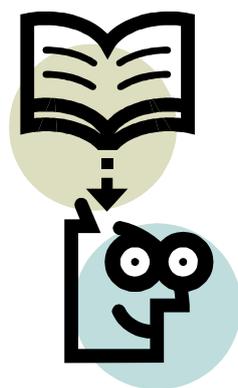


МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКА НАЦІОНАЛЬНА АКАДЕМІЯ МІСЬКОГО ГОСПОДАРСТВА

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**ЗБІРНИК ТЕКСТІВ І ЗАВДАНЬ З ДИСЦИПЛІНИ “ІНОЗЕМНА МОВА
(ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ)” (АНГЛІЙСЬКА МОВА)
ДЛЯ ОРГАНІЗАЦІЇ ПРАКТИЧНОЇ РОБОТИ**

(для студентів 1 курсу заочної форми навчання)



Збірник текстів і завдань з дисципліни “Іноземна мова (за професійним спрямуванням)” (англійська мова) для організації практичної роботи (для студентів 1 курсу заочної форми навчання). / Бучковська С.А., Ільєнко О.Л., Сергєєва Г.Б. – Харків: ХНАМГ, 2009. – 77 с.

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Збірник текстів і завдань рекомендується для проведення практичних занять студентів 1 курсу заочної форми навчання. Головною метою збірника є формування навиків читання і розуміння інформації з англомовних джерел, що відповідає вимогам професійно-орієнтованого навчання іноземній мові. Зміст завдань відповідає вимогам програми учбової дисципліни “Іноземна мова (за професійним спрямуванням)”, тематика текстів сприяє поширенню обсягу сучасної англійської науково-технічної лексики.

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TEXT 1

Highland Success Story

1 Before you read

New words and phrases

trend	- тенденция
in search of sth	- в поисках чего-либо
be fed up	- быть сытым по горло, надоедать
commute	- совершать регулярные поездки на работу в город из пригорода
establish	- устанавливать, учреждать
estimate	- оценивать, давать оценку

2 Reading

Read about the new trends of migration in Britain. Are there any similar processes in your country?

Highland Success Story

For many years, Scots left their country behind and went to England to find work. Now the trend is being reversed, as more and more English people move to Scotland in search of a better life.

Angela Williams from Leeds has been living in the Highland village of Knoydart for five years. "I was fed up with the daily commuting [in England], the traffic and stress, and wanted a better quality of life for the children," Williams told The Guardian. Williams says a number of English people have moved to the village in recent years. "This area is unique in that everyone is a newcomer to a greater or lesser degree."

Scotland's first minister, Jack McConnell, describes the trend as a "reverse brain drain". McConnell says the population growth follows a government policy called Fresh Talent, which was established in 2003 to encourage immigration from all over the world. In the following two years, a total of 45,500 people immigrated to Scotland. Almost two thirds of them came from England.

According to the government development agency Highlands and Island Enterprise (HIE), much of the resulting growth has occurred close to major towns. Inverness, the capital of the Highlands, has seen its population double to 65,000 in the past 40 years. Several new towns are planned east of the city for the estimated 20,000 newcomers expected to arrive over the next 30 years.

3 Reading Comprehension

1. Is the tendency of Scots going to England to find employment still acute?
2. What is the reason of English people moving to Scotland?
3. What is the government policy Fresh Talent aimed at?
4. How has the new policy influenced the population settlement?

4 Vocabulary

A. Match the left and the right side.

- | | |
|---------------|--------------|
| 1. daily | a. growth |
| 2. population | b. policy |
| 3. major | c. commuting |
| 4. brain | d. town |
| 5. government | e. drain |

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

B. Fill the gaps with the words given below.

unique agency newcomer commute immigration

1. Many people working from home save a lot of time if they don't _____ and they can start the day fresher and therefore work more efficiently.
2. Although he is a _____ to this business, he's already very successful.
3. They have been discussing the impact of _____ on the national economy.
4. For him it was a _____ opportunity to work abroad and to get some international experience.
5. She was lucky to find the job through the employment _____ .

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. The report points out that a lot of people in _____ countries still die from hunger. (DEVELOP)
2. In our _____, more than 30% of employees have been redundant. (ESTIMATE)
3. One of the world's most urgent problems is rapid _____ growth. (POPULATE)
4. _____ is a person who has to travel a long distance to work every day. (COMMUTE)
5. The working conditions were beyond their _____. (EXPECT)

TEXT 2

Business with a Silver Lining

1 Before you read

New words and phrases

long-haul carrier	- авиаперевозчик на длинные дистанции
frills	- дополнительные услуги
mandatory	- обязательный
carbon offset contribution	- вклад в процесс сокращения выбросов углерода
silver lining	- серебристый край, просвет

2 Reading

Read about the launch of the first all business-class long-haul carrier in Britain.

Have you heard about any similar alternatives in your country?

Business with a Silver Lining

Lawrence Hunt decided not to join the family bookshop, Foyles, in London's Charing Cross Road, when he left school 20 years ago. Instead, he made his own way in

the world and, in January this year, launched Britain's first all business-class long-haul carrier, SilverJet.

While low-cost airlines have trimmed the frills for those wanting to fly economy class, SilverJet offers the frills and low prices. "When you are starting a business, you cannot afford to travel business class. I always wondered, "Why does it cost ten times the price of economy to fly business class?" Hunt told the Financial Times.

SilverJet flies from London Luton, where it has a private terminal, to airports in New York and Newark, New Jersey. Hunt has had experience in start-ups, mainly in the technology sector. He sold his last business, Rapid Travel Solutions, a technology provider to the travel industry, for £10 million in 2001. "There is no magic silver bullet in starting a business," he says. "You must above all have persistence and determination and be prepared to do everything differently."

What really makes SilverJet different, however, is its claim to be the first airline to care about carbon emissions. Passengers will be charged a mandatory "carbon offset contribution" (about €15 for a return flight).

3 Reading Comprehension

1. Is SilverJet a new product of Lawrence Hunt's family business?
2. Why did Lawrence Hunt decide to launch such a carrier?
3. Is it the first Lawrence Hunt's start-up in business?
4. What makes a new business-class long-haul carrier different in comparison with existing long-haul carriers?

4 Vocabulary

A. Match the left and the right side.

- | | |
|--------------|----------------|
| 1. long-haul | a. airline |
| 2. fly | b. destination |
| 3. travel | c. emissions |

- | | |
|---------------|------------------|
| 4. low-cost | d. industry |
| 5. technology | e. economy class |
| 6. technology | f. sector |

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

B. Fill the gaps with the words given below.

trim charge afford emissions airlines

1. I can't _____ to wait any longer or I'll miss the plain.
2. The products are delivered free of _____ .
3. The company is going to _____ \$30,000 from its advertising budget.
4. Which _____ do you usually fly when you travel on business?
5. The country agreed to cut _____ of nitrogen oxide from power stations.

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. He is considered to be an _____ pilot. (EXPERIENCE)
2. They seem to be very _____ as to the side products of their production process. (CARE)
3. It is the most significant and revolutionary _____ he has ever made. (DECIDE)
4. He was _____ to be a successful businessman, he was an open-minded and creative person, always ready to look for new ideas and do everything differently. (DETERMINE)
5. This campaign demands quite a long period of substantial _____ (PREPARE)

TEXT 3

Small Income, Big Buyers

1 Before you read

New words and phrases

advertising company	- рекламная компания
consumer	- потребитель
income	- доход
executive	- должностное лицо в компании
leisure time	- свободное время

2 Reading

Read about changes in the strategy of some advertising companies. Is it a quite common trend for advertising companies all over the world?

Small Income, Big Buyers

Until now, advertising companies have concentrated on consumers with money. Yet most of the world's population lives on a small income, and studies show that this group is just as brand-conscious as the middle class. So advertisers are slowly realizing the potential of the low-income market.

"The income is low, but they are still eating and bathing, and in some cases driving. They are still consuming. They have a life," Luca Lindner of the advertising company McCann World Group told The Wall Street Journal Europe.

They also have great buying power. In Brazil, for example, low-income groups make up 87 per cent of the population and have 53 per cent of the country's income.

The biggest question for advertisers now is how to communicate with these groups. Few advertising executives know much about how the poor live.

That is why McCann World Group is sending 100 of its employees to live with low-income families in Latin America for two weeks. They will be watching what families eat, how they spend their leisure time and how they are influenced by brands. The information will be used to plan campaigns for clients such as General Motors, Nestle and MasterCard.

3 Reading Comprehension

1. Why are advertising companies getting more and more interested in middle class consumers?
2. What is the key question for advertisers when they are developing their policy oriented to low-income consumers?
3. How is McCann World Group going to collect information for their advertising campaigns?
4. What famous companies is McCann World Group planning to organize advertising campaigns for?

4 Vocabulary

A. Match the left and the right side.

- | | |
|----------------|------------|
| 1. low-income | a. class |
| 2. advertising | b. time |
| 3. leisure | c. power |
| 4. middle | d. company |
| 5. buying | e. market |

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

B. Fill the gaps with the words given below.

concentrate income brand consumer market

1. The research has shown that these _____ goods are of great demand at the moment.
2. His annual _____ is less than \$ 20,000. He is going to look for a new job.
3. Two years ago they launched a new product onto the _____. It was particularly successful.
4. _____ names such as Nike or Sony are recognized all over the world.
5. The company has always tried to _____ on demands of upper market.

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. The Appointments are full of _____ for different positions.
(ADVERTISE)
2. To be successful in management you have to be a good _____.
(COMMUNICATE)
3. I suppose he is the most _____ person in the Board of Directors.
(INFLUENCE)
4. I was asked to send references from my previous _____. (EMPLOY)
5. It was the most _____ and entertaining article I'd ever read. (INFORM)

TEXT 4

The Importance of Partners

1 Before you read

New words and phrases

headhunt	- переманивать сотрудников других фирм
spouse	- супруг, супруга
would-be	- предполагаемый, будущий
posh	- стильный, элегантный
reassure	- убеждать, заверять

2 Reading

Read about the process of hiring top management employees. Do you find this approach sensible?

The Importance of Partners

In the past, it was mainly governments that wanted to meet the wives or husbands before giving diplomats major embassy post. Today, many businesses want to check out spouses before hiring top-level managers.

