

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКА НАЦІОНАЛЬНА АКАДЕМІЯ
МІСЬКОГО ГОСПОДАРСТВА

МЕТОДИЧНІ ВКАЗІВКИ

ДЛЯ ОРГАНІЗАЦІЇ ПРАКТИЧНОЇ РОБОТИ
З ДИСЦИПЛІНИ

«ІНОЗЕМНА МОВА ПРОФЕСІЙНОГО СПРЯМУВАННЯ»
(АНГЛІЙСЬКА МОВА)

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Методичні вказівки для організації практичної роботи з дисципліни «Іноземна мова професійного спрямування» (англійська мова) (для студентів 1 курсу денної форми навчання напряму 6.030601 «Менеджмент» спеціальності «Логістика») / Харк. нац. акад. міськ. госп-ва; уклад.: Н. Д. Міщенко, О. М. Тарабановська. – Х.: ХНАМГ, 2013 – 63 с.

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Методичні вказівки призначені для організації практичної роботи студентів у першому та другому семестрах згідно з затвердженою робочою програмою навчальної дисципліни «Іноземна мова (за професійним спрямуванням)», укладеної відповідно освітньо-кваліфікаційним вимогам до знань і вмінь студентів напряму підготовки «Менеджмент», які в майбутньому будуть працювати у сфері логістики.

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INTRODUCTION

These educational materials are designed for the ESP students of the 1st year of studies of the speciality “Logistics” to develop their knowledge and skills in English according to their profession. The collected texts are intended both for practical classes and self-study of full-time students.

This manual is based on the authentic texts concerning general management issues from different sources. It contains key vocabulary, texts for reading and translation, tasks on reading comprehension, vocabulary tasks. The manual consists of 6 units.

Each unit contains:

- key vocabulary;
- pre-reading activity;
- an authentic text for reading and translation;
- comprehension exercises;
- exercises for memorization and mastering key vocabulary;
- word families;
- additional texts for reading and discussion.

UNIT 1. MANAGEMENT AND MANAGERS

KEYWORDS: management, manager; employee, employer; corporation; business; not-for-profit, team; supervise; coordinate; overcome; accomplish; ensure; perform, performance; top-level manager; first-line manager, subordinate, service; customer, goal; issue.

1 PRE-READING ACTIVITY

1. Who do you think the people on the photograph? What sort of job do they do?



2. Which of these best describes the relationship between these two people?
 - equals
 - manager and employee
 - manager and worker
3. What qualities are necessary in your opinion for managers?

2 READING

Part 1 . Read and translate the text 1.

WHY ARE MANAGERS IMPORTANT?

“A great boss can change your life, inspiring you to new heights both professionally and personally, and energizing you and your team to together overcome new challenges bigger than any one of you could tackle alone.” If you’ve had the opportunity to work with a manager like this, count yourself lucky. Such a manager can make a job a lot more enjoyable and productive. However, even managers who don’t live up to such lofty ideals and expectations are important to organizations. Let’s look at three reasons why.

The first reason managers are important is that organizations need their managerial skills and abilities more than ever in these uncertain, complex, and chaotic times. As organizations deal with today's challenges — the worldwide economic climate, changing technology, everincreasing globalization, and so forth — managers play an important role in identifying critical issues and crafting responses.

Another reason managers are important to organizations is that they're critical to getting things done. Manager is to ensure that all the employees are getting their jobs done so the organization can do what it's in business to do. If work isn't getting done or isn't getting done as it should be, manager is also the one who must find out why and get things back on track.

Finally, *managers do matter* to organizations! The Gallup Organization has found that the single most important variable in employee productivity and loyalty isn't pay or benefits or workplace environment; it's the quality of the relationship between employees and their direct supervisors.

A. Answer the questions.

- 1 Are only great managers important to organisations?
- 2 What is the first reason managers are important to organisations?
- 3 What is the second reason managers are important to organisations?
- 4 What is the third reason managers are important to organisations?

B. Fill in the blanks with the correct word.

- 1 With today's challenges managers play an important role in identifying critical _____ and crafting responses.
- 2 A great manager can make a job a lot more enjoyable and _____.
- 3 The quality of the relationship between employees and their direct _____ supervisors is the most important thing in employee productivity and loyalty.

Part 2. Read and translate the text 2. Answer the questions.

WHO ARE MANAGERS?

Managers can be found doing managerial work in every country on the globe. In addition, some managers are top-level managers while others are first-line managers. And today, managers are just as likely to be women as they are men. However, the number of women in top-level manager positions remains low — only

27 women were CEOs of major U.S. corporations in 2010. But no matter where managers are found or what gender they are, the fact is ... managers have exciting and challenging jobs!

It used to be fairly simple to define who managers were: They were the organizational members who told others what to do and how to do it. It was easy to differentiate *managers* from *nonmanagerial employees*. Now, it isn't quite that simple. In many organizations, the changing nature of work has blurred the distinction between managers and nonmanagerial employees. Many traditional nonmanagerial jobs now include managerial activities.

So, how do we define who managers are? A **manager** is someone who coordinates and oversees the work of other people so that organizational goals can be accomplished. A manager's job is not about personal achievement—it's about helping others do their work. That may mean coordinating the work of a departmental group, or it might mean supervising a single person. It could involve coordinating the work activities of a team with people from different departments or even people outside the organization, such as temporary employees or individuals who work for the organization's suppliers.

A. Answer the questions.

- 1 How are managers differentiated?
- 2 Why is it difficult today to distinguish between managers and nonmanagerial employees?
- 3 Who are managers?

B. Fill in the blanks with the correct word.

- 1 Managers do _____ work in every country on the globe.
- 2 The number of women in _____ manager positions remains low.
- 3 In the past managers were the _____ members who told others what to do and how to do it.
- 4 A manager's job involves coordinating the work activities of a team with people from different _____ .

Part 3. Read and translate the text 3.

WHERE DO MANAGERS WORK?

Managers may run large corporations as well as entrepreneurial start-ups. They're found in government departments, hospitals, small businesses, not-for-profit agencies, museums, schools, and even such nontraditional organizations as political campaigns and music tours. It's obvious that managers do their work in

organizations. But what is an **organization**? First, an organization has a distinct purpose. This purpose is typically expressed through goals that the organization hopes to accomplish. Second, each organization is composed of people. It takes people to perform the work that's necessary for the organization to achieve its goals. Third, all organizations develop some deliberate structure within which members do their work. That structure may be open and flexible, with no specific job duties or strict adherence to explicit job arrangements. For instance, at Google, most big projects, of which there are hundreds going on at the same time, are tackled by small focused employee teams that set up in an instant and complete work just as quickly. Or the structure may be more traditional — like that of Procter & Gamble or General Electric — with clearly defined rules, regulations, job descriptions, and some members identified as “bosses” who have authority over other members.

Many of today's organizations are structured more like Google, with flexible work arrangements, employee work teams, open communication systems, and supplier alliances. In these organizations, work is defined in terms of tasks to be done. And workdays have no time boundaries since work can — and is — done anywhere, anytime.

A. Find out whether the statements given below are true (T) or false (F) according to the information in the text. If the statements are false, correct them.

1. Managers are those who run only big business. ()
2. Not-for-profit organisations don't require managerial work. ()
3. As usual any organisation has distinct goals and structure. ()
4. The structure of any organisation is based on clearly defined rules, regulations, and job descriptions and always has a boss. ()
5. In organisations with flexible structure there are no time boundaries for work. ()

Part 4. Read and translate the text 4.

MANAGEMENT FUNCTIONS

According to the functions approach, managers perform certain activities or functions as they efficiently and effectively coordinate the work of others. What are these functions?

Today, these functions are four: planning, organizing, leading, and controlling. Because organizations exist to achieve some particular purpose, someone must define that purpose and the means for its achievement. Managers are that someone. As managers engage in **planning**, they set goals, establish strategies for achieving those goals, and develop plans to integrate and coordinate activities.

Managers are also responsible for arranging and structuring work to accomplish the organization's goals. We call this function **organizing**. When managers organize, they determine what tasks are to be done, who is to do them, how

the tasks are to be grouped, who reports to whom, and where decisions are to be made.

Every organization has people, and a manager's job is to work with and through people to accomplish goals. This is the **leading** function. When managers motivate subordinates, help resolve work group conflicts, influence individuals or teams as they work, select the most effective communication channel, or deal in any way with employee behavior issues, they're leading.

The final management function is **controlling**. After goals and plans are set (planning), tasks and structural arrangements put in place (organizing), and people hired, trained, and motivated (leading), there has to be some evaluation of whether things are going as planned. To ensure that goals are being met and that work is being done as it should be, managers must monitor and evaluate performance. Actual performance must be compared with the set goals. If those goals aren't being achieved, it's the manager's job to get work back on track. This process of monitoring, comparing, and correcting is the controlling function.

A. Complete the sentence below with the best answer (A, B or C) according to the information in the text.

1. Organizations exist to achieve some particular purpose ...
 - A. ... but sometimes it's difficult to define it.
 - B. ... and both employees and managers define it.
 - C. ... and managers are those who define that purpose and the means for its achievement.
2. As managers engage in planning, they ...
 - A. ... arrange and structure work to accomplish the organization's goals.
 - B. ... deal in any way with employee behavior issues.
 - C. ... set goals, establish strategies for achieving those goals, and develop plans to integrate and coordinate activities.
3. The final management function is controlling that is ...
 - A. ... the process of monitoring, comparing, and correcting the work of subordinates.
 - B. ... the process of motivating subordinates and selecting the most effective communication channel
 - C. ... the process of determining what tasks are to be done.

Part 5. Read and translate the text 5.

MANAGEMENT SKILLS

What types of skills do managers need? Managers need three critical skills in managing: technical, human, and conceptual.

Technical skills are the job-specific knowledge and techniques needed to proficiently perform work tasks. These skills tend to be more important for first-line managers because they typically are managing employees who use tools and techniques to produce the organization's products or service the organization's customers. Often, employees with excellent technical skills get promoted to first-line manager.

Human skills involve the ability to work well with other people both individually and in a group. Because all managers deal with people, these skills are equally important to all levels of management. Managers with good human skills get the best out of their people. They know how to communicate, motivate, lead, and inspire enthusiasm and trust.

Finally, **conceptual skills** are the skills managers use to think and to conceptualize about abstract and complex situations. Using these skills, managers see the organization as a whole, understand the relationships among various subunits, and visualize how the organization fits into its broader environment. These skills are most important to top managers.

In today's demanding and dynamic workplace, employees who want to be valuable assets must constantly upgrade their skills, and developing management skills can be particularly beneficial in today's workplace.

A. Find out whether the statements given below are true (T) or false (F) according to the information in the text. If the statements are false, correct them.

1. Three skills are especially important for managers. ()
2. As usual top managers have excellent technical skills. ()
3. Human skills help work with people at all levels of company structure. ()
4. First-line managers should have conceptual skills to work with employees. ()
5. The ability to see the organisation as a whole, to set goals and develop strategies refers to conceptual skills of a manager. ()

3 VOCABULARY

A. Match nouns and adjectives and their definitions.

1	challenge	A something that you hope to achieve in the future
2	issue	B something that tests strength, skill, or ability, especially in a way that is interesting
3	not-for-profit (<i>esp. AmE</i>) [= non-profit]	C without any commercial success or making a profit.
4	goal [= aim]	D a subject or problem that is often discussed or argued about, especially a social or political matter that affects the interests of a lot of people

5	performance	E a big company, or a group of companies acting together as a single organization
6	customer	F the act of doing a piece of work, duty etc
7	corporation	G the activity of making money by producing or buying and selling goods, or providing services
8	business	H someone who buys goods or services from a shop, company etc

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

B. Translate sentences. Pay attention to the use of the key words.

1. The company is ready to overcome the challenges of the next few years.
2. The key issue is whether workers should be classified as 'employees'.
3. Nonprofit organizations refer to groups whose purposes are to benefit the public.
4. The Company seeks to make an accurate and detailed presentation of its performance results.
5. His ultimate goal was to set up his own business.
6. We aim to offer good service to all our customers.
7. He works for a large American corporation.
8. Students on the course learn about all aspects of business.

