes mostly contain one layer of adhesives.
6. The layers of the ketchup and mustard packaging can be separated and recycled easily.
7. Most of Americans have a possibility to recycle plastic and coated paperboard packaging easily.
8. It is proved that labelling the packages ‘recyclable’ attract ecologically friendly consumers.

1-...; 2-...; 3-...; 4-...; 5-...; 6-...; 7-...; 8-...

Task 7. Answer the questions on the text in writing. Be ready to discuss them.

1. How many pounds of packaging does the average American discard each year?
2. What are ‘composites’ and why are they a problem?
3. What is the problem with many packages that are labelled ‘recyclable’?
4. According to the text, what materials are easy to recycle?

Task 8. Use the words from the list below to fill in the blanks in the text.

developed garbage trash waste dumping disposal decompose environment

The practice of (1)_____ of garbage into the sea is an ancient one. Since the days when people first started to travel on the oceans, the waters of the world have been used as a 'trash can' for unwanted (2)_____ from ships and boats. Dumping (3)_____ into the ocean is still the most common disposal system used by ships and boats around the world today.

While the (4)_____ system itself has remained the same, the trash that is dumped overboard has changed drastically. Since World War II, floatable products, most of which are synthetic plastics, have been (5)_____. These 'floatables', which neither sink nor (6)_____ at sea, are increasingly visible as trash in the marine (7)_____. It is nearly impossible to cross an ocean or go to a beach anywhere in the world without finding (8)_____ in the water or on the shore.

Task 9. Match the word combinations from the text with their Ukrainian equivalents.

- | | |
|------------------------------|--|
| 1. for no apparent reason | a. матеріал, що не підлягає переробці |
| 2. overpackaged goods | b. екологічно свідомі покупці |
| 3. discarded trash | c. відповідати за щось |
| 4. to account for | d. без очевидної необхідності |
| 5. to label the package | e. привертати споживачів |
| 6. unrecyclable material | f. сміття, яке викидається |
| 7. to lure consumers | g. товари, що мають забагато пакування |
| 8. environmentally conscious | h. маркувати упаковку |

1-...; 2-...; 3-...; 4-...; 5-...; 6-...; 7-...; 8-...

Task 10. Write down the sentences. Choose and underline the correct form of the words in brackets.

1. In Europe and America many people have been shopping for a long time with the environment _____ (*specific/specifically*) in mind.
2. Every time when a customer opens the wallet, he/she makes a choice that _____ (*effects/affects*) the planet.
3. Ecological groups target companies not only for their _____

(*produced/products*), but for the _____ (*polluted/pollution*) they cause in manufacturing.

4. Interest to the environment is _____ (*like/likely*) to be one of the major _____ (*consumer/consumed*) trends nowadays.
5. If companies do not change their _____ (*policy/politics*) now they will be far behind the _____ (*demands/demanding*) of the public.
6. Loblaws, a Canadian supermarket giant, launched a line of green _____ (*products/production*) so _____ (*successful/successfully*) it forced other brands to imitate them.
7. In Germany there is now a national seal of environmental _____ (*approval/approved*) for products and in England cosmetics are _____ (*promoting/promoted*) or how they help the earth.
8. Consumers have _____ (*increased/increasing*) strength to make business do the right thing because they have that most _____ (*powerless/powerful*) weapon: their wallets.

Task 11. Translate the text into English.

Кожного разу коли ми купуємо будь-що у супермаркеті, ми приймаємо рішення (make a decision), яке стосується навколишнього середовища (concerning the environment), і все частіше це рішення стає свідомим (conscious). Дослідження (research), проведене нещодавно в США показало (demonstrated), що 89% американців стурбовані (are concerned) тим, який вплив мають на навколишнє середовище (environmental effects) товари (goods), які вони купують, 78% зазначили (noted), що вони готові платити більше за ті товари, упаковка яких може бути технологічно перероблена (goods in recyclable packages), а 53% вже бойкотують (boycott) деякі товари через забруднення (pollution) ними навколишнього середовища. Вимоги (demands) людей змушують компанії змінювати (make companies change) свою політику (policy). Наприклад, у Вашингтоні (Washington) компанія "Proctor and Gamble" виробляє пом'якшувач тканин (produce fabric softener) у картонних коробках, компанія Walmart маркує зеленими наклейками (labels) ті товари, які не забруднюють навколишнього середовища (environmentally sound products), а компанія McDonalds пропонує відвідувачам сортувати сміття для переробки (to separate trash for recycling).

Контрольне завдання 4

Для того, щоб виконати контрольне завдання 4, необхідно повторити наступні розділи курсу англійської мови:

1. Складні форми інфінітиву (Present Infinitive Passive, Perfect Infinitive Active/Passive). Звороти, рівнозначні підрядним реченням: об'єктний дієприкметниковий комплекс, суб'єктний дієприкметниковий комплекс.
2. Прислівник (Participle I, Participle II; Perfect Participle Active/Passive). Залежний та незалежний дієприкметниковий комплекс.
3. Умовні підрядні речення.
4. Узгодження часу.

Варіант 1

Task 1. Give the written translation of the following sentences into your native language. Underline and define the forms of the Infinitive .

1. It is necessary for the company to recognize the importance and value of the job of administrative assistants.
2. The role of administrative employees seems to be changing considerably.
3. They believe the earnings of office workers to provide a measure of the skills required.
4. He is unlikely to have changed his job into a career.
5. We knew Mr Brown to be the owner of a printing company.
6. He knew Mrs Morgan to have been involved in planning and organizing the meeting.
7. Calculators, computers, copying machines and fax machines are considered to be the most important office machines.
8. A more skilled executive assistant may be required to carry out administrative duties which may include accountancy.
9. The new office building is supposed to have provided a workplace and working

environment for administrative and managerial workers.

10. The right person for the position is also expected to have a good sense of humour.

Task 2. Give the written translation of the following sentences into your native language. Underline the forms of Participle I and Participle II.

