

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

**O. M. BEKETOV NATIONAL UNIVERSITY
of URBAN ECONOMY in KHARKIV**

Methodological guidelines

for practical work

on the subject

“English”

(intermediate level)

(for 3-rd year students of the first (Bachelor) level of higher education of all specialties)

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UNIT 1 THE CONSUMER SOCIETY

1. Discussion

1. Do you like to shop and if so, what are some things you usually like to shop for besides the basics?

2. How have shops and stores changed over the years?

3. Are you an online shopper and if so, what do you typically buy?

How does this experience compare to shopping in a physical store?

4. How are the terms 'consumption' and 'consumerism' related?

What role does consumerism play in the environment, the economy, and in our daily life?

Do you think consumerism can affect our well being?

5. What are the differences between "needs" and "wants"?

Do you think society's needs and wants have changed over the years?

If so, what could be some of the reasons besides creative and sneaky marketing strategies?

6. How has the role of marketing and advertising influenced consumerism? Can you give any specific examples?

7. What is Consumerism / a Consumer society?

8. Is there any pressure to make people shop? How? Do we buy too much?

9. What is Planned Obsolescence? Is it only for appliances? What about clothes and accessories?

10. Is shopping good for our Planet?

11. Where do the products that we use come from? How do we obtain them?

12. Who suffers and who benefits from our shopping?

13. Do we have any power as consumers? Is the economy based on shopping or consumerism?

14. How have people's behaviours changed as a result of consumerism?



15. What industries are related to consumerism?

16. Is it possible to be 'green' or conscience of the environment while being a consumer?

17. Have festivals (Christmas, New Years Day, Easter, Valentine's Day) become opportunities to sell products?

2. Read the text.

BLACK FRIDAY AND BUY NOTHING DAY

Every year in November, people look for bargains on Black Friday. But did you know that the same day is also Buy Nothing Day? What is Black Friday?



Black Friday is the day after the American holiday of Thanksgiving, which is celebrated on the fourth Thursday of November. Because it is a holiday in the United States, it has long been a popular day for consumers to start shopping for Christmas. Over the last 20 years big retailers have started to offer discounts and bargains on this day, and it has become more and more popular. Last year, people in the USA spent an estimated \$54.7 billion between Black Friday and Cyber Monday (the Monday after Thanksgiving, when people often buy more online). The idea of Black Friday has also spread around the world. For example, in 2017, people in the UK spent the equivalent of \$10.3 billion, in Germany \$7.6 billion and in France \$6.2 billion.

Is Black Friday out of control?

Many of us love to get a bargain, but some feel that events like Black Friday encourage people to buy things that they don't really need and can't afford. Many people seem to completely lose control of both their spending and their tempers. It is easy to find video online of customers physically fighting each other over bargains. It is also argued that Black Friday is bad for small shopkeepers, who cannot afford to offer the kinds of price cuts that the big companies can.

What's the alternative to Black Friday?

Instead of taking the opportunity to buy as much as possible on Black Friday, you could do the opposite and buy absolutely nothing. Since 1997, Buy Nothing Day has been held on the same day as Black Friday. The rules are simple. Just don't buy anything at all for 24 hours. Many people are surprised how difficult this actually is. The aim is to make people think more about their spending and to make better decisions about what they buy and where they buy it from.

Ethical spending

As well as spending less and not buying unnecessary items, Buy Nothing Day aims to raise awareness of how to be a more ethical consumer. For example, you can avoid buying 'fast fashion', that is, very cheap clothes that are worn a few times before being thrown away. Or you could decide not to automatically upgrade your mobile at the end of a contract. These kinds of decisions can help to protect the environment as well as saving you money.

What else can you do on Buy Nothing Day?

Some people carry out protests at shopping centres. Others avoid the shops completely and go for a walk in nature instead. Another alternative, the Buy Nothing Coat Exchange, is an idea which is spreading. People donate winter coats throughout November and anyone who needs one can come and take one on Buy Nothing Day.

Black Friday first became popular as a shopping day because there have always been special offers on that day. many people in the United States don't work or go to school on this day. it is the day before Thanksgiving, an important holiday.

Why do some people think Black Friday is out of control?

- Small shopkeepers offer discounts too.
- Some people physically fight with the retailers.
- People spend more than they can really afford.

To celebrate Buy Nothing Day, the rules are that you don't buy anything at all.

- only buy from small shopkeepers.
- think carefully about what you are buying.

3. Read the text again and answer the questions.

1. According to the text, what should an ethical consumer probably not buy

- a) cheap clothes
- b) a mobile phone
- c) a winter coat

2. Are the sentences true or false?

A) Last year, people in the UK spent more on Black Friday than in some other countries in Europe.

- True
- False

B) Some small shopkeepers find Black Friday is bad for their business.

- True
- False

C) Buy Nothing Day is celebrated the day before Black Friday.

- True
- False

D) The only reason to keep your old mobile at the end of a contract is to save money.