C. Word Focus.

The word 'business' is very important for you as a future manager but it has a lot of meanings. Look at the list of meanings and collocations.

BUSINESS

1 BUYING OR SELLING GOODS OR SERVICES [uncountable] the activity of making money by producing or buying and selling goods, or providing services [↔ commerce, trade]:

e.g. We do business with a number of Italian companies.

set up/start up in business

e.g. The scheme offers free advice to people wanting to set up in business.

stay in business

e.g. In order to stay in business, you must do better than your competitors.

2 COMPANY [countable] an organization such as a company, shop, or factory that produces or sells goods or provides a service:

e.g. She now has her own \$25 million home-shopping business.

run a business

e.g. They don't know how to run a business.

big / small / family business

e.g. The company began as a small family business (=owned and controlled by one family).

Owners of small businesses (=that employ only a few people) will be hit hardest by these tax changes.

Does big business (=large and powerful companies in general) have more control over our everyday lives than our elected governments?

the business community (=people who work in business generally)

e.g. the international business community

3 HOW MUCH WORK A COMPANY HAS [uncountable] the amount of work a company does or the amount of money it makes:

e.g. Exports account for 72% of overall business.

business is good / bad / slow etc

e.g. Business is slow during the summer.

4 FOR YOUR JOB [uncountable] work that you do as part of your job:

e.g. She's in New York this week on business.

business trip/meeting etc

e.g. We discussed the idea over a business lunch.

useful business contacts

5 WHAT SOMEONE SHOULD BE INVOLVED IN [uncountable]

a) if something is not your business or none of your business, you should not be involved in it or ask about it:

e.g. It was not her business, she decided, to ask where the money came from.

b) if it is someone's business to do something, it is their duty or responsibility to do it

it is the business of somebody to do something

e.g. It is the business of government to listen to the various groups within society.

6 THINGS TO BE DEALT WITH [uncountable] things that need to be done or discussed:

e.g. Okay, let's get down to business (=start doing or discussing something).

7 *be in business* (to be involved in business activities):

e.g. The company has been in business for over thirty years.

8 *(go) out of business* (if a company goes out of business, or something puts it out of business, it stops operating, especially because of financial problems):

e.g. Higher interest rates will drive small firms out of business.

9 *be back in business* (to be working or operating in a normal way again):

e.g. He is back in business after a long break.

10 *go about your business* (to do the things that you normally do):

e.g. The street was full of ordinary people going about their business.

11 *business is business spoken* (used to say that profit is the most important thing to consider):

e.g. We can't afford to employ someone who isn't good at the job - business is business.

12 *not be in the business of doing something* (to not be intending to do something because you think it is a bad idea):

e.g. I'm not in the business of selling my best players.

D. Translate sentences paying attention to the meanings of the word ‘business’.

1. He has a wide range of business interests.
2. Vanessa decided to go into business as an art-dealer.
3. Suppose that you run a business that delivers pizzas to nearby offices.
4. On 11- 15 April a delegation of Russian government agencies visited Washington. The visit programme included several meetings with representatives of civil, academic and business community.
5. Hi Maggie! Is this phone call business or pleasure?
6. Due to their business trips to Germany and their meetings with German manufacturers, they signed a lot of contracts.
7. ‘Who's that girl you were with?’ ‘Mind your own business!’
8. It is the business of government to listen to the various groups within society.
9. If you were in the business of investing money, how would you select the companies that would be the best risks?
10. Being concerned with minimizing the costs of running the business, small businesses are cut off the banking services.

E. Word Families

Verb	manage	He was asked to manage a new department.
Noun	manager	The manager must be perfect all around and understand everything that happens in a company.
Noun	management	Upper level management establishes overall, long-term plans, and delegates the responsibility of carrying out these plans to the middle manager.
Adjective	managerial	The aim of the controlling system is the orientation of the managerial process at reaching all goals faced by the company.

Verb	employ	They should have the ability to employ and remove their staff.
Noun	employee	An employee can speak badly about the boss behind his back.
Noun	employer	Rather often the new job involves not merely a new employer, a new location, and a new set of colleagues, but a whole new way of life.
Noun	employment	All citizens must have the right to equal access to health care, education and employment
Noun	unemployment	Poverty was a major problem and unemployment remained high.

Verb	organize	Breaking a book into chapters, paragraphs, and sentences shows a reader how to mentally organize a topic.
Noun	organization	My organization is nonprofit and deals with research.
adjective	organizational	The first organizational meeting of the company took place ten years ago.

Verb	strategize	Instead of going into panic, let's strategize the best way to solve problems.
Noun	strategy	A business plan is a strategy for running a business and avoiding problems.
adjective	strategic	
adverb	strategically	If we think strategically, we can come up with a plan that promises success.

F. Chose the word that best completes the sentence.

1. In order to have the initiative of his workmen the manager must give some special incentive to his _____.
 - a) employers
 - b) employees
 - c) employment
2. The group interviewed the company's _____ and asked him about the company's activity and affiliation and about the quantity of the output and the types of tests carried out in the laboratory.
 - a) management
 - b) managerial
 - c) manager
3. Last year the company _____ nearly 3,000 people.
 - a) employed
 - b) employment
 - c) unemployment
4. The company became a world-wide _____ in just twenty years.
 - a) organizational
 - b) organization
 - c) organized
5. Good business planning includes developing an overall _____ , demonstrating why potential buyers need the product or service.
 - a) strategy
 - b) strategically
 - c) strategic

G. Match verbs and their definitions.

1	supervise	A to make certain that something will happen properly [= make sure]
2	perform	B to be in charge of an activity or person, and make sure that things are done in the correct way
3	ensure	C to do something, especially something difficult or useful [= carry out]
4	coordinate	D to carefully watch and check a situation in order to see how it changes over a period of time
5	monitor	E to think carefully about something you want to do, and decide how and when you will do it
6	accomplish	F to organize an activity so that the people involved in it work well together and achieve a good result
7	lead	G to be in charge of an organization, country, or team, or a group of people who are trying to do something
8	plan	H to succeed in doing something, especially after trying very hard [= achieve]

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

H. Translate sentences. Pay attention to the use of the key words.

1. The State Bank is to supervise the activities of other credit institutions.
2. The government is monitoring the situation closely.
3. They are leading a campaign to warn teenagers about the dangers of drug abuse.
4. Surgeons performed an emergency operation.
5. The hospital tries to ensure that people are seen quickly.
6. The agencies are working together to co-ordinate policy on food safety.
7. We have accomplished all we set out to do.
8. Some people say she is too old to lead the country.
9. The wedding was fine and everything went as planned.

I. Retell any text on your choice.

UNIT 2. COMPANIES AND CUSTOMERS

KEYWORDS: stock-holding company, Managing Director, Chief Executive Officer, Board of Directors, Chairman, be in overall control, department, Finance, Sales, Marketing, Production, Research and Development, Personnel, Tax, Logistics, be in charge of smth, supervise, execute, forecasting, revenue, move up to the position, oversee, computer literacy, timeline, facility, negotiate, shipment, arrange, capital expenditures, accuracy, accountant, compete, competition, satisfy, loyalty.

2 PRE-READING ACTIVITY

1. *Look at these pictures. What do you know about these companies?*



2. *Do you think it's better to work for a large or a small company?*

3. *Read these descriptions of some companies. Complete their names.*

A This company is a global transportation provider. It delivers packages and documents all over the world. F _ _ _ _

B This company provides many different Internet services, including news, online shopping, and email. Y _ _ _ _

C This company makes many different electrical and electronic products, such as TVs, computers, and mobile phones. It is South Korea's largest company and exporter. S _ _ _ _ _

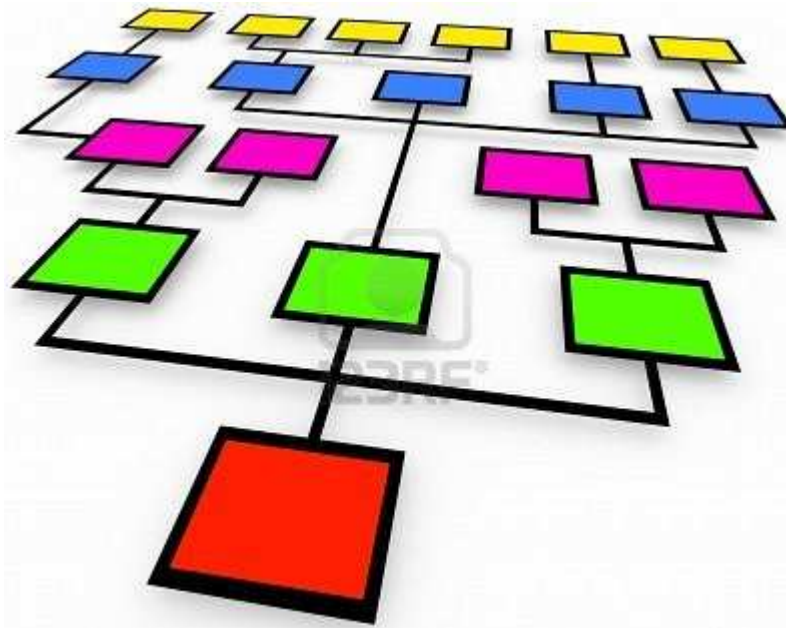
D This is one of the world's leading business news and information organisations. F _____ T _____

E This company is an American multinational aerospace and defense corporation. It is among the largest global aircraft manufacturers. B _____

2 READING 1

A. *Read and translate the text.*

COMPANY STRUCTURE



Each company, firm, joint venture, stock-holding company, concern, bank, or fund has its own complicated business structure and the staff which is necessary for the work. But still there are some general principles how to organize the work at the enterprise. The Managing Director or the Chief Executive or President is the head of the company. The company is usually run by a Board of Directors — each Director is in charge of a department. The Chairman of the Board is in overall control and may not be the head of any one department.

Most companies have Finance, Sales, Marketing, Production, Research and Development, Personnel, Tax, Logistics Departments. These are the most common departments, but some companies have others as well.

Most departments have a Manager, who is in charge of its day-to-day running, and who reports to the Director. The Director is responsible for strategic planning and for making decisions. Various personnel in each Department report to the Manager.

Let's dwell on some positions in details.

General Manager supervises and leads the company's employees; maintains relations with customers, executes sales contracts and provides problem analysis and

resolutions; represents the company at fairs and distributors' conferences; provides quality audits. General Manager is a self-motivated decision maker.

Sales Manager manages the sales staff of a company, supervises sales activity, plans and achieves target sales revenues and maintains a positive relationship between the company and its clients. Sales Manager must have extensive sales experience, often as many as 5 years in the position of sales representative before moving up to the position of sales manager. Excellent communication and management skills are required. The person must be a problem solver and possess management skills necessary to develop a sales team.

Finance and Administration Manager must have strong accounting experience including maintenance of Internal Controls, costing, budgeting, forecasting and the development of Management Information Systems. He/she must possess proven general management skills, including development of Logistics and Administration Systems to support a rapidly growing business.

Marketing Manager manages marketing department. Plans, directs and executes all marketing and related activities. Initiates and/or implements advertising strategy and promotional programs. Oversees creative effort and media plans. Must have strong interpersonal skills, ability to manage a team and lead personnel, excellent communication skills, computer literacy.

Customer Service Manager finds proper persons, organizes and supervises the job of Customer Service Clerks, Receptionists. Provides the solution for all existing conflict situations. Provides information and orders forms for distributors, directors. Prepares monthly reports regarding performance of distributors.