Paul Harper, head of the Association of Executive Recruiters, says it's normal practice for the spouse of a high-level job candidate to be invited to a lunch or dinner meeting. "I know of one man who was headhunted last year to become the managing director of a financial-services firm, but who lost out to the number two after his would-be boss met his wife," Harper told The Guardian: "The wife was seen as being simply too posh to fit in with her new, more provincial surroundings."

British-headhunt Peter Rodgers says employers want to be sure that spouses also accept company policy. "If the post being offered is at a nuclear-power station or a tobacco company, the majority of headhunters will want to do their homework and reassure the client that no one in the family has extremely hostile or "anti" views that may get in the way of the person doing the job, " Rodgers says.

Cathy Kay, of the headhunting firm Spectrum, advises spouses to be polite – and not to get drunk at dinner. "When it comes to offering someone a top job, you expect them to be able to control all areas of their lives, including drink, and the same goes for their partner," Kay says.

3 Reading Comprehension

1. Whom do many recruiters want to get acquainted with while they are selecting employees for top-level managerial positions?
2. What is the usual practice of getting acquainted with high-level job candidate's spouse?
3. What was the main reason for failure of the candidate to the post of the financial firm managing director?
4. Is it necessary for the candidate's relatives to accept the company policy the applicant is going to work for?

4 Vocabulary

A. Match the left and the right side.

- | | |
|------------------|--------------|
| 1. job | a. policy |
| 2. nuclear-power | b. candidate |

- | | | | |
|----|-----------|----|----------|
| 3. | top-level | c. | director |
| 4. | company | d. | manager |
| 5. | managing | e. | station |

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

B. Fill the gaps with the words given below.

embassy hiring control service hostile

1. The style, some interviewers choose, can be friendly, neutral or even _____ .
2. If a foreign citizen faces any serious problem, it is highly recommended to contact his country _____ .
3. Companies are becoming more and more careful as to the process of _____ .
4. They can't _____ all the profits of the company any more.
5. The company always guarantees a high quality of _____ to all its clients.

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. Unfortunately, he couldn't accept their _____ to dinner meeting.
(INVITE)
2. He is an experienced _____ , he always manages to persuade talented people to join a new company.(HEADHUNT)
3. The Personnel Manager has taken _____ to interview two more applicants. (ADVISE)
4. The company that lends money to people or businesses is called a _____ company. (FINANCE)
5. These decisions can be taken only at the _____ level. (MANAGE)

TEXT 5

A Green Paradise

1 Before you read

New words and phrases

lime-wash paint	- известковая побелка
set an example	- подать хороший пример
run	- управлять
eco-friendly	- экологичный, не оказывающий неблагоприятного воздействия на среду
selling agent	- агент по продаже недвижимости

2 Reading

Read about eco-friendly housing projects in the town of Totnes. Are the ideas of eco-friendly housing popular in your country. Have you heard about similar eco-friendly projects?

A Green Paradise

The small town of Totnes, on the River Dart in South Devon, is used to setting examples. It was the first of Britain's 20 green "transition towns" and has long been attractive for people with alternative lifestyles. Now housing prices are rising, as residents build or renovate their own homes.

"There are a lot of fascinating homes here," designer Michael Rose told The Observer. Rose is selling his house, a 1960s bungalow, for £393,000. He built in many green features, including making the lime-wash paint himself.

Totnes now has about three times as many people who renovate their own homes as elsewhere. It has also attracted workers with traditional skills.

"Totnes has historically been a town willing to try new things and attracting those wanting to initiate new ways of living," says Rob Hopkins, who runs Transition Town Totnes. Transition Town is currently assisting in the design of an exclusive, eco-friendly housing project on the river.

Eco-friendly houses are not cheap, but people today seem willing to pay higher prices for them, according to Julie Drake of Savills, the selling agent for the project. "The environment has become more important to them," Drake says.

3 Reading Comprehension

1. What makes a town of Totnes special?
2. How has the designer Michael Rose changed his bungalow?
3. Why are workers with traditional building skills?
4. Why are people ready to pay higher prices for their eco-friendly houses?

4 Vocabulary

A. Match the left and the right side.

- | | |
|-----------------|--------------|
| 1. housing | a. lifestyle |
| 2. lime-wash | b. project |
| 3. alternative | c. agent |
| 4. eco-friendly | d. price |
| 5. selling | e. paint |

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

B. Fill the gaps with the words given below.

housing resident renovate run environment

1. The government is considering the implementation of some low-price _____ projects.
2. They _____ their own business in London.
3. Local _____ are trying to persuade municipal authorities not to build a new road.
4. Nowadays a lot of people understand perfectly that they must join their efforts to protect the _____ .
5. The local authorities took the decision to _____ the buildings of historical value.

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. The possibility to take a training course and be promoted makes this vacancy _____ . (ATTRACT)
2. This new model was _____ to improve efficiency. (DESIGN)
3. The _____ to the Sales Manager has collected all important information and prepared a detailed report. (ASSIST)
4. The house is offered for _____ at \$700,000. (SELL)
5. This antique collection is considered to be _____ . (PRICE)

TEXT 6

Getting Powerful

1 Before you read

New words and phrases

shortage	- нехватка, дефицит
uranium	- уран
fuel	- топливо
kernel	- стержень
beneficiate	- извлекать выгоду, пользоваться
deposit	- месторождение

2 Reading

Read about the importance of nuclear power development in African countries.

What is the role of the nuclear power stations in your country's economy?

Getting Powerful

Africa needs more electricity. Power stations can't produce enough to meet demand, which means there are frequent shortages and power cuts. Can nuclear power solve Africa's energy crisis?

The African continent is rich in uranium, a heavy metal used as fuel for producing nuclear power. But the energy industry has been held back by the costs of building and running large plants. International investors are now financing a small reactor that uses a new technology: graphite spheres with uranium kernels. Such plants are quicker and less expensive to build, and do not depend on water for cooling.

South Africa, which already has one traditional nuclear power plant, supplies 60 per cent of the continent's total electricity. It also has about 7 per cent of the world's available uranium deposits. Minister of Public Enterprises Alex Erwin told *The Wall Street Journal*: "It would be very strange for any country of South Africa's uranium capacity — and we've done enrichment before — not to benefit from its uranium deposits."

3 Reading Comprehension

1. Are existing power stations in Africa able to satisfy the country's demands for the electric power?
2. What is the main reason for Africa's energy crisis?
3. Are there any ways to solve the problem of Africa's energy shortage?
4. What has held back the development of the energy industry?
5. What does a new power technology in small reactors provide?

4 Vocabulary

A. Match the left and the right side.

- | | |
|------------|-------------|
| 1. meet | a. plant |
| 2. power | b. cuts |
| 3. uranium | c. demands |
| 4. nuclear | d. deposits |
| 5. power | e. power |

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

B. Fill the gaps with the words given below.

costs technology available capacity deposits

1. Is there anybody _____ who can I talk to about our urgent order?
2. The country possesses of rich _____ of mineral resources.
3. Last year the company developed a new _____ of anticorrosive coating.
4. At the moment the power plant is working at full _____ .
5. They found new suppliers and they managed to cut their costs by 30%.

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. The best _____ for all of your problems is to make a loan from the bank.
(SOLVE)
2. We haven't had any problems with our _____ , all products are always delivered in time. (SUPPLY)
3. This course can _____ your knowledge of Western culture. (RICH)
4. They would like to get a better return on their _____ .(INVEST)
5. Special bonuses the firm provides for working overtime is a _____ mean to increase productivity and improve the morale.(POWER)

TEXT 7

Moving to the Workers

1 Before you read

New words and phrases

rely on	- полагаться на
persuade	- убедить
offshore sth	- вынести что-либо за пределы страны
red-blood	- темпераментный; здесь : патриотичный
exaggerate	- преувеличивать

2 Reading

Read about the practice of American farmers to employ immigrant workers.

Is this tendency typical for highly developed countries?

Moving to the Workers

American farmers continue to rely on immigrant workers as a source of cheap labour. But an increasing number of farmers frustrated by battles with immigration officials are moving their agricultural operations to Mexico, where they do not need to fear that farm labourers will be deported.

Californian Steve Scaroni, whose lettuce and broccoli crops are worth \$50 million, now employs about 500 Mexicans, who work on land he rents there. I'm as American red-blood as it gets," Scaroni told The New York Times, "but I'm tired of fighting the fight on the immigration issue."

"Last year, a bill that would have created a guest-worker programme and made it easier for illegal workers to become US citizens failed in the Senate. In the meantime, the U.S. Department of immigrants has announced that it will take tougher measures to deal with employers of illegal immigrants.

Scaroni says he has made six unsuccessful trips to Washington, DC, to persuade the U.S. Congress to allow more immigrants to work legally in agriculture. If he is not able to find enough legal immigrants for his farm in California, Scaroni says, 'I have no choice but to offshore my operation.'

Philip Martin, an agricultural economist at the University of California in Davis, says farmers' complaints about a shortage of labourers are often exaggerate predictions don't come true,' Martin commented. "Most of the places that are crying the loudest are exceptional cases."

3 Reading Comprehension

1. Why do American farmers rely on immigrant workers?
2. What makes a lot of farmers move their agricultural operations to Mexico?
3. What is the attitude of the U.S. Department to illegal immigrants' employment?
4. Have there been any attempts to persuade the Congress to allow immigrants to work legally?

4 Vocabulary

A. Match the left and the right side.

- | | |
|----------------|----------------|
| 1. immigration | a. cases |
| 2. exaggerate | b. measures |
| 3. work | c. officials |
| 4. exceptional | d. predictions |
| 5. take | e. legally |

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

B. Fill the gaps with the words given below.

source deport measure choice complaint

1. All their _____ are aimed at preventing pollution of this exotic destination.
2. They usually _____ foreign citizens who have broken the regulations and got remuneration for their work.
3. The main guests' _____ was a very poor standard of service.
4. You have a _____ you can find a high-paid job or leave this country forever.
5. Can you recommend me any reliable _____ of information?