1. Promoting the values of the job of secretaries, Harry F. Klemfuss created the holiday in recognition of the importance of secretaries.
2. The firms looking for specific qualifications, pay increases with rising levels of certification and specialization.
3. Having been shown in a typical job advertisement, the range of skills of today's assistants proved the importance of the position.
4. The job title of a secretary has changed being replaced with titles such as 'administrative professional', 'personal assistant (PA)', 'executive assistant' and 'office manager'.
5. Having got a wide variety of skills he decided to apply for a newly created position.
6. Norway having no patent laws at that time, a Norwegian inventor with a degree in electronics, science and mathematics, invented the paperclip in 1899 and received a patent for his design from Germany in the same year.
7. A copying process being invented by American law student Chester Carlson, Xerography became commercially available in 1950 by the Xerox Corporation.
8. The boss watched her working hardly and professionally.
9. We consider hourly rates of £7.13 for secretarial work and £6.30 for clerical work generously paid.
10. When perfectionists are busy being perfect, they are compulsive, obsessive and inflexible.

executive assistant

- асистент керівника

administrative professional

- співробітник офісу (загальна назва секретарів, менеджерів, адміністраторів і т.і.)

Task 3. Put the verbs in brackets into the correct tense form of the Conditionals and underline them. Translate the sentences into your native language.

Type I, probable condition

1. If everyone in a workplace (*to be*) _____ in a bad mood, maybe it (*to be*) _____ a signal that there's something wrong there.
2. If you (*to feel*) _____ bored, it (*to mean*) _____ you are not creative enough to think of good questions.
3. If she (*to have*) _____ papers that she wants to keep together, she (*to put*) _____ them into transparent plastic pocket files, or she (*to join*) _____ them with staples or paper clips.

Type 2, improbable condition

1. If it (*not/to be*) _____ a question of organization, she (*not/to keep*) _____ confidential documents and reports in the filing cabinet next to her desk.
2. If there (*to be*) _____ enough paper left in the printer, she (*not/to go*) _____ to the storeroom to get more.
3. If she (*not /to have to go and see*) _____ a client, she (*not/to make sure*) _____ that she had the correct time and the client's address in her notebook.

Type 3, impossible condition

1. If the confidential letters (*to be needed*) _____, she (*not/to run*) _____ them through the shredder.
2. I (*to try*) _____ to make an instant impression on my colleagues, if starting a new job (*not/to be*) _____ very stressful experience.
3. If I (*to know*) _____ how to manage workplace communication more efficiently, my colleagues or business partners (*not/ to seem*) _____ particularly difficult to deal with.

Task 4. Put the verbs in brackets into the correct tense form and underline them. Mind the Sequence of Tenses.

1. An administrative professional is not thought of as a person who (*to sit*) _____ there and (*to type up*) _____ letters.
2. When I go in to work in an office, I never really know what (*to go*) _____ to happen.

3. I knew that our client, a well-established company (*to look*) _____ for a dynamic, self-motivated person to join their team in an administrative role.
4. In the 1880s, with the invention of the typewriter, more women began to enter the field of secretaries and by the 1930s, fewer men (to enter) _____ the field of secretaries.
5. Until circa 1860, the types of documents that today are stapled together (*to fasten*) _____ in a number of ways that (*not/to require*) _____ the use of mechanical devices.
6. The male clerk, the young, aspiring company man who was a common feature of small nineteenth-century offices, (*to replace*) _____ gradually _____ by the young female, who (*to expect*) _____, or allowed, to remain at her job only until she got married.
7. The word ‘gadget’ refers to a small mechanical or electronic object that (*to be*) _____ usually new on the market.
8. The chief analyst says that professional work (*to be*) _____ the fastest-growing area in the temporary work labour market for several years now.
9. Even though economics is increasingly important for business and policy leaders, the subject (*to become*) _____ more theoretical and mathematical.
10. If you work well under deadlines, come up with fast ideas and are able to work long hours, then this (*may/to be*) _____ your profession.

Task 5. Read the text. Write down the text and give the written translation into your native language. Underline Participle I, Participle II, the Infinitive.

A Changing Role

1. The wish to move on is common among the younger generation of office workers. A lot of young people are using their administrative positions as a stepping stone into other positions, maybe managerial or having more of a supervisor role.

2. Secretarial career development often means moving over into a specialized area, such as medicine, law or finance, rather than moving up. This may be one reason why the field attracts very few men.

3. The first secretaries were men who could read and write; they acted as scribes for philosophers and historians in early civilizations. The word ‘secretary’ itself comes from the Latin word for ‘secret’, and later was used to mean ‘one who is trusted with secrets’. As trade expanded through the centuries, people of wealth and power needed secretaries whom they could trust to handle correspondence and who often did the bookkeeping as well. These secretaries were always men; most had a broad general education, knew several languages, and were valued for their skilled penmanship.

4. With the increasing use of the telephone, typewriter and adding machine in the early 1900s, women started taking office positions, looking for job opportunities beyond childcare or factory work. At the beginning of the 20th century, most secretarial and clerical work was still done by men. Within two decades, however, more than half of secretarial work had become a typically female occupation. Today women have career options, leading to a change in what motivates many to choose this field.

Task 6. Reading Comprehension. Decide if the statements are true (T) or false (F).

1. The phrase ‘the wish to move on’ is closest in meaning to the phrase ‘the wish to start doing something new’.
2. Secretarial career development is a stepping stone into a more specialized area.
3. The duty of the first secretaries was to keep secrets.
4. In the early 1900s women preferred factory work to secretarial work.
5. At the beginning of the 20th century most secretarial work was only done by women.

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...

Task 7. Answer the questions on the text in writing. Be ready to discuss them.

1. Whose role in the secretarial work has changed?
2. What could the first secretaries do?
3. What job opportunities did women have in the early 1990s?

Task 8. Write down the paragraph. Choose and underline the correct form of the words.

Administrative Professionals Day (1)formerly/former known as *Secretaries' Day* is an unofficial holiday to recognize the work of secretaries, (2)administrative/administration assistants, executive assistants, office managers, receptionists, and (3)other/another administrative support (4)professionals/professions. The official period (5)of/in 'celebration' was first proclaimed in 1952. The holiday was (6)created/creation with two objectives in mind: to recognize 'the secretary, (7)upon/under whose skills, loyalty, and efficiency the functions of business and government offices depend, and to call attention 'through favourable (8)publicity/public, to the tremendous potential of the secretarial career.'