Product Development/Research & Development Manager develops branded products for the company. Prepares a brief of the project, a timeline with priorities and options for the successful competition of the project. Researches on potential facilities, provides competitors' analysis. Realizes market research on product quality and packing. Negotiates with the producer.

Training Manager — Organizes and supervises trainers, develops and implements training courses for distributors, directors, staff, etc. Learns the existing training practice in other countries with the aim to extract, develop and implement the best ideas in Ukraine. Tests courses to satisfy all distributors' and directors' needs in training.

Forecast, Supply and Transport Supervisor makes monthly forecasts of all products. Works with a company software system. Provides logistics, works with suppliers concerning shipments of product to Ukraine. Arranges shipments to Service Centers in Ukraine.

Sales Representative realizes coordination of commercial activities. Conducts negotiations with customers. Markets intelligence functions targeting new customer group identifying business opportunities and introduction of new technologies. Is responsible on and controls the selling activities in the frame of the regional strategy. Frequently travels to customers.

Financial Controller develops accounting policies and procedures. Inputs and oversees confidential and complex transactions. Implements auditing techniques that

ensure accuracy of financial results. Analyzes data and provides recommendations to senior management for improvement. Prepares consolidated results. Provides financial analysis. Improves internal controls.

B. Answer the questions.

1. What is the structure of a modern business?
2. What positions are necessary at a developing enterprise?
3. What is the sphere of responsibility of a Customer Service Manager?
4. Who is in charge of staff training?
5. What skills and abilities must a Marketing Manager have?

C. Decide whether the following statements are true (T) or false (F). If they are false, correct them.

1. The chairman of the Board of Directors is in charge of day-to-day running the business. ()
2. As usual all companies and firms have a complicated business structure. ()
3. Strong accounting experience is necessary for a Sales Manager. ()
4. Financial Controller is in charge of internal control and financial analysis. ()

D. What are their responsibilities? Match job titles and responsibilities of managers.

A	Chairman (of the Board) or President	1	in charge of the day-to-day running of the business
B	Vice President	2	the person at the top of the hierarchy
C	Managing Director (MD) or Chief Executive Officer (CEO)	3	responsible for all matters concerning finance
D	Finance Director or CFO (Chief Financial Officer)	4	second in the hierarchy
E	Marketing Manager	5	in charge of Sales Team
F	Sales Manager	6	in charge of all matters concerning staff
G	Research and Development Manager	7	coordinates all commercial activities
H	Personnel Manager or Human Resources Manager	8	responsible for all hard ware and software in the company
I	Personal Assistant (PA)	9	heads the team that comes up with new ideas and products
J	IT (Information Technology) manager	10	deals with administrative duties

A - B - ... C - ... D - ... E - ... F - ... G - H - ... I - ... J - ...

3 VOCABULARY

A. Match nouns and adjectives and their definitions.

1 department	A the people who work in a company, organization, or military force
2 personnel	B a plan for when things will happen or how long you think something will take
3 timeline	C one of the groups of people who work together in a particular part of a large organization such as a hospital, university, company, or government
4 accuracy	D the ability to do something in an exact way without making a mistake
5 shipment	E rooms, equipment, or services that are provided for a particular purpose
6 facilities	F someone whose job is to keep and check financial accounts, calculate taxes etc
7 accountant	G money that a business or organization receives over a period of time, especially from selling goods or services
8 revenue	H a load of goods sent by sea, road, or air, or the act of sending them

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

B. Fill in the gaps with the words given below. Translate the sentences.

department Chief shipment accuracy facilities supervises
 negotiating Board of Directors revenue arrange timeline

1. There have been questions about the _____ of the report.
2. The college has excellent research _____.
3. Our _____ deals mainly with exports.
4. The _____ Executive will be invited to meet a Minister of the Department to discuss the report.
5. At work, she _____ a production team of fifteen.
6. The _____ met yesterday.
7. Colombia and Venezuela are currently _____ a trade agreement.
8. If you have a lot of things to do, just make a list and _____ them in order of importance.
9. The _____ for the project is optimistic.
10. The goods are ready for _____.
11. Strikes have cost £20 million in lost _____.

C. Word Focus.

The word 'development' is very important and very often used but it has a lot of meanings. Look at the list of meanings and collocations.

DEVELOPMENT

1 **GROWTH** [uncountable] the process of gradually becoming bigger, better, stronger, or more advanced: *e.g. child development*

development of

a course on the development of Greek thought

professional/personal development

opportunities for professional development

2 **ECONOMIC ACTIVITY** [uncountable] the process of increasing business, trade, and industrial activity

economic/industrial/business etc development

economic development in Russia

3 **EVENT** [countable] a new event or piece of news that changes a situation:

recent political developments in the former Soviet Union

We will keep you informed of developments.

4 **NEW PLAN/PRODUCT** [uncountable] the process of working on a new product, plan, idea etc to make it successful:

The funds will be used for marketing and product development.

under/in development

Spielberg has several interesting projects under development.

research and development (R&D)

Last year the firm had \$100 million in research and development expenses.

5 **IMPROVEMENT** [countable] a change that makes a product, plan, idea etc better:

There have been significant computer developments during the last decade.

6 **BUILDING PROCESS** [uncountable] the process of planning and building new houses, streets etc on land

for development

The land was sold for development.

7 **HOUSES/OFFICES ETC** [countable] a group of new buildings that have all been planned and built together on the same piece of land:

a new housing development

D. Translate sentences paying attention to the meanings of the word 'development'.

1. At the beginning of the 20-century, Germany was considered the most advanced nation in the field of scientific research and development.
2. These laws were designed to further stimulate the development of the banking sector.

3. We have achieved great success in development and promotion of our new products to clients.
4. A number of more efficient technologies are under development.
5. I am still so much impressed by the attention given to personal development in the company.
6. In the human resources area, investments in training and professional development of staff pay dividends to the Organization over the duration of a career.
7. You need to update your business development strategy to meet changes in the global economy.
8. Being concerned with minimizing the costs of running the business, small businesses are cut off the banking services.

E. Word Families

Verb	negotiate	The government refuses to negotiate with terrorists.
Noun	negotiations	He is trying to involve community leaders in negotiations on reform.
Adjective	negotiable	The price is not negotiable.
Adjective	negotiated	This opens the way for a negotiated approach that enables to reach project agreements.

Verb	supervise	I will personally supervise the execution of the present Order.
Noun	supervisor	Information in this system is passed by the worker "upward" through the foreman to the production supervisor.
Noun	supervision	The baby needs constant supervision.
Adjective	supervisory	I had a supervisory role.

Verb	arrange	Contact your local branch to arrange an appointment.
Noun	arrangement	I've agreed to help with arrangements for the party.
Noun	arranging	It is similar to arranging books on a bookshelf according to their topic.

Verb	develop	Researchers are developing technology for the US military.
Noun	developer	She started her career in the 1990s in the advertising business, working first as a developer and then as a technical designer for a marketing agency. The software developers of the Novosibirsk Region mainly focus on automation (54%), telecommunications (40%) and data protection (23%).
Noun	development	There have been significant computer developments during the last decade.

Verb	acquire	The college acquired a reputation for very high standards.
Noun	acquisition	In March 2007, VTB initiated the acquisition of a subsidiary bank in Belarus.
Adjective	Acquisitive	The company is looking for a R&D manager acquisitive to new ideas.

Verb	compete	The stores have to compete for customers in the Christmas season.
Noun	competitor	Last year they sold twice as many computers as their competitors.
Noun	competition	There is fierce competition between the three leading soap manufacturers.
Adjective	competitive	The hotel offers a high standard of service at competitive rates.

Verb	satisfy	The program is designed to satisfy the needs of adult learners.
Noun	satisfaction	Do you feel a sense of satisfaction at the end of the working day?
Adjective	satisfied	They have plenty of satisfied customers.

F. Chose the word that best completes the sentence.

1. The _____ is responsible for taking any immediate corrective actions necessary and forwarding the report as well as a summary of actions taken to the Safety Officer.
 - a) supervisor
 - b) supervision
 - c) supervisory
2. The agency has plans _____ and implement a series of educational programmes aimed at raising the level of investment literacy of the public.
 - a) developer
 - b) development
 - c) to develop
3. The hotel provides great conditions for having rest and _____ business events, such as conferences, seminars and other activities.
 - a) arrange
 - b) arrangement
 - c) arranging

4. Internationally _____ multilateral treaties in the field of disarmament have made, and will continue to make, fundamental contributions to international peace and security.
- negotiations
 - negotiated
 - negotiate
5. She has _____ an email address and a site on the World Wide Web.
- acquired
 - acquisitive
 - acquisition
6. Some US industries are not as _____ as they have been in the past.
- competitor
 - compete
 - competitive
7. If you don't know what kind of gift will _____ your friend, think about giving a gift certificate instead.
- satisfied
 - satisfaction
 - satisfy

4 READING 2

A. Companies need customers. A customer is a central figure in any business. Read the text about the importance of customers.

A CUSTOMER



The founder of Wal-Mart Sam Walton nicely describes A Customer:

- A customer is the most important person in any business.
- A customer is not dependent upon us. We are dependent upon him/her.

- A customer is not an interruption of our work. He/she is the sole purpose of it.
- A customer does us a favor when he comes in. We aren't doing him a favor by waiting on him/her.
- A customer is an essential part of our business – not an outsider.
- A customer is not just money in the cash register. He/she is a human being with feelings and deserves to be treated with respect.
- A customer is a person who comes to us with needs and wants. It is our job to fill them.
- A customer deserves the most courteous attention we can give him/her. He/she is the lifeblood of every business. He/she pays your salary. Without him we would have to close our doors. Don't ever forget it.

Sometimes in this busy world we forget the very basics of doing business... Companies seeking to grow their sales and profits must spend considerable time and resources searching for new customers. Customer acquisition requires substantial skills in lead generation, lead qualification, and account conversion. The company can use ads, Web pages, direct mail, telemarketing, and personal selling to generate leads and produce a list of suspects. The next task is to qualify the suspects as prospects, rank them in priority order, and initiate sales activities to convert prospects into customers. After they are acquired, however, some of these customers will not be retained.

Unfortunately, most marketing professionals focus on the art of attracting new customers rather than on retaining existing ones.

The key to customer retention is customer satisfaction. A highly satisfied customer stays loyal longer, buys more, talks favorably about the company and its products, pays less attention to competitors, is less price-sensitive, offers product or service ideas, and costs less to serve than new customers because transactions are routinized.

Competition is huge and if you are unable to retain customers, your bottom line will be affected. Customer loyalty should be an enduring practice and mostly this becomes the key to long-term success of your business.

B. Choose the correct variant and complete the following sentences.

- 1 A customer is the lifeblood of every business because...
 - a) ... we always wait for him.
 - b) ... without him we would have to close our doors.
 - c) ... he/she is a synonym of money.
- 2 For customer acquisition companies ...
 - a) ... consider customers as an interruption of their work.
 - b) ... usually use the Internet.
 - c) ... spend considerable time and resources.
- 3 Customer loyalty highly depends on ...
 - a) ... customer satisfaction.
 - b) ... good publicity of the company.

c) ... long-term work of the company in the market.

C. Look at the picture and match words from the crossword with their definition.

1 conviction	A a feeling of happiness or pleasure because you have achieved something or got what you wanted
2 trust	B a very strong belief or opinion
3 satisfaction	C the quality of remaining faithful to your friends, principles, country etc
4 loyalty	D a strong belief in the honesty, goodness etc of someone or something
5 goodwill	E the value that a company has because it has a good relationship with its customers
6 commitment	F a feeling of great pleasure and satisfaction
7 delight	G knowledge or skill that you gain from doing a job or activity, or the process of doing this
8 experience	H a promise to do something or to behave in a particular way

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

D. Read the following passage and complete it with the appropriate form of the words from the box. Make sure you know all these words.

affordable	durable	physical	reduce
as needed	is in charge of	provider	stays on top of
capacity	initiates	recurring	stock

Many companies have one person or a department that (1) _____ running the office. If you have ever worked for a company that doesn't have an office manager, you very quickly learn to appreciate the importance of the job. Who is in charge of placing orders? Who services the fax machine or printer? Who makes sure that the office is presentable for customers? Are the new conference tables and shelves (2) _____ as well as (3) _____?

