

МІНІСТЕРСТВО ОСВІТИ І НАУКИ, МОЛОДІ ТА СПОРТУ УКРАЇНИ
ХАРКІВСЬКА НАЦІОНАЛЬНА АКАДЕМІЯ
МІСЬКОГО ГОСПОДАРСТВА

МЕТОДИЧНІ ВКАЗІВКИ
ДЛЯ ОРГАНІЗАЦІЇ САМОСТІЙНОЇ РОБОТИ З ДИСЦИПЛІНИ
“ДІЛОВА ІНОЗЕМНА МОВА”
(АНГЛІЙСЬКА МОВА)

(для студентів 5 – 6 курсів заочної форми навчання
спеціальності “Транспортні системи”)

Методичні вказівки для організації самостійної роботи з дисципліни “Ділова іноземна мова” (англійська мова) (для студентів 5 – 6 курсів заочної форми навчання напрямку спеціальності “Транспортні системи”)/ Харк. нац. акад. міськ. госп-ва; уклад.: Н. І. Видашенко. – Х.: ХНАМГ, 2012. – 39 с.

Укладач: Н. І. Видашенко

Рецензент: канд. філол. наук, доцент кафедри іноземних мов ХНАМГ

О. Л. Ільєнко

Рекомендовано кафедрою іноземних мов,
протокол № 2 від 7.10.2011 р.

ВСТУП

Методичні вказівки рекомендується для організації самостійної роботи студентів 5 – 6 курсів спеціальності «Транспортні системи» заочної форми навчання. Головною метою збірника є формування навиків читання і розуміння інформації з англомовних джерел, що відповідає вимогам професійно-орієнтованого навчання іноземною мовою. Зміст завдань відповідає вимогам програми учбової дисципліни «Ділова іноземна мова», тематика текстів сприяє поширенню обсягу сучасної англійської лексики ділового спілкування.

CONTENTS

<i>ВСТУП</i>	<i>3</i>
<i>PART ONE</i>	<i>4</i>
<i>BUSINESS ACROSS CULTURES (PART 1)</i>	<i>4</i>
<i>BUSINESS ACROSS CULTURES (PART 2)</i>	<i>7</i>
<i>BUSINESS ACROSS CULTURES (PART 3)</i>	<i>11</i>
<i>PRESENTATIONS: PREPARATION AND INTRODUCTION</i>	<i>15</i>
<i>PRESENTATIONS: MAIN PART</i>	<i>18</i>
<i>PRESENTATIONS: CLOSING AND QUESTIONS</i>	<i>21</i>
<i>PART TWO</i>	<i>24</i>
<i>MY PRESENTATION</i>	<i>24</i>
<i>PART THREE</i>	<i>26</i>
<i>WRITING A CV</i>	<i>26</i>
<i>PART FOUR</i>	<i>30</i>
<i>WRITING A SUMMARY</i>	<i>30</i>
<i>SOURCES</i>	<i>38</i>

PART ONE

BUSINESS ACROSS CULTURES (PART 1)

1. Decide which of the alternatives (A – F) each speaker is talking about.

Write the letter of your answer in the box at the end of the sentence. You will have to use some alternatives more than once.

- | | |
|-----------------------------|----------------------------------|
| A. corporate culture | D. hierarchical structure |
| B. macho culture | E. form of address |
| C. canteen culture | F. stereotype |

1. ‘All CEOs over the age of 50 use an authoritarian approach to management.’ ()
2. ‘The top people were all men and they encouraged an aggressive management style.’ ()
3. ‘Our organization has five levels of management.’ ()
4. ‘Here we consult employees on all major decisions. We work by consensus.’ ()
5. ‘The people on the shop floor say that our managers don’t have any leadership skills.’ ()
6. ‘I want the people who work for me to be tough. If they are weak they can leave.’ ()
7. ‘I like all the people in my team to call me Steve rather than Mr Eastwood.’ ()
8. ‘Women make better managers than men because they are better with people.’ ()

2. Write one word in each gap to complete the sentences.

1. We involve everyone in the decision-_____ process.
2. This is not a hierarchical company. We only have two management _____.

3. We work as a team of _ _ _ _ _ . The newest employee's ideas are just as important as mine.
4. The _ _ _ _ - hours culture here puts people under pressure.
5. I like it here because the company _ _ _ _ _ is to encourage people to use their initiative.

3. In each line there is one word which is wrong. Circle the mistake and write the correct word at the end of the line.

1. Our new manager is very open and approachive. _____
2. We can be family with him, but we still respect him. _____
3. My last manager was distant and remove. _____
4. He was not excessable and he didn't ask for our opinions. _____
5. We had to show him difference even if we did not agree with him. _____

4. Read and translate the text.

Doing Business across Cultures

Business-etiquette savvy is not just good sense, it can also prove to be a deal maker or breaker in today's global marketplace as more cultures interact than ever before.

Though it is impossible to fully understand all the intricacies of other societies, it is worth learning at least the basics – how to greet and address others, how to dress, how to handle business cards, personal space, eye contact, and punctuality to name a few.

First impressions are always important so showing cultural respect when greeting others is essential. In many western countries a handshake is the preferred greeting, but even differences exist there.

In Germany a firm, brief handshake with good eye contact is expected at introductions and departures while in Italy handshakes can be warm and spirited in business meetings. And in both countries it is customary to shake hands with everyone in the group upon entering and leaving, avoiding general group salutations.

Some cultures, such as the French, may kiss one another when greeting at work, but it is best to refrain from the behaviour unless they initialise it, extending your hand instead.

The Japanese often shake hands with westerners as a sign of respect and appreciate when westerners bow out of respect to their culture. Chinese may bow or shake hands.

In Saudi Arabia always shake hands with the right hand as left hands are considered unclean. Never extend your hand to a Saudi woman. And in Taiwan, western males should not initiate a hand shake with Chinese females.

Eye contact is essential in Australia, England, Germany, Italy, and the United States, for example, but it should be used with caution in Taiwan where prolonged eye contact is considered a hostile gesture.

Although time is treated differently amongst cultures, it is always in your best interest to be punctual. In Germany and Japan, arriving late is rude and unacceptable.

