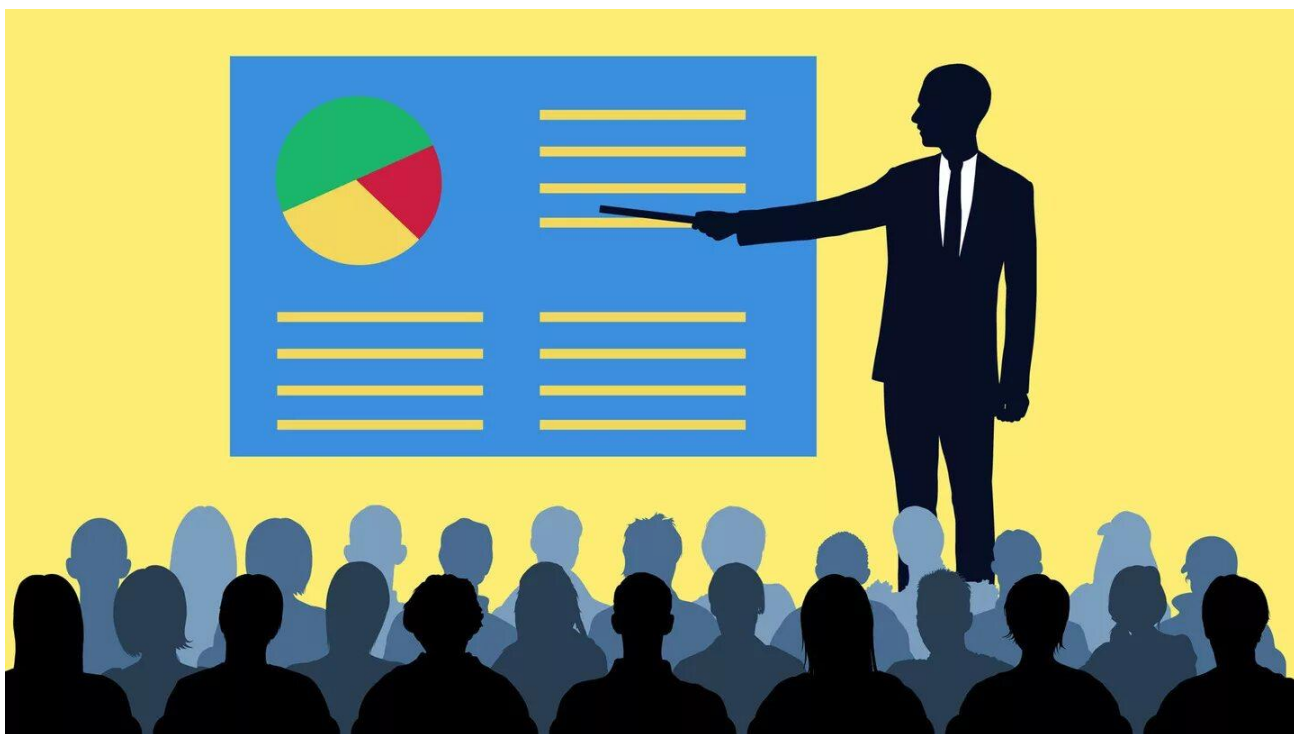


Министерство науки и высшего образования Российской Федерации
АМУРСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ
Филологический факультет

М. А. Пирогова

MAKING A PRESENTATION IN ENGLISH



Учебное пособие

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Making a Presentation in English. Учебное пособие по развитию навыков создания презентации: информации о структуре, характере деятельности и перспективах развития компании (организации) на английском языке. Благовещенск: АмГ, 2025. – 72 с.

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ВВЕДЕНИЕ

Обучение иностранным языкам в современных условиях является комплексной задачей, не ограничивающейся формированием базовых навыков и умений. Использование разнообразных лексико-грамматических структур ориентировано на достижение определенных коммуникативных целей, одна из которых – осуществление полноценного речевого акта с носителями иностранного языка в условиях делового общения.

Настоящее пособие представляет собой сборник упражнений, направленных на развитие и закрепление навыков презентации компании (организации) (ее структуры, истории, динамики развития, причин успеха или неудач) на английском языке.