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. He got _____ when he realized that all their attempts to change immigration regulations had failed. (FRUSTRATE)
2. _____ are always interested in low-paid working force. (EMPLOY)
3. It wasn't a surprise, all of them had been waiting for the _____ about income tax increases. (ANNOUNCE)
4. Their new approach was _____, they managed to increase the productivity by 15%. (SUCCESS)

5. New production facilities will come into _____ in three months.
(OPERATE)

TEXT 8

Virtual Business

1 Before you read

New words and phrases

costs	- затраты, издержки
benefit	- извлекать пользу
improve	- улучшать
make sense	- ИМЕТЬ СМЫСЛ
executive	- ИСПОЛНИТЕЛЬНОЕ ЛИЦО В КОМПАНИИ

2 Reading

Read about the growing popularity of virtual business conferences. Do you find them a characteristic feature of modern business world?

Virtual Business

High travel costs are forcing American companies to find alternatives to out-of-town meetings. As a result, Internet telephone and video conferences — known as "telepresence" — are becoming popular.

The management consulting and technology company Accenture is one firm that is benefiting from the trend. Accenture says it avoided 240 international and 120 domestic flights in a single month by using videoconferencing, thus saving hundreds of thousands of dollars.

But high travel costs are not the only factor responsible for more Web-based conferences. The technology has also improved, says Alan Minton, vice-president of marketing for Cornerstone Information Systems. "Only in the last two years has the technology gotten to the point where it really makes sense to use it," Minton told *The New York Times*.

Still, virtual conferences can't replace business travel completely, says Accenture executive Jill Smart. "You don't learn about other cultures in telepresence. You get things from being there, over breakfast and dinner, building relationships face-to-face."

3 Reading Comprehension

1. What makes American companies find alternatives to out-of-town meetings and organize Internet telephone and video conferences?
2. How does the Accenture evaluate its benefits from the trend of organizing video conferences?
3. What another factor does contribute to the development of Web-based conferences?
4. Why can't virtual conferences replace business travel completely?

4 Vocabulary

A. Match the left and the right side.

- | | |
|----------------|----------------|
| 1. domestic | a. conferences |
| 2. travel | b. travel |
| 3. information | c. flight |
| 4. business | d. costs |
| 5. video | e. systems |

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

B. Fill the gaps with the words given below.

alternative benefit avoid relationships executives

1. Do you really think that there is no any _____ way to achieve our goals?
2. The _____ of our company have to travel on business a lot.
3. The new system of payment will be of great _____ to our customers.
4. Can we do anything to _____ a new round of redundancies?
5. A better working relationships and the managerial staff concern about workers have improved the efficiency of work significantly.

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. Their company failed because it had serious _____ and financial problems.
(MANAGE)
2. At the meeting they reported a significant _____ in profits. (IMPROVE)
3. I am not really sure that he is ready to take on new _____. (RESPONCIBLE)
4. We hold regular _____ with the representatives from all our subsidiaries.
(MEET)
5. They used all their _____ to start a new business. (SAVE)

TEXT 9

Still Safe?

1 Before you read

New words and phrases

loss	- потеря, утрата
fuel (v)	- возбуждать, разжигать эмоции
outsourcing	- аутсорсинг; использование внешних ресурсов для решения собственных задач
appeal	- привлекательность, притягательность
utility company	- предприятие общественного пользования
skill	- квалификация, мастерство, опыт

2 Reading

Read about an economic problem dealing with outsourcing. Underline the names of jobs mentioned in the text.

Still Safe?

The loss of jobs to overseas firms, especially in the computer industry, has fueled the notion that, in the global economy, no one is safe from outsourcing. Yet despite the economic appeal of cheaper Indian or Russian programmers, many high-tech jobs

cannot be done from abroad. Jeffrey Taft of Canonsburg, Pennsylvania, is an IBM services employee who benefits from customers' need for direct contact with the company. Taft travels throughout the U.S. to help companies install specialized software. Recently, he assisted a Texas utility company, Centre Point Energy, in Houston. "It takes a tremendous amount of face-to-face work," he told *The New York Times*.

Frank Levy, a labour economist at the Massachusetts Institute of Technology, says U.S. computer companies can be competitive in the tech-services field. The key is to do more complicated work: "People are doing more custom work that varies case by case," Levy says. The most important skill, he adds, "is often a lot more about business knowledge than it is about software technology, and it's a lot harder to ship that kind of work overseas."

3 Reading Comprehension

1. Is outsourcing advantageous or disadvantageous for the country's economy?
2. Why cannot many high-tech jobs be done by outsourced programmers?
3. What complicated work makes the U.S. computer companies competitive?
4. Do you know any outsourcing company in Ukraine?

4 Vocabulary

A. Match the left and the right side.

- | | |
|----------------|---------------|
| 1. specialized | a. technology |
| 2. complicate | b. firms |
| 3. business | c. work |
| 4. software | d. software |
| 5. overseas | e. knowledge |

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

B. Fill the gaps with the words given below.

job abroad benefit from install competitive

1. He often has to go _____ on business.

2. They help _____ and operate big computer systems.
3. Boys are more _____ than girls.
4. Things get worse after he lost his _____ .
5. Most of these workers would _____ overtime work.

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. Does the rent include _____? (UTILIZE)
2. The journey is difficult enough without further _____. (COMPLICATE)
3. There is a considerable _____ between different areas. (VARY)
4. The goods are ready for _____. (SHIP)
5. Meet John, my new _____. (ASSIST)

TEXT 10

Small Is Beautiful

1 Before you read

New words and phrases

capsule hotel	- маленькая гостиница
run	- вести (дело, предприятие)
cabin	- хижина, каморка, каюта
rate	- тариф, расценка, цена; скорость
low-cost airline	- низкобюджетная авиакомпания

2 Reading

Read about a new hotel design. Mind the difference between \$ and £.

Small Is Beautiful

The idea came from Japan: extremely small, extremely cheap hotel rooms. Now the so-called capsule hotels are spreading to other parts of the world.

Several of these are run by the parent company of low-cost airline easyJet. The easyGroup opened easyHotels in Hungary, Switzerland and Britain in 2005. Although the rooms are not as small as the Japanese models, their prices are still very low. Rooms start at about \$22 a night.

The British company Yotel opened its first hotel at Gatwick airport in July 2007. Its hotel rooms look like a combination of the Japanese model and a first-class cabin on a British Airways plane. Room rates start at £55 a night. A second Yotel opened at Heathrow airport in December 2007, while a third one was planned for 2008 in Amsterdam.

Jennifer Fiorentino of Jupiter Research told *The Economist* that the hotel industry is experiencing an "era of experimentation". Fiorentino says expansion plans by companies such as Yotel show that the new trend has great potential.

3 Reading Comprehension

1. What country were the first capsule hotels designed in?
2. Where did the British company Yotel open its hotels of the new design?
3. Has the new trend in the hotel industry spread to Ukraine?

4 Vocabulary

A. Match the left and the right side.

- | | |
|--------------------|-------------|
| 1. extremely small | a. hotel |
| 2. parent | b. trend |
| 3. hotel | c. company |
| 4. new | d. rooms |
| 5. capsule | e. industry |

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

B. Fill the gaps with the words given below. Make necessary changes.

price rate potential run prices

1. _____ buyers have expressed interest in the building.

2. My parents _____ their own business.
3. Houses _____ have gone up again.
4. Our money was running out at an alarming _____ .
5. There is a _____ toward more part-time employment.

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. _____ is a well-known phrase that people use to give advice. (SAY)
2. Software is widely used in _____. (INDUSTRIALIZE)
3. We could see the stars through the _____ in the roof. (OPEN)
4. The book is an _____ of a series of lectures given last year. (EXPAND)
5. I have never cooked it before so it is an _____. (EXPERIENCE)

TEXT 11

Disappearing Middle

1 Before you read

New words and phrases

reinvent	- изобретать снова, выдумывать
upwardly	- в направлении вверх
setback	- задержка (развития); регресс; препятствие
affluent	- богатый; приливающий; притекающий
per capita	- на душу населения

2 Reading

Read about the problem of losing mid-wage jobs in California's Silicon Valley.

Disappearing Middle

California's Silicon Valley is losing its middle class. In its annual report for 2008 the Silicon Valley Community Foundation noted that the number of mid-wage jobs fell

from 52 percent in 2002 to 46 percent in 2006. This translates to more than 50,000 lost jobs at the mid-wage level (between \$30,000 and \$80,000 a year).

The mid-range job losses are significant, the report says, because they make it more difficult for workers to become upwardly mobile. Economist Doug Henton of research and consulting firm Collaborative Economics, one of the authors of the report, told *The New York Times*: "If you lose the middle, it's harder to support the top."

Despite this setback, the Silicon Valley region is still more affluent than the rest of the country; its per capita income is 57 percent higher than the national average for the U.S. Henton says this is partly because Silicon Valley workers adapt quickly to change: "What we're talking about is a Valley that continues to reinvent itself, and it's not in any one sector."

3 Reading Comprehension

1. What is happening in California's Silicon Valley?
2. What does one of the economists of the research and consulting firm say about the disappearing Middle?
3. What is the situation like in the Silicon Valley despite the setback?
4. Do you know the proportion of higher-end jobs and lower-wage jobs in your country?

4 Vocabulary

A. Match the left and the right side.

- | | |
|-------------------|-----------|
| 1. per capita | a. report |
| 2. consulting | b. region |
| 3. annual | c. job |
| 4. Silicon Valley | d. income |
| 5. mid-range | e. firm |

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

B. Fill the gaps with the words given below.

wage middle level mobile class

1. What _____ of vehicle are you qualified to drive?
2. I'll get my _____ on Friday.
3. Try to reduce your stress _____.
4. He is 83 and not very _____.
5. Go back to sleep – it's the _____ of the night.

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. The variety of the work carried out by _____ depends on individual producers and the companies that employ them. (RESEARCH)
2. He hired a _____ to help re-engineer the corporation. (CONSULT)
3. The computer was one of the most important _____ of the twentieth century. (INVENT)
4. The government wanted to give the _____ of doing something. (APPEAR)
5. Someone whose job is to look after a forest or area of public land is called a _____. (RANGE)

TEXT 12

Siberia's Hot Spot

1 Before you read

New words and phrases

arid	- скучный, неинтересный
outsourcing destination	- страна, чьи ресурсы будут использованы
tough	- зд. порочный
background	- подготовка, образование; квалификация
spot	- место
software	- программное обеспечение

2 Reading

Read about the technology and software centre in Russia.