Task 9. Write down the paragraph. Complete the sentences with the correct words from below. Underline the chosen option.

workplace written coworkers smoothly rules coworkers etiquette have

Office etiquette is the set of (1) _____ and unwritten rules of conduct that make social interactions run more (2) _____. Office etiquette is different from business (3) _____ in that office etiquette usually applies to interacting with (4) _____ whereas business etiquette is for interacting with external contacts such as customers and suppliers. The rules of office etiquette may vary by region, office size, business specialty, (5) _____ policy, and, to a certain degree, various laws governing the (6) _____. Larger organizations tend to have stricter, expressly written (7) _____ of etiquette. Each company will (8) _____ its own subset of rules usually based loosely on the company's management and legal compliance models.

Task 10. Translate the following sentences into English. Use the Conditionals, different forms of the Infinitive and Participial Constructions.

1. Після того як нагадування з телефонними номерами записано, вона

приклеює (stick) його до свого телефону.

2. Якщо я не залишив (to leave) би свій мобільний телефон у машині, я б тобі зателефонував.
3. Після того як нарада була перенесена на другу годину, він залишив офіс.
4. Її поведінка, здається, не заподіяла ніякої шкоди (harm).
5. Результати дослідження, що було проведено нашими колегами з-за кордону, визнані (to recognize) і в нашій країні, і за кордоном.
6. Великий обсяг роботи не дозволяє (to let) колегам нудьгувати (to get bored) на роботі.
7. Якщо ти бажаєш вести (to develop) світську розмову (social conversation), тобі слід вірно вибрати тему (topic).
8. Якщо б моя англійська не була такою поганою, я не просив би її відкоригувати мій лист.
9. Тобі подобається стаття, яку зараз обговорюють?
10. Вона злякалась, припустивши (to admit), що вона загубила лист.

Варіант 2

Task 1. Give the written translation of the following sentences into your native language. Underline and define the forms of the Infinitive .

1. We know the military to start the use of radio telephone links in the 1950s.
2. It is standard practice for the mobile phone companies in Japan to provide immediate notification of natural disasters to their customers free of charge.
3. Martin Cooper of Motorola is known to be the inventor of the first practical mobile phone for handheld use.
4. Cooper appeared to make the first call on a handheld mobile phone on April 3, 1973.
5. I am very sorry not to have recharged my mobile phone.
6. We expect the mobile phone to expand the range of its multiple services.
7. The mobiles industry wants as many people as possible to enjoy the benefits of

mobile telecommunications.

8. *Mobile Manners* make individuals use their mobile phones in a responsible manner.
9. We heard the man to have talked loudly in a confined space.
10. Offensive or threatening text, voice, picture or any other sort of message are not allowed to be sent to other users of a mobile phone.

Task 2. Give the written translation of the following sentences into your native language. Underline the forms of Participle I and Participle II.

1. The establishment costs being low and the deployment being rapid, mobile phone networks have spread rapidly throughout the world.
4. Mobile phones being introduced, concerns have been raised about the potential health impacts from mobile phone use.
2. Several countries, including the UK, now have more mobile phones than people.
3. In the event of an emergency, disaster response crews can locate trapped or injured people using the signals from their mobile phones.
5. Users decorating, customizing, and accessorizing their mobile phones do it to reflect their personality.
6. The total number of mobile phone subscribers in the world estimated in 2005 accounts for 2.14 billion.
7. Having discussed the Multimedia Message Service (MMS) results, the experts proceeded to the next problem.
8. The results of the survey being discussed at the conference do not show any link between mobile phone use and cancer.
9. We often watch many mobile phone subscribers following both simple and important courtesies.
10. I want my phone to be put on silent or vibrate mode in order not to ring at an inappropriate moment .

Task 3. Put the verbs in brackets into the correct tense form of the Conditionals and underline them. Translate the sentences into your native language.

Type I, probable condition

1. If I (*to make*) _____ my call in a room, I (*can*) _____ go outside or to another room not to disturb others.

2. If a mobile phone (*to ring*) _____ in inappropriate places and times such as at the tennis court or in restaurants, it (*to annoy*) _____ people the most.
3. If it (*to be*) _____ required, I (*to turn*) _____ my mobile phone off and check it's off.

Type 2, improbable condition

1. If I (*to talk*) _____ loudly over the mobile phone in a confined space like a lift or on a train, it (*may*) _____ infringe on others' personal space.
2. If I (*to be*) _____ aware of where I was and who I was with and what others were doing, I (*not/to decide*) _____ to make or accept a call.
3. If a mobile phone (*not/have*) _____ very sensitive microphone, it (*not/can*) _____ pick out even the softest voice.

Type 3. impossible condition

1. If I (*always/not/ have*) _____ to answer, I (*to use*) _____ my messaging service.
2. If I (*not/to respect*) _____ others' privacy when using in-phone cameras, I (*not/to ask*) _____ for permission before taking someone's picture.
3. If receivers (*not/to save*) _____ offensive or threatening messages, they (*not /to be able*) _____ to easily identify you as the sender

Task 4. Put the verbs in brackets into the correct tense form and underline them. Mind the Sequence of Tenses.

1. I jotted down his telephone number while he (*still/to talk*) _____.
2. The telephone operator said she would put the caller through when the line (*to be free*) _____.
3. If the person we want to call is already speaking to someone, the number (*to be engaged*) _____.
4. There was a time when you left work, went home and if someone wanted to contact you they (*to wait*) _____ until the morning.
5. In telecommunications, the coverage is the geographic area that the station in question (*to cover*) _____.
6. I have tried ringing four or five times, but I still (*not/can get*) _____ through to that Kyiv number.
7. I was in the middle of phoning Pete when we (*to be cut off*) _____.
8. Mr Brown alleged that his phone (be encoded) _____.

9. Where you (*to call*) _____ from? I can hardly hear you. Your voice is terribly faint.
10. His phone must be out of order. We (*to be unable*) _____ to reach him.