- True
- False

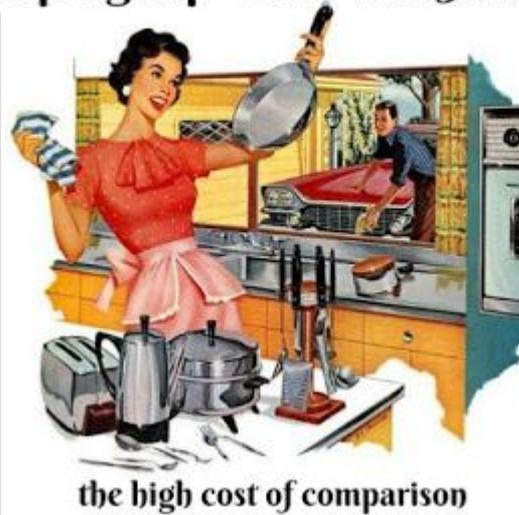
E) To celebrate Buy Nothing Day, you shouldn't go near a shopping centre.

- True
- False

F) The Buy Nothing Coat Exchange is not only for people who are homeless.

- True
- False

Keeping Up With The Joneses



4. Discussion/ Composition

What will you do on Black Friday and Buy Nothing Day this year? Do you agree that people buy things they don't need and can't afford.

Retrieved from: <https://learnenglish.britishcouncil.org/general-english/magazine/black-friday-and-buy-nothing-day>

UNIT 2 UNUSUAL HOBBIES

1. Discussion

- What is your hobby?
- How long have you had a hobby?
- Why do people have hobbies?
- Why did you start your hobby?
- Can you make money from doing your hobby?



- How many hours a week do you spend on your hobby?
- Is your hobby safe or dangerous?
- What is a hobby?
- Why do people need hobbies?
- What can one do as a hobby?
- How much time can one spend on his/her hobby?
- What is your hobby?
- Does your hobby interfere with your work/study/personal life?
- Do you spend money on your hobby?
- Does your hobby influence your choice of friends?
- Can a hobby save a child from bad peer influence?
- Can a hobby be dangerous?
- Have you got a hobby?
- How long have you had your hobby?
- Which hobbies are the most expensive?
- Which hobbies are the cheapest?
- Which hobbies cost nothing at all?
- Which hobbies are the most popular in your country?
- Is hunting a hobby or a sport in your country?
- Which hobbies are the most popular with women in your country? With men?
- Did you have any hobbies when you were a child?

- Can you think of any hobbies which are popular with children and adults?
- Do you think a hobby is different from a sport?
- Are there any hobbies you would like to try?
- Are there any dangerous hobbies?
- Are there any hobbies you can do in other countries, but not your own?
- Which hobbies do you think are the most difficult?

2. Read the text and answer the questions.

Knitting –is it just for grannies

Hello, everyone, and welcome back to another video for the British Council's LearnEnglish Teens website and their YouTube channel. Now, I have a question for you: is knitting and crocheting just for grannies? Now, the reason I want to ask this question is because I learned how to knit when I was five years old and I recently learned how to crochet as well, and since then I have been making scarves and pillows and teddy bears and crocheting flowers. But I realised that it's something that's only really becoming popular with young people nowadays. Knitting and crocheting used to be associated just with grannies, but actually at my university we have a knitting society and lots of students participate in that and practise knitting, as well as male students –it's not just a female thing to do. So why do people actually think that knitting is just something that your grandma does? Well, I have a theory. When you think of a grandma, what do you think of? Or, when you watch a film, how is the grandma shown in the film? She probably has grey hair, maybe tied up in a bun, some glasses, an apron, sitting in a rocking chair, knitting ... does that sound familiar? So, I think knitting is kind of like cooking or baking or cleaning. It's seen as something that is quite homely, something that you do at home, something that women do, traditionally. On top of that, knitting and crocheting also takes a lot of patience and time, especially when you're just starting out and you need to learn the different techniques and different stitch patterns and all that kind of stuff. So it makes sense that people think that grannies are the ones who do it the most, because if you're retired and you don't really have much

to do, then you have a lot of free time to start knitting or crocheting. Although young people may have busier schedules –like going out with friends or working, studying, doing sports –give knitting a go, I would say, or crocheting, if you haven't already, because you can actually develop a lot of skills. It's not only good for helping you relax and giving you a clearer mental state, but you can also learn other skills like problem solving –you might drop a stitch and have to pick it back up. You also learn a lot of new techniques, so it is really good for working your brain as well as your hands and keeping those joints very active. I think knitting and crocheting can be for everyone and anyone. If you haven't given it a go, give it a go! There are lots of great online resources to help you start learning, if you haven't learned already, such as YouTube, for example –there are so many tutorials, and I actually taught myself how to crochet just using YouTube, and I'm actually impressed with all these little flowers and things that I've managed to make. But I want to hear what you guys have to say on the topic. Do you think that knitting and crocheting are just for grannies, or do you think that anyone can do it? Are young people in your country doing it, and have you ever tried doing it yourself? Let me know in the comments below. Thank you for tuning in for this video, and happy knitting and happy crocheting! See you guys in the next one. Bye!

Is knitting a hobby only for grannies? Do you agree?

3. Writing. Write an essay 120-180 words on topic “Pros and Cons of How Capitalism and Consumerism Play Role in One's Destiny.”