Don't be surprised, however, if you are kept waiting for a business meeting in Saudi Arabia, where punctuality is not of high importance.

In the U.S. and in Taiwan people are uncomfortable when their personal space is invaded, so it is recommended to stay about two arm's lengths away.

In Australia and England, an arm's length distance should be observed, while in France and Italy people may stand closer while talking.

Handle business cards in China with respect by reading it and then carefully placing it in a card case. Never place it in a shirt pocket or wallet immediately without examining it first. When distributing cards there, do so with two hands.

The safest guideline to follow for business attire is a dark suit and tie for men and a business suit or skirt and blouse for women. Avoid heavy perfumes or colognes and excessive jewellery. But it is always worth researching the attire of the country you are visiting.

Remember to wear good socks in Japan as you may be asked to remove your shoes during some business meetings.

When possible, learn a few words in the language of the country you are visiting as a sign of respect. And before you travel, contact your embassy to request briefing on business etiquette and cultural background.

BUSINESS ACROSS CULTURES (PART 2)

1. Choose the best word to fill each gap from the alternatives given below.

Put a circle around the letter, A, B or C, of the word you choose.

‘My name is Daniel Bertolino and I’m a software developer. In our department, we dress (1) _____ ‘We can’t wear shorts or dirty T-shirts so I suppose it’s (2) _____ casual’. People in Sales have to dress (3) _____ The men wear dark business (4) _____ and so do the women. They all look the same. It’s like a (5) _____ really. At the end of each month we have a (6) _____ Friday. It’s strange to see the CEO without a tie on.’

- | | | |
|------------------|---------------|-------------|
| 1. A. casualty | B. causally | C. casually |
| 2. A. smart | B. straight | C. special |
| 3. A. obligatory | B. remotely | C. formally |
| 4. A. shirts | B. suits | C. suites |
| 5. A. uniform | B. portfolio | C. logo |
| 6. A. dress-up | B. dress-down | C. dress-in |

2. Look at the business cards and labels. Decide whether each statement is ‘True’ or ‘False’. If there is not enough information to decide, tick (/) the ‘Does not say’ box. Then answer questions 8 – 10.

Mrs Paula Howard M.A.

Customer Services

Provector Insurance

PO Box 274

Ipswich, IP41 6HJ

Tel: 01473 262626

King Media PLC

1 High Street, Cambridge, CB1 2EU

Charles Caspar

Chief Executive Officer

Tel: +44 1223 662200

E-mail: caspar.c@kingmedia.co.uk

<p>William J Davenport Sr. Vice President, Finance Global Foods Inc.</p>		<p style="text-align: center;">Sarah A Moreland BSc, MBA Head of Marketing</p>
---	--	---

		True	False	Doesn't say
1.	Paula Howard is married.			
2.	Charles Caspar doesn't have any qualifications.			
3.	William Davenport has a son called William.			
4.	Mr. Davenport's middle name could be Robert.			
5.	Paula Howard doesn't have a middle name.			
6.	If you meet the CEO of King Media, you should call him Mr. Charles.			
7.	If you write to Sarah, you could address her as 'Ms S. Moreland'.			
8.	What is the family name of the person who works for Provector? _____			
9.	What qualifications does Sarah Moreland have? _____			
10.	What is the surname of the CEO of King Media? _____			

4. Read and translate the text.

Business across Cultures: Etiquette at Work

The unspoken but assumed behavior that conveys politeness is strongly based on culture. One of the easiest ways to inadvertently cause offense is either to violate a cultural taboo or to fail to follow one of society's rules of polite behavior.

Whether for Indonesian business men travelling in the West or for foreign professionals working in Indonesia, it is important that you take the time to learn about and follow the assumed rules of politeness. Many foreign professionals in cross cultural training programs comment that they thought that politeness was universal. Meaning that, if you act politely based on your own understanding of what is polite, people in other cultures will understand the attempt. In Indonesian business, there are

a few specific rules that foreign professionals should be sure to know about and follow. Perhaps the most important of these is the giving of refreshments in meetings.

Traditional Indonesian society considers the giving of refreshments to guests a very important display of respect and politeness. If you are the host of a meeting with a Bapak, you should make sure that some refreshment is offered. If you are the guest you will most probably be offered tea or coffee. It is normally advisable to accept even if you are not thirsty. A guest should wait for the host to indicate that it is permissible to drink. Quite often there may be a delay between being served and being asked to drink. Being invited to drink can even indicate that the business portion of the meeting is over. Be patient and follow your host's lead. If you really are thirsty, ask permission to start drinking. This custom is modified during the fasting month of Ramadan.

Most foreign professionals already know that the left hand is considered unclean in many countries. That is also true in Indonesia. Never hand anything to another person using your left hand. If this makes the action somewhat cumbersome by having to change hands, take the time to do it anyway.

Dress in the office should be formal. I have seen problems develop in multicultural offices because the foreign professionals wore blue jeans and T-shirts to the office. The Indonesian co-workers perceived this as informal and disrespectful on the part of the expatriate. How, they asked, can the foreign professionals expect respect when they look like tourists?

The giving of gifts is quite common in Indonesian society as it reflects the communal nature of traditional life. Souvenirs or small food items are usually given to co-workers when a manager returns from a long trip. There is little that is subtle about this common practice. Secretaries and other personal staff may greet a returning manager with questions about *oleh-oleh*. It is a much appreciated gesture and foreign professionals are well advised to attempt to comply with this custom. This also translates to bringing small gifts when visiting someone's house and even giving mementos of special training or business trips.

There are a few differences in the use of hands and feet for indicating actions or getting attention. The proper way to call someone is to use one of the Indonesian words Pak, Mas, Bu, Mbak and make a scooping motion toward you with your hand, fingers facing down. Crooking the index finger as is common in the West is not polite here. Also, be observant of where you position your feet. Exposing the sole of your shoe can be impolite as is pointing with your foot to indicate an object. Shoes should be removed when entering mosques or, usually, when entering someone's home. If you are unsure, ask.

Lastly, foreign professionals should keep in mind the importance of status in Indonesian society. In Indonesia everyone has status, but that status is situational. A low-level employee in your office may have very high status in his home community either through leadership ability or religious training. Try to understand the different situations that arise in day to day office activity and modify your personal behavior to meet those situations appropriately.