Task 5. Read the text. Write down the text and give the written translation into your native language. Underline Participle I, Participle II, the Infinitive.

Mobile Phone Etiquette

1. Mobile phone etiquette has become an important issue with mobiles ringing at weddings, funerals, cinemas, and plays. Users often speak at increased volume which has led to places like book shops, libraries, movie theatres and doctors' offices, and houses of worship posting signs prohibiting the use of mobile phones, and in some places installing signal-jamming equipment to prevent usage. Some new buildings such as auditoriums have installed wire mesh in the walls which prevents any signal getting through, but does not contravene the jamming laws.

2. Transportation providers, particularly those involving long-distance services, often offer a 'quiet car' where phone use is prohibited, much like the designated non-smoking cars in the past. However many users tend to ignore this as it is rarely enforced, especially if the other cars are crowded and they have no choice but to go in the 'quiet car'. Mobile phone use on aircraft is also prohibited, because of concerns of possible interference with aircraft radio communications. In April 2007 the Federal Communications Commission (FCC) officially grounded the idea of allowing passengers to use mobile phones during a flight. In a similar vein signs are put up in UK petrol stations prohibiting the use of mobile phones due to hypothetical safety issues. Most schools in the United States have prohibited mobile phones in the classroom due to the high amount of class disruptions that result from their use, and due to the possibility of photographing someone (without consent).

Task 6. Reading Comprehension. Decide if the statements are true (T) or false (F).

1. Mobile phones etiquette deals with the rules of polite behaviour.

to jam – (*радіо*), *спотворювати, заважати роботі іншої станції*

to contravene – *суперечити правилу, закону*

interference – *шуми, перешкоди*

class disruption – *зрив занять*

2. Some special measures are available prohibiting the use of mobile phones.
3. Transportation providers supply cars with mobile phones.
4. The use of mobile phones on aircraft is not prohibited because of interferences.
5. The use of mobile phones in schools can result in the class disruption.

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...

Task 7. Answer the questions on the text in writing. Be ready to discuss them.

1. What etiquette is discussed in the text?
2. Where is the use of mobile phones prohibited?
3. What kind of special equipment can be installed to prevent the mobile phone usage?

Task 8. Write down the paragraph. Choose and underline the correct form of the words.

A mobile or cellular telephone is a long-range, portable (1)*electronic/electronics device* for mobile communication. In (2)*added/addition* to the standard voice function of a telephone, current mobile phones can support many additional services such as SMS for text (3)*messaging/message*, email, packet (4)*switching/switch* for access to the (5)*Internet/internet*, and MMS for (6)*sent/sending* and (7)*received/receiving* photos and video. Most current mobile phones connect to a cellular network of base stations, which is in turn (8)*interconnected/interconnecting* to the public switched telephone network (PSTN) (the exception are satellite phones).

Task 9. Write down the paragraph. Complete the sentences with the correct words from below. Underline the chosen option.

costs history mobile devices world use equipment engineers

The Mobile phone is one of the most used pieces of (1) _____ today. The concept of using hexagonal cells for (2) _____ phone base stations was invented in 1947 by Bell Labs (3) _____ at AT&T and was further developed by Bell Labs

during the 1960s. Radiophones have a long and varied (4) _____ that stretches back to the Second World War when the military started to (5) _____ radio telephony links and civil services in the 1950s, with hand-held cellular radio (6) _____ being available since 1983. Due to their low establishment (7) _____ and rapid deployment, mobile phone networks have since spread rapidly throughout the (8) _____, outstripping the growth of fixed telephony.

Task 10. Translate the following sentences into English. Use the Conditionals, different forms of the Infinitive and Participial Constructions.

1. Користування мобільним телефоном під час керування транспортним засобом (driving) – звичайна справа (common), але досить небезпечна (controversial).
2. Відомо, що мобільні телефони відрізняються (to be distinct) від бездротових телефонів (cordless phones).
3. У зв'язку з мініатюризацією та удосконаленням цифрових компонентів (being advanced) мобільні телефони стали менше за розміром та легше.
4. Він шкодує, що скористався мобільним телефоном під час водіння.
5. Якщо ти стикаєшся (to encounter) з етичною ділемою під час спілкування в Інтернеті (in cyberspace), візьми до уваги (consult) моральні норми (code), яких ти дотримуєшся у повсякденному житті.
6. Ти повинен був проінформувати (to inform) мене про помилку у моєму повідомленні!
7. Здається ти забув про професійну етику для електронної пошти (e-mail etiquette)?
8. Мені здається, він відправив їм повідомлення по особистій пошті.
9. Відомо, що англійська – мова спілкування (lingua franca) для людей, які розмовляють на різних мовах.
10. Як виявилось, лист не був написаний згідно з нормами англійської мови (in standard English).

Вариант 3

Task 1. Give the written translation of the following sentences into your native language. Underline and define the forms of the Infinitive.

1. I can't afford myself to buy many of the commercially available products.
2. Many celebrities are unlikely to use the products they endorse.
3. The company's representative is supposed to have possessed the skill of organizing sales promotions.
4. It was easy for the advertising agency to run a direct press campaign.
5. The boss wanted a position of a new sales manager to be advertised in a local newspaper.
6. I believe him to have put an advertisement to sell his car.
7. His invention was made to be commercially successful.
8. At some point in history an adjective 'creative' happened to be used in the advertising industry as a noun to formally call a practitioner.
9. The TV commercial is known to be of great help for manufactures to generate extra sales quickly and efficiently and expand the potential market.
10. The egg-shaped, pocket-sized virtual pet Tamagochi was known to have appeared and swept the world in the late 1990s.

Task 2. Give the written translation of the following sentences into your native language. Underline the forms of Participle I and Participle II.

1. The advertisements being on TV, I usually change to another channel.
2. I actually went out and bought that very product having been advertised on TV.
3. Normally, word-of-mouth promotion being free, advertisers everywhere know that personal recommendations carry great weight.
4. Having got the recommendations, I talked to a designer to do work on my flat.
5. The television commercials is a unique way of talking to consumers and being imaginatively used helps you to achieve your sales targets.
6. A particular thing being used in a product endorsement is usually advertised by a

celebrity.