UNIT 3 TRAVELLING

DESTINATION ENGLAND

1. Discussion

English Icons

What images represent England to you?

Work in groups to decide on your top 5 English icons. Write them here:

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

Compare your answers with your classmates.

What icons represent your country? What do you think a British person would put as the top 5 icons of your country? Write your ideas here:

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

Compare answers with your classmates

2. Read the text and answer the questions.

Diverse Society, Football and Food – Living in England

Where it is England is perhaps the country most people first think of when they think of the United Kingdom. It borders both Scotland and Wales and almost 50 million people live in there, which is over 80% of the UK's total population. Major cities include London (the capital), Birmingham, Sheffield, Leeds, Newcastle, and Manchester. London is one of the most well known cities in the world and for many is representative of the whole of England, if not the whole of the UK. Other icons include

football, actors Jude Law and Kate Winslet, Bridget Jones, pubs and beer. But for most these represent the whole of the UK, not just England. Indistinct identity? Many of the people in our survey, either English by birth or now living here, commented that it was very difficult to distinguish between English and British culture and identity. People found that they often identify more with other things than with England as a country. These other things include: the place or region in which they live, whether it be a major city or one of the English counties such as Yorkshire, Devon or Northumberland; the UK as a whole; or the religious or ethnic community they are from.

Questions:

1. What's the first country you think of when you think of the United Kingdom?
2. What's the difference between England, the United Kingdom and Great Britain?
3. Have you, or any of your classmates, ever visited any of the cities mentioned in the text?
4. Which other famous people do you consider to be English icons?

3. Prepare a presentation for your groupmates about famous figures in the British history. Here are some tips for you:

- KING HENRY VIII (1491 – 1547) ...
- WILLIAM SHAKESPEARE (BIRTH DATE UNKNOWN, BAPTISED 1564 – 1616) ...
- CHARLES DARWIN (1809 – 1882) ...
- QUEEN VICTORIA (1819 – 1901) ...
- EMMELINE PANKHURST (1858 – 1928) ...
- SIR WINSTON CHURCHILL (1874 – 1965)...

And many others.....

UNIT 4 WEATHER EXTREMES

HURRICANES AND TORNADOES

The varied weather conditions in the USA include severe events such as hurricanes and tornadoes. There are various agencies which monitor these occurrences and warn the population in advance. They also offer advice on how to prepare for an emergency situation in these climatic conditions, for example how to organise a survival kit with food, water and other essential items.

Hurricanes

The areas of the USA which are subject to hurricanes – a type of tropical cyclone – are the Atlantic and Gulf of Mexico coasts, where the hurricane seasons last from 1st June to 30th November and 15th May to 30th



November respectively. A tropical cyclone is a system of rotating clouds and thunderstorms which form in tropical and subtropical areas, such as the Caribbean Sea, Gulf of Mexico and southern Atlantic Ocean. To be classified as a hurricane, a tropical cyclone has winds of at least 119 kph and the Saffir-Simpson Hurricane Wind Scale classifies a hurricane on a scale from 1 to 5. The high winds, together with the heavy rainfall, flooding and storm surges associated with hurricanes, can cause extensive damage not only to coastal areas but also several hundred kilometres inland.

Tornadoes

Tornadoes, or twisters as they are sometimes called, are violently rotating columns of air which extend from a thunderstorm to the ground, and are most common in the central states of the USA,



such as Texas, Oklahoma and Kansas. This area has been nicknamed ‘Tornado Alley’, but tornadoes can actually hit almost anywhere in the USA. There are an average of 1,200 tornadoes every year, with most occurring in spring and summer. As it is impossible to measure the wind speed inside a tornado, the method of classification is based on the amount of damage that has been caused and from that the average wind speed is calculated. An EF5 tornado on the Enhanced Fujita Scale would cause incredible and devastating damage to trees, homes, buildings and people. The path of a tornado can damage an area measuring as much as 1.5 km wide by 80 km long.

1. Read the texts and decide if hurricanes (H) or tornadoes (T) or both (B)...H T B

1. have a classification system
2. happen most often in the central states
3. happen most often in coastal areas
4. usually happen in spring
5. occur over 1,000 times a year
6. form in tropical and subtropical areas
7. can create floods
8. can damage areas as long as 80 km

STORM CHASERS

When the skies grow dark and a tornado is seen on the horizon, Jeff Shardell drives his modified Yukon vehicle directly towards the terrifying event. In one day he



got within 100 yards of one twister, saw four other tornadoes, and lived to tell the story. He is a storm chaser, one of thousands of people around the United States who pursue tornadoes for recreation or profit. Part of their reward is the incredible sensation of seeing a dramatic, lightning-illuminated spiral destroying