BUSINESS ACROSS CULTURES (PART 3)

1. Draw a line from each word on the left to a word on the right to make a word pair. (There is one extra word that you don't have to use.) Then use your word pairs to complete the sentences below.

working
corporate
lunch
public
eye

break
holiday
lunch
breakfast
hospitality
contact

1. Make _____ with customers so that they know you are listening.
2. I usually go shopping during my _____ .
3. Tomorrow is a _____ so the office will be closed.
4. Let's discuss this over a _____ tomorrow morning.
6. We spent over \$40,000 last year on _____ .

2. Choose the best word to fill each gap from the alternatives given in the box below. There is one extra word that you don't have to use.

presenteeism	punctuality	humour	entertainment
absenteeism	gestures	business	

1. Our overseas clients expect _____ when they visit so I take them out every evening.
2. He is very keen on _____ , so get there early.
3. I don't like _____ lunches because they go on for too long.

4. There was a culture of _____ with people at their desks even at the weekend.
5. You can learn a lot from watching the _____ that people make when they are talking.
6. An important business meeting is not the place for _____. It can go horribly wrong.

3. In each line there is one word which is wrong. Circle the mistake and write the correct word at the end of the line.

1. When you meet someone, it is important to get the greet right. _____
2. I shake hands with people, but I don't really like physical contract. _____
3. In some cultures you should give presents to everyone you meet. _____
4. You should also know the rules of conversion when you go to meetings. _____
5. It may be rude to interrupt people when they are talking. _____
6. Also, think about the role of silent. Is it rude to be quiet for long periods? _____
7. Finally, say 'Good buying' to everyone when you leave. _____

4. Read and translate the text.

Etiquette and Culture

Though there are many variations in cultural values, behaviours, fashion, food, art, architecture and other factors, a business person should primarily concentrate on understanding the business etiquette of different countries when planning, organising, staffing, leading and controlling a successful business in a global marketplace.

There many intricacies that need to be considered including the manner of greeting and addressing others, dressing, handling business cards, personal space, eye contact and punctuality, to name but a few. Some countries in the world encourage

individualism such as the United States, Great Britain and Canada while other countries including Japan, China and Israel are more uniformly oriented. There are both minor and major issues in different global etiquettes. Proper awareness of these variances is required to build lasting business relationships.

Greeting Gestures. It is particularly important to show cultural respect when welcoming others because the first impression is always the lasting impression. In many western countries, a handshake is expected when greeting others however there are significant differences even in this context. As an example, in Germany a brief handshake along with eye contact is expected in most business and social contexts whereas in Italy, handshakes are reserved for business associates only.

Handling Business Cards. In some cultures, it is common courtesy to study a business card and to comment on it to show that you are paying proper attention to the person offering the card. In the Philippines, it is not necessary to have your business cards translated. There, cards in English are widely accepted whereas in Russia, the expectation is that cards will be printed in both the native language of the bearer together with Russian.

Management Privacy. Some cultures embrace the use of public space while others are protective of their private space. For instance, in Japan, senior management often sit together with their staff in the same large room. The heads of some of the biggest Japanese firms may leave their chauffeur-driven limousines at home and ride the crowded public subways to work in the morning so that they can be with their co-workers. In contrast their North American counterparts prefer private space.

Eye Contact. Eye contact is one of the most important elements of non-verbal communication. It performs numerous functions and it has different implications in different countries. Eye contact is essential in Australia, England, Germany, Italy and the United States, but it should be used carefully in Taiwan where prolonged eye contact is considered an offensive gesture.

Time Concept. The concept of time is treated differently across cultures. In some, punctuality is considered to be indicative of the level of commitment and

interest in work. In Germany and Japan, arriving late is considered rude and unacceptable, while, punctuality is not of high importance in Saudi Arabia.

Decision Making. Decision making processes vary widely according to organisational hierarchy and culture. In Brazil, business culture is intensely hierarchical with only the highest person in authority making the final decision while in Colombia, subordinates within the group, as well as underlying circumstances, have considerable influence in the decision making process.

Business Protocols. In Middle Eastern countries, it is common to reserve the first part of a meeting to have a general discussion on politics, global events and other areas of common interest. It is considered rude to launch into a negotiation without first engaging in a wider conversation of this nature. These initial conversations promote business relationships. In contrast, in Germany, business meetings focus solely on business matters and negotiations are entered into without preamble.

Social Etiquettes. The etiquette of socialising includes behaviours that are not solely concerned with business such as gift giving, appropriate conversational topics and more. In some cultures, gift giving is a common event engendering warmth for both the giver and receiver. It is important however that your gift should not create unintentional insult. You should therefore be aware of the unwritten rules for giving gifts in each country. As an example, gifts such as scissors and knives should not be given in Japan, because they indicate severance of a relationship, while in India, there are no strict rules followed for gifts. In some countries, gifts are considered to be bribery and should be avoided entirely.

Business etiquette focuses on a country or culture's specific business customs including negotiating, business entertaining and communication. Learning the unwritten rules of etiquette is no small task but it significantly improves your level of confidence and effectiveness, allowing you and your organisation to compete successfully in the international market place.

PRESENTATIONS: PREPARATION AND INTRODUCTION

1. Decide which of the alternatives (A – F) each speaker is talking about.

Write the letter of your answer in the box at the end of the sentence. You may have to use an alternative more than once.

- | | |
|----------------------------|-------------------------|
| A. press conference | D. demonstration |
| B. product launch | E. briefing |
| C. workshop | F. lecture |

1. 'Professor Gillian Beer will give a paper entitled 'Business Models for the 21st Century'.' ()
2. 'We'll invite journalists from all the national papers and the top financial magazines.' ()
3. 'After Terry's speech, we'll uncover the new saloon version and the sports convertible.' ()
4. 'Now, team, this will be a major project so we thought we'd give you the background.' ()
5. 'In the next exercise, you can all practise the presentation skills we've talked about.' ()
6. 'This is the new accounting software I'm going to show you. Can you all see the screen?' ()
7. 'This is our new range of laptops. They will go on sale throughout Europe from August.' ()

2. Choose the best word to fill each gap from the alternatives given below.

Put a circle around the letter, A, B or C, of the word you choose.