7. Tests show that we often don't remember the brand being advertised.
8. Having sponsored the placement in a film the product makers negotiate for their products to appear and to be used by the film's characters.
9. Being the greatest art form of the 20th century advertising is a big part of modern culture.
10. The television commercial having been with us since 1955 is one of the most effective creators of brands and wealth since its arrival.

Task 3. Put the verbs in brackets into the correct tense form of the Conditionals and underline them. Translate the sentences into your native language.

Type 1, probable condition

1. Sales of products generally (*to increase*) _____, if a famous person (*to endorse*) _____ it.
2. If the agency (*to plan*) _____ the campaign for its client, it usually (*to use*) _____ the media for promoting the product.
3. If you (*to want*) _____ to attract more customers, (*to try*) _____ advertising in the local paper.

Type 2, improbable condition

1. If the company (*to have*) _____ an advertising budget, it (*to use*) _____ the money to increase sales of their products.
2. Most companies (*to stay*) _____ with their agencies for a long time, if the agencies (*not/to loose*) _____ their creative touch.
3. If manufactures (*not/to be interested*) _____ in a good return, they (*not/to create*) _____ an image for their products.

Type 3, impossible condition

1. If the company (*to decide*) _____ to carry out an advertising campaign, it (*to contact*) _____ an expert from an advertising agency.
2. If the agency (*to plan*) _____ the campaign for its client, it (*to carry*

out) _____ market studies .

3. The companies (*to get*) _____ a better return on their investment, if the bigger agencies (*to offer*) _____ a wider range of services.

Task 4. Put the verbs in brackets into the correct tense form and underline them. Mind the Sequence of Tenses.

1. As you will see from the enclosed curriculum vitae, I (*to spend*) _____ two yeas working for Thomsons as a manager.
2. French is my first language and at present I (*to do*) _____ the English for Advertising course at Westminster College.
3. Henry hoped that when he (*to be*) _____ a grown-up, money (*never/be*) _____ in short supply for him.
4. Customers were easily influenced in the past but now they (*to become*) _____ more critical than before and (*to start*) _____ to analyse and question many marketing techniques.
5. We discussed the idea of a pan-European advertisement – using the same advertisement in several European countries, but using local, well known actors in each country, and we are sure that working together (*to help*) _____ develop an ad that isn't too 'German' or too 'British'.
6. I would apply for the job, if I (*to have*) _____ the qualifications, but I (*not/to do*) _____.
7. We made a loss in our small business for the first two years, but then things (*to get*) _____ better and we (*to make*) _____ a profit most years ever since.
8. Multinationals running their various businesses the same way all over the world (*may/to be*) _____ perfectly accepted 30 years ago, but it is not the way today.
9. We are in a difficult situation, but I hope we (*to find*) _____ a solution to our problem soon.
10. In seeking to realize its goal of selling, an advertisement may use a variety of artistic talent that (*may/to deliver*) _____ a pretty billboard or a marvelous piece of film, but without a sale it (*to remain*) _____ just that.

Task 5. Read the text. Write down the text and give the written translation into your native language. Underline Participle I, Participle II, the Infinitive.

Advertising Management

1. Advertising is a management function. While advertising is the event, advertising Management is the whole process – a function of marketing starting from market research continuing through Advertising leading to actual sales or achievement of objective. But Advertising Management does not stop here. It goes further in regard to evaluation of the whole cost-benefits that were involved in the whole exercise.

2. This means that if there is a public service advertising with an objective to increase domestic savings, the evaluation would take place in terms of the actual increase in domestic savings as can be found from banks and other financial institutions. If it's about launch of a new product, then the evaluation would be in terms of benefits derived from the sunk in the advertising campaign.

3. Advertising management incorporates various specialized sub-functions like media strategy, message strategy, media planning, media buying etc.

4. While advertising management is an inseparable part of the marketing department, usually, the marketing department of an organization is concerned more with market research and evaluation of results. All the critical processes of advertising management are generally outsourced to specialized Advertising agencies. It is a very creative field as it involves designing the strategies to be adopted for influencing the public. It then involves deciding on the ad message to be communicated which should capture the public attention!

Task 6. Reading Comprehension. Decide if the statements are true (T) or false (F).

1. Advertising Management is the function of marketing.
2. Advertising campaigns aim at attracting sellers' attention.
3. The process of Advertising management involves many specialized functions and sub functions.

4. Marketing department is an inseparable part of Advertising Management.
5. Market research is concerned with critical processes of advertising management.

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...

Task 7. Answer the questions on the text in writing. Be ready to discuss them.

1. What is the function of Advertising Management?
2. What is the supposed result of the advertising campaign?
3. What influences the public and public's attention?

Task 8. Write down the paragraph. Choose and underline the correct form of the words.

An advertising agency or ad agency is a service business dedicated to (1)*creating/creation*, planning and handling advertising (and sometimes other forms of promotion) for (2)*its/it's* clients. An ad agency is independent from the client and provides an outside point (3)*of/off* view to the effort of selling the client's products or services. (4)*An/a* agency can also (5)*handle/handling* overall marketing and branding strategies and sales promotions for its clients. Typical ad agency clients (6)*includes/include* businesses and corporations, non-profit organizations and (7)*governmental/government* agencies. Agencies (8)*may/might* be hired to produce single ads or, more commonly, ongoing series of related ads, called an advertising campaign.

Task 9. Complete the sentences with the correct words from below. Underline the chosen option.

advertising product create give anyone to have convince

When you graduate from the School of Advertising, you'll know how to express (1) _____ advantages in fresh, meaningful, memorable ways that (2) _____ consumers they match their needs and lifestyles – this will (3) _____ you a portfolio that screams for employer's attention. You'll also (4) _____ the skills and thinking ability to land a job that's challenging, exciting, and pays a salary that's almost embarrassing. (5) _____ can make ads that are funny or dramatic; not everyone

can make ads that actually help sell their products. The School's (6) advertising programme will teach everyone an integrated approach (7) _____ marketing communications that's backed by solid strategic thinking. You'll (8) _____ ads that work for the client, the consumer, and the times.