It is the office manager's responsibility to maintain an efficient and smooth-running office. He or she looks for ways to (4) _____ costs and minimize interruptions in the day-to-day operations. Whereas functional managers know the (5) _____ of their employees, the office manager knows the (6) _____ capacity of the office and the supplies and machines that are in the office.

The office manager (7) _____ the ordering of furniture and supplies, and (8) _____ changing office technology. Over time, he or she may notice (9) _____ problems that require changing a service (10) _____. Furniture and large items are ordered on an (11) _____ basis. Other frequently used material, such as paper, folders, and mailing materials, are on automatic ordering schedule and a (12) _____ of those supplies is on hand at the office.

UNIT 3. MARKETING. THE MARKETING MIX

KEYWORDS: affordable, approach, available, brand, charge, consume, contribute, distribute, execute, goods and services, objective, packaging, persuade, pricing, product, promotion, provide, return.

1 PRE-READING ACTIVITY

Look at the following quotation and define which of the meanings of the ‘art’ is used in this context.

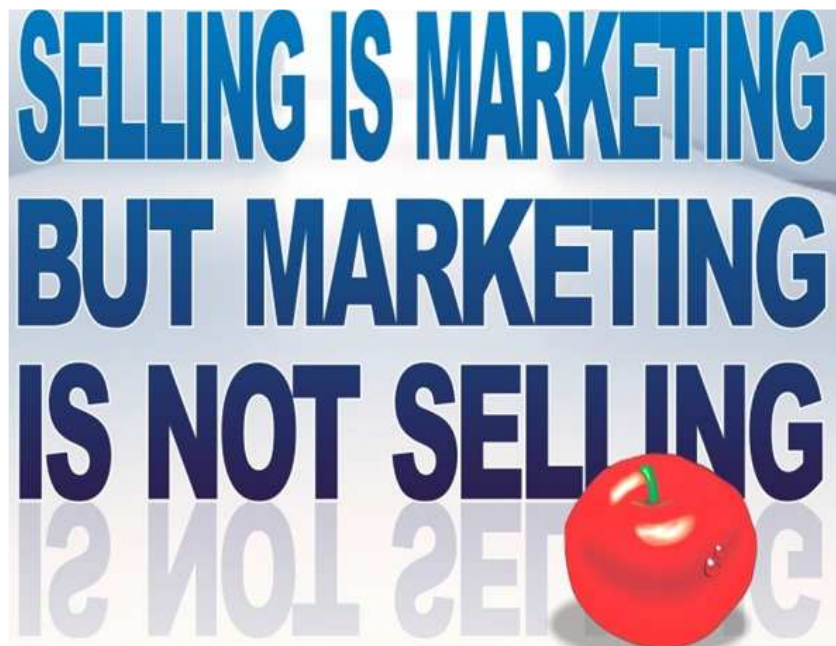
“Marketing is the *art* of making someone want something you have”

The Internet Nonprofit Centre

- 1) the use of painting, drawing, sculpture etc to represent things or express ideas;
- 2) the skill of drawing or painting;
- 3) the ability or skill involved in doing or making something.

2 READING

Read and translate the text.



The American Marketing Association defines marketing as follows: “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.” Several key ideas are expressed in this definition. First, marketing is a managerial function involving both planning and execution. Second, marketing involves the management of specific elements or functions: product, pricing, promotion, and distribution. Third, marketing is goal oriented. Its aim is to create exchanges that satisfy individual and organizational objectives.

The marketing mix is often referred to as the '4 Ps', i.e. product, price, place and promotion. To meet customers' needs a business must develop products to satisfy them, charge the right price, get the goods to the right place, and it must make the existence of the product known through promotion.



Products or services must meet customer requirements whatever these might be. For example, an important aspect is *function* - products should do what they say they can do and what they are expected to do. For example, Audi cars are popular because of their high performance. Appearance is also important. This is why, for example, consumers are prepared to pay premium prices for some of Gillette's razors.

Place

Roughly one fifth of the cost of a product is spent getting it to consumers. Of course, the actual figure varies widely from product to product but generally *distribution* is a very important element in the marketing mix. Different organisations use different approaches to reaching their customers. For example, McDonald's uses a franchising system enabling it to operate in a wide variety of geographical locations, and Amway distributes through Independent Business Owners worldwide.

Promotion

It is the process of communicating with customers. For marketing purposes, communication of products and services contributes to the persuasion process to encourage consumers to avail themselves of whatever is on offer. The key processes involved in promotion, include:

- *branding* - creating a distinctive image and character to an organisation and / or its products and services
- *advertising* - to inform and persuade the public
- *packaging* - presenting the product in a desirable and appropriate way
- *public relations* activities and other forms of publicity
- *sponsorship*
- *special promotions* - e.g. buy one get one free.

Price

Price needs to be relevant to the product/service and the market. For example, BIC the manufacturer of razors, pens and lighters seeks to provide the world's markets with products at affordable prices. A firm's pricing decision is often aimed at attracting a particular market segment. For example, if it wants to sell at the top end of the market it will charge a high price, at the bottom – a low price, and so on.

Pricing strategies

Pricing strategy is an important part of the marketing mix. The price of a product should reflect its image and the need to give a consumer what they want. For example, up-market products are associated with premium prices.

There are a number of popular pricing techniques to choose from:

1. *Cost-plus pricing*. A common way to make pricing decisions is to calculate how much it costs to do a particular job or activity, and then add on a given percentage as a return for the job or activity. This is sometimes known as mark-up.

For example, a business may decide that it will cost £100 to do a small repair job on a car, including parts, labour, use of premises, equipment, etc. The business works on the basis of making a return of 20% on all the work that it does. It therefore charges the customer £120.

2. *Hour-based pricing*. Many small businesses are able to work out what their typical costs are for every hour of work they do, e.g. for gardening, sign writing, photography, etc. The business owner is then able to charge a standard rate per hour.

3. *Penetration pricing*. When a firm brings out a new product into a new or existing market, it may feel that it needs to make a lot of sales very quickly in order to establish itself and to make it possible to produce larger quantities. It may therefore start off by offering the product at quite a low price. When market penetration has been achieved, prices can be raised.

4. *Skimming*. When you bring out a new product, you may be able to start off by charging quite a high price. Some customers may want to be the first to buy your product because of the prestige of being seen with it, or because they want to be associated with your product before anyone else.

An exclusive dress could be sold initially at an exclusive price to wealthier customers. The next season, the price could be lowered making it accessible to a less wealthy group of customers. Later on, the dress could be mass produced and made available at low prices to the mass market.

A premium price is an exclusive price charged for up-market products.

The 4 Ps - Product, Price, Place and Promotion make up the marketing mix. Each of these elements should be designed to meet customer needs and requirements.

3 READING COMPREHENSION

A. Answer the questions to the text.

1. What components are included in marketing mix?
2. Why is distribution an important element in the marketing mix?
3. What key processes are involved in promotion?

4. Does a pricing decision of a firm depend on a particular market segment?
5. What pricing techniques are described in the text?
6. What pricing technique does a firm choose when it brings out a new product into a new or existing market and want to establish itself in it and to make it possible to produce larger quantities?
7. Is skimming technique applied for up-market or low-market products?
8. How can you explain the title of the text?

B. Complete the sentences with the best answer (A, B or C) according to the information in the text.

- 1 Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services ...
 - A ... to improve the position of the company at the market.
 - B ... to create exchanges that satisfy individual and organizational goals.
 - C ... to define the goals of the organization.
- 2 The '4 Ps' of the marketing mix usually refer to ...
 - A ... people, producer, promoter, packaging.
 - B ... persuasion, performance, preference, profit.
 - C ... product, price, place and promotion.
- 3 Getting the product to consumers is approximately ...
 - A ... one fifth of the cost of a product.
 - B ... one tenth of the cost of a product.
 - C ... a half of the cost of a product.
- 4 Offering a new product at the market at quite a low price refers to ...
 - A ... cost-plus pricing.
 - B ... penetration pricing.
 - C ... skimming.

C. Find out whether the statement is true (T) or false (F) according to the information in the text.

1. The function of products means that they should do what they say they can do and what they are expected to do.
2. Presenting the product in a desirable and appropriate way is called *branding*.
3. The price of a product as usual reflects its image and the need to give a consumer what they want.
4. When the business owner charges a standard rate per hour after working out typical costs for every hour of work we deal with hour-based pricing.
5. All elements of marketing mix are designed to meet customer needs and requirements.

4 VOCABULARY

A. Match words and their definitions.

1 approach	A a type of product made by a particular company, that has a particular name or design
2 objective	B a method of doing something or dealing with a problem
3 brand	C something that you are trying hard to achieve, especially in business or politics
4 goods	D the container or material that a product is sold in
5 return	E things that are produced in order to be sold
6 packaging	F the act of deciding the price of something that you sell
7 price	G the amount of profit that you get from something
8 pricing	H the amount of money you have to pay for something

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

B. Translate sentences. Pay attention to the use of the key words.

- Sometimes the company changes the brand name and sells them in discount stores.
- The president of the company knew that he needed to attract and satisfy customers if he wanted to avoid failure.
- Consumers often buy highly advertised brands of athletic shoes.
- Determining the best approach is your job.
- Managers should set specific performance objectives for their teams.
- There will be tax increases on a range of goods and services.
- The markets are showing extremely poor returns.
- Iran, India and Pakistan are expected to sign a key agreement on pricing next month that will help the project take off.

C. Word Families

Verb	provide	The company provides a five-year warranty on its products.
Noun	provider	As your provider of network services, I promise to give you the best prices and services.
Noun	provision	The main business activities of the bank are the provision of banking services to companies and individuals.

Verb	promote	She's in London to promote her new book.
Noun	promoter	As the main promoter of the product, Ms. Ross was responsible for the marketing campaign.
Noun	promotion	I want a job with good prospects for promotion.

Verb	contribute	All employees were urged to contribute something useful at the staff meetings.
Noun	contributor	Dr Win was a major contributor to the research.
Noun	contribution	You can make annual contributions of up to \$1000 in education savings accounts.

Verb	consume	The analyst was able to consume new information quickly.
Noun	consumer	The government tracks consumer spending closely.
Noun	consumption	In the past years, a steady rise in alcohol consumption been observed in our country.
adjective	consumable	He ran a study of the use of consumable goods.

Verb	market	The sales department disagrees about how to market their newest product.
Noun	marketing	A good director of marketing can find a way to sell even an attractive product.
adjective	marketable	Once the sales manager decided to change the packaging, the product became much more marketable.

D. Chose the word that best completes the sentence.

- Without a good _____, good products can go unsold.
a) market b) marketable c) marketing
- Manufacturers like to know what features _____ find useful.
a) consumers b) consume c) consumable
- As promised in our last meeting, this contract _____ you with the best prices.
a) provider b) provides c) provision
- She has _____ so much time and energy to the project that her name should appear on the award.
a) contributed b) contribution c) contributor
- Because you are a valued and dedicated employee, we are _____ you to director of the department.
a) promote b) promotion c) promoting

E. Read the following passage and fill the gaps with the appropriate form of words from the box.

attract	consumers	fad	persuaded
compared	convince	inspire	product
competes	current	market	satisfied

Yassir is getting ready to realize his dream: opening a business that sells plants on the Internet. After completing a business plan that helped him to determine that there was demand for his (1) _____ in the (2) _____, Yassir is ready to start promoting his business. Having (3) _____ the bank that there was a market, that there were consumers willing to buy flowers on the Internet, he needed to find these (4) _____.