'I am very worried about next week. I am doing a (1) _____ presentation about our new advertising campaign. There will be about 30 people in the (2) _____ - mainly regional sales managers. The (3) _____ is a big hotel in London. They have excellent (4) _____ so I don't have to

worry about that. I've prepared the (5) _____ of my talk but I'm still working on my visual (6) _____. I've tried to (7) _____ the main parts of my talk so I won't have to read from my notes. On Friday, I'm going to (8) _____ the whole thing in front of a few friends from the department.'

- | | | |
|------------------|--------------|---------------|
| 1. A. stand-up | B. sit-down | C. stand-down |
| 2. A. viewing | B. crowd | C. audience |
| 3. A. position | B. venue | C. placing |
| 4. A. facilities | B. faculties | C. functions |
| 5. A. output | B. content | C. object |
| 6. A. helps | B. aids | C. supports |
| 7. A. memories | B. memory | C. memorize |
| 8. A. rehearse | B. react | C. replay |

3. Write one word in the gap to complete each sentence. The first two or three letters are given.

- I have planned the str_____ of my talk.
- First I will in_____ myself.
- Then I will out_____ what I'm going to talk about.
- After I've given the presentation, I will invite people to ask qu_____ .

4. Read and translate the text.

6 Elements of an Effective Presentations

'Half the world is composed of people who have something to say and can't; the other half have nothing to say and keep saying it.'

Anyone can give a speech. Not everyone can give an effective speech. To give an effective speech there are 6 elements you should consider.

Be Prepared – Being prepared is by far the most important element. How many times do you practice your speech? As a general rule, you should spend about 30 hours of preparation and rehearsal time for every hour you will be speaking. Use a

tape recorder or videotape yourself. This will help you to get an accurate picture of how you speak.

Give of Yourself – Use personal examples and stories in your speech whenever possible. Make sure your stories help to emphasize or support your point. The stories must match your message. Use examples from your personal and professional life to make your point. In either case be willing to give of yourself by sharing some of yourself with the audience.

Stay Relaxed – To stay relaxed you should be prepared. Also, focus on your message and not the audience. Use gestures, including walking patterns. Practice the opening of your speech and plan exactly how you will say it. The audience will judge you in the first 30 seconds they see you.

Use Natural Humor – Don't try to be a stand up comedian. Use natural humor by poking fun at yourself and something you said or did. Be sure NOT to make fun of anyone in the audience. People will laugh with you when you poke fun at yourself but don't over do it.

Plan Your Body & Hand Positions – During the practice of your speech look for occasions where you can use a gesture. Establish three positions where you will stand and practice not only how to move to them but where in your speech do you move. Pick three positions, one on center stage, one to your right, and one to your left. Do not hide behind the lectern. When you do move maintain eye contact with the audience.

Pay attention to all details – Make sure you have the right location (school, hotel, room & time). Make sure you know how to get to where you are speaking. Ask how large an audience you will be speaking to. Make sure you bring all your visual aids and plenty of handouts. Arrive early so you can check out where you will be speaking and make any last minute adjustments.

It is very important that you pay attention to even the smallest details. You can never overplan. Remember, 'He who fails to plan is planning for failure'.

PRESENTATIONS: MAIN PART

1. Complete the 'Five Rules for Presenters' below. Use the notes to find the missing words. The first letters have been given.

Five Rules for Presenters	Notes
1. Start on time. Don't wait for l _ _ _ _ _ _ _ _ .	Start on time. Don't wait for people who get to the presentation after the starting time.
2. Keep to the t _ _ _ _ _ in your plan.	Keep to the time that you have allocated to each point in your plan.
3. Don't l _ _ _ _ _ a particular point.	Don't go on and on about a particular point for a long time.
4. Don't d _ _ _ _ _ .	Don't go off the point and talk about things that aren't in your plan.
5. Don't r _ _ o _ _ _ _ time.	Don't go on past the time when the presentation is supposed to finish.

2. Choose the best word to fill each gap from the alternatives given below. Put a circle around the letter, A, B or C, of the word you choose.

'Here is some advice for making a presentation. People want to hear you, so (1) _____ your voice to the back of the room. If you are using a (2) _____ make sure you know how to turn it on. Speak in a natural (3) _____ and not too quickly. Don't speak in a monotone – vary the (4) _____ of your voice. Try to gain your audience's (5) _____ from the beginning. Start with an interesting (6) _____. In the main part of your talk, use some surprising (7) _____. And don't forget to leave time for participants to ask (8) _____.'

- | | | |
|-------------------------|----------------------|----------------------|
| 1. A. shout | B. project | C. pass |
| 2. A. microphone | B. microscope | C. microlight |

- | | | |
|-------------------|--------------|--------------|
| 3. A. tone | B. sound | C. note |
| 4. A. court | B. pitch | C. field |
| 5. A. digression | B. objective | C. attention |
| 6. A. anecdote | B. antidote | C. antelope |
| 7. A. truths | B. facts | C. words |
| 8. A. discussions | B. practices | C. questions |

3. The statements below were made in a presentation. Write one word in the gap to complete each statement.

1. 'OK. To begin with, let's _____ at what makes a good leader.'
2. 'I'm digressing. Let's get _____ to the point that Julie raised.'
3. 'That's all I've got time _____ now. We'll continue after lunch.'
4. 'What does this mean in _____ to leadership skills?'
5. 'Now I'd like to _____ to the issue of bullying at work.'

4. Read and translate the text.

How to Give a GOOD Presentation: Tips and Suggestions (Part 1)

To give good presentations, you have to find a topic and be able to talk about it for a few minutes. Most *teachers or instructors have guidelines* that tell you how to present and what to present about, so be very careful and follow what your teacher says. The following **Tips and Suggestions** are general suggestions that can help you get a good mark for your presentation.

In your presentation you have to fulfill at least one of the following four (4) objectives:

1. **To Inform.** When you inform you are **sharing knowledge**. Talk only about the data that is relevant (necessary) to the audiences' needs. Too much information is boring.
2. **To Entertain.** Avoid jokes as **Personal anecdotes** (stories) are the most sincere way to win an audience. Always relate your humor directly to your presentation topic. Focus on energizing the audience in the first couple of minutes then get to the 'meat' (body).