Task 10. Translate the following sentences into English. Use the Conditionals, different forms of the Infinitive and Participial Constructions.

1. Їх переконали організувати традиційну рекламну кампанію.
2. Якщо агентство втрачає свій творчий підхід (creative touch), то рекламодавець змінює агентство.
3. Відомо, що гумор завжди успішно використовується у рекламі як універсальна мова.
4. Наша компанія була б більш продуктивною (efficient), якщо б ми знизили витрати на заробітну плату
5. Дійсно відбувається зміна багатьох рекламних оголошень (commercials), які демонструються під час телепрограм та між ними.
6. Зрозумівши потреби свого клієнта, ви вибираєте відповідну рекламу (advertising) для його продукції чи послуг.
7. Потрібно переконатися в тому, що у тексті (tells the customer) є уся та інформація, яку ви хочете донести до покупця (them to know).
8. Даремно (no good) мати хорошу рекламу (advertisement), якщо люди, яким вона потрібна, її не бачать.
9. Відомо, що індустрія реклами є велика та зростаюча галузь.
10. Оскільки *The Advertiser* є повсякденною газетою-таблідом (daily tabloid news paper), її кожен день читають більш ніж 580 000 людей.

Варіант 4

Task 1. Give the written translation of the following sentences into your native language. Underline and define the forms of the Infinitive.

1. We know Ray Tomlinson to initiate using the @ sign to separate the names of the user and their computer in 1971.
2. A special code for the '@' character is known to have been introduced to the Morse code in 2004.

3. Information turned out to be shared in a new way.
4. We persuaded them not to write down the information.
5. Messages are allowed to be passed between different computers.
6. The text was certain to have been read by all users without problems.
7. He failed to contact the company as email hadn't been known.
8. It is not easy to get spammers stop sending unwanted messages.
9. We recommend you to post your address publicly when absolutely necessary.
10. One British psychologist claims to have identified a new mental disorder caused by too much information.

Task 2. Give the written translation of the following sentences into your native language. Underline the forms of Participle I and Participle II.

1. E-mail uses two kinds of mail servers dealing with outgoing e-mail and incoming e-mail.
2. Having attached the file to the e-mail, I clicked on the Add/Edit Attachments command.
3. A proper window having been opened, I sent a photograph to my colleague.
4. You can send multiple copies by typing all the e-mail addresses in the *Cc:field*.
5. I also use my mobile phone for e-mail and sending images, mobile phones not getting a lot of unwanted communication.
6. I want these letters handwritten quickly.
7. I am very much looking forward to hearing from you.
8. He had never had anything like that happening to him before.
9. A downloaded programme went wrong.
10. E-mail being very fast, cheap and modern, this means of communication has become very important.

Task 3. Put the verbs in brackets into the correct tense forms of the Conditionals and underline them. Translate the sentences into your native language.

Type 1, probable condition

1. I (*get annoyed*) _____, if I (*get*) _____ hundreds of e-mails at work.
2. Privacy and security (*can be*) _____ problems, if one (*send*) _____ important documents by e-mail.
3. If he (*have*) _____ e-mail, he (*can/ download*) _____ music and video, send letters and pictures.

Type 2, improbable condition

1. If students (*write*) _____ letters to each other, they (*can/practise*) _____ their grammar and spelling.
2. If I (*choose*) _____ between the modern means of communication, I (*will/prefer*) _____ e-mail.
3. If there (*be/not*) _____ the Internet, it (*not/be possible*) _____ to sell to each other online.

Type 3, impossible condition

1. I (*understand*) _____ more when I heard the person's voice, if I (*use*) _____ the phone.
2. If I (*send*) _____ the report via e-mail, the manager (*process*) _____ it faster.
3. If he (*not/check*) _____ his voicemail, he (*not/respond*) _____ the message that needed immediate attention.

Task 4. Put the verbs in brackets into the correct tense form and underline them. Mind the Sequence of Tenses.

1. I (*to like*) _____ modern means of communication, but I still prefer the post.
2. He said that there (*to be*) _____ a significant increase in data flow over the last few years in his office.
3. I wondered how spammers (*can get*) my email address from my Web site.
4. She is busy at the moment. She (*to work*) _____ on the computer.
5. Teenagers (*to play*) _____ computer games for years and they let them visit virtual worlds or change the ending of films.
6. I reported that at the June 2003 meeting rules and etiquette for using Internet

electronic mail (*be discussed*) _____ .

7. The rule says that one (*should keep*) _____ messages as short as possible, that is one (*should say*) _____ only what he/she needs to say.
8. When you communicate online you (*be judged*) _____ by the quality of your writing.
9. The golden rule your parents and your kindergarten teacher taught you (*be*) _____ pretty simple: Do unto others as you'd have others do unto you.
10. What he didn't realize was that computer room staff (*be backing up*) _____ his messages.

Task 5. Read the text. Write down the text and give the written translation into your native language. Underline Participle I, Participle II, the Infinitive.

History of Email and Ray Tomlinson

1. Computer engineer, Ray Tomlinson invented internet-based email in late 1971. He worked as a computer engineer for Bolt Beranek and Newman (BBN), the company hired by the United States Defense Department to build the first Internet in 1968. Ray Tomlinson was experimenting with a popular programme he wrote called SNDMSG that the ARPANET programmers and researchers were using on the network computers to leave messages for each other. SNDMSG was a 'local' electronic message programme. You could only leave messages on the computer that you were using for other persons using that computer to read.

2. Tomlinson used a file transfer protocol that he was working on called CYPNET to adapt the SNDMSG programme so it could send electronic messages to any computer on the ARPANET network. ARPA stands for the Advanced Research Projects Agency, a branch of the military that developed top secret systems and weapons during the Cold War.

host computer – *робоча ЕОМ*;

login name – *ім'я користувача, що вживається в систему, логин*;

protocol – *протокол (сукупність правил, які регламентують форматні процедури обміну інформацією між двома або декількома незалежними пристроями та процесами)*;

ARPA (Advanced Research Projects Agency) – *Агентство перспективних досліджень*;

SNDMSG – *команда Send Message (передавати повідомлення)*;

CYPNET – *протокол, який дозволяє передавати лише файли*.