Once he has an established base, Yassir, like other business owners will have to continually (5) _____ new customers. At the same time, he must make sure current customers are (6) _____. In order to be satisfied, (7) _____ customers must be happy with the product they receive. Yassir's job is to (8) _____ these customers to gain their repeat business. To do this, he will have to (9) _____ consumers that he offers a good product at a good price, especially when (10) _____ to the businesses with which he (11) _____. And, of course, he will have to compete with other businesses on the price he charges and service he offers. He hopes that Internet businesses are here to stay and not a (12) _____.

5 READING 2

Task 1. Read the article and answer the following question by naming the stages according to the passage.

- 1 What are the first and last stages of the lifecycle of a product?
- 2 During which stage will sales increase?
- 3 Which stage usually generates the highest revenue?
- 4 At which stage are there no sales?

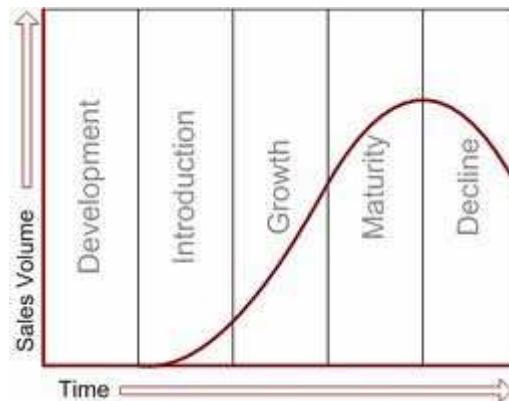
THE PRODUCT LIFE CYCLE (PLC)

The product life cycle is a marketing concept that describes the way the revenues from the sale of a product behave over time. Typically the product life cycle is drawn as a bell curve, shown below, with the life cycle being divided into four stages:

introduction
growth
maturity
decline

The life cycle concept can apply to a brand or a category of products, services, and the market as a whole. Its duration may be as short as a few months for a fad item or a century or more for such categories as the gasoline-powered automobile.

Product development is the incubation stage of the product life cycle. There are no sales and the firm prepares to introduce the product.



Introduction

For the product life cycle to begin, the product must be launched in the market. This is done after target market is identified and ensured that the need for your product or service exists.

When the product is introduced, sales will be low until customers become aware of the product and its benefits. Some firms may announce their product before it is introduced, but such announcements also alert competitors and remove the element of surprise. Advertising costs typically are high during this stage in order to rapidly increase customer awareness of the product and to target the early adopters. During the introductory stage the firm is likely to incur additional costs associated with the initial distribution of the product. These higher costs coupled with a low sales volume usually make the introduction stage a period of negative profits.

During the introduction stage, the primary goal is to establish a market and build primary demand for the product class.

Growth

The growth stage is characterized by rapid revenue growth. Sales increase as more customers become aware of the product and its benefits and additional market segments are targeted. Once the product has been proven a success and customers begin asking for it, sales will increase further as more retailers become interested in selling it. The marketing team may expand the distribution at this point. When competitors enter the market, often during the later part of the growth stage, there may be price competition and/or increased promotional costs in order to convince consumers that the firm's product is better than that of the competition.

During the growth stage, the goal is to gain consumer preference and increase sales.

Maturity

The maturity stage is the most profitable. While sales continue to increase into this stage, they do so at a slower pace. Because brand awareness is strong, advertising expenditures will be reduced. Competition may result in decreased market share

and/or prices. The competing products may be very similar at this point, increasing the difficulty of differentiating the product. The firm makes an effort to encourage competitors' customers to switch, increasing usage per customer, and convert non-users into customers. Sales promotions may be offered to encourage retailers to give the product more shelf space over competing products.

During the maturity stage, the primary goal is to maintain market share and extend the product life cycle.

Decline

Eventually sales begin to decline as the market becomes saturated, the product becomes technologically obsolete, or customer tastes change. If the product has developed brand loyalty, the profitability may be maintained longer. Unit costs may increase with the declining production volumes and eventually no more profit can be made.

During the decline phase, the firm generally has three options:

- Maintain the product in hopes that competitors will exit. Reduce costs and find new uses for the product.
- Harvest it, reducing marketing support and coasting along until no more profit can be made.
- Discontinue the product when no more profit can be made or there is a successor product.

Limitations of the Product Life Cycle Concept

The term "life cycle" implies a well-defined life cycle as observed in living organisms, but products do not have such a predictable life and the specific life cycle curves followed by different products vary substantially. Consequently, the life cycle concept is not well-suited for the forecasting of product sales. Furthermore, critics have argued that the product life cycle may become self-fulfilling. For example, if sales peak and then decline, managers may conclude that the product is in the decline phase and therefore cut the advertising budget, thus precipitating a further decline.

Nonetheless, the product life cycle concept helps marketing managers to plan alternate marketing strategies to address the challenges that their products are likely to face.

Task 2. Discuss the following questions, giving supporting evidence from the text.

1. What is the duration of the product life cycle and what does it depend upon?
2. During which stage is the cost of advertising increased? During which stage is it reduced?
3. What are the various ways firms can deal with a product if its sales decline?
4. Why is the life cycle concept not suited for forecasting the amount of product sales?

Task 3. Decide which of the two meanings best explains the underlined words in the passage.

- competitors a) people or organizations that try to be more successful or better
 b) people who take part in a race or competition

distribution	a) the way that a product exists among a particular group of people b) delivering products to a number of people over a wide area
profits	a) advantages b) the money made in business after expenses have been covered
promotions	a) moves to a higher job or rank b) activities to increase sales

Task 4. Complete the following sentences with the remaining underlined words in the text.

1. Experts are _____ a recovery in the economy by next year.
2. The company's annual _____ rose by 30% last year.
3. With the introduction of new technologies, many traditional machines become _____.
4. Their products are sold by _____ throughout the community.
5. Our aim is to _____ those who don't yet use our products.
6. Wedding dresses form a different _____ from mainstream fashion.

UNIT 4. ADVERTISING

KEYWORDS: advertisement – advert – ad; advertiser; advertise; address; attitude; attractive; attention; benefit; cost-effective; distribute; feature; justify; message; timing; vehicle

1 PRE-READING ACTIVITY

A. Discuss:

- 1 Of the advertisements that you saw on your way to the academy today, which caught your attention most?
- 2 What elements of an advertisement appeal to you – image? colour? language? design? humour?

B. Look at the advertisements given below and answer the questions:



- 1 What products or services are these ads trying to sell?
- 2 What age groups and socioeconomic groups are they aimed at?
- 3 How effective do you find these ads?

2 READING

Read and translate the article.

ADVERTISEMENTS THAT WORK

How much money do you think is spent on advertising by the hospitality industry each year? More importantly, how much of this money do you think is wasted? I believe about 80% of the advertisements I see for restaurants, hotels and other hospitality businesses contain flaws that render the exercise an expensive waste of time.

Grab a copy of the hospitality supplement in your regional newspaper. Scan the pages the way you would when you read articles. How many ads actually capture your attention? How many do you read completely? Only a few! For an advertisement to be successful it must satisfy three criteria: have the right message; use the right vehicle; and be presented at the right time.

First, let's look at the message. How do you construct a successful advertising message? By adhering to the AIDA principle, *AIDA is an acronym; it stands for: Attention, Interest, Desire, Action.*

From the outset, a good ad captures your attention from among the clutter of other advertising messages. This is normally done with the use of a hook, a clever headline or graphic that relates to the needs of the reader, not the needs of the advertiser.

A depressing number of the ads I see are of the variety nicknamed 'we're here' ads. You've all seen them. They go something like this: 'Fred Bloggs Bar and Cafe, International Cuisine, open seven days a week'. So what? What is Fred Bloggs going to do for me? A successful ad must clearly address the "What's in it for me?" attitude of the reader.

I find it useful to construct advertising hooks by listing the features of the business and then converting them into benefits for the customer - but be careful, good food is not a feature, nor is attractive decor - they are expectations. A feature is something reasonably unique that differentiates your business from those around you, like a spectacular view or ten different varieties of oysters. If you can't sit down and list four or five strong features of your business, you haven't got much to sell. You would be better off spending your money creating features than trying to coerce the public with an advertising promise that amounts to: 'we're average!'

After addressing the 'What's in it for me?' question, a good ad should go on to justify its claims and tell the reader how to respond. The name of your business should be at the bottom, not the top. You have to give people a reason to memorise

your business name before you reveal it, otherwise they will scan over it without filing it away mentally.

The second big issue in a successful ad is the vehicle it uses. By vehicle I mean: is it in a newspaper or magazine, is it a poster, sign, flyer or direct mail letter, etc? Let's go back to our ad in the newspaper. What is the trading radius of your hospitality business? If you're not familiar with this term, your trading radius is the area from which 90% of your customers come. Most restaurants have a trading radius of about eight to ten kilometres. What, then, is the logic of placing an ad in a newspaper supplement that is aimed at people who work in the industry and is distributed some 800 kilometres beyond your trading radius?

Consider the mathematics: the newspaper has a readership of 300,000 people. Out of this 300,000 only 10,000 are in your trading radius. Out of this 10,000 only 2,000 read the hospitality supplement. Out of this 2,000 only 500 seriously scan the advertisements and 20 read your ad. Out of the twenty people who read the ad, one is looking for a new restaurant experience. How much did the ad cost? Maybe \$250 or more? For \$250 I could print and hand out a lot of flyers at my local shopping centre, or I could distribute a load of direct mail letters to club social secretaries in my district.

Your choice of advertising vehicle is also critical to cost-effective marketing. Many a good message has been wasted by putting it in the wrong place. The question is not: Is newspaper advertising effective? It is: Can I make my dollars go further by using a different, more effective advertising vehicle?

The timing of advertising is also important. If my company brochure arrives in Monday or Tuesdays mail, it is a lot more effective than if it arrives on a Friday, because people are busier on Fridays. Similarly, if you advertise for Christmas functions in September or October, you will get a far better response than you would if you advertised in November or December, when most Christmas functions have already been planned.

I'd give money for every time I've heard business owners say, 'I've tried it, but it didn't work'. If I go back and review what they've done, I often find they have the right message on the wrong vehicle, and vice versa, or the timing was wrong. If you come to an incorrect assumption about why your advertising didn't work, you will be blind to any viable options in the future and that's what a lot of business owners do.

3 READING COMPREHENSION

A. Answer the questions to the text.

- 1 What are the components of a successful advertisement?
- 2 Why does the writer say about the 'hook'?
- 3 According to the writer, what is the difference between features and expectations?
- 4 What is meant by the phrase 'trading radius'?
- 5 Why is the choice of an advertising vehicle important?
- 6 What examples of wrong timing are given in the article?
- 7 Why do business owners often say that advertising doesn't work?

B. Which of the following do you think is more suitable as a title for the article?

- A Cheap Advertising
- B The Message
- C Effective Advertising
- D Advertising in the Media
- E Timely Advertising

C. Complete the sentence with the best answer (A, B or C) according to the information in the text.

- 1 About 80% of the advertisements contain flaws that
 - A can be easily corrected.
 - B make them an expensive waste of time.
 - C can't be improved.
- 2 A good advertisement captures your attention
 - A from among a great number of other advertising messages.
 - B by unusual images.
 - C because it is placed on a big billboard.
- 3 It is useful to construct advertising hooks for readers
 - A by creating attractive décor.
 - B by promising benefits for customers.
 - C by listing the features of the business that differentiates it from other businesses.
- 4 The choice of advertising vehicle is
 - A especially important to cost-effective management.
 - B not as important as a well constructed ad.
 - C based on money you can spend.
- 5 When business owners say that their ads didn't work, it means that
 - A they will not use ads in the future.
 - B they have the right message on the wrong vehicle or the timing was wrong.
 - C ads can be considered as an expensive waste of time.