everything in its path, and part of it is the pursuit itself. ‘There are moments when you say “Why am I doing this?”’, said Shardell. The storm chasers’ mecca is the flat prairies of Texas, Oklahoma, Kansas and Nebraska, where more than a third of all US tornadoes develop. During peak season chasers can literally see the storm clouds rolling in from miles away. Todd Thorn, owner of Storm Chasing Adventure Tours, takes tourists on a tornado hunt across the prairies of Tornado Alley. ‘It’s beautiful when it’s open grassland – the lightning inside the cloud, the different colors in the sky, the shape of the tornado second by second,’ said Thorn, 46, from Montana. Thorn’s six-day, \$2,600 tours attract people from as far away as England and Australia. Thorn guarantees that his tornado tourists will see severe thunderstorms, but not necessarily a tornado. And he says it is safe because they stay on the back side of the funnel. But storm-chasing can be dangerous. Some chasers wear helmets. Steve Miller, who lives in a suburb of Oklahoma City, wears shatterproof sunglasses to protect his eyes. Miller’s closest call was near Throckmorton, Texas, in 2002, when a tornado dropped down from the sky directly on top of his vehicle. Luckily he was not seriously injured. According to Miller, the most dangerous part of the pursuit is not the storm, but the number of other chasers. Thanks to movies such as Twister and television shows such as Storm Chasers, the idea of chasing storms has become glamorous. ‘It’s insane now,’ Miller said. ‘Our biggest threat is other drivers out there in the rain.’ Source: <http://uk.reuters.com>

2. Read the article and choose the correct option.

1. In this article, the writer wants to talk about...

- A. the damage tornadoes cause.
- B. the passion for following tornadoes.
- C. the best way to survive a tornado.
- D. the TV programmes and movies about storm chasers.

2. Storm chasers prefer the flat, grasslands because...

- A. there are more tourists than in other states.
- B. there are fewer tornadoes than in other places.
- C. they can see easily a tornado developing from a long distance.

D. the tornadoes are less dangerous than in other areas.

3. What does Todd Thorn say to tourists on his tours?

- A. You will definitely see very bad storms on the trip.
- B. You will definitely see a tornado on the trip.
- C. You must wear protective helmets and glasses.
- D. You must pay for your trip six days in advance

4. Because of TV programs and films about storm chasing, today...

- A. there are fewer storm chasers than before.
- B. there are more storm chasers than before.
- C. storm chasers earn more money.
- D. storm chasers are recognized by the public.

5. What might a storm chaser say about chasing storms?

- A. 'Not many people share this same hobby or job.'
- B. 'You can earn lots of money.'
- C. 'It's a very glamorous career and you can get on TV.'
- D. 'It's sometimes dangerous but always exhilarating'

3. *In small groups, discuss the following statement, saying whether you agree or disagree and why.* 'Being a storm chaser is exciting and I'd love to go on a trip chasing storms in Tornado Alley.'

4. *Read and discuss the text.*

FLOODS HAPPEN!

Flooding is the nation's most common, costly and deadly natural hazard -- and it is also a natural part of the river's processes, serving to improve water quality and provide essential habitat to species among other benefits. Floods occur during or after heavy rains, when snow melts too quickly, or when dams break. At these times, rivers may over-ow



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their banks, and local culverts and ditches may overall and become dangerous. Floods that happen quickly are called ash floods. Flooding may be only a few inches of water or it may cover a house to its roof. However, even the smallest of floods can be dangerous if you are not prepared. It only takes a few inches of flood water on a road to carry away even large vehicles. The best rule to follow is “Turn around, don’t drown.” The term “flood zone” indicates an area that is at risk of flooding. It is important to determine whether you live, travel, or go to school in a flood zone. The following fun sheets will help you identify flood zones in your community and help you to take steps to prepare and be safe.

What Causes Floods? Top 8 Common Causes of Flooding.

Flooding is experienced all over the globe and for a variety of reasons — but why exactly does flooding occur? There are several human causes of flooding, including poorly designed infrastructure. There are also natural reasons flooding happens.

Here are eight of the most common causes of flooding, both natural and human-induced.

1. Heavy Rains

The simplest explanation for flooding is heavy rains. No matter where you live, you are surrounded by infrastructure and systems designed to move rainwater into appropriate basins and reservoirs. In most cases, the infrastructure does its job, and you never have to think about where the rain goes when it runs off.

When it rains heavily, however, those systems are overwhelmed, and that water doesn’t drain nearly as quickly as it needs to. In short, the drainage systems back up, and the water rises — sometimes into homes. This typically happens only in cases of sustained heavy rains over a long period.

2. Overflowing Rivers

You do not necessarily need to have heavy rains to experience flooding in your area. For example, if you live along a river and areas upstream from you experience heavy rains, it could lead to a serious overflow where you live. Most larger rivers

include a series of dams to help manage large amounts of rainfall, and most river systems are managed by government authorities.

Sometimes, however, those authorities have to make tough decisions about how to operate dams. They often can manage the water and prevent flooding altogether — but not always.

3. Broken Dams

Much of America's infrastructure was built in the 20th century, so it is getting old. When heavy rains come, and water levels rise, aging dams can fail and unleash torrents of water on unsuspecting households.



This is part of what happened after Hurricane Katrina hit New Orleans in 2005. Levees failed and made the flooding far worse than it would have been otherwise. While we have come to depend on 20th-century architecture, and much of it does its job well, there is always a possibility that a structure will fail.