3. Ray Tomlinson chose the @ symbol to tell which user was 'at' what computer. The @ goes in-between the user's login name and the name of his/her host computer.

4. For most of us it is so familiar that we have stopped pondering its meaning long ago. We use it numerous times every day without giving much thought to it, and for some it has probably become an integrate part of their identity: the '@' sign. '@' is short for 'at'. This is why it was chosen for the purpose of identifying a person 'at' a computer. '@' should also be pronounced 'at.'

Task 6. Reading Comprehension. Decide if the statements are true (T) or false (F).

1. Ray Tomlinson built the first Internet in 1968.
2. In the early 1970s some programmers and researchers learned to leave messages for each other.
3. SNDMSG was a 'local' electronic message programme.
4. Tomlinson sent electronic messages to computers on the Internet.
5. We continue giving much thought to the user's login name.

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...

Task 7. Answer the questions on the text in writing. Be ready to discuss them.

1. When did Tomlinson invent internet-based email?
2. What did Tomlinson use CYPNET for?
3. What does symbol @ mean?

Task 8. Write down the paragraph. Choose and underline the correct form of the words.

In the Middle Ages, monks were (1)*what/that* is today the Internet. They published, reproduced, kept and passed on vast amounts of (2)*data/date*. The monks' (3)*translations/ translates* and transcriptions were (4)*hard/hardly* work. Hard-working monks had to deal with a unique set of problems. Bookbinders used to (5)*join/joining* together the wrong pages, for example. To prevent this, scribes and

authors repeated the (6)*last/lasting* line on the new page. Texts were long and brevity a virtue. Where it did not exist, it was created. Authors abbreviated words (7)*as/in* short – and common – as ‘ad’. ‘Ad’ is Latin for ‘at’. ‘@’ seems like a logical abbreviation if you know that medieval fonts had a ‘d’ character that looked much (8)*like/alike* a mirrored 6.

Task 9. Write down the paragraph. Complete the sentences with the correct words from below. Underline the chosen option.

long user’s name friend addresses Hotmail difficult kind

How do spammers discover email (1) _____? How do they find your mailbox when your best (2) _____ does not? Big free email providers like (3) _____ or *Yahoo! Mail* are a spammer’s paradise, at least when it comes to finding spammable addresses. Millions of users share one common domain (4) _____, so you already know that (‘hotmail.com’ in the case of *Hotmail*). Try to sign up for a new account and you will discover that guessing an existing user name is not (5) _____ either. Most short and good names are taken. So, to find email addresses at a large ISP, it’s enough to combine the domain name with a random (6) _____ name. Chances are both ‘asdf1@hotmailcom’ and ‘asdf2@hotmail.com’ exist. To beat this (7) _____ of spammer attack, use (8) _____ and difficult addresses!

Task 10. Translate the following sentences into English. Use the Conditionals, different forms of the Infinitive and Participial Constructions.

1. Відомо, що мультимедія відрізняється (different from) від телебачення чи книжок.
2. Здається, вони використали інтерактивні засоби мультимедії.
3. Я попросив свого друга переслати (to post) мені її адресу.
4. Я не можу зупинити потік (overflow) небажаної інформації.
5. Передзвоніть мені, якщо я потрібний (to need).
6. Викладач припустив (to suppose), що я написав тут адресу своєї електронної

пошти.

7. Оператор бачив, як я набрав (to type) свій пароль (password).
8. Натиснувши (to click) на команду 'Вихід' ('Sign Out'), я закрив мою програму email.
9. Вона спостерігала, як оператор відкривав e-card у своєму e-mail.
10. Якщо ви бажаєте відіслати повідомлення (message) з гумором, ви можете додати смайл (to append an emoticon).

Варіант 5

Task 1. Give the written translation of the following sentences into your native language. Underline and define the forms of the Infinitive.

1. The group of engineers is supposed to have produced a successful result.
2. It is usually not enough for an engineer to build a technically successful product.
3. A professional engineer is expected to use imagination, judgment, and reasoning to apply science, technology, mathematics, and practical experience.
4. The executive encouraged a young engineer to use his knowledge of science, mathematics, and appropriate experience to find suitable solution to the problem.
5. How can specific engineering tasks be supported with computer-aided manufacturing (CAM) software?
6. A now obsolete meaning of engineer, dating from 1325, is known to be 'a constructor of military engines'.
7. The first electrical engineer is considered to be William Gilbert, with his 1600 publication of *De Magnete*, who was the originator of the term 'electricity'.
8. Sometimes we can see an engineer wear a stainless steel or iron ring on the little finger of the dominant hand. This tradition was originally developed in Canada as a symbol of pride and obligation for the engineering profession.
9. Every technological product has to be designed and its fabrication overseen, and this is what engineers do.
10. It is necessary for candidates for the position to demonstrate that they are professionally competent through education, training and professional practice.

CAM – автоматизована система керування виробництвом

Task 2. Give the written translation of the following sentences into your native language. Underline the forms of Participle I and Participle II.

1. Engineers consider many factors when developing a new product.
2. The problem being discussed by the group of engineers needs an urgent solution.
3. She has never seen the man being introduced to her.
4. A new illustrated magazine having been received a fortnight ago was lost.
5. I watched him drawing a diagram.
6. He wants his computer repaired and delivered home.
7. A worker having a lot of experience in adjusting engines, he managed to do it quickly.
8. The premises being small, we can't equip it with a new installation.
9. Having included a factor of safety in the design, the engineers reduced the risk of unexpected failure.
10. Every product or construction used by modern society is influenced by engineering design.

Task 3. Put the verbs in brackets into the correct tense form of the Conditionals and underline them. Translate the sentences into your native language.

Type I, probable condition

1. If there (*to be*) _____ multiple reasonable solutions, engineers (*to evaluate*) _____ the different design choices on their merits and choose the solution that best meets their requirements.
2. If an engineer (*to use*) _____ computer-aided design (CAD) software, it (*to be*) _____ possible to create 3D models, 2D drawings, and schematics of heir designs.
3. If you (*to like*) _____ wearing high heels and beautiful clothes, you (*may/not/to be*) _____ happy on a building site.