D. Find out whether the statement is true (T) or false (F) according to the information in the text.

- 1 A lot of adverts can capture your attention when you scan the pages of a newspaper. ()
- 2 A successful advertisement must have the right message, use the right vehicle, and be presented at the right time. ()
- 3 A 'hook' is a clever headline or graphic that relates to the needs of the reader. ()
- 4 A clever headline or graphic relates to the needs of advertiser. ()
- 5 A strong business has at list four or five features that make it different from its competitors. ()
- 6 A trading radius has nothing in common with the area from which most of the customers come. ()

4 VOCABULARY

A. *Fill in the blanks with the correct word.*

- 1 I believe about 80% of the advertisements contain flaws that render the exercise an expensive _____ of time.
- 2 AIDA is an acronym; it stands for: _____, Interest, Desire, Action.
- 3 It is useful to construct advertising hooks by listing the features of the business and then converting them into _____ for the customer.
- 4 A good ad should go on to _____ its claims and tell the reader how to respond.
- 5 The second big issue in a successful ad is the _____ it uses.

B. *Match words and their definitions.*

1	feature	A a spoken or written piece of information that you send to another person or leave for them
2	benefit	B a part of something that you notice because it seems important, interesting, or typical
3	message	C to give an acceptable explanation for something that other people think is unreasonable
4	justify	D an advantage, improvement, or help that you get from something
5	vehicle	E when something such as money or skills are not used in a way that is effective, useful, or sensible
6	waste	F bringing the best possible profits or advantages for the lowest possible costs
7	cost-effective	G 1) a machine with an engine that is used to take people or things from one place to another, such as a car, bus, or truck; 2) something you use to express and spread your ideas, opinions etc [= medium]
8	attitude	H the opinions and feelings that you usually have about something

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

C. *Translate sentences. Pay attention to the use of the key words.*

- 1 Air bags are a standard feature in most new cars.
- 2 The new credit cards will be of great benefit to our customers.
- 3 We want him to get maximum benefit from the course.
- 4 I use the internet mainly for sending email messages.
- 5 How can we justify spending so much money on arms?
- 6 The 1936 Olympics were used as a vehicle for Nazi propaganda.
- 7 Many believe that state aid is a waste of taxpayers' money.
- 8 The procedure is quick, easy to use and cost-effective.

D. Word Families

Verb	advertise	Many companies will only advertise in the Sunday paper.
Noun	advertising	Both candidates are spending millions on television advertising.
Noun	advertisement	They put an advertisement in The Morning News, offering a high salary for the right person.
Noun	advertiser	Advertisers strive to stamp each product with its own distinct image.

Verb	attract	What attracted me most to the job was the chance to travel.
Noun	attraction	Being your own boss is one of the attractions of owning your own business.
adjective	attractive	Kitchen utensils should be attractive as well as functional.

Verb	affect	The areas were affected by the hurricane last night.
Noun	effect	My parents' divorce had a big effect on me.
adjective	effective	Training is often much less effective than expected.

Verb	waste	Don't waste your money on that junk!
Noun	waste	Being unemployed is such a waste of your talents.
adjective	wasteful	It is wasteful to use so much fuel.

E. Chose the word that best completes the sentence.

1. They no longer _____ alcohol or cigarettes at sporting events.
 - a) advertisement
 - b) advertise
 - c) advertiser
2. Development institutions have proved to be an _____ instrument to solve large-scale social and economic problems and have become wide spread.
 - a) effective
 - b) affect
 - c) effect
3. It will just be a _____ waste of your time and a _____ of the investor's time, too.
 - a) waste (v)
 - b) wasteful
 - c) waste (n)

4. The rating will contribute increase of the investment _____ of the company.

- a) attract
- b) attractive
- c) attraction

F. Read the text and complete it with the words from the box. Make sure you know all these words.

attention	promotion	advertisement	demand	brand
advertising	goal	affect	competition	promise

THE ROLE OF ADVERTISING IN OUR LIVES

Advertising is everywhere. Every store, bus, train, billboard and business window has an _____ (1) on it. They all serve one purpose, and that is to display a product or service by attracting your _____ (2). We cannot spend a single moment without ads. Starting from local newspapers to TV, all contain some kind of advertisement. In this competitive market, cheap rates, good quality products and most importantly, very good promotion of the product, can lure customers to purchase the offer. Every company hires professionals to come up with some creative ads that would attract customers. A company generally spends 25 % of their income on ads. The main intention of ads is for the _____ (3) of their products and for this reason companies hire executives who tries countless means to come up with an idea to catch the customer's eye.

One of the most common strategies of _____ (4) is to create _____ (5) among customers. In this type of advertising, the advertiser usually promotes why the customer needs the product and how this product will enhance their daily lives. Second most common type of advertising is selective demand advertising, in which the companies promote why their _____ (6) is far superior to the other similar ones in the market. Another very common advertising strategy of advertising is to make customers insecure so that they buy their products.

The latest trends are set through advertising. Advertising promotes new fashions; mainly they use models and celebrities hoping that the youth will like to follow that fashion. Sometimes, they also try to deceive customers by giving false promises. In this competitive market, companies often try to gain upper hand in the market. Sometimes, they try to tell the customers that by using their products they will be able to increase their skill. Some may be genuine products and may help a person but most of them come with a false _____ (7). So, the customers have to be aware about what product they are buying.

In the recent times, many consumer forums have come into play. Their main _____ (8) is to listen to a customer's grievances and take necessary action against the guilty. These forums bring justice to customers who feel that they have been cheated. So, to save their reputation, most companies nowadays do not try to mislead customers too much. The central idea behind the ads is the promotion of the product and to tell the customers that their product is superior to the products in the market. For these reasons, they hire celebrities. They try to lure their customers by celebrities that display sexuality, fantasy, comedy and creativity. So, advertising can be seen as a good practice. It creates healthy _____ (9) in the market and pushes companies to invent advanced product at cheap rates.

Advertising has become a very integral part of our lives. We buy our day to day requirements like tooth paste, shaving cream, cereals, groceries, etc., depending on the impressions that the ads of certain products have created in our mind. Like it or not, advertisements do _____ (10) us a great deal. The most simple and direct way of catching a prospective customer's eye is by using a large display ad for your product. If the ad is well designed and attractive enough, your product is sure to be a hit.

Unit 5 COMPUTERS

KEYWORDS: digital, hardware, software, console/system unit, key-board, disk-drive, connection, mainframe computer, operating system, word processing, spreadsheet, data, database, graphics, manual, key in/type in, network, intranet, compatible, hard disk, utilization, simultaneously, breakthrough, facilitate, uptake, access.

3 PRE-READING ACTIVITY

In pairs, discuss these questions.

1. Have you got a computer at home, school or work? What kind is it?
2. How often do you use it? What do you use it for?
3. How were computers used in your school?
4. How do you think computers will be used in school in the future?

4 READING

Read and translate the text

COMPUTERS IN OUR LIFE

Nowadays, we cannot imagine our life without computers and the fact is that they have become so important that nothing can replace them. They seem to be everywhere today. Since 1948 when the first real computer was invented our life has changed so much that we can call it real *digital* revolution.

Computer *hardware* consists of a *console* (*system unit*), a *key-board*, a *disk-drive*, a printer, a monitor, a mouse and their *connections*. The *software* consists of

different programs you run on your computer. The most common programs used in business are those for *word processing* (writing letters, faxes, documents, contracts), *spread sheets* (for budget and financial analysis), *database* management programs (for keeping names and addresses of customers), accounting (for bookkeeping), *graphics* programs (for drawing charts), communications programs (for electronic mail, Internet), desktop publishing programs (for producing *manuals*, catalogues). The operator *keys in* (*types in*) the information which can be saved and retrieved at a later date.

Most businesses nowadays use personal computers or PCs, which are often linked together in a local *network* (*intranet*). This is a big change from the days when time had to be rented on *mainframe computer*. Nowadays these are only used by very large businesses, universities, or government departments.

The two most popular types of computers currently are those of IBM and Apple (the Macintosh). It was IBM who set the standard for the PC which others later imitated. That is why, in order to be able to use the widest range of software, a computer has to be *IBM compatible*.

The most successful software company now is Microsoft with its Windows *operating system*. The Microsoft Corporation is constantly developing the new versions of its operating system as well as other products.

The computer manufacturers try to apply the newest technologies producing hardware systems with the fastest processors like: Pentium IV, Celeron, Athlon, Duron and others. It is true that these newer models have a faster processor, more memory, a larger *hard disk* drive and a faster CD-ROM drive than previous models.

We are becoming increasingly dependent on computers. They are used in business, hospitals, crime detection and even to fly planes. What things will they be used for in future? Is this dependence on computers a good thing or should we be more suspicious of their benefits?

For the last two decades cybernetics have experienced a major *breakthrough*. This led to the *utilization* of computers at nearly all parts of our daily life, from personal computers to complicated surgery performing. Surely the *uptake* of this technology *facilitates* a lot of difficult tasks. Computers can perform many complex operations *simultaneously* and scientist practically can't do without them. Thanks to them people have *access* to enormous amount of information. Gathering *data* has never been simpler than now. They are not only used in laboratories but also in factories to control production. Sometimes it is computers that manufacture other computers.

Most of the daily tasks and individual experiences are time and effort consuming. These two fundamental qualities could be tremendously saved by the use of computers.

3 READING COMPREHENSION

A. Answer the questions to the text:

1. What are the basic parts of a computer?
2. What are computers used for?

3. Why are all computers IBM compatible?
4. What features differ new models of computers from computers of the past?
5. Where has a breakthrough in cybernetics led to?
6. What area of life can we use computers?

B. Find out whether the statements given below are true (T) or false (F) according to the information in the text. If the statements are false, correct them.

1. There are a lot of types of apparatus that can replace computers. ()
2. Programs for word processing and database management are especially important in business. ()
3. It was Apple (Macintosh) who set the standard for the PC which others companies later imitated. ()
4. Gathering data has always been a rather simple process. ()
5. The use of computers can save both time and effort consuming. ()

C. Complete the sentence below with the best answer (A, B or C) according to the information in the text.

4. Organizations exist to achieve some particular purpose ...
 - A. ... but sometimes it's difficult to define it.
 - B. ... and both employees and managers define it.
 - C. ... and managers are those who define that purpose and the means for its achievement.
5. As managers engage in planning, they ...
 - A. ... arrange and structure work to accomplish the organization's goals.
 - B. ... deal in any way with employee behavior issues.
 - C. ... set goals, establish strategies for achieving those goals, and develop plans to integrate and coordinate activities.
6. The final management function is controlling that is ...
 - A. ... the process of monitoring, comparing, and correcting the work of subordinates.
 - B. ... the process of motivating subordinates and selecting the most effective communication channel
 - C. ... the process of determining what tasks are to be done.

3 VOCABULARY

A. Match nouns and adjectives and their definitions.

1	software	A information in a form that can be stored and used, especially on a computer
2	hardware	B an important new discovery in something you are studying, especially one made after trying for a long time
3	data	C a set of instructions (programs) which tells the computer what to do
4	breakthrough	D able to be used together, especially when they are made by different companies (about pieces of computer equipment)
5	compatible	E any electronic or mechanical part of a computer
6	access	F a book that gives instructions about how to do something, especially how to use a machine
7	facilitate	G to make it easier for a process or activity to happen
8	manual	H to find information, especially on a computer; the right to enter a place, use something, see someone etc.

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

B. Translate sentences. Pay attention to the use of the key words.

1. She loaded the new software.
2. The company has spent millions of dollars replacing outdated computer hardware.
3. All the data shows that these animals are more adaptable than we thought.
4. The instruction manuals that accompany new computer software are often difficult to understand.
5. This was an important breakthrough that had an enormous impact on the scientific community.
6. Unfortunately he bought a printer that was not compatible with his computer.
7. Most workplaces have a local network as well as access to the Internet.
8. Consult the computer manual if you have a problem.
9. Some experts foresee a future in which nobody would buy a spreadsheet program or word processor.
10. Computers can be used to facilitate language learning.