3. **To Touch Emotions.** Do not depress your listeners. **Never criticize** without offering constructive solutions. Offer ideas improve the situation.
4. **Move to Action.** What is the one thing you want the audience to do in reaction to your speech? **Be specific and direct!** You have to request a commitment.

What Not to do in a Presentation:

Don't talk to your audience in a manner that creates unnecessary distance.

Don't talk down to them by using sophisticated words, foreign expressions or obscure quotations, unless you are sure they will appreciate them. So no big, fancy words to sound smart! (You don't need them)

Don't come across as arrogant (proud) in your knowledge of your subject and its terminology; communicate to listeners in words they can understand.

Things to avoid:

Do not make excuses or comments about the fact that you have never presented before.

Never speak if you do not know what to say. Remember that you are the expert!

Learn how to control the use of 'You know'

Saying nothing is better than saying 'Uh...uhhh....ummm'

PRESENTATIONS: CLOSING AND QUESTIONS

1. The statements below were made by presenters responding to questions from the audience. Write one word in the gap to complete each statement.

1. 'That's a fair p _ _ _ _ . This model does assume that inflation is below 2%.'
2. 'I can't tell you the bid price because that's c _ _ _ _ _ _ _ _ _ _ information.'
3. 'That's not really my f _ _ _ _ , but I think that my colleague Simon will be able to help you.'
4. 'Ah. That really goes b _ _ _ _ _ the scope of this presentation. Perhaps we can talk afterwards?'
5. 'I'm afraid we've run out of t _ _ _ . We can return to that after lunch.'
6. 'I'm sorry. I didn't c _ _ _ _ the question. Were you asking about stagflation?'

2. Choose the best word to fill each gap from the alternatives given below. Put a circle around the letter, A, B or C, of the word you choose.

'OK. Let me (1) _____ up what we've done today. (2) _____ , we looked at what makes a good leader. (3) _____ we looked at key leadership skills. Then, last, but by no means (4) _____ , we talked about the consultation process. Are there any final (5) _____ that you'd like to ask? No? Well then, that's a good (6) _____ to stop. (7) _____ you for listening.'

- | | | |
|-----------------|-------------|----------------|
| 1. A. run | B. add | C. sum |
| 2. A. Firstly | B. Starting | C. Openly |
| 3. A. Seconds | B. Secondly | C. Seconded |
| 4. A. last | B. lost | C. least |
| 5. A. questions | B. answers | C. information |
| 6. A. position | B. place | C. pointer |
| 7. A. Thank | B. Thanks | C. Thanking |

3. In each of the numbered sentences (1 – 5) there is one word which is wrong. Circle the mistake and write the correct word at the end of the line.

Here is some advice about making a presentation.

1. Remember to front the audience at all times. Don't turn your back on them. _____
2. Try to make eye contact with some of the participants as you speak. _____
3. Use gestures to stress key points but don't wave your hands around. _____
4. Control any mannerisms you may have. They will distract the audience. _____
5. In my sight, the most important thing is to speak clearly. _____

4. Read and translate the text.

How to Give a GOOD Presentation: Tips and Suggestions (Part 2)

Tips for a Good Presentation:

Introduction:

- When introducing your topic, **smile and look at the audience**, do not look down in fear.
- **Start slowly**, with your shoulders back and chin up and **then gradually speed up**.
- Use a **genuine opening** like: 'I am glad to be here today'; 'I am happy to be talking to you about ...'; 'I am delighted to share with you...'
- Recognize that **you are the expert** on the topic you are talking about.
- **Always Smile** and tell yourself how good you feel.
- **Dress nicely** in professional looking clothes.

Voice:

- **Be Heard.** Make sure your audience can hear you, so **practice projecting your voice** as there is *no excuse for not being loud enough*.
- **Air Intake.** Effective air intake (*breathe*) and appropriate pauses during your talk will help you **control the volume** of your voice.

- **Vary your voice.** Periodically **change your speed, pitch and volume** and *do not mumble in a monotone* (one tone). If you blank out, forget a word or choke, just smile! The audience will assume you know what you are doing.
- **How to improve your voice.** Learn to **listen to yourself talk** so you can control your voice more easily because you are conscious of how you sound before you speak.
- **Fluency.** **Avoid saying words when you stop**, such as: ‘Um’, ‘Er’, ‘Like’, and ‘Totally’.

Body Language:

Smile. This is very important as your **positive attitude** rubs off on the audience.

Eye Contact. This **builds trust** with the audience, so look at them and the instructor.

Gestures. This means **speaking with your hands**. Try to make sure gestures are smooth and natural and do not use too many.

Keep your hands out of your pockets. Keep them visible and feel comfortable using them.

Shoulders. Can help convey confidence if straight, but if bent they can also make you appear tense and nervous. So, **keep your shoulders straight!**

Visual Aids:

Not necessary in all presentations, but if they are, follow these rules:

- **Keep them simple.** Put the **main points** on them only.
- **Minimize words.** The audience wants to hear your presentation, not read the paper.
- **Use large fonts.** Large fonts will let the back row of students see the presentation.
- **List key points.** Makes them easier to remember.
- **Use color.** The audience pays attention when they have to watch colorful images
- **Prepare Handouts.** This **helps the audience remember your topic** the next day, something they will thank you for, if they have to write a test or an exam.