4. Urban Drainage Basins

Many of our cities are made of mostly concrete and other impermeable material. When you have an urban drainage basin that is made of concrete, there is no ground for water to sink into. So, when those drainage basins fill up, it is going to mean flooding for low-lying areas.

This is mostly the case in large urban areas — think Houston and Los Angeles. When heavy rains strike, the basins used to drain them cannot always handle the load.

5. Storm Surges and Tsunamis

Rain is not always the culprit when it comes to flooding. Storm surges related to hurricanes and other storms can lead to significant flooding, as can tsunamis that are sometimes caused by underwater earthquakes.

Given modern technology, we often know about storm surges and tsunamis before they arrive, but this is not always the case. For example, in 2004, an earthquake

off the coast of Indonesia created a tsunami that gave little warning before coming ashore.

6. Channels with Steep Sides

Flooding often occurs when there is fast runoff into lakes, rivers and other reservoirs. This is often the case with rivers and other channels that feature steep sides. It is a similar issue to having a lack of vegetation, which is explained in more detail below.

7. A Lack of Vegetation

Vegetation can help slow runoff and prevent flooding. When there is a lack of vegetation, however, there is little to stop water from running off. This can be a bit of a conundrum after a drought.



While area residents likely welcome the rain, the lack of vegetation after the drought can cause flash flooding. This does not always happen given that basins and reservoirs are close to empty, but it can occur in cases of extreme rains following long periods of drought.

8. Melting Snow and Ice

A winter of heavy snow and other precipitation can lead to a spring of flooding. After all, that snow and ice have to go somewhere when they melt. Most mountainous areas experience relatively consistent snowfall totals from year to year, but an unusually heavy winter of precipitation can spell bad news for low-lying areas around the mountains when spring hits.

The good news is that sustained winter precipitation provides a long lead time to prepare for potential flooding. That is a silver lining at the very least.

These are just a few examples of common causes of floods, but there does not need to be an incredible weather event for you to experience flooding at your home. You can experience devastating flooding simply due to a clogged or broken pipe as well as other plumbing issues. No matter how or why you experience a flood, you need a qualified

water restoration professional with quality tools to help you get your home back into working order again.

What are the consequences of flooding?

The consequences of flooding can be devastating. Flooding immediately destroys lives and properties. Flood effect can change the feature of land areas permanently.

What are the effects of flood? The most immediate floods effect would be the destruction of homes. People get displaced and may have to evacuate to higher ground where their lives are at risk as long as the waters remain on a certain level.

Causes and consequences of flood affect not just people but the environment. The destruction of structures such as bridges and roads add to the human toll and prevent help from reaching devastated areas. Structures such as nuclear power plants are also put at risk. On 2011, a tsunami hit the coastline in Japan causing leakage in nuclear plants. There was high radiation recorded on the area and authorities feared the worst.

Many people including animals are affected by the flood. Floods effect are expensive disasters and rebuilding an area devastated by a flood can be costly. In the United States, they cost \$2.4 billion per year and can occur with weather-related disasters such as hurricanes, and typhoons. Rivers which overflow can also cause waters to rise in an area. A dam breaking, snow melting also cause floods. Earthquakes, which presage tsunamis can cause massive flooding in coastal areas.

UNIT 5 HOW TO BECOME SUCCESSFUL

HOW TO BE SUCCESSFUL IN LIFE – 8 WAYS TO BE SUCCESSFUL IN LIFE

1. *Discuss the tips how to become successful in life. Do you agree or disagree?*

- #1. Stop Looking for the Silver Bullet.
- #2. Start Creating Better Goals.
- #3. Stop Looking for Validation.
- #4. Start Living Your Dreams.
- #5. Stop Looking for a Mentor.
- #6. Start Building Your Expertise.
- #7. Stop Blocking Yourself.
- #8. Start Doing.

2. *Do you have problems with time management?*

Read and discuss the text.

TIME MANAGEMENT

Do you feel the need to be more organized and/or more productive? Do you spend your day in a frenzy of activity and then wonder why you haven't accomplished much? Then these time management tips are for you — they'll help you increase your productivity and stay cool and collected.



1. **Realize That Time Management Is a Myth**

This is the first thing you have to understand about time management, that no matter how organized we are, there are always only 24 hours in a day. Time doesn't change. All we can actually manage is ourselves and what we do with the time that we have. Appreciate this. Internalize it. And move on as soon as possible to the next tip.

2. Find out Where You're Wasting Time

Many of us are prey to time-wasters that steal time we could be using much more productively. What are your time bandits? Do you spend too much time Internet surfing, reading email, Facebook posting, texting, or making personal calls?

In a survey by salary.com, 89 percent of respondents admitted to wasting time every day at work:

- 31 percent waste roughly 30 minutes daily
- 31 percent waste roughly one hour daily
- 16 percent waste roughly two hours daily
- 6 percent waste roughly three hours daily
- 2 percent waste roughly four hours daily
- 2 percent waste five or more hours daily

Are you a time-waster? Tracking daily activities helps to form an accurate picture of how much time you spend on various activities, which is the first step to effective time management.