Type 2, improbable condition

1. If I (*to be*) _____ good at computing and holding figures, I (*to be*) _____ employed for the vacant position.
2. If you (*to surf*) _____ your way through this site, you (*to know*) _____ more about engineers and engineering and even (*may/to decide*) _____ that you wanted to be an engineer.
3. If the engineers (*not/to use*) _____ Maths and Science, industry and manufacturing (*not/to be*) _____ improved.

Type 3, impossible condition

1. If a leading engineer (*to have*) _____ a clear strategy for designing a Specific kind of product, a successful result (*will/to be produced*) _____.
2. If the candidate's strength for the position (*to be described*) _____, it (*will/to be possible*) _____ to explain the reason for the choice.
3. If we (*not/to make*) _____ a tour of a factory, we (*not/to know*) _____ the main advantages of Computer Numerical Control system.

Task 4. Put the verbs in brackets into the correct tense form and underline them. Mind the Sequence of Tenses.

1. It is said that five years ago this company (*to manufacture*) _____ only cars.
2. Testing ensures that products (*to perform*) _____ as expected.
3. When you (*to decide*) _____ which area you (*to be interested in*) _____ and (*to think*) _____ realistically about what sort of person you (*to be*) _____, then you can decide what sort of engineer you want to be.
4. We hope that you (*already/to approve*) _____ the terms of delivery.
5. It was necessary to check that the exhibition (*to organize*) _____.
6. It was noticed that the country (*to continue*) _____ using local raw materials in the most efficient way.

7. With the rise of engineering as a profession in the nineteenth century the term (*to become*) _____ more narrowly applied to fields in which mathematics and science (*to be*) _____ applied to these ends.
8. We thought that this project (*to suspend*) _____ five years ago.
9. The 21st century (*to provide*) _____ spectacular advances in design, engineering, and construction which (*to allow*) _____ humanity to create an array of monumental structures.
10. The engineering institutions of the UK (*to be*) _____ some of the oldest in the world, and (*to provide*) _____ accreditation to many engineers around the world.

Task 5. Read the text. Write down the text and give the written translation into your native language. Underline Participle I, Participle II, the Infinitive.

Working As an Engineer

1. 'Every technological product has to be designed and its fabrication overseen, and this is what engineers DO.' Engineers and scientists are often confused in the minds of the general public. While scientists explore nature in order to discover general principles, engineers apply established principles drawn from mathematics and science in order to develop economical solutions to technical problems. The work of engineers is the link between perceived social needs and commercial applications. Engineers consider many factors when developing a new product. For example, in developing an industrial robot, engineers precisely specify the functional requirements; design and test the robot's components; integrate the components to produce the final design; and evaluate the design's overall effectiveness, cost, reliability, and safety. This process applies to the development of many different products, such as chemicals, computers, engines, aircraft, and toys.

2. In addition to design and development, many engineers work in testing, production, or maintenance. These engineers supervise production in factories, determine the causes of component failure, and test manufactured products to maintain quality. They also estimate the time and cost to complete projects. Some move into engineering management or into sales. In sales, an engineering background enables them to discuss technical aspects and assist in product planning, installation,

and use. Supervisory engineers are responsible for major components or entire projects.

Task 6. Reading Comprehension. Decide if the statements are true (T) or false (F).

1. Engineers can design a product and oversee its fabrication.
2. Scientists explore nature and discover its general principles.
3. The process of developing different products includes many factors.
4. Engineers supervise the causes of component failure.
5. An engineering background is necessary to link people's needs.

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...

Task 7. Answer the questions on the text in writing. Be ready to discuss them.

1. What does an engineer do from the point of view of technology?
2. What does the work of an engineer link?
3. How does an engineer maintain quality of manufactured products?

Task 8. Write down the paragraph. Choose and underline the correct form of the words.

Engineers as (1)*profession/professionals* take seriously their (2)*responsibility/responsible* to produce designs that will perform as (3)*expect/expected* and will not cause unintended harm to the public at large. Engineers (4)*typical/typically* include a factor of (5)*safety/safe* in their designs to reduce the risk of unexpected (6)*failure/fail*. However, the (7)*greater/great* the safety factor, the less (8)*efficiency/efficient* the design may be.

Task 9. Write down the paragraph. Complete the sentences with the correct words from below. Underline the chosen option.

engines inventions wheel power times Latin useful engineer

The history of the concept of 'engineering' stems from the earliest (1) _____ when man began to make clever (2) _____, such as the pulley, lever, or (3) _____, etc. The exact etymology of the word (4) _____, however, is a person occupationally connected with the study, design, and implementation of (5) _____. The word 'engine', derives from the (6) _____ ingenium, meaning

'innate quality, especially mental (7) _____, hence a clever invention'. Hence, an engineer, essentially, is someone who makes (8) _____ or practical inventions.

Task 10. Translate the following sentences into English. Use the Conditionals, different forms of the Infinitive and Participial Constructions.

1. Зразок (sample), що перевірявся, мав важливе значення.
2. Оскільки роботу було закінчено, я вирішив виконати наступне завдання.
3. Оператор зрозумів проблему, коли прочитав інструкцію про порядок роботи (instruction manual).
4. Якщо ви не сплатите рахунок (bill), компанія відключить (disconnect) постачання електроенергії.
5. Шкода, що ми не повідомили вас про зміну процесу ремонту (repair process).
6. Ми бажаємо, щоб ви заплатили нам за роботу.
7. Відомо, що інженерія тісно пов'язана (bound up) із суспільством та поведінкою людини.
8. Ми вважаємо, що цей підхід до проблеми зовсім невідповідний (unsuitable).
9. Вони бажають, щоб приміщення було відремонтовано до кінця тижня.
10. Якщо рішення (solution) невірне, процес повторюється.

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НАВЧАЛЬНЕ ВИДАННЯ

Методичні вказівки до виконання самостійної та
контрольної роботи з дисципліни

“Іноземна мова (за професійним спрямуванням)” (англійська мова)

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