PART TWO

MY PRESENTATION

HOW TO MAKE A PRESENTATION

How do I start?	<p>You could introduce your talk or presentation formally. <i>Today I'm going to talk about...</i> <i>In this presentation, I'd like to tell you a little bit about...</i></p> <p>Alternatively, you could grab your audience's attention by starting with a question or a challenging statement. Use pictures or objects. <i>So, how much do you know about _____?</i> <i>Have you ever asked yourself why ... ?</i> <i>What I'm going to tell you about today will change the way you think about...</i> <i>Pass around the picture/object. What do you think it is?</i></p>
How do I organize the presentation?	<p>Make it short. Write down the points you want to make, edit them down to, say, four, then decide which order you are going to make them in. <i>Introduce each point with an expression from the list below.</i> <i>The first/key thing to say about _____ is...</i> <i>The main point to make about _____ is...</i> <i>What you really need to know about _____ is ...</i> <i>Now let's look at...</i> <i>Let's turn to/move on to ...</i> <i>Another interesting thing to say about _____ is ...</i> <i>Finally, I'd like to say a few words about...</i></p>
What do I say?	<p>After introducing the point, add information briefly in two, three, or, at the most, four sentences. Use markers like the ones below to construct long, well-balanced sentences. <i>Anyway,...; Naturally,...; Of course,...</i> <i>Similarly, ... ; Surprisingly, ...; Remarkably, ...</i> <i>Despite,...; However, ...; Although,...; Whereas...</i> <i>Consequently, ... ; In addition,...; Moreover,...; Furthermore, ...</i> <i>Incidentally, ... ; By the way, ... ; It's worth noting that...</i></p>
How do I finish?	<p>Conclude the presentation by briefly summarizing what you have said, or the points you have made. You could end by asking for comments or questions. <i>In conclusion,... ; To sum up,...</i> <i>So, remember that.....is all about..... , _____, and .</i> <i>So, there are three things to remember about__</i> <i>Does anybody have any questions?</i></p>

Give your own presentation. Choose the topic of your presentation from the list below.

1. THE TRANSPORTATION PROFESSION
2. INTRODUCTION TO TRANSPORTATION
3. TRANSPORTATION
4. THE HISTORY OF TRANSPORTATION
5. THE HISTORY OF TRANSPORTATION AND ENVIROMENT
6. THE PROBLEM WITH MODERN TRANSPORTATION SYSTEMS
7. TRANSPORTATION AND LOGISTICS
8. TRAFFIC MANAGEMENT
9. PASSENGER TRANSPORT: TRAMS, BUSES AND TROLLEYBUSES
10. PASSENGER TRANSPORT: AUTOMOBILES
11. PASSENGER TRANSPORT: TRAINS
12. TRANSPORTATION IN UKRAINE
13. TRAFFIC SIGNS
14. TRAFFIC LIGHTS
15. ROAD SAFETY

PART THREE

WRITING A CV

CV or curriculum vitae is a short written document that lists your education and previous jobs, which you send to employers when you are looking for a job [= **resume** American English]. Your Curriculum Vitae should set out all your personal details, together with your education, qualifications and working experience. It should be displayed attractively so that all the information can be seen at a glance. Wherever possible, the information should be categorized under headings and columns.

1. Read the sections of a CV (a – h) and match them with the headings (1 – 8).

1. Personal Statements.
2. Personal details
3. Work experience.
4. Interest.
5. Other information.
6. Referees.
7. Education and qualifications.

A	Czech (mother tongue), English (fluent), Spanish (good)
B	Theo Johnson, Head of Postgraduate Studies, London Business School Sarah Lewis, Marketing Director, International Enterprises
C	1998 – 99 London Business School – Postgraduate Diploma in International Marketing 1994 – 98 University of Economics, Prague – graduated in Business Studies
D	I am a hard-working and enthusiastic sales and marketing graduate, who is looking for a challenging position with an international company
E	Travel, swimming, running, reading, cinema, classical music

F	Name	Frantisek Svoboda
	Address	220 Belsize Gardens, London SW2 2RT
	Telephone	070 2268 2331
	E-mail	<u>fransvob@yahoo.com</u>
	Nationality	Czech
	Date of birth	17th of April 1976
G	I spent a year traveling in the United State and Latin America between my postgraduate studies and my current job. I also worked for two summers at a summer camp for children in the US. I ran the London Marathon in 2000 and 2001	
H	2000 – date Marketing executive, JB Market Consulting, London 1999 – 2000 Marketing trainee, International Enterprises, London	

B. Read the CV and choose the correct answers to the questions below and decide if the sentences (1 – 7) below true (T) or false (F).

Name	Gavin H. Alvares
Address	26 Dryfield Road Cambridge CB2 2D5
Telephone	012233268452
E-mail address	gavinhalvarez@btinternet.com
Date of birth	14 June 1984
Education	
1995 – 2000	Graves High School for Boys Graves Avenue Cambridge CB3 4RG
2000 – 2002	Cam College of Engineering and Technology Birch Road Cambridge CB6 7YT

Qualifications	
2000	GCSEs: English, Maths, General Science, design and Technology, French, Spanish, Art and History
2001	Level 1 Engineering and Technology foundation course
2002	Level2 Computing course specializing in software development
Work experience	
AUGUSTY – SEPTEMBER 2000	Temporary job as IT assistant at Norris’s Aeronautics, Cambridge
OCTOBER 2000 – JUNE 2002	Saturday and holiday job testing computer games at Silicompany, Cambridge
Other information	Bi-lingual in Spanish and English; clean driving licence
Interests	Developing computer games, member of college football team, photography, and playing the guitar
Referee	Ms Daisy Valentine (course tutor) Cam College of Engineering and Technology Birch Road

1. What is a CV?

- a. A description of someone’s family, education, likes and dislikes.
- b. A description of someone’s education, work experience, and skills.

2. How is a CV arranged?

- a. under headings
- b. like a letter

1. Gavin Alvarez lives in Cambridge.

T/F

2. He is a student at Cam College.

T/F

3. He passed his GCSEs in 2001.

T/F

4. He has had Saturday and holiday jobs since 2000. T/F
5. He left Cam College in 2000. T/F
6. He is quite good at languages. T/F
7. He isn't interested in technology. T/F

C. Write your own CV in English using qualifications you already have, or ones that you think you might get hi the future. Use Gavin's CV as a model for your writing.

Name	
Address	
Telephone	
e-mail address	
Date of birth	
Education	•
Qualifications	
Work experience	
Other information	
Interests	
Referee	

PART FOUR

WRITING A SUMMARY

TEXT 1. The Transportation Profession

Transportation professionals are responsible for planning, designing, and operating streets and highways, transit systems, airports, railroads, ports, and harbours to provide for the safe, rapid, comfortable, convenient, economical and environmentally compatible movement of people and goods.