Siberia's Hot Spot

For most of us, Siberia brings to mind images of isolation and snow. But a former centre for Soviet scientists is rapidly becoming an important location for software and technology services.

Akademgorodok, or Academy Town, in Novosibirsk is being called "Silicon Forest" because it is attracting well-known technology firms such as IBM and Intel. Built in the early 1960s as a place where scientists could gather away from major cities, Akademgorodok was practically abandoned by the 1990s. Many young scientists left for the US and Europe. At about the same time, Western firms began to discover that the region was a source of employees with strong academic backgrounds — and low salaries. Russia follows China and India as an outsourcing destination for software programming, and the local economy at Akademgorodok is growing at a rate of 15 per cent a year. Steve Chase, president of Intel Russia at Academy Town, told *Fortune* magazine what employees at his company say: "If you have something tough, give it to the Americans. If you have something difficult, give it to the Indians. If you have something impossible, give it to the Russians."

3 Reading Comprehension

1. Why was Akademgorodok practically abandoned by the 1990s?
2. What did Western firms discover about the former centre for Soviet scientists?
3. Why is Academy Town called "Silicon Forest"?
4. Is there a special location for science and the latest technologies in Ukraine?

4 Vocabulary

A. Match the left and the right side.

- | | |
|--------------|----------------|
| 1. former | a. background |
| 2. important | b. destination |
| 3. academic | c. location |

2 Reading

Read about a new hotel design where the goods are bought and sold.

Please Don't Steal

Like those hotel towels? There's no need to steal them — at Le German boutique hotels, you can buy not only the towels, but also glassware and even beds. "People want everything they see," Sylvie Dionne, vice-president of the German Group in Quebec City, told *Maclean's*. "They buy the beds, the sheets, the pillows, the glasses, the salt and pepper shakers in the breakfast room."

Direct-to-consumer merchandising of hotel products is responsible for additional sales of Can\$ 300,000 (about €194,000) a year, Diome says. Other North American hotels are also using direct merchandising to bring in extra income. Boston's Nine Zero hotel, for example, sells sofas for US\$ 5,000 and chairs for \$3,500.

Although the German hotels charge room prices from Can\$ 200 to Can\$ 2,000 a night, Dionne says their merchandise is not too expensive: "Value is a big thing for us. We sell at lower prices than our suppliers would charge retail."

Hotel merchandising has another advantage, she adds. "Hey, where else can you try a bed — all night — before you buy it?"

3 Reading Comprehension

1. What hotel products are sold in boutique hotels?
2. Why is direct-to-consumer merchandising advantageous?
3. What are room rates a night in the boutique hotels?
4. Is hotel merchandising typical of Ukrainian hotel industry?

4 Vocabulary

A. Match the left and the right side.

- | | |
|-------------|-----------|
| 1. boutique | a. income |
| 2. hotel | b. prices |
| 3. room | c. hotel |
| 4. extra | d. sales |

5. additional e. products
1- ...; 2 -...; 3 -...; 4 - ...; 5 - ...

B. Fill the gaps with the words given below.

boutique expensive extra value advantage

1. Her computer training gave her an _____ over the other students.
2. _____ is a small shop that sells fashionable clothes.
3. Don you get paid _____ at weekends?
4. The dollar has been steadily increasing in _____.
5. Photography is an _____ hobby.

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. Industrial _____ rose by 0.1 %. (PRODUCE)
2. Car _____ has increased dramatically. (USE)
3. We've found a _____ for our house. (BUY)
4. This company is the largest _____ of office equipment. (SUPPLY)
5. I can see the family _____. (LIKE)

TEXT 14

Cash, Please

1 Before you read

New words and phrases

- direct debit - списание продавцом стоимости проданных товаров со
счета покупателя по специальному соглашению с банком
- regulations - предписание, правило
- despite - вопреки, несмотря на
- transaction - сделка
- extra charge - дополнительная плата

2 Reading

Read about the Single European Payments Area agreement and debates concerning the cash usage.

Cash, Please

"Will that be cash or credit card?" Unlike North Americans, who frequently answer this question with "credit card", European shoppers still have a marked preference for paying in cash, despite the recent introduction of the Single European Payments Area (SEPA).

The SEPA agreement is designed to make electronic payments between EU countries less complicated; it covers credit transfers, direct debits and payments with credit cards or debit cards in Euros.

Even with the new regulations, consumer spending patterns are unlikely to alter dramatically in the near future, says Gertrude Tumpel-Gugerell, an executive board member of the European Central Bank (ECB). "We don't expect in the next 20 years to reach a society where no cash is used at all," Tumpel-Gugerell told the *Financial Times*. According to the ECB, six out of seven payments in Europe are made with cash, at least partly because card transactions involve extra charges.

Tumpel-Gugerell, a former vice-governor of the Austrian central bank, says that European consumers also tend to feel they will spend more wisely if they use cash. "People think that they have more control if they just use cash — you don't spend more than you have to. "

3. Reading Comprehension

1. Why is the Single European Payment Area designed ?
2. Why do the European consumers prefer to pay in cash and not by credit card?
3. What is the pattern of the North America shoppers spending?
4. What method of payment is more acceptable in the country where you live?

4 Vocabulary

A. Match the left and the right side.

- | | |
|---------------|--------------|
| 1. European | a. board |
| 2. electronic | b. pattern |
| 3. executive | c. transfers |
| 4. credit | d. shoppers |

5. spending e. payment
1- ... ; 2- ...; 3- ...; 4- ...; 5- ...

B. Fill the gaps with the words given below.

expect designed covers involve spend

1. I only want to _____ about \$20.
2. The project will _____ working abroad.
3. The palace was _____ by an Italian architect.
4. Do you _____ to travel a lot this year?
5. The course _____ all aspects of business.

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. _____ are enjoying lower airfares. (CONSUME)
2. Which style you choose is just a matter of your personal _____. (PREFER)
3. The book is a useful _____ to French history. (INTRODUCE)
4. Do you expect _____ by credit card? (PAY)
5. He criticized _____ policy on the environment. (GOVERN)

TEXT 15

Fair Treatment?

1 Before you read

New words and phrases

obesity	- тучность, полнота
in-patient/out patient treatment	- стационарное/амбулаторное лечение
statutory	- предусмотренный законом
deductible	- подлежащий вычету
life expectancy	- средняя вероятная продолжительность жизни

2 Reading

Read about people's dissatisfaction with medical treatment due to different models for medical care.

Fair Treatment?

Thanks to better medical care, people in developed countries are living longer than ever. But longer does not always mean healthier. Obesity and being overweight, for example, are serious medical risks, and have contributed to an increase in chronic conditions such as heart disease and diabetes. Health-care costs have exploded, which has led to a rise in insurance premiums. The future of health care, and who will pay for it, has become a high priority in many countries. In the UK, the National Health Service (NHS) is financed through taxes. It provides medical care for everybody, mostly free of charge. Unfortunately, the NHS has frequently been in the news because of people's dissatisfaction with medical services, long waiting lists for in-patient and out-patient treatment, and poor standards of hygiene in hospitals.

A different model for medical care is found in Germany, where citizens and residents are required to have health insurance. Most people are covered through one of the statutory health insurance providers, and employers and employees each pay half of the contribution. High-income earners, government workers or the self-employed may choose private insurance instead. Coverage generally includes diagnostics, doctors' fees, hospital stays and some prescription medication. By contrast, the United States has no universal health-care system. More than half of Americans receive health insurance coverage through their employer, but the plans vary widely in the services and costs they cover. Employees also have to pay a percentage of the premiums themselves: on average 16 per cent for individuals, or 28 per cent for family coverage. On top of that, there are extra costs in the form of deductibles and co-payments, which make health insurance so expensive that nearly one in five Americans simply cannot afford it. For certain groups of people the government provides health care through one of two programmes: Medicare, for those over age 65, and Medicaid, for poor or disabled people.

As life expectancy increases, societies will be spending even more on medical care for the growing numbers of older citizens. Experts everywhere agree that health-care costs and insurance premiums will continue to rise.

3 Reading Comprehension

1. The text primarily discusses
 - a. high health-care costs.
 - b. a fair treatment.
 - c. specific models for medical care.
 - d. a universal health-care system.

2. The National Health Service in the United Kingdom
 - a. is not mostly free of charge.
 - b. doesn't provide good medical service.
 - c. provides high standards of hygiene in hospitals.
 - d. fully satisfies people with medical services.

3. In developed countries medical insurance only covers
 - a. certain groups of people.
 - b. high-income earners and the self-employed.
 - c. the most population.
 - d. poor and disabled people.

1 - ...; 2 - ...; 3 - ...

4 Vocabulary

A. Match the left and the right side to make a word-combination.

- | | |
|-----------------|---------------|
| 1. life | a. coverage |
| 2. insurance | b. people |
| 3. prescription | c. expectancy |
| 4. health-care | d. medication |
| 5. disabled | e. costs |

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

B. Fill the gaps with the words given below.

universal different certain high Private

1. How _____ is the Eiffel tower?
2. The work must be done by a _____ date.
3. A sign said "_____ property. Keep out. "
4. There was almost _____ agreement.
5. He seemed _____ than he did in New York.

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. She gets great _____ from her job. (SATISFY)
2. Please give the name of your previous _____. (EMPLOY)
3. He is on _____ for depression. (MEDICATE)
4. Do you accept _____ by credit card? (PAY)
5. She was given emergency _____. (TREAT)

TEXT 16

Party Time

1 Before you read

New words and phrases

loss	- потеря, утрата
fuel (v)	- возбуждать, разжигать эмоции
save	- сберегать, экономить
celebration	- прославление
DJ	- disk jockey - диск жокей

2 Reading

Read about the traditional way of celebrating birthday parties in the modern Indian society.

Party Time

Traditionally, weddings have been the biggest celebrations in Indian society. Now, with the middle class growing richer, Indian parents are holding extravagant children's birthday parties as well.

These include camel rides and DJs for the kids, with cocktails for the adults. It seems that nothing is too expensive for these parents, some of whom are happy to spend \$4,000 on a party. But they're not just trying to make their two-year-olds happy. The invited guests often include business partners and colleagues.

"People in India don't like to save," party planner Rakesh Gupta told *The Wall Street Journal*. "They want to enjoy life and live for today, after so many years of poverty and struggle."