В разделе COMPANY PROFILE содержатся базовые тексты и упражнения на отработку вокабуляра, коммуникативные задания на развитие навыков презентации общей информации о деятельности компании.

Разделы COMPANY STRUCTURE и COMPANY HISTORY состоят из упражнений, направленных на формирование навыков презентации информации о структуре и истории развития компании с использованием аннотированной справки и заданного формата сообщения.

В разделе COMPANY PERFORMANCE умение студентов применить отработанный ранее материал проверяется с помощью комплексных упражнений, включающих в себя работу с таблицами, графиками и диаграммами, что позволяет научить студентов грамотно описывать графический материал на английском языке.

Пособие сопровождается разделом MAKING A PRESENTATION TIPS, в котором даются практические рекомендации по организации презентации.

Раздел MAKING A PRESENTATION PLAN представляет план презентации и рекомендуемые клише и лексические структуры для ее подготовки.

В разделе PRESENTATION SAMPLE дается образец презентации, который наглядно демонстрирует, как можно использовать весь пройденный материал пособия в практической плоскости.

Раздел PRESENTATION RUBRIC дает развернутое описание критериев оценки презентации.

Каждый раздел состоит из оригинального базового текста с отмеченными в нем лексическими единицами, лексико-грамматических упражнений, направленных на отработку изучаемого вокабуляра, коммуникативных упражнений, целью которых является формирование навыка составления и презентации устного высказывания в заданном формате.

PART I COMPANY PROFILE



a



b



c



d



e



f



g



h

EXERCISE 1 Look at these pictures. What companies do these logos represent? What do they produce? What kind of service do they provide?

EXERCISE 2 Read the companies' profiles and find out some useful Vocabulary for describing the profiles of the companies in Exercise 1



LUKOIL Corporation is one of the largest public joint-stock oil and gas companies in the world with headquarters in Moscow. The company includes more than 30 enterprises throughout Russia, which employ more than 150 thousand employees.

The company produces a wide range of petrochemical products. Its business portfolio consists of gas and oil products, energy, and fuel for all types of transport, as well as various oils and technical liquids.

This is particularly important because LUKOIL is the fourth most powerful consumer brand in the Russian Federation, accounting for more than 2% of global oil production and about 1% of proven hydrocarbon reserves.



Shell is an international energy company with expertise in the exploration, production, refining and marketing of oil and natural gas, and the manufacturing and marketing of chemicals. Shell is a Public limited liability company. Royal Dutch Shell was formed in 1907 by Marcus Samuel Jr. The company headquarters are in Hague, the Netherlands.

The Shell owns subsidiaries in Russia, North and South American, European and many other countries. It employs an average of 82,000 people (2018) all over the world. Shell produces 3.7 million barrels of oil equivalent per day. Its products are marketed in 70 countries. *It should be pointed out that in 2018, Shell's profit reached 388 billion us dollars.*

Shell's rivals in terms of oil production are Petróleos de Venezuela S. A., ExxonMobil, Chevron Corporation and LUKOIL. Shell cooperates with shipping companies that own cruise ships, tankers, and container ships to optimize LNG engine technology and create bunkering systems around the world. As an example – cooperation with the company "Sovcomflot".

EXERCISE 3 Complete the sentences

The company...

.....products are **marketed** in 100 countries.

..... owns plumbing **subsidiaries** in Mexico, South American and Asian countries.

..... operates 14 **franchises** in different countries.

..... produces a wide range of products.

..... enjoys high **market share** in most categories.

.....offers training seminars and provides training videos to dealers and distributors to upgrade their knowledge and sales skills and to help with promotion and display activities.

We can **compete with** anyone in the world in terms of quality, design, etc.

The**account for** the majority of sales.

The competitors **capture** 40% of the market.

The competition revolves around which company outperforms its **rivals** in terms of market share.

EXERCISE 4 Using Vocabulary from Exercises 2, 3 complete the Apple Inc. profile.

Apple Inc. (formerly Apple Computer, Inc.) is an American multinational technology company headquartered in Cupertino, California, the USA, designs, develops, and sells consumer electronics, computer software, and online services. Devices include the iPhone, iPad, Mac, Apple Watch, and Apple TV; operating systems include iOS and macOS; and software applications and services include iTunes, iCloud, and Apple Music.