C. Read the text about different types of computers. Label the pictures (a-f) with words from the box.

netbook	desktop PC	tablet PC	mainframe	PDA	laptop
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a) _____

b) _____

c) _____



d) _____

e) _____

f) _____

Different Types of Computers

A computer is one of the most brilliant inventions of mankind. Thanks to computer technology, we were able to achieve storage and processing of huge amounts of data; we could rest our brains by employing computer memory capacities for storage of information. Owing to computers, we have been able speed up daily work, carry out critical transactions and achieve accuracy and precision at work. Computers of the earlier times were of the size of a large room and were required to consume huge amounts of electric power. However, with the advancing technology, computers have shrunk to the size of a small watch. Depending on the processing power and size of computers, they have been classified under various types. Let us look at the classification of computers.

Following is a classification of the different types of computers based on their sizes and processing powers. Computers are categorized as mainframe and microcomputers.

Mainframe Computers: Large organizations use mainframes for highly critical applications such as bulk data processing. Most of the mainframe computers have

capacities to host multiple operating systems and operate as a number of virtual machines. They can substitute for several small servers.

Microcomputers: A computer with a microprocessor and its central processing unit is known as a microcomputer. They do not occupy space as much as mainframes do. When supplemented with a keyboard and a mouse, microcomputers can be called personal computers (PC). A monitor, a keyboard and other similar input-output devices, computer memory and a power supply unit come packaged in a microcomputer. These computers can fit on desks or tables and prove to be the best choice for single-user tasks.

Personal computers come in different forms such as desktops, laptops and personal digital assistants. Let us look at each of these types of computers.

Desktops: A desktop is intended to be used on a single location. The spare parts of a desktop computer are readily available at relatively lower costs. Power consumption is not as critical as that in laptops. Desktops are widely popular for daily use in the workplace and households.

Laptops: Similar in operation to desktops, laptop computers are miniaturized and optimized for mobile use. Laptops run on a single battery or an external adapter that charges the computer batteries. They are enabled with an inbuilt keyboard, touch pad acting as a mouse and a liquid crystal display. Their portability and capacity to operate on battery power have proven to be of great help to mobile users.

Netbooks: They fall in the category of laptops, but are inexpensive and relatively smaller in size. They had a smaller feature set and lesser capacities in comparison to regular laptops, at the time they came into the market. But with passing time, netbooks too began featuring almost everything that notebooks had. By the end of 2008, netbooks had begun to overtake notebooks in terms of market share and sales.

Personal Digital Assistants (PDAs): It is a handheld computer and popularly known as a palmtop. It has a touch screen and a memory card for storage of data. PDAs can also be used as portable audio players, web browsers and smartphones. Most of them can access the Internet by means of Bluetooth or Wi-Fi communication.

Tablet Computers: Tablets are mobile computers that are very handy to use. They use the touch screen technology. Tablets come with an onscreen keyboard or use a stylus or a digital pen. Apple's iPad redefined the class of tablet computers.

These were some of the different types of computers used today. Looking at the rate of advancement in technology, we can definitely look forward to many more in the near future.

Decide whether these sentences are true or false according to the text.

- 1 A mainframe computer is less powerful than a PC. ()
- 2 A mainframe is used by a large organizations and needed to process enormous amounts of data. ()
- 3 The most suitable computers for home use are desktop PCs. ()
- 4 A laptop is not portable. ()
- 5 Laptops are not as powerful as desktop PCs. ()
- 6 Using a stylus, you can write directly onto the screen of a tablet PC. ()

- 7 Netbooks are bigger in size and weight than laptops. ()
- 8 A personal Digital Assistant (PDA) is small enough to fit into the palm of your hand. ()
- 9 A PDA does not allow you to surf the Web. ()

D. Language work: CLASSIFYING.

Classifying means to decide what group or class something belongs to. We can classify types of computers, parts of a PC, etc. Some typical expressions for classifying are:

- ... are classified into ... types/categories
- ... are classified by...
- ... can be divided into ... types or categories
- ... include(s) ...
- ... consist(s) of ...
- There are ... types/classes of ...
- ... is a type of ...
- ... are/can be categorized as ...

Complete the following sentences using suitable classifying expressions. One expression is used twice.

- 1 Digital computers can be _____ five main types: mainframes, desktop PCs, laptops, tablet PCs and handheld PDAs.
- 2 A tablet PC _____ notebook computer.
- 3 The basic configuration of a mainframe _____ a central system which processes immense amounts of data very quickly.
- 4 Peripherals _____ three types: input, output and storage devices.
- 5 A word processing program _____ software which lets the user create and edit text.
- 6 _____ of network architecture: peer-to-peer, where all computers have the same capabilities, and client-server, where the server store and distribute data, and clients access this data.
- 7 Any computer _____ hardware and software.
- 8 Analog, digital and hybrid computers _____ the operational principle of computers.
- 9 Based on the size and processing power, computers _____ as mainframe and microcomputers.

E. Word Families

Verb	access	Users can access their voice mail remotely.
Noun	access	Cats should always have access to fresh, clean water.
Adjective	accessible	Computers should be made readily accessible to teachers and pupils.

Verb	compute	Final results had not yet been computed.
Noun	computer	The information is stored on computer.
Noun	computing	Everything is changing with the coming of the Internet and high-speed computing.
Noun	computation	This computation can be interpreted as follows.

Verb	connect	You can connect your Vertu phone to a computer for the phone to be used as a USB storage device.
Noun	connection	Personal computers in the VIP Lounge use the WiFi connection.
Noun	connector	You must install a USB driver onto your computer in order to connect the camcorder to the computer's USB connector.
Adjective	connected	These will allow you to send and receive mail from any internet connected computer.
Adjective	connecting	We'd like two rooms with connecting doors.

Verb	store	Standard letters can be stored on floppy discs.
Noun	store	At Christmas the stores stay open late.
Noun	storage	In the case of a file system, the storage system determines what space is available.

F. Chose the word that best completes the sentence.

- 1 In order to _____ your e-mail, you must type in your password.
 - a) access
 - b) accessible
 - c) inaccessible
 - d) accessibility
- 2 He began teaching _____ at the university level in the late 1980s as a part-time job.
 - a) computer
 - b) computation
 - c) computing
 - d) compute

- 3 At any time someone may be trying _____ with you, or more precisely, trying to get into your system.
- connector
 - connections
 - connected
 - to connect
- 4 The technology includes processing, _____ and telecommunications capabilities configured into systems.
- storage
 - store (n)
 - store (v)

G. Read the text, smile and answer the last two questions of the text. Give your reasons.

Computer Gender - Le Computer or La Computer?



A language teacher called Thérèse was explaining to her class that in French nouns are labelled as either masculine or feminine. This was news to the class, as in English, nouns have little or no concept of gender. Thérèse explained,

'House, in French, is feminine -- 'la maison.'

'Pencil, in French, is masculine -- 'le crayon.'

One puzzled student asked please miss, 'Which gender is a computer?'

Thérèse did not know whether it was le computer or la computer, moreover the word wasn't in her French dictionary. So for fun she split the class into two groups appropriately enough, by gender, and asked them to decide whether 'computer' should be a masculine or feminine noun.

Men's Computer Gender Group - La computer

The men's group decided that computers should definitely be female: '*la computer*' because:

- No one but their creator understands their internal logic.
- The native language they use to communicate with other computers is incomprehensible to everyone else.
- Even the smallest mistakes are stored in long-term memory for possible later retrieval.
- As soon as you make a commitment to one, you find yourself spending half your pay cheque (check) on accessories for it.

Women's Computer Gender Group - Le computer

The women's group, however, concluded that computers should be male: '*le computer*'. Here is the ladies' reasoning:

- In order to do anything with them, you have to turn them on.
- They have a lot of data but still can't think for themselves.
- They are supposed to help you solve problems, but half the time they ARE the problem.
- As soon as you commit to one, you realise that if you'd waited a little longer, you could have got a better model.

Who do you think won the gender argument?

Should it be Le Computer or La Computer?

Unit 6 THE INTERNET, THE WEB AND GLOBAL ELECTRONIC COMMERCE

KEYWORDS: network, infrastructure, exchange, variety, medium, link, disseminate, commerce, commercial, transaction, transmission, handling, transfer, inventory, implication, security, govern, copyright, protect, collection, impact.

1 PRE-READING ACTIVITY. *In pairs, discuss these questions.*

1. How would you define *the Internet*? Make a list of all the things you can use the Internet for.
2. What is your favourite search engine to find information on the Web? Why?
3. Do you download music or video clips from the Web? Do you pay for them?
4. Do you buy things online? Is it better to buy online than to go to a shop?
5. Do you use the Web to do school/university assignments or projects? How?

2 READING COMPREHENSION

A. *Read and translate the text 1*

THE DIFFERENCE BETWEEN THE INTERNET AND WORLD WIDE WEB

The internet has become a cultural, economical and life changing technological phenomenon. Enough can not be said about this incredible technology. However, the internet is not one single invention; it is a simple idea that has evolved throughout the

decades into something bigger than us all. While the internet was started fairly recently, today we are still at the top of the iceberg of what this technology in all its many forms can help us achieve. So in essence the internet has already and will continue to revolutionize the world.

Many people use the terms Internet and World Wide Web (the Web) interchangeably, but in fact the two terms are not synonymous. The Internet and the Web are two separate but related things.

What is The Internet?

The Internet is a massive network of networks, a networking infrastructure. More than 100 countries are linked into exchanges of data, news and opinions. Unlike online services, which are centrally controlled, the Internet is decentralized by design. Each Internet computer, called a host, is independent. It can communicate with any other computer as long as they are both connected to the Internet. Information that travels over the Internet does so via a variety of languages known as protocols.

What is The Web (World Wide Web)?

The World Wide Web, or simply Web, is a way of accessing information over the medium of the Internet. It is a system of Internet servers that support specially formatted documents. The documents are formatted in a markup language called HTML (HyperText Markup Language) that supports links to other documents, as well as graphics, audio, and video files. This means you can jump from one document to another simply by clicking on hot spots. The Web also utilizes browsers, such as Internet Explorer or Firefox, to access Web documents called Web pages that are linked to each other via hyperlinks.

The Web is just one of the ways that information can be disseminated over the Internet. The Internet, not the Web, is also used for e-mail. So the Web is just a portion of the Internet, though a large portion, but the two terms are not synonymous and should not be confused.

B. Answer the questions to the text:

1. Is the Internet one single invention?
2. What is the Internet?
3. What are protocols of the Internet?
4. What is the Web?
5. What language is used for documents in the Web?
6. What is the difference between the Internet and World Wide Web?

C. Find out whether the statements given below are true (T) or false (F) according to the information in the text. If the statements are false, correct them.

6. The Internet is the idea that emerged several decades ago and has changed the world. ()
7. The terms Internet and World Wide Web mean the same. ()

8. The Internet is anarchy by design. ()
9. The Web is used for e-mail. ()
10. Different computer languages are used for graphics, audio, and video files in the Web. ()

D. Read and translate the text 2.

GLOBAL ELECTRONIC COMMERCE

Electronic commerce refers to commercial transactions which are based on the electronic storage, processing and transmission of data over communications networks such as the Internet and the World Wide Web. Global electronic commerce has been made possible by rapid advances in technology. Digital technologies permit the storage and processing of vast amounts of information. Satellites and optical fibres have dramatically quickened the handling and distribution of this information.

Electronic commerce offers the possibility of 'trade without borders'. In practice there is evidence that information and communications technologies may polarise the world economy into 'online' and 'offline' segments, what is sometimes referred to as the digital divide. In fact, with email, VOIP (voice over internet protocol), cloud computing, online banking and other services, it is easier and more convenient than ever to do business. In fact, many of the physical barriers of conducting business have been erased.