Poverty is still a reality for most Indians, some of whom have to live on as little as \$1 a day. But with the nation's economic success, the middle class has grown dramatically in the past 20 years.

Now, 32 per cent of the country's 1.1 billion people are younger than 15. Party planners say the birthday industry may soon be bigger than the wedding industry, which brings in \$11 billion a year.

Still, not everyone agrees that big parties are a good idea. "If people have the money these days, maybe it's better to save in your child's name for the future," says teacher Sushma Jain.

3 Reading Comprehension

1. What industries bring billions of dollars a year into Indian's economy?
2. Why don't people in India like to save?
3. What can be the alternative to expensive birthday parties and celebrations?
4. How well are birthday and wedding industries developed in Ukraine?

4 Vocabulary

A. Match the left and the right side to make a word-combination.

- | | |
|-------------------|-------------------------|
| 1. to save | a. birthday parties |
| 2. to enjoy | b. on a party |
| 3. to hold | c. life |
| 4. to spend money | d. for today |
| 5. to live | e. in your child's name |

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

B. Fill the gaps with the words given below.

guests colleagues reality wedding money

1. He doesn't earn much _____.
2. How many _____ are coming to your party?
3. She refuses to face _____.
4. Have you been invited to their _____?
5. We were friends and _____ for more than 20 years.

5 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. Lawyers on both sides finally reached an _____ today. (AGREE)
2. He has _____ of over \$150,000. (SAVE)
3. Vitamins are necessary for healthy _____. (GROW)
4. Entry is by _____ only. (INVITE)
5. The party was organized in _____ of their fiftieth wedding anniversary. (CELEBRATE)

TEXT 17

Return to Sender

1 Before you read

New words and phrases

- | | |
|------------------|-------------------------------------|
| circulate | - распространять |
| unsolicited mail | - незапрашиваемые почтовые рассылки |
| misconduct | - должностной проступок |

slip	- формуляр
consumer watchdog	- общество прав защиты потребителя
BBC news	- новости британского теле и радиовещания
disloyalty	- нарушение профессиональной этики

2 Reading

Read about the problem of unsolicited mail. Is this problem urgent for people in your country?

Return to Sender

In August, Welsh postman Roger Annies circulated a leaflet telling people how to stop unsolicited mail. He was suspended for misconduct after doing so.

'For the hear future, the Royal Mail plans to increase your advertising mail," Annies wrote in the leaflet. "If you complete the slip below and send it to the Royal Mail delivery office, you should not get any of the above-mentioned unwanted advertising." Was it an act of courage or disloyalty?

Unsolicited mail is a lucrative business for Britain's Royal Mail. "If we do not deliver this mail, then rival companies will," a Royal Mail representative told BBG News. It is possible to prevent the mail from being delivered, but according to consumer watchdog Postwatch, it is difficult for customers to find details of this opt-out clause for unsolicited mail.

Postman Annies thought he could help customers by telling them now to beat the system. He may have risked his job, but at least the members of the public are grateful: "I'll pass the info on to everyone I meet!" is how one reader responded in an online Comment after reading the BBC News story.

3 Reading Comprehension

A. Answer the questions.

1. What did Roger Annies inform people of Great Britain about?
2. How could Roger Annies get information about Britain's Royal Mail plans for sending advertising mail?
3. Is Britain's Royal Mail interested in sending unsolicited mail? Why?

4. How is it possible to refuse from getting unwanted mail?
5. What are the responses of the public to Annie's suggestion?

B. Think about.

1. Do you think Roger Annie's behavior is an act of courage or disloyalty? Why?
2. Have you had any experience of getting unwanted mail or e-mail? Do you think it is irritating? What is the way to escape unwanted mail or e-mail?

4 The following statements reproduce the main ideas of the four paragraphs in the text but they are mixed. Rearrange the statements in the order they appear in the text.

1. Britain's Royal Mail is interested in sending out advertisements and makes customers' refusal from unwanted mail difficult.
2. Sending a refusal slip to the Royal Mail delivery office is the way to stop unwanted mail.
3. Though Roger Annie risked his job the public is grateful to him for his useful information.
4. Postman Roger Annie sent out information about unwanted mail.

5 Vocabulary

Match the left and the right side.

- | | |
|----------------|--------------|
| 1. advertising | a. office |
| 2. lucrative | b. mail |
| 3. delivery | c. companies |
| 4. rival | d. comment |
| 5. online | e. business |

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

6 Choose the right prefix to make the adjectives in brackets negative. Fill in the gaps.

im un in dis mis il ir

1. Spam is _____ (*wanted*) mail sent by various companies advertising their products.
2. _____ (*solicited*) mail is a number of advertising messages sent to the consumer containing _____ (*interesting*) or _____ (*relevant*) information.

3. Britain's Royal Mail considered Roger Annies' action to be an example of _____ (*loyalty*) and _____ (*conduct*).
4. The information given by Roger Annies has caused a _____ (*trust*) of the public to the Britain's Royal Mail.
5. Many customers do not know that using people's names and addresses without their permission is an _____ (*legal*) action and they can bring the sender to trial.
6. The information about mail delivery is _____ (*complete*) and it is difficult for the customer to find the details.
7. It is reported on line some customers blame the Royal Mail for _____ (*moral*) actions and breach of privacy.
8. Many supporters of the brave postman focus their attention on the Royal Mail's _____ (*honest*) and _____ (*responsible*) policy.

7 Fill out the table making other forms from the words given.

Noun	Verb	ing-form	Action- doer
comment			
	risk		
		planning	
			sender
postman			
	respond		
		circulating	
			reader

TEXT 18

Ups and Downs

1 Before you read

New words and phrases

- ups and downs - повышение и падение (цен)
the consumer price index - государственный бюллетень цен потребительской корзины

low income earners	- граждане с низкими доходами
life essential	- продукты, которые важны для жизни
inflation rate	- уровень инфляции
purchasing power	- покупательская способность

2 Reading

Read about the problem of evaluating the price of a 'basket' of products and services as a measure of inflation.

Ups and Downs

The Consumer Price Index (CPI) studies changes in the price of a "basket" of products and services. It is closely watched as a measure of inflation. But according to a report for Australia's Green Party, the CPI has given a false picture of the cost of living over the past ten years and of the effect of inflation on low-income earners.

Since 1996, prices have risen by an average of 29.6 per cent according to the CPI. Prices of some products, such as computers, TVs and electrical appliances, have gone down. Cars have become cheaper, too. But the cost of many of life's essentials has risen faster than the inflation rate. Public transport is more expensive, and so are other fundamental services, such as medical care and childcare. Basic foods, such as fruit, vegetables and bread, also cost far more.

Richard Denniss, strategic adviser to Australia's Green Party, says the prices of essentials should be used to determine purchasing power. "Low-income earners cannot respond to higher food prices by taking advantage of cheaper electrical appliances," writes Denniss in his report.

3 Vocabulary

Match the left and the right side.

- | | |
|---------------|-----------------|
| 1. cost of | a. adviser |
| 2. electrical | b. living |
| 3. strategic | c. of inflation |
| 4. take | d. appliances |
| 5. measure | e. advantage |

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

4 The following statements reproduce the main ideas of the three paragraphs in the text but they are mixed. Rearrange the statements in the order they appear in the text.

1. Australia Green Party reports the Consumer Price Index presents false information about the cost of living for the past ten year. Though the prices for cars and Electrical appliances have become cheaper.
2. Though the prices for cars and electrical appliances have become cheaper the cost of many life's essentials has risen faster that the inflation rate.
3. The purchasing power of many Low-income owners has reduced.

5 Reading Comprehension

1. What is considered to be a measure of inflation?
2. What is Australia Green Party's opinion as for the accuracy of the Consumer Price Index (CPI)?
3. How much have the prices risen in Australia since 1996?
4. Which products have become cheaper? And more expensive?
5. According to the text, which products' prices determine the purchasing power?
6. Can low income earners take advantage of cheaper electrical appliances? Why?
7. Do you think the "basket" of products and services mostly determines your purchasing power? Why?

6 Fill out the table making other forms from the words given.

Noun	Verb	ing-form	Action- doer
delivery			
	rival		
		advertising	
			representer
custom			
	mail		
		preventing	
			consumer

7 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. Low income citizens experience a greater effect of _____ in most of developed countries nowadays (INFLATE).
2. The representatives of Green Party report the _____ power of the population to decrease (PURCHASE).
3. This department deals with _____ planning of the enterprise development and produces _____ reports (STRATEGY, STATISTICS).
4. Change in the taxation policy will help in _____ of the national currency and normalize the country's economy (STRENGTHEN).
5. Many essential products and services are _____ on TV and discounts are _____ (ADVERTISE; SUGGEST).

TEXT 19

Dollar Doldrums

1 Before you read

New words and phrases

dollar doldrums	- депрессия
expatriate	- гражданин одной страны, проживающий в другой стране
International Herald Tribute	- международное издание газеты "Геральд Трибьют"

2 Reading

Read about the problems of Americans living abroad.

Dollar Doldrums

Being paid in dollars used to be an advantage for Americans living abroad. But as the value of the dollar drops and that of the euro rises, expatriate life no longer seems so rosy. Americans living in expensive cities such as Paris or London are particularly hard-

hit. Some are choosing to relocate rather than watch their spending power diminish. Pensioner Susi Bondi told the International Herald Tribune: "Those that can hold out are holding their breath, and we're hoping for a return of the dollar, but those that can't are going." Bondi lived in Paris for 12 years, but has moved to Vienna, where the cost of living is lower.

Video filmmaker Vincent Gagliostro moved to Paris two years ago from New York. Gagliostro, who has both American and European customers, wants to increase his European business. "The dollar still heavily weighs on the quality of my life," he says. "As long as I continue to rely on at least 50 per cent of my income with American clients, it's going to do that. My goal would be not to lose the American clients altogether."

3 Reading Comprehension

1. Did Americans living abroad enjoy the fact they were paid in dollars?
2. How has the situation changed recently?
3. What are now the possible choices for Americans living abroad?
4. Why does US dollar still heavily weigh on the quality of Mr Gagliostro's life?
5. What is his goal now?

4 Vocabulary

Match the left and the right side.