As of March 2023, Apple is the world's largest company by market capitalization. In 2022, it was the largest technology company by revenue, with US\$394.3 billion. As of June 2022, Apple was the fourth-largest personal computer vendor by unit sales, the largest manufacturing company by revenue, and

the second-largest manufacturer of mobile phones in the world. It is one of the Big Five American information technology companies, alongside Alphabet (the parent company of Google), Amazon, Meta (the parent company of Facebook), and Microsoft.

Apple was founded as Apple Computer Company on April 1, 1976, to produce and market Steve Wozniak's Apple I personal computer. The company was incorporated by Wozniak and Steve Jobs in 1977. Its second computer, the Apple II, became a best seller as one of the first mass-produced microcomputers. Apple introduced the Lisa in 1983 and the Macintosh in 1984, as some of the first computers to use a graphical user interface and a mouse. By 1985, the company's internal problems included the high cost of its products and power struggles between executives. That year Jobs left Apple to form NeXT, Inc., and Wozniak withdrew to other ventures. The market for personal computers expanded and evolved throughout the 1990s, and Apple lost considerable market share to the lower-priced duopoly of the Microsoft Windows operating system on Intel-powered PC clones (also known as "Wintel").



S. Jobs and S. Wozniak

EXERCISE 5 Match the words with their definitions

- | | |
|-----------------|--|
| 1. market share | a. a company that is owned or controlled by another larger company |
| 2. rival | b. shop, company, or organization through which products are sold |
| 3. market | c. company which has the right to sell other company products or services |
| 4. subsidiary | d. skill, or power that makes an organization able to do something, especially something difficult |
| 5. consumer | e. the sale of goods in shops to customers, |
| 6. franchise | f. the business of selling goods in large quantities at low prices to other businesses |
| 7. retail | g. organization that you compete with in business |
| 8. wholesale | h. to try to do better than another organization |
| 9. outlet | i. someone who buys and uses products and services |
| 10. account for | j. j. percentage of sales in a market that a company or product has |
| 11. compete | k. to form a particular amount of something |
| 12. capability | l. to make a product available in shops |

EXERCISE 6 Complete each item with a word from the box

compete	retail	subsidiary
rival	capability	market share
wholesale	account for	consumer
outlet	capture	market

1. This gives the company a competitive advantage over its _____.
2. In a fight with other video chains for _____, Blockbuster spent heavily on advertising and promotion.
3. The company has exclusive European rights to _____ the new software.
4. Relco plans to establish a _____ company in the UK with a capital of \$4m.

5. Hamburger _____ are by far the most important, representing almost 80% of total turnover in the fast food market.
6. We are looking for more _____ outlets for our products.
7. We aim to _____ eight percent of the UK wine market.
8. Does the company have the _____ to change to meet market needs?
9. Small, independent bookstores simply can't _____ with the big national chains.
10. The shopkeeper buys his fruit and vegetables at _____ prices.
11. Replicas _____ a small portion of total Quetzal sales.
12. Only 25% of the price a _____ pays for vegetables goes to the farmer.

EXERCISE 7 READING



On October 28, 1636, Harvard, the first college in the American colonies, was founded. Despite popular opinion (and a certain statue) John Harvard did not found Harvard, but he was the first major benefactor and he donated half of his estate and his library of more than 400 books to the School. Harvard University was officially founded by a vote by the Great and General Court of the Massachusetts Bay Colony. While many think of Harvard Yard in Cambridge, Massachusetts as Harvard's campus, the University also has robust campuses in the Longwood and Allston neighborhoods of Boston, Massachusetts. Harvard College is just one of 14 Harvard Schools. The College is for undergraduate students and the 13 graduate and professional Schools teach the rest of our students.

!!! Study the information about Amur State University (<https://amursu.ru/>) and present its Portfolio.

EXERCISE 8 SPEAKING Take turns to question each other about the companies

Student A Briggs and Stratton Corporation
Employees: 750
Activity: manufacturing of gas-powered engines
Location: St. Paul, Minnesota
Affiliates: 1 retailing company in Mexico
Factories: 1 manufacturing plant in Omaha
repair workshop and warehouse in Minneapolis
Markets: Eastern Europe, Australia

Student B Campbell U.S.A.
Employees: 12000