Enough can't be said about the economic impact that the internet has brought to the world.

Although electronic transfers of money have been a feature of the international economy for decades, used by banks, credit card agencies, stock brokers and so on, the 'electronic marketplace' which deals with products and services is something new. Perhaps trillions of dollars have been created in wealth from the internet and billions of lives have been changed due to e-commerce.

Commercial security

Business-to-business transactions dominate electronic commerce. About 80 per cent of the electronic trade in products and services is represented by business-to-business transactions, which is the fastest-growing area of electronic communication.

Multinational enterprises use electronic commerce as the basis of their global networks. Companies providing professional services in insurance, finance, engineering, design and architecture, for example, use the internet to sell their services to other businesses. Physical barriers between countries and markets are meaningless in this context.

Economists can readily appreciate the cost savings likely to be associated with business-to-business electronic commerce – the impact on inventories, for example – as firms find it less and less necessary to carry stocks. But again there is a downside. Electronic commerce has implications for commercial security. When firms engage in electronic commerce, they open up their electronic systems to suppliers and

customers. This can cover such things as websites, customer software, search engines, manufacturing processes, and so on.

Business-to-business electronic commerce which takes place across national boundaries has highlighted differences between the laws governing such data in different countries. The international law protecting data, patents, copyrights, trade secrets and so on only provides protection at the minimum level. Firms tend to rely on much stronger national laws to protect their interests. But electronic commerce throws up all sorts of anomalies. What appears at first sight to economists to be straightforward and highly efficient 'trade without borders' turns out to be no such thing. One example relates to data collections. In the US a collection of data – for example, a list of names and addresses – cannot be protected under copyright law unless it has enough 'creativity' to qualify as intellectual property.

But in the EU data as simple as a list of names and addresses is protected. All kinds of issues are affected by these anomalies. They impact on the relationship between multinational companies and their local suppliers, as well as between companies and their competitors.

E. Answer the questions to the text:

1. What is electronic commerce based on?
2. What gains in technology have been critical for the development of e-commerce?
3. What is the main 'idea' of e-commerce?
4. What new marketplace appeared with the development of the Internet?
5. What is the fastest-growing area of electronic communication?
6. Why do economists speak about cost savings of e-commerce?
7. Why do firms prefer to rely on national laws in their work?

F. Complete the sentence below with the best answer (A, B or C) according to the information in the text.

7. Polarization of the world economy into 'online' and 'offline' segments ...
 - A. ... is the result of electronic transfers of money.
 - B. ... is the result of advances in information and communications technologies.
 - C. ... is the result of physical barriers between states.
8. Multinational enterprises use electronic commerce ...
 - A. ... to sell goods.
 - B. ... as a stylish feature of their image.
 - C. ... as the basis of their global networks.
9. International laws ...
 - A. ... protect firms dealing with electronic commerce at minimum level.
 - B. ... provide strong protection to business-to-business electronic commerce.
 - C. ... are the basis for successful 'trade without borders'.

3 VOCABULARY

A. Match nouns and adjectives and their definitions.

1	copyright	A a business deal or action, such as buying or selling something
2	transaction	B protection from bad things that could happen to you
3	inventory	C 1) a list of all the things in a place 2) <i>AmE</i> all the goods in a shop
4	security	D the legal right to be the only producer or seller of a book, play, film, or record for a specific length of time
5	infrastructure	E 1) a system of lines, tubes, wires, roads etc that cross each other and are connected to each other 2) a set of computers that are connected to each other so that they can share information
6	network	F the act of giving someone something and receiving something else from them
7	link	G the basic systems and structures that a country or organization needs in order to work properly,
8	exchange	H a relationship or connection between two or more people, countries, organizations etc

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

B. Translate sentences. Pay attention to the use of the key words.

1. The database will be protected by copyright.
2. The bank charges a fixed rate for each transaction.
3. We made an inventory of everything in the apartment.
4. This insurance plan offers your family financial security in the event of your death.
5. The government plans to invest \$65 billion in education, health care and infrastructure.
6. To provide equal access to oil products for stable prices a network of about 500 fuel stations will be established in the whole territory before 2010.
7. The company has strong links with big investors.
8. I've offered to paint the kitchen in exchange for a week's accommodation.

C. Word Families

Verb	secure	Redgrave won his third Olympic gold medal, and secured his place in history.
Noun	security	This insurance plan offers your family financial security in the event of your death.
Adjective	secure	It was enough money to make us feel financially secure.

Verb	protect	Physical exercise can protect you against heart disease.
Noun	protection	For your own protection, you should have a warranty that provides for a replacement product
Noun	protector	You are my great and good friend and financial protector.
Adjective	protective	Sunscreen provides a protective layer against the sun's harmful rays.

Verb	govern	The universe is governed by the laws of physics.
Noun	government	Structural reforms are unlikely under the present government.
Noun	governor	In federations, a governor may be the title of each appointed or elected politician who governs a constituent state.
Adjective	governing	Newton gave three laws governing the behaviour of material objects.
Adjective	governmental	They made an attempt to restrict governmental power

Noun	commerce	In this chapter we discuss the major protocols of e-commerce and how hackers attempt to alter them for their own gain.
Adjective	commercial	Our top priorities must be profit and commercial growth.

D. Chose the word that best completes the sentence.

- 1 Unemployment insurance means that you are partially _____ if you lose your job.
 - a) protector
 - b) protected
 - c) protective
 - d) protection
- 2 Companies can offer _____ credit card transactions over the internet.
 - a) secure (v)
 - b) secure (adj)
 - c) security
- 3 All infrastructure will be owned and _____ by users and will be operated on a for-profit basis.
 - a) government
 - b) governing
 - c) governed
 - d) governor

- 4 Today _____ includes a complex system of companies that try to maximize their profits by offering products and services to the market at the lowest production cost.
- a) commercial
 - b) commerce

E. Language work: the prefixes e- and cyber-.

The *e-* prefix means **electronic**, and we add it to activities that take place on computers or online, for example

e-business/e-commerce – business conducted over the Internet. Other examples include: **e-card, e-learning, e-voting, e-signature, e-assessment, e-cash, e-zine, e-book, e-money.**

There are often spelling variations, with or without a hyphen, so always check your dictionary.

The **cyber-** prefix comes from cybernetics, and we use it to describe things related to computer networks, e.g. **cybercafé** – an internet café. Other example include: **cybercrime, cyberculture, cyberslacker and cyberspace.**

Complete the following sentences.

1. A _____ is an employee who uses his company’s internet connection during work hours to chat with friends, play games. Etc.
2. An _____ is a post card sent via the Internet.
3. An _____ is a small magazine or newsletter published online.
4. In a _____ you can use computers with internet access for a fee.
5. Examples of _____ include internet fraud, digital piracy, theft of confidential information, etc.
6. In the future, all elections will be carried out using _____.
7. You can now sign legal documents online using _____.
8. _____ will revolutionize the way we take exams.
9. _____ can be used on some websites instead of real money to make purchases. It reduces the risk of fraud.
10. An _____ is like the paper version, but in digital form.

F. Read the following passage and fill the blanks with the words given below.

disks	popular	revolutionized	software
facilitates	processing	sharply	storage
networks	replacements	skills	technical

Almost all businesses today, no matter what their size, rely on computers for many of their needs. Prices of computers have declined (1) _____ over the years, resulting in their increased use in the office. Most offices now have (2) _____ of computers, which are all electronically linked together. This (3)

_____ sharing and processing of data. Indeed, data (4) _____ would not be possible without the technical wizardry of hardware manufacturers. Data storage (5) _____ are a technological miracle. Because of (6) _____ advancements, you never need to worry about where to store your data. The (7) capacity of a small disk is incredible. Manufacturers of (8) _____ provide frequent upgrades. Unfortunately, these upgrades are often not compatible with earlier versions or other software. This means that you may have to find (9) _____ for your favourite programs.

Administrators today are trained in the most (10) _____ software programs. Highly skilled computer programmers and engineers are also very much in demand, especially when a computer or network causes problems.

Computers have (11) _____ the workplace, and everyone, no matter how accomplished he or she is in other (12) _____, needs to know how to use a computer for basic tasks, such as using electronic mail, searching the Internet for information, and writing a letter.

4. READING 2

I In pairs, discuss these questions.

- 1 What is a hacker?
- 2 How easy do you think to infiltrate the Internet and steal sensitive information?
- 3 How can you protect your computer from viruses and spyware?

II Read the text about internet security quickly and see how many of your ideas from question task I are mentioned.

III Read the text more carefully and answer these questions.

- 1 Why is security so important on the Internet?
- 2 What security features are offered by Mozilla Firefox?
- 3 What security protocol is used by banks to make online transactions secure?
- 4 How can we protect our email and keep it private?
- 5 What methods are used by companies to make internal networks secure?
- 6 In what ways can a virus enter a computer system?
- 7 How does a worm spread itself?

SECURITY AND PRIVACY ON THE INTERNET

There are many benefits from an open system like the Internet, but one of the risks is that we are often exposed to **hackers**, who break into computer systems just for fun, to steal information, or to spread viruses. So how do we go about making our online transactions secure?

Security on the Web

Security is a crucial when you send confidential information online. Consider, for example, the process of buying a book on the Web. You have to type your credit card number into an order form which passes from computer to computer on its way to the online bookstore. If one of the intermediary computers is infiltrated by hackers, your data can be copied.

To avoid risks, you should set all security alerts to high on your Web browser. Mozilla Firefox displays a lock when the website is secure and allows you to disable or delete **cookies** – small files placed on your hard drive by web servers so that they can recognize your PC when you return to their site.

If you use online banking services, make sure they use **digital certificates** – files that are like digital identification cards and that identify users and web servers. Also be sure to use a browser that is compliant with **SSL (Secure Sockets Layer)**, a protocol which provides secure transactions.

Email privacy

Similarly, as your email travels across the Net, it is copied temporarily onto many computers in between. This means that it can be read by people who illegally enter computer systems.

The only way to protect a message is to put it in a sort of virtual envelope – that is, to encode it with some form of **encryption**. A system designed to send email privately is Pretty Good Privacy, a **freeware** program written by Phil Zimmerman.

Network security

Private networks can be attacked by intruders who attempt to obtain information such as Social Security numbers, bank accounts or research and business reports. To protect crucial data, companies hire security consultants who analyze the risks and provide solutions. The most common methods of protection are **passwords** for access control, **firewalls**, and **encryption** and **decryption** systems. Encryption changes data into a secret code so that only someone with a key can read it. Decryption converts encrypted data back into its original form.

Malware protection

Malware (malicious software) are programs designed to infiltrate or damage your computer, for example **viruses**, **worms**, **Trojans** and **spyware**. A virus can enter a PC via a disk drive – if you insert an infected disc – or via the Internet. A worm is a self-copying program that spreads through email attachments; it replicates itself and sends a copy to everyone in an address book. A Trojan horse is disguised as a useful program; it may affect data security. Spyware collects information from your PC without your consent. Most spyware and adware (software that allows pop-ups – that is, advertisements that suddenly appear on your screen) is included with ‘free downloads’.

If you want to protect your PC, don’t open email attachments from strangers and take care when downloading files from the Web. Remember to update your **anti-virus software** as often as possible, since new viruses are being created all the time.

IV Fill in the gaps with the words in a bold type from the text.

- 1 Users have to enter a _____ to gain access to a network.
- 2 A _____ protects a company intranet from outside attacks.
- 3 A _____ is a person who uses his computer skills to enter computers and networks illegally.
- 4 _____ can infect your files and corrupt your hard drive.
- 5 You can download _____ from the Net; this type of software is available free of charge but protected by copyright.
- 6 Encoding data so that unauthorized users can't read it is known as _____.
- 7 This company uses _____ techniques to decode secret data.
- 8 Most _____ is designed to obtain personal information without the user's permission.

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З ДИСЦИПЛІНИ

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