- | | |
|---------------|--------------|
| 1. dropping | a. business |
| 2. cost of | b. life |
| 3. increase | c. the value |
| 4. weigh | d. heavily |
| 5. quality of | e. living |

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

5 Word Building

A. Fill out the table making other forms from the words given.

Noun	Verb	Adjective
		cosmopolitan
interest		
	excite	
medicine		
	shop	
		different
cost		
		safe

B. Fill in the gaps using the words from the table of exercise 5A.

New York, Tokyo, Paris, and other cities are _____ places to live. There are many _____ things to see and to do.

It is possible to go to kinds of museums, plays, films and restaurants and you can also go _____ to buy things from all over the world.

Of course, big cities face a lot of serious problems as the _____ of living is high, and the density is high in some neighborhoods. Too many people in a small space makes it hard to keep the cities _____ and clean and grant good _____ care.

TEXT 20

Limits to Tolerance

1 Before you read

New words and phrases

global village

- "глобальная деревня"

Pew research center in Washington, DC

- исследовательский центр П'ю в Вашингтоне, округ Колумбия

International Herald Tribune

- международное издание газеты

"Геральд Трибьют"

immigrants allowed to enter

- ИММИГРАНТЫ, КОТОРЫМ РАЗРЕШЕНО
ВЪЕХАТЬ В СТРАНУ

2 Reading

Read about the new trends of immigration in Britain. Are there any similar processes in your country?

Limits to Tolerance

It's been more than 40 years since Marshall McLuhan invented the term "global village." Since then, "globalization" has become both a buzzword and a business trend.

However, although most people are in favor of international trade, a recent study found that many are less enthusiastic about immigration. The study, by Pew Research Center in Washington, DC, looked at attitudes in 47 countries.

Support for international trade is especially strong in developing countries, which have seen rapid growth as a result. "But worldwide, even though some people are rich and some are poor, support for the basic tenet of capitalism is pretty strong," Pew director Andrew Kohut told the International Herald Tribune.

The majority of those questioned were in favor of stronger restrictions on the number of immigrants allowed to enter their countries. In Europe, Italians were the biggest supporters of strict controls. Residents of Poland had the most liberal view of immigration in Europe

3 The following statements reproduce the main ideas of the four paragraphs in the text but they are mixed. Rearrange the statements in the order they appear in the text.

1. The term "Global village" has become popular worldwide.
2. People's opinions are mostly positive as for international trade and negative as for immigrants.
3. Most of the people support the capitalistic way of their countries development.
4. Some nations demand to introduce stricter rules for immigrants, but other nations are more tolerant.

4 Vocabulary

Match the left and the right side.

- | | |
|---------------|-----------------|
| 1. business | a. study |
| 2. look at | b. countries |
| 3. recent | c. attitude |
| 4. developing | d. restrictions |
| 5. stronger | e. trend |

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

5 Reading Comprehension

A. Answer the questions.

1. Has the term Globalization become popular worldwide?
2. Are people as enthusiastic about immigration as about international trade?
3. How many nationalities have taken part in the research?
4. Why do developing countries demonstrate enthusiasm as for international trade?
5. What was the attitude of the majority of people questioned towards immigrants?
6. Which nations demonstrated the most and the least liberal point of view in the problem of immigrants?

B. Think about.

1. Do you think studies held by various research centers reflect the real attitude of the public towards the problem? What is the situation like in Ukraine?
2. Do you think the population of Ukraine has a liberal attitude to the problem of immigrants?

6 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. Moving to a position _____ (ALLOWED/ ALLOWING) to get a higher responsibility and salary is called promotion.

2. The results of the _____(RECENT/RECENTLY) studies give the ground to report on decrease of the purchasing power _____ (GLOBAL/GLOBALLY).
3. The problems _____ (NEGOTIATING/ NEGOTIATED) by the company's representatives touched the interests of every employee.
4. The majority of the _____ (QUESTIONING/QUESTIONED) people proved that the problem of immigration has become one of the most urgent in the modern world.
5. Strong _____ (RESTRICTS/RESTRICTIONS) government impose on business representatives are connected with employment of illegal immigrants.
6. Statistics shows that many _____ (DEVELOPED/DEVELOPING) countries do not demonstrate _____ (TOLERANCE/ TOLERANT) to the increasing number of the immigrants.

TEXT 21

Giving up on Metric

1 Before you read

New words and phrases

pint	- пинта – мера емкости в Великобритании, равная 0,57 литра
imperial measurement	- меры веса, длины и т.д., принятые в Британской империи
EU's industry commissioner	- комиссар Европейского союза по вопросам промышленности
BBC –British Broadcasting Corporation	- корпорация, проводящая радио и телевидение в Великобритании.

2 Reading

Read about the mixture of metric and imperial measurements in Britain.

Giving up on Metric

Order a beer at the pub in the UK and you will receive a pint — or half a pint. But if you are buying bananas in the supermarket, you buy them by the kilogram.

For decades, Britain has been using a complicated mixture of metric and imperial measurements. And it seems this is not going to change. The European Union has decided to allow the UK to continue to use pounds, miles and pints as the national units of measurement.

Under an earlier EU plan, Britain and Ireland would have had to stop using imperial measurements within three years. But the EU has decided to back down, because the plan was making the European Union unpopular in Britain. "I organized a huge consultation, and the result was that industry told us there was no problem with the existing system," the EU's industry commissioner Günter Veiheigen told the BBC. "I want to bring to an end a bitter, bitter battle that has lasted for decades and which, in my view, is completely pointless."

3 Vocabulary

Match the left and the right side.

- | | |
|----------------|----------------|
| 1. complicated | a. measurement |
| 2. unit of | b. end |
| 3. existing | c. mixture |
| 4. to bring | d. system |

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

4 Reading Comprehension.

1. Is it typical of Great Britain to use only metric system of measurement or a mixture of systems? Why?
2. What is the recent decision of the European Union as for changing the system of measurement in Great Britain?
3. What was the previous plan? What has it been changed?
4. Why does G. Veiheigen believe the battle for changing the system of measurement in Great Britain is pointless?

5 Word Building

A. Fill out the table making other forms from the words given.

Noun	Verb	Adjective
	use	
provision		
success		
	measure	
elimination		
		popular
		safe

B. Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

Nowadays vending machines are a big business and many customers consider them to be very _____ (USE). A lot of offices, schools, and hospitals _____ (PROVISION) vending machines which sell cold and hot drinks, soups, salads, sandwiches and even complete meals. These machines can be _____ (SUCCESS) for two reasons: they _____ (SAFE) time and are convenient. Also, vending machines _____ (ELIMINATION) the need for salesclerks and cashiers.

In the United States vending machines are _____ (POPULARITY) and their popularity can be _____ (MEASURE) by the fact that these machines sell close to 20 billion dollars worth of merchandise each year.

TEXT 22

The War for Talent

1 Before you read

New words and phrases

talent war

- война за «ТАЛАНТЫ», «УМЫ»

Business week

- газета в Великобритании

machinist	- инженер - машиностроитель
manual trades people	- продавцы
labourer	- чернорабочий
top management	управленцы высшего звена
shortage of employees	нехватка сотрудников
supply of labour	предложение рабочей силы
cut labour costs	сокращать расходы на рабочую силу

2 Reading

Read about the new trend of employees' shortage in Britain. Is there a similar problem in your country?

The War for Talent

It's good news for workers, but bad news for companies. Firms all over the world are reporting a shortage of employees, and not just in the highly qualified areas where the "talent wars" are being fought.

According to a new survey by staffing company Manpower, the ten jobs that companies are having most difficulty filling range from top management to factory workers (see table). The biggest demand is for sales representatives with enough technical knowledge to sell today's complex products. "They need to understand innovations, logistics and the global picture. Selling is very different from what it was," Manpower head Jeff Joerres told *BusinessWeek*.

To remain competitive, companies have been cutting labour costs. At the top end, firms are training staff themselves rather than hiring expensive new employees.

Meanwhile, in Asia and India, the once seemingly endless supply of cheap labour seems to be drying up. Workers in Vietnam, for example, are no longer accepting low wages. Factory managers in Ho Chi Minn City recently reported that their €45-a-month workers went home for holidays in February and never came back.

THE TOP TEN MOST WANTED WORKERS

1. Sales representatives
2. Skilled manual trades people
3. Technicians
4. Engineers
5. Accounting and finance staff
6. Labourers
7. Production operators
8. Drivers
9. Top management
10. Machinists

3 Vocabulary

Match the left and the right side.

- | | |
|-------------|--------------------|
| 1. staffing | a. competitive |
| 2. sales | b. employees |
| 3. hire | c. company |
| 4. low | d. representatives |
| 5. remain | e. wages |

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

4 Reading Comprehension.

1. What is the main problem firms of the world report about?
2. What are the ten jobs that staffing companies have difficulties to fill in Great Britain?
3. What are the demands on successful sales representatives?
4. What are the ways that companies use to cut labour costs?
5. Which regions used to be an endless supply of cheap labour? Has the situation changed recently?

5 The following statements reproduce the main ideas of the four paragraphs in the text but they are mixed. Rearrange the statements in the order they appear in the text.

1. Companies cut labour costs.
2. A shortage of employees worldwide.
3. Supply of cheap labour decreases globally.
4. The biggest demand is for sales representatives.

6 Write down the *verbs* or *nouns* in column B which the words in the column A come from. Use the given examples.

A	B
technician	technique
representative	to represent
tradesperson	
engineer	
accountant	
laborer	
operator	
driver	
manager	
machinist	

7 Try to match the word in column A to a phrase describing a job in column B

- | A | B |
|----------------|--|
| 1. stressful | a. changes can happen |
| 2. rewarding | b. you make a lot of money |
| 3. satisfying | c. your needs and desires are met |
| 4., exhausting | d. as if you do not reach your goal |
| 5. challenging | e. you use all your abilities and energy |
| 6 flexible | f. tired |

7. lucrative g. you get a lot in return for work

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

8 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. One of ten American changes _____ each year, and many will have four to five careers in a lifetime (OCCUPY).
2. We live in a rapidly _____ world where new jobs and careers are being created, so many business face _____ in recruiting their staff (CHANGE, DIFFICULT)
3. People have to fill out _____ forms, attend interviews trying to find and keep a job and be _____ (END, COMPETE).
4. Companies introduce _____ courses to avoid _____ qualified workers (TRAIN, HIRE).
5. The creation of new businesses and jobs can mean opportunities for _____ especially when these jobs are among the most _____ (EMPLOY, WANT).