3. Create Time Management Goals

Remember, the focus of time management is actually changing your behaviors, not changing time. A good place to start is by eliminating your personal time-wasters. For one week, for example, set a goal that you're not going to take personal phone calls or respond to non-work related text messages while you're working.

4. Implement a Time Management Plan

Think of this as an extension of the third time management tip. The objective is to change your behaviors over time to achieve whatever general goal you've set for yourself, such as increasing your productivity or decreasing your stress. So you need to not only set your specific goals but track them over time to see whether or not you're accomplishing them.

5. Use Time Management Tools

Whether it's a planner, a software program, or a phone app, the first step to physically managing your time is to know where it's going now and planning how you're going to spend your time in the future. A software program such as Outlook, for instance,

lets you schedule events easily and can be set to remind you of events in advance, making your time management easier.

6. Prioritize Ruthlessly

You should start each day with a session prioritizing the tasks for that day and setting your performance benchmark. If you have 20 tasks for a given day, how many of them do you truly need to accomplish?

7. Learn to Delegate And/Or Outsource

Delegation is one of the hardest things to learn how to do for many business owners, but no matter how small your business is, there's no need for you to be a one-person show — you need to let other people carry some of the load. Delegation shares the tasks you'd be better off leaving to someone else, so you can make the most of the time that you have.

8. Establish Routines and Stick to Them as Much as Possible

While crises will arise, you'll be much more productive if you can follow routines most of the time. For most people, creating and following a routine lets them get right down to the tasks of the day rather than frittering away time getting started.

9. Get in the Habit of Setting Time Limits for Tasks

For instance, reading and answering email can consume your whole day if you let it. Instead, set a limit of one hour a day for this task and stick to it. (The easiest way to do this is to assign a solid block of time to this task rather than answering email on demand.)

10. Be Sure Your Systems Are Organized

Are you wasting a lot of time looking for files on your computer? Take the time to organize a file management system. Is your filing system slowing you down? Redo it, so it's organized to the point that you can quickly lay your hands on what you need.

11. Don't Waste Time Waiting

From client meetings to dentist appointments, it's impossible to avoid waiting for someone or something. But you don't need to just sit there and twiddle your thumbs. Technology makes it easy to work wherever you are; your tablet or smartphone will

help you stay connected. You can be reading a report, checking a spreadsheet, or planning your next marketing campaign.

A Bonus Tip: Your Time Belongs to You

And here's the most important time management tip of all. You can be in control and accomplish what you want to accomplish — once you've come to grips with the time management myth and taken control of your time.

3. Read the text about two famous business trainers. Discuss.

IF YOU WANT TO BE SUCCESSFUL - YOU NEED A COACH!

BRIAN TRACY

Brian Tracy — Brian is recognized as the top sales training and personal success authority in the world today. He has authored more than 60 books and has produced more than 500 audio and video learning programs on sales, management, business success and personal development, including worldwide bestseller *The Psychology of Achievement*. Brian's goal is to help you achieve your personal and business goals faster and easier than you ever imagined. You can follow him on Google+, Twitter, Facebook, Pinterest, LinkedIn and Youtube.



ROBERT KIYOSAKI is truly a multi-talented personality.

He is an entrepreneur, investor, motivational speaker, author and also a financial knowledge activist. He is very popular for his series of books called 'Rich Dad Poor Dad'.



Kiyosaki is a Japanese American who was born in Hilo, Hawaii. He went to the U.S Merchant Marine Academy soon after graduating from Hilo High School. He graduated from the academy as a deck officer in 1969 and was honored with the Air Medal when he served in the Vietnam War as a gunship pilot. In 1975 Kiyosaki left the Marine Corps and worked as a Xerox machine salesperson. Three years later he started his own company that sold Velcro surfer wallets. The company did well for some time but unfortunately went bankrupt. In the beginning of the 1980s Kiyosaki tried his luck in a business that certified Heavy metal rock band T-shirts. He sold this business in 1985. Nearly a decade later after struggling to achieve success Kiyosaki decided to retire at the age of 47. However he rose once again in 1997 when he established Cashflow Technologies, Inc. This company incorporates and runs two of his brands namely, Rich Dad and Cashflow.

Apart from running Rich Dad and Cashflow Technologies Inc. Kiyosaki has also invested in several other business ventures. In 2002 he purchased a silver mine in South America and took a gold mine public in China. In his book 'Conspiracy of the Rich' he has mentioned that he intends to take a copper mine public as soon as the copper price and value will increase. Even as a teenager Robert Kiyosaki worked with gold and silver coins. He has a theory that with a few dollars you can buy precious metal coins and that will actually get you ready for the 'biggest crashes in world history'. He calls himself a 'gold bug' because he has several commodities like silver and gold so he can save himself from any losses against the misprinting of the U.S dollar.

Kiyosaki is also a real estate investor. He spends a lot of his money on these investments and has many real estate development ventures. He has various property management projects running throughout America. His assets include big apartment complexes, hotels and golf courses as he revealed in The Alex Jones Show in 2010. He is also the head and investor of oil drilling operations as well as oil wells and even a startup solar company. However he suffered a loss with his company Rich Global LLC that announced bankruptcy in August 2012.