As a transportation professional you can work on a wide variety of projects, such as:

- investigating and minimizing the effects of new developments and proposed highway projects on air and noise pollution, wetlands, and other aspects of the environment, as well as socio-economic impacts;
- implementing ways to relieve traffic congestion, such as bus/carpool lanes on roadways and encouraging the use of public transportation;
- planning, designing and operating parking facilities for airports, shopping centers, recreational, industrial, office and residential developments;
- preparing traffic impact studies for new developments and determining transportation improvements to mitigate the additional traffic;
- planning, designing, and operating airports, railroads, ports, and harbours;
- planning and designing pedestrian circulation systems at universities, malls, and other busy pedestrian areas to ensure safety;
- designing and controlling a computerized traffic signal system to allow for efficient movement of traffic;
- inventing ways to increase the capacity and safety of roadways through the use of Intelligent Transportation Systems.

Reading comprehension.

1. What projects can a transportation engineer work on?
2. What are transportation professionals responsible for?

3. What project you think is the most important?

Make up a summary of the text above.

TEXT 2. Transportation Careers

Transportation professionals work in planning, design and construction, operations, and research, among many other fields.

Planning. As a transportation planner you will work with other transportation professionals, as well as people in technical vocations, neighbourhood groups and public officials. Many projects require the preparation of environmental documents since the project's success may depend on minimizing the effects on air, water, noise and wildlife. Noise barriers, landscaping or special design considerations may be required. It is the planners responsibility to meet each challenge and to present a solution that both does the job and addresses the concerns of the public. You may be called upon to justify your plan to neighbourhood groups, lawyers, business leaders, news media and elected officials.

Design and Construction. As a transportation designer, you may be challenged to build a bridge that is compatible with the surrounding landscaping, or to design a ramp for a busy existing interchange. The design phase relies greatly on computer technology, as do most transportation fields. Computers aid in actually drawing transportation facilities. With the use of the computer, the engineer can experiment with many different alternatives to determine the most efficient design with the least adverse impact and lowest cost.

If you like to work outdoors, you might prefer the construction phase. From a spectacular bridge project to a simple lane widening, the construction engineer is responsible for the final product that it is built as designed and that the correct materials are used. The construction field is constantly changing with new methods being introduced on practically every project.

Operations. Transportation operations is another important field of the transportation profession. Traffic engineers are responsible for design,

implementation and maintenance of traffic controls, signs and pavement markings. Traffic control is essential for safe travel on ordinary roads and construction work zones, detours, and for special events. Traffic engineers use computers to monitor the flow of traffic onto existing freeways, to control parking decks, analyze accident locations, determine roadway capacities, improve traffic flow at intersections, and coordinate the operation of traffic signals throughout a city. Traffic engineers must work with developers, planners and designers to meet the challenge of providing a safe and efficient transportation system. The field of operations also includes working with public transportation. Public transportation professionals are challenged to determine the routes and service frequency to meet the demand at the least cost.

Research. In the field of research you'll tackle the unknown. Maybe you'll develop a new computer programme for an on-board automobile navigational system or discover new ways to design automated 'smart' highways. You'll work on the latest technology and with top thinkers in the profession. You might be part of a team assigned to a large federal project or manage your own smaller study for a private concern – working today on the transportation systems of tomorrow.

Decide whether the statements are true (T) or false (F).

1. A transportation professional can work in many fields. **T/F**
2. While planning a transportation professional considers the environment, landscape and design. **T/F**
3. A transportation designer has nothing to do with the computing technology. **T/F**
4. As a constructor the transportation professional can work both indoors and outdoors. **T/F**
5. Traffic engineers provide a safe and efficient transportation system. **T/F**
6. The transportation systems of tomorrow are developed by new computer programmes. **T/F**

Make up a summary of the text above.

TEXT 3. Transportation Industry

The transportation industry is enormous, encompassing everything from municipal bus, subway, and commuter-train systems that get folks to and from work and school to the container ships that transport goods from port to port all around the globe; from the rail and trucking networks that move those containers across states, countries, and continents to the airliners we use to fly to destinations near and far for work and pleasure, to the express shipping companies.

The industry encompasses all those businesses that move people or goods, by land, sea, or air, from one point to another. This is a big industry, employing millions: in addition to the package deliverer, truck driver, and airline attendant – the ambassadors of the industry – there’s a beehive of behind-the-scenes workers bustling to load containers, fuel airplanes, coordinate the logistics of thousands of railroad cars, and chart the best routes for truck drivers to take across the country.

Virtually everything that surrounds us – including our clothes – comes from somewhere else. Your computer’s components, manufactured in multiple countries, all had to be transported to the computer manufacturer, assembled, and then transported to a store or perhaps your front door. The newspaper you read this morning could not have been produced (think of the trucks delivering logs to the paper mill; think of the paper and ink being delivered to the printing press) or delivered without the transportation industry. And then there’s passenger travel – the airlines, trains, boats, and buses that people use every day to get from place to place. Transportation may not be sexy, but it pervades nearly every area of our lives. Without the transportation industry, economies, global and domestic, would disintegrate.

Opportunities in the industry can be classified geographically, as local, regional, national, or international. In many career paths, you’ll need to pay your dues in a local job before moving up to a regional transportation outfit, and you’ll have to work at a regional one before moving to a national one. And if you go into freight transportation, be aware that this sector has been consolidating, as companies seek to

become global players by merging into giant, full-service transportation integrators, combining ships, trains, boats, and rail.

Reading comprehension.

1. What proves that transportation industry is enormous?
2. What do people in transportation industry deal with?
3. How does the transportation industry pervade nearly every area of our lives?
4. How can opportunities in the industry be classified?

Make up a summary of the text above.

TEXT 4. A Brief Look at the History of Transportation

Archaeologists believe that the very first step toward man-made transportation began in either Mesopotamia or Asia, sometime around 4000 – 3500 BC, with the invention of the wheel. The invention of the wheel would eventually make man's ability to transport his crops from one place to another less awkward, and birth the idea of trade and exchange. The invention of the wheel would lead to the development of mass transportation, as man put his new invention to practical uses.