TEXT 23

Too Rich, Too Poor

1 Before you read

New words and phrases

The Financial Times	- газета в Великобритании
Harris Interactive Poll	- агентство независимых опросов Харриса
respondent	- участник опроса
enormous	- огромный
income	- доход
taxes	- налоги
housing prices	- цены на жилье
gap	- разрыв
to widen	- расширять

2 Reading

Read about the gap in the incomes of rich and poor people in the world. Is there a similar problem in your country?

Too Rich, Too Poor

The global economy has produced a new class of super rich. Not only that, but managers of large companies are paid enormous salaries, while thousands of workers lose their jobs. People around the world seem to agree- the rich are getting richer, and the poor are getting poorer.

A recent public opinion study found that people in Europe, Asia and the US believe that the gap between rich and poor is too large. They also felt that wealthy people should pay more taxes.

The *Financial Times* and Harris Interactive poll looked at the views of nearly 9,000 people on incomes and taxes. It also questioned them about housing prices and the role of government in keeping these stable.

Respondents were asked: "Is the gap between the rich and poor [in your country] too narrow, too wide or about right.

WIDENING GAP	
Percentage of people who think that the gap between rich and poor is too wide	
Germany.....	87%
France.....	85%
Italy.....	82%
China.....	80%
Britain	79%
US	78%
Spain	76%
Japan	64%

3 Reading Comprehension

A. Answer the questions

1. What is the situation with incomes in most of European countries?
2. Why do some people think that the wealthy people should pay more taxes?
3. How many people have been questioned on income and taxes?
4. According to the table, which nations consider the gap between the rich and the poor

to be too wide? Which nations reported a narrower gap?

B. Think about.

1. Do you think the number of people questioned in Europe by Harris Interactive Poll is large enough to be reliable?
2. Do you know what the percentage of rich people in Ukraine is? Do you think people in Ukraine consider the gap between the rich and the poor to be too wide?

4 The following statements reproduce the main ideas of the three paragraphs in the text but they are mixed. Rearrange the statements in the order they appear in the text.

1. The rich are getting richer and the poor are getting poorer.
2. The majority of people believe the gap between the rich and the poor is too large.
3. The main question of the international poll was about the gap between the rich and the poor.

5 Write the words from the box along a line like the one below, going from the cheapest to the most expensive.

- | | |
|-----------------|-------------------|
| a. reasonable | e. economical |
| b. dear | f. costly |
| c. a bit pricey | g. free of charge |
| d. prohibitive | |

cheap (1) ... (2) ... (3) ... (4) ... (5) ... (6) ... (7) ... **expensive**

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

6 Fill the gaps with the words given below. Some words can be used not only once.

labour income study stable investment global tax housing

1. Regressive tax is one that taxes a higher percentage of low _____ and a lower

- percentage of high ____ .
2. A statistical ____ finds that today in the United States the ____ force is not growing as fast as in previous decades.
 3. The Japanese, in particular, have built their ____ economic success on ____ in research and development.
 4. The ____ forms have been rewritten to meet the new requirements of the government.
 5. During the Great Depression, Franklin Roosevelt initiated several government projects to ____ the economy of the United States, in particular reduce for ____ .

TEXT 24

Save Our Pub

1 Before you read

New words and phrases

The Guardian	- журнал в Великобритании
Jolly Farmer	- название паба
vested interest	- законный интерес
venture	- совместное предприятие
community	- общество
goodwill	- репутация фирмы
investment	- инвестиция

2 Reading

Read about a small business owned by a local community in Britain.

Save Our Pub

What could be more English than the local pub? But with more than 50 pubs closing every month, these are difficult times for this British institution. Several English communities think they have found the solution, however. They are getting together to buy their local pub.

The story of the Jolly Farmer in Cookham Dean shows that such ventures can be successful. Twenty years ago, it was bought by 60 villagers. "There's another pub in the village, but we all come here," one villager told *The Guardian*. "This pub is owned by the village, so we have a vested interest in supporting it." David Kelsey says he runs the pub the way villagers want it. "I can't play background music, and I can't have any gambling machines. It's fine with me, though, because I knew this before I took it over."

In North Moreton, villagers helped run their local when the owners went on holiday. "That feeling of goodwill has never gone away," says Miranda Glover. Still, owning a pub is not the way to get rich, Kelsey warns. "If people want to buy the pub as an investment, I'd say don't bother. This is the first year the Jolly Farmer has made a profit."

3 Vocabulary

Match the left and the right side.

- | | |
|----------------|-------------|
| 1. community | a. profit |
| 2. run | b. solution |
| 3. demonstrate | c. owned |
| 4. gambling | d. property |
| 5. make | e. pub |
| 6. find | f. machine |
| 7. own | g. goodwill |

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

4 Reading Comprehension.

1. Does the author think pubs to be typical English institutions?
2. What does statistics report about local pubs?
3. What is a possible decision to prevent local pubs from closing?
4. Who are the owners of the Jolly Farmer pub?
5. Can David Kelsey run the pub the way he likes?
6. Is owning a pub a good investment? Why?

5 The following statements reproduce the main ideas of the three paragraphs in the text but they are mixed. Rearrange the statements in the order they appear in the text.

1. Jolly Farmer is an example of a successful venture.
2. Buying a pub is a way to prevent decreasing the number of such institutions in the country.
3. Owning a local pub is not a profitable affair.

6 Vocabulary.

A. Match the verbs with the definitions.

- | | |
|-------------------|--|
| 1. get together | a. to take control of sth |
| 2. look ahead | b. to stop trying to do sth |
| 3. give up | c. to bring people together |
| 4. take over | d. to have deal with unexpected problem |
| 5. run up against | e. to think about and plan for what might happen in the future |

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

B. Fill in the gaps using the verbs given above.

1. The company has _____ opposition to its proposals from their partner's side.
2. Though the venture is not very profitable the owners are not ready to _____.
3. The manager _____ a group of local businessmen to discuss the problem and interest them in the project.
4. The financial manager always _____, so now he expects radical changes to be made in the country's system of taxation.
5. This financial group invested in the company with the aim to _____ and sell.

7 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. The company stimulated my interest in the _____ when the reports on the recent profits were published. (INVEST)
2. Certain personal characteristics are needed for _____ small business successfully and taking responsibility. (RUN)
3. Pub is a typical English _____ which represents national traditions and culture.

(INSTITUTIONAL)

4. English pubs are often the best places to eat well and cheaply in Britain, they serve tasty British food and are increasingly _____ by members of the local community.

(OWNER)

5. Many local people form ventures, buy small businesses and get _____ supporting them. (INTEREST).

6. In spite of the common practice some financial consultants evaluate local ventures as not a very _____ solution for investing. (PROFIT)

TEXT 25

Le Big Mac

1 Before you read

New words and phrases

Le Big Mac	- французское название бутерброда Бигмак
destinations	- (зд.) место, куда должны приходить люди
brand	- торговая марка
The Business	- название журнала в Великобритании
guinea pig	- подопытный кролик
casual	- непринужденный
benchmark	- критерий, образец для равнения и подражания
we've got the hands full	- положение благоприятное
establish a chain	- образовать цепь (кофеен)

2 Reading

Read about McDonald restaurants in France.

Le Big Mac

Perhaps only a Frenchman could give fast food a positive image. Under the leadership of Denis Hennequin, McDonald's Europe has modernized its restaurants, increased its profits and established a new chain of McCafé coffee shops.

"Fifteen years ago, the US solution was to be a solution for the world," Hennequin told *The Business*. "Now, it is the same brand, but we can be more local."

Hennequin joined McDonald's in 1984, as a management trainee in Paris. By 1996, he was president of McDonald's France, where he made a number of changes. "We were the guinea pig," he says. "We said that our restaurants must become destinations — we can become "fast" and "casual'."

McDonald's France has become the multinational's most profitable European business, followed by Germany and Britain. Hennequin has been president of McDonald's Europe since 2005, and is seen as a possible candidate for the company's top job.

He says he is happy with his present position, though. "I'm enjoying the work I'm doing. The important thing for me is to be able to run the European business as a benchmark for the rest of the world and be recognized for that," Hennequin says.

Will there be more big changes at McDonald's in future? "All businesses go through cycles, and it will probably end in five years," Hennequin comments. "We're already looking at that. But right now, we've got our hands full."

3 Vocabulary

Match the left and the right side.

- | | |
|---------------|-------------|
| 1. top | a. changes |
| 2. positive | b. trainee |
| 3. increase | c. image |
| 4. management | d. position |
| 5. make | e. profit |
| 6. present | f. job |

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

4 Reading Comprehension

A. Answer the questions.

1. Which changes has Dennis Hennequin made in McDonald's Europe recently?

2. Which component is added to the global brand of McDonald's?
3. What were the stages of Mr Hennequin's career with McDonald's Europe?
4. What are the three most profitable McDonald's branches in Europe?
5. What is the most enjoyable aspect of his job for Mr Hennequin?
6. What does Mr Hennequin think of McDonald's Europe perspectives in future?

B. Think about.

1. Have you ever visited McDonald's restaurants in Ukraine?
2. What do you like and do not like in McDonald's?
3. Do you think McDonald's restaurants in Ukraine have local colouring in meals and other services? Give examples.

5 The following statements reproduce the main ideas of the six paragraphs in the text but they are mixed. Rearrange the statements in the order they appear in the text.

1. McDonald's Europe (French branch) has developed greatly.
2. Global brand has received local colouring in McDonald's.
3. Mr Hennequin has made a successful career in McDonald's restaurants in France.
4. The President of McDonald's Europe is one of the candidates for the top job.
5. The most important thing for Mr Hennequin is to be recognized by colleagues worldwide.
6. McDonald's Europe is optimistically looking at future.

6 Vocabulary

A. In the text an idiom "guinea pig" is used. Match the idioms with the names of animals in column A with their meanings in column B.