His book series ‘Rich Dad Poor Dad’ is an international bestseller. It is basically a comparison between his two ‘dads’; one was his poor biological father and the other ‘fictitious’ rich dad. The poor father was in fact very educated but had no money but the rich father was a high school dropout but was in fact ‘Hawaii’s richest man’. Robert Kiyosaki has appeared on television several times including on Public Broadcasting Service (PBS), KOCE, California, WLIW of New York and New Jersey area and his fund raising drive.

4. Read the text. Discuss the quotations. Do you agree or disagree?

BRIAN TRACY’S TOP 11 ESSENTIAL TIPS FOR LIVING A SUCCESSFUL LIFE

“The great breakthrough in your life comes when you realize that you can learn anything you need to learn to accomplish any goal that you set for yourself.”

“Success comes when you do what you love to do, and commit to being the best in your field.”

1. Change your self image.

“Move out of your comfort zone. You can only grow if you are willing to feel awkward and uncomfortable when you try something new.”

2. Create helpful habits.

“Successful people are simply those with successful habits.”

Our habits are what we tend to do consistently in our day to day life and so they control our success – or lack of it – very much.

What are successful habits? Some you can find in this article. A few others are:

- Do the most productive thing right now.
- Do one thing at a time.
- Do things even when you don't feel like it.

How do you install them in your life? Two tips:

The 30 day challenge. You have probably read about this old personal development concept before. Basically, you make a deal with yourself to do one thing for just 30 days (one example: exercise every day) and no more than that. But after those 30 days you may discover that your mind will have become so accustomed to this new behaviour that it will be easier to continue doing it than stop doing it.

Just focus on the process. While doing something for those 30 days you focus on the process rather than the results. I for instance use this when I workout. I don't take responsibility for the results in my mind. I take responsibility for showing up – even the days when I don't feel like it – and doing my workout. The results come anyway from that consistent action. And this makes it easier for me to take this action and establish the new habit when I know that is all I need to focus on. Instead of using half of the energy and focus I have available on hoping that I “reach my goal real, real soon”. Focus on the process and you will be a lot more relaxed and prone to continue than if you stare yourself blind on the potential results that never come as quickly as you want to and puts you on an emotional rollercoaster from day to day.

3. Focus on what is useful.

“Whatever you dwell on in the conscious grows in your experience.”

“The key to success is to focus our conscious mind on things we desire not things we fear.”

This is very important and something I think many people don't grasp the full extent of. I certainly didn't before. When your focus is split, when you fill your mind just the “normal amount” of negativity or dwell on for example mistakes you are using up valuable time, energy and available focus to pull yourself backwards and to make mountains out of molehills.

Problems seem to become bigger in your mind than they actually are when you

dwell on them. But so does, for example, opportunities and gratitude. Your surrounding reality is huge. And the room for interpretations of that reality is wide. What you focus is what you will see in your reality (opportunities vs. more reasons why things suck). What you dwell on becomes bigger and bigger in your mind. And what you think about is what you will act upon.

That's basically why it's absolutely crucial to keep your focus and your thoughts in right place and on the positive and useful things in your life as consistently as you can. If you focus on the negative and irrelevant stuff it is quite likely that you never get all those most important things done.

4. Set clear goals. And write them down.

“People with clear, written goals, accomplish far more in a shorter period of time than people without them could ever imagine.”

To be able to focus consistently on what you want you can use goals. If you use them, write down so they transform from thoughts into something physical and real. You can use that piece of paper as a reminder – posted on a wall for example – later on to keep your focus in the right place each and every day.

5. Ask yourself helpful questions.

“After every difficulty, ask yourself two questions: “What did I do right?” and “What would I do differently?”

The questions you ask yourself in life determine much of your outlook and success. If you ask disempowering questions like “what sucks about this?” in any situation then you are creating a lot of unhappiness and victim thinking. If you on the other hand keep it on a useful and empowering level with questions like the ones from Tracy then your chances of succeeding goes up.

6. Luck is predictable.

“I've found that luck is quite predictable. If you want more luck, take more chances. Be more active. Show up more often.”

People who take the action and more chances in life tend to get the luck. If you never take chances or action you don't get the opportunity to get lucky. You might just sit around doing nothing and rationalize it as “being unlucky”.

7. Focus on the activities that brings you results.

“Most people engage in activities that are tension-relieving rather than goal-achieving.”

This is very true. People love to just take it easy or relieve tension – and create more of it – by procrastinating and complaining instead of doing. It seems easier on the surface but in the long haul it tends to cause you more pain.

8. Realize that you have to pay the price.

“The price of success must be paid in full, in advance.”

Nothing you really want in life is free. You have to put in hard work to get it. And usually over a long time period. You have to make hard choices and sacrifices.

9. Keep going.

“Every great success is an accumulation of thousands of ordinary efforts that no one else sees or appreciates.”

That’s what people like Tiger Woods, Michael Jordan and Bruce Springsteen did. They practiced a lot.

10. Make a decision. Any decision. Just do something.

“Decisiveness is a characteristic of high-performing men and women. Almost any decision is better than no decision at all.”