The next logical evolutionary step from the wheel was the invention of the cart and chariot. The two-wheel chariot found its birthplace in Sumeria, and is believed to be the world's first form of wheeled transportation. Built around 3500 BC, this chariot increased the speed of travel over land, and eventually led to the four-wheeled cart, which took the burden of carrying supplies and equipment off of the shoulders of the common man.

As man overcame the boundaries of land travel, his curiosity about the world around him increased. To his aid, man had developed a means of travelling on water even before he had domesticated the horse. The addition of the boat changed the face of transportation. Boats allowed man to, for the first time ever, cross bodies of water without getting wet.

Then ships began to shed their sails on the rivers once again. The advent of automation was changing transportation forever. The very first automation in ships was the cumbersome paddlewheel. After the paddlewheel came the steamship and then there was the diesel engine design that became the industrial and military standard until after World War II.

Automation also improved travel by land. Mass transit became a standard, originally through the steam engine of the eighteenth century. But these early trains were slow and very often dangerous. Then, in 1804, locomotives came into use. These locomotives were powerful enough that one engine could pull several cars.

Over the next one hundred years, various improvements would be made to the locomotive, speeding up transit and attempting to make train travel safer. Then, during World War II, the diesel engine came into widespread use, and steam was almost completely forgotten. Even electricity had been experimented with in the running of trains, as early as 1895, but was considered too expensive and unreliable to run until the advent of the subway, when electricity became the easiest and cleanest means of underground motion.

Automation was not, however, reserved exclusively for mass transit. As early as 800 BC, there is some evidence that steam powered vehicles were used in the Orient. But these were not used for mass transit, but rather for individual travel. However, the first actual surviving record of a powered vehicle is from AD 1670, when a Jesuit missionary in China built a cart driven by a steam turbine. By 1840, this concept had developed into the ‘road locomotive’, a contraption not very unlike the modern-day bus.

The first actual automobile, however, wasn’t patented until the 1890s. Advancements have continued to be made in the time since. The automobile was the single most important development in the history of transportation since the invention of the wheel. Automobiles increased personal mobility and permitted people to live at greater distances from their work, leading to the formation of suburbs.

The next stride in transportation looked not to the land, or even to the seas, but to the sky. The invention of the aeroplane allowed people to cover great distances in less time, cutting transatlantic travel time in half.

Having conquered flight, man's gaze turned toward the night sky, and the stars. On October 4, 1957, however, the USSR succeeded in launching the very first earth-orbiting satellite, Sputnik I. The first manned space-flight, however, did not take place until April 12, 1961, when the Russian Cosmonaut Yuri Gagarin orbited the Earth in the Vostok I. Then, on July 16, 1969, American astronaut Neil Armstrong became the first man to set foot on the moon. From the wheel to the stars, man's travel has only ever been limited by the scope of his imagination. As each new challenge is conquered, humanity looks beyond it, to the next challenge. The annals of history are evidence that humanity will continue to stride forward, particularly when faced with challenges in transportation.

Reading comprehension. Circle the letter of the best answer.

1. It is believed that the very first transportation _____ .
 - A** started with a vehicle with wings.
 - B** began in the times when the Christ was believed to have been born.
 - C** caused the invention of the early traffic signal.

2. The invention of the wheel _____ .
 - A** resulted in the development of a means of travelling on water.
 - B** was only patented after World War II.
 - C** increased the speed of travel over land.

3. The evolution of transportation is as follows: _____ .
 - A** a wheel, the wheeled transportation, transportation on the water, automation of transportation, the conquering of flight.
 - B** mass transportation, wheeled transportation, boats and then ships, automotive vehicles, aerospace vehicles.

C wheeled transportation, earth-orbiting satellites, manned space-flights, automated means of transportation.

Make up a summary of the text above.

TEXT 5. Guide to Transportation and Logistics

Logistics management is the science of getting stuff where it needs to be, when it needs to be there, as part of a larger process, like manufacturing. In business, logistics management most often refers to transportation, inventory management and storage issues related to the supply chain: where are your parts or materials coming from, where do they need to get to, when do they need to get there, do they need to be stored anywhere *en route*, and how are you going to make all that happen in a safe, efficient, reliable way.

Transportation and logistics management also come into play at the other end of the line, helping you get your product to your customers quickly and efficiently.

In trim global markets, fine-tuned transportation and logistics practices can deliver a competitive edge. If you and your competitors make a similar product from similar parts, the winner will be the one whose product gets to market quickest for the lowest cost-per-unit – and that’s done through logistics.

Larger companies have transportation and logistics professionals among their supply chain management staff. But smaller companies can reap the benefits of lean logistics without adding any staff. At its simplest, effective logistics management is just a matter of making smart decisions about warehouse shipping and inventory management. More elaborate logistics management is called for when certain complications enter the mix. For instance:

- Transportation and logistics are more complex when dealing with international shipping and markets.
- Tariffs, duties and exchange rates require more sophisticated logistics management.
- Distributed manufacturing demands greater attention to transportation and logistics.

Reading comprehension.

1. What does logistics management deal with?
2. What does logistics management refer to in business?
3. What things can make a situation with transportation and logistics more complicated?

Make up a summary of the text above.

SOURCES

1. Aspinall, T., Bethell, G. Test Your Business Vocabulary in Use. – Cambridge University Press, 2005. – 102p.
2. English L., Lynn S. Business Across Cultures: Effective Communication Strategies (English for Business Success). – Longman, 2005. – 156p.

Навчальне видання

Методичні вказівки для організації самостійної роботи з дисципліни “Ділова іноземна мова” (англійська мова) (для студентів 5 – 6 курсів заочної форми навчання напряму спеціальності “Транспортні системи”)

Укладач **Видашенко** Наталія Іванівна

Відповідальний за випуск: І. О. Наумова,
канд. філол. н., завідувач кафедри іноземних мов

В авторській редакції

План 2012, поз.518М

Підп. до друку 27.01.2012

Формат 60x84 1/16

Друк на ризографі.

Ум. друк. арк. 1,7

Зам. №

Тираж 50 пр.

Видавець і виготовлювач:

Харківська національна академія міського господарства.

вул. Революції, 12, Харків, 61002

Електронна адреса: rectorat@ksame.kharkov.ua

Свідоцтво суб'єкта видавничої справи:

ДК № 4061 від 12.05.2011