- | A | B |
|----------------------------------|--------------------|
| 1. to work as a horse | a. a greater part |
| 2. to let the cat out of the bag | b. to rain heavily |

- | | |
|---------------------------|--|
| 3. lion's share | c. to talk frankly |
| 4. to rain cats and dogs | d. very easy, requiring very little effort |
| 5. monkey business | e. to work very hard |
| 6. to talk turkey | f. to reveal a secret or surprise |
| 7. as easy as a duck soup | g. suspicious or illegal activity |

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

B. Fill in the gaps using the animal idioms given above.

1. If a businessperson wants the partners believe him/her the best policy is _____.
2. This company's President is a skillful businessman, so to run business is _____ for him.
3. When the company opened a new branch all the members of the staff had _____.
4. The accountant reported that the taxes have covered _____ of the firm's profits.
5. Some business figures were kept as a secret and when the manager demonstrated them on the slides he _____ .
6. The picnic for the company's staff was cancelled as it _____ from the early morning.
7. The Taxation Committee suspects there has been some _____ at this company in connection with its bank accounts.

7 Word Building

Use the words in brackets to complete the sentences. Add the necessary suffix and put the word in the correct form.

1. Managers are taught to accept changes _____ and be ready to come forward with new initiatives. (POSITIVE)
2. The company _____ is in agreement that introduction of the latest developments will help business competitiveness. (LEAD)
3. More funds are needed for _____ of the hotel's computer system. (MODERNIZE)
4. The Head of the Human Resources department is responsible for selecting _____

candidates. (POSSIBLY)

5. McDonald's is _____ as a brand globally and possesses a large network of branches. (RECOGNIZE)
6. The President of the company demanded the meeting to be held in a more _____ atmosphere. (CASUALLY)

Word building

Prefixes and suffixes

A prefix is a short group of letters found at the beginning of some words, which gives the word a particular meaning. For example, **un-** is a prefix that means **not**, as in **unhealthy** (= not healthy) or **unhelpful** (= not helpful).

A suffix is a short group of letters found at the end of some words which gives the word a particular meaning. A common suffix is **-less**, meaning **without**, as in **painless** (= without any pain) or **hopeless** (= without any hope).

Some words contain both a **prefix** and a **suffix**. For example, **unrecognizable** contains both the prefix **un-** (= not), and the suffix **-able** (= able to be ..), giving the meaning 'not able to be recognized'.

Often the suffix makes a word change its part of speech. For example, the noun **realization** contains the verb **realize** and the suffix **-ation**(=the act of...), giving the meaning 'the act of realizing that something is true'. The adverb **easily** contains the adjective **easy** and the suffix **-ly** (= in a ... way), giving the meaning 'in an easy way'.

Word formation using prefixes and suffixes

The tables below show you how new meanings and new parts of speech can be created using prefixes and suffixes.

Noun formation

Noun Beginnings	Meaning	Examples
Prefixes		
<i>anti -</i>	used to prevent something	antifreeze, antiseptic
<i>bio-</i>	relating to life and living things	biology, biochemistry
<i>co-</i>	with or together	co-worker, co-author
<i>eco-</i>	relating to the environment	ecology, ecosystem
<i>ex-</i>	former, in the past	ex-husband, ex-girlfriend
<i>inter-</i>	between or among	intersection, interference
<i>mid-</i>	middle	midday, midnight, midweek
<i>mis-</i>	bad or wrong	misspelling, mismanagement
<i>non-</i>	not	non-smoker, nonsense
<i>over-</i>	too much	overgrowth, overpopulation
<i>psycho-</i>	relating to the mind	psychology, psychotherapy
<i>self-</i>	of or by yourself	self-confidence, self-control
<i>semi-</i>	half	semi-circle, semi-detached
<i>sub-</i>	1 under 2 less important or smaller	submarine, subconscious, subway subcommittee, subsection
Noun Endings		
Suffixes		
<i>-ability, -ibility</i>	when sth is possible (<i>makes nouns from adjectives</i>)	reliability, flexibility, responsibility

-al	used to say that sb/sth does sth or sth happens (<i>makes nouns from verbs</i>)	arrival, refusal, denial nouns
-an -ian	a particular person, place or subject (<i>makes nouns from names</i>)	American, Christian, historian
-ation	when sb does sth or sth happens (<i>makes nouns from verbs</i>)	creation, confirmation, hesitation, exploration
-ator	sb or sth that does or makes something (<i>makes nouns from verbs</i>)	creator, generator, administrator, investigator
-cy	used in the names of qualities	fluency, accuracy, decency
-er, -or, -ar, -r	1 a person who does an activity 2 a person who lives in a place 3 a thing that does sth	footballer, actor, liar Londoner. NewZealander heater, cooler, computer
-ful	the amount that a container holds	spoonful, cupful, handful
ist	1 sb who supports a particular set of ideas or beliefs 2 sb who plays a particular musical instrument 3 sb who does a particular activity or type of work	idealist, communist, leftist, environmentalist violinist, pianist, cellist, guitarist novelist, journalist, geologist, motorist, cyclist

-ity -ty	used in the names of qualities or types of behaviour (<i>makes nouns from adjectives</i>)	stupidity, brutality, cruelty, beauty, anxiety
-let	a small kind of a particular thing	piglet, booklet
-merit	1 an activity or way of doing sth 2 a particular quality (<i>makes nouns from verbs</i>)	development, entertainment embarrassment, amusement, contentment
-ness	used in the names of qualities (<i>makes nouns from adjectives</i>)	happiness, goodness, loudness, quietness
-ology	the science or study of sth	psychology, sociology, biology
-ship	1 a situation between people or organisations 2 a skill or ability to do sth well	friendship, partnership, relationship craftsmanship, musicianship
-ware	used in the names of particular kinds of goods	hardware, software, glassware, silverware
-y	used in the names of feelings	jealousy, sympathy

Adjective Formation

Adjective beginnings	Meaning	Example
(Prefixes)		
<i>anti-</i>	1 opposed to 2 opposite to	antinuclear anticlockwise
<i>cross-</i>	going across or between	cross-country, cross-cultural
<i>dis-</i>	not	discontented, disapproving
<i>eco-</i>	relating to the environment	ecofriendly
<i>extra-</i>	beyond or outside, or not included in something	extracurricular, extramarital, extraordinary
<i>in-</i>	not	inexact, incorrect
<i>im-</i> <i>before b, m, p</i>	not	impossible, imprecise
<i>il-</i> <i>before l</i>	not	illegal, illegible
<i>ir-</i> <i>before r</i>	not	irregular, irresponsible
<i>inter-</i>	between or among	international, interpersonal
<i>multi-</i>	having many of something	multinational, multimedia
<i>non-</i>	not	nonstop, non-smoking
<i>over-</i>	1 too much 2 across or above	overexcited, overemotional overland, overseas, overhead
<i>post-</i>	after or later than	postwar, postgraduate
<i>pre-</i>	before or earlier than	pre-existing, prehistoric
<i>trans-</i>	across or on the other side of	transatlantic
<i>ultra-</i>	1 very, extremely sth 2 beyond	ultramodern ultrasonic
<i>un-</i>	not	uncomfortable, unhappy

Adjective endings (Suffixes)	Meaning	Example
-able -ible	1 able to be (broken, drunk, washed etc.) 2 having a particular quality (makes adjectives from verbs)	breakable, drinkable, washable reasonable, responsible
-al -ial	relating to something	political, ceremonial, facial
-an	relating to a particular person	American, Christian, civilian
-ian	place or subject	reptilian
-ed	1 having a particular thing 2 having a particular quality	bearded, armed big-headed, bored
-en	made of something	wooden, golden, silken
-er	makes the comparative of short adjectives	hotter, cooler, nearer, bigger, safer
-est	makes the superlative of short adjectives	hottest, coolest, nearest, biggest
-ish	1 relating to a country, its language or its people 2 like or typical of 3 quite or slightly 4 approximately, about	British, Spanish, Swedish childish, impish, boyish smallish, greenish sixish, fortyish
-ive	used to say that sb or sth does or is able to do sth (makes adjectives from verbs)	creative, communicative, cooperative, supportive

-less	without	hopeless, childless, painless
-like	like or typical of (<i>makes adjectives from nouns</i>)	childlike, lifelike, godlike
-ly	1 behaving in a way that is typical of a particular kind of person 2 happening regularly	friendly, motherly, fatherly hourly, weekly, monthly topmost
- most	makes the superlative of some adjectives	topmost, northernmost, uppermost
-ous	having a particular quality	dangerous, spacious, envious
-th	makes adjectives from numbers (apart from numbers which end in 1, 2, 3)	sixth, hundredth, ninth, fortieth
-y	covered in sth or having a lot of sth, or having a particular quality	dirty, dusty, cloudy, rainy, noisy, windy, smelly, greedy

Verb Formation

Verb beginnings	Meaning	Examples
(Prefixes)		
<i>de-</i>	to remove or reduce sth	decaffeinate, devalue
<i>dis-</i>	1 to not do sth	disagree, disapprove, disobey
	2 to remove sth	disconnect, disinfect
<i>mis-</i>	to do sth badly or wrongly	misunderstand, misinterpret
<i>re-</i>	to make or do sth again	rethink, remake, redo, reinvent
<i>trans-</i>	1 to change sth completel 2 to move sth to a new place	translate, transform transfer, transport
<i>un-</i>	to remove or unfasten sth	undress, unlock, untie
(Suffixes)		
<i>-en</i>	to become or make sth become	darken, soften, lighten
<i>ize, -ise (BrE)</i> <i>ize (AmE)</i>	to become or make sth become	popularize, legalize, modernize, harmonize
<i>-ify</i>	to give sth a particular quality	solidify, simplify, purify

Adverb Formation

Because most adverbs are formed from adjectives, they can take the same beginnings as adjectives.

Adverb endings	Meaning	Examples
(Suffixes)		
<i>-er, -r</i>	makes the comparative of adverbs	later, sooner, farther
<i>est, -st</i>	makes the superlative of adverbs	latest, soonest, farthest
<i>-ly</i>	1 in a particular way (makes adverbs from adjectives)	carefully, slowly, easily, fully, freely, impatiently, hourly, daily, weekly
	2 happening regularly (makes adverbs from nouns)	
<i>ward, -wards</i>	in a particular direction	northward(s), backward(s)

Note that there are a small number of adverbs which do not have the same meaning as the adjectives they were formed from. You should look these up in the dictionary and learn them:

awfully iately terribly
barely shortly scarcely
hardly

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