11. Take responsibility for your life.

“The happiest people in the world are those who feel absolutely terrific about themselves, and this is the natural outgrowth of accepting total responsibility for every part of their life.”

“The more you like yourself, the better you perform in everything that you do.”

“Disciplining yourself to do what you know is right and important, although difficult, is the high road to pride, self-esteem and personal satisfaction.”

5. Imagine you are 10-20 years older than now. Try to imagine your life at that period. Write a composition “A letter to older me”.



UNIT 6 SECRET OF HAPPINESS

1. Discuss the questions:

1. *Are you a happy person?*
2. *What is happiness for you?*
3. *What do you think is the color for happiness?*
4. *Do you think that happiness lies within you? Or does it depend upon other people and external things?*
5. *Can money buy happiness?*
6. *Is happiness a state of mind?*
7. *What makes you feel happy?*
8. *What are the three most important things for you to be happy?*
9. *Is happiness relative, that is, does it have a different meaning for each person?*
10. *Are single people happy?*
11. *Would you be happier with a soul mate or single?*
12. *Does having an animal/pet make you happy?*
13. *What is the effect that animals/pets have on people to make them feel happy?*
14. *What makes you happy?*
15. *When was the happiest time of your childhood?*
16. *Can you be happy if you are rich?*
17. *Can you be happy if you are poor?*
18. *How can you become happy again when you are sad?*
19. *Is happiness a goal?*
20. *How often do you feel really happy?*
21. *Are the people in your country generally very happy?*
22. *Are you very happy most of the time?*
23. *What makes you unhappy?*
24. *What's the most miserable you've been?*



25. *How happy are you compared with your friends?*
26. *Do you wake up happy every morning?*
27. *Do you agree that older people are less happy?*
28. *What is there to be happy about in the world today?*
29. *What affects your levels of happiness?*
30. *Does your happiness change during different times of the day, week, month or year?*

2. Useful Vocabulary. Match the words with their definitions.

- | | |
|-----------------------------|--|
| 1. <i>adolescent</i> | a) to plunge into something that surrounds or covers |
| 2. <i>immerse</i> | b) a particular moral excellence |
| 3. <i>virtues</i> | c) a young person who is developing into an adult : one who is in the state of adolescence |

3. Read the text and answer the questions.

HOW TO BE HAPPY

We asked four psychologists for their advice on how to be happy and, equally importantly, how to avoid being unhappy.

A

There has been a lot of research which shows the importance of physical health in avoiding anxiety and depression. The mind and the body are highly interconnected. We can all make fairly easy changes in our lifestyle to include more exercise, healthier eating, getting enough sleep, being exposed to sunlight and so on. Research into exercise has found that it has a positive impact on mood. Physical activity stimulates the release of endorphins in the brain to produce the feel-good factor. Sleep is vitally important for children and ***adolescents*** to help concentration levels. A good night's sleep also stops people being bad-tempered and flying off the handle.

B

Having good relationships is a big part of being happy. In one study, most happy people were found to have strong ties to friends and family and they made sure they spent time with them regularly. You also need at least one person who you discuss personal feelings with – called ‘self-disclosure’. Just one person for a heart-to-heart is enough, together with a network of other relationships. It’s not enough to have lots of friends just to do things with or chat to about music or football. That deeper connection is all-important. Some people need to learn how to listen effectively to others in order to develop stronger relationships.

C

I would recommend being completely immersed in a pleasurable activity, sometimes called experiencing ‘flow’. The activity could be anything from doing judo to painting a picture to playing chess. Typically, the activities require a certain amount of skill and are challenging but not too challenging. If you are experiencing flow, you lose track of time and are *immersed* in the present moment. You find the activity rewarding for its own sake. People who spend time doing ‘high-flow’ activities feel more long-term happiness than those doing things like just lounging around or chatting online.

D

Make like Superman! Discover what your unique strengths and *virtues* are and then use them for a purpose which benefits other people or your community. People who play to their strengths (e.g. curiosity or persistence) or virtues (e.g. justice or humanity) and use them in different ways and in different situations are happier than those who focus more on their weaknesses. In other words, focus on the positive, not the negative, and be true to yourself. Studies in different countries have shown that people who do this report higher levels of well-being.

Questions:

Choose the psychologist who gives the following pieces of advice. You can choose each psychologist more than once.

1. Pay more attention to what people are saying to improve social bonding.
 - a) psychologist A
 - b) psychologist B
 - c) psychologist C
 - d) psychologist D
2. Don't attach importance to things you don't do well.
 - a) psychologist A
 - b) psychologist B
 - c) psychologist C
 - d) psychologist D
3. Do something absorbing.
 - a) psychologist A
 - b) psychologist B
 - c) psychologist C
 - d) psychologist D
4. Adjust simple aspects of your daily routine.
 - a) psychologist A
 - b) psychologist B
 - c) psychologist C
 - d) psychologist D
5. Make sure your activities aren't too easy (or too difficult).
 - a) psychologist A
 - b) psychologist B
 - c) psychologist C
 - d) psychologist D
4. ***Composition: Write a composition "What do you need to be happy" (150–180 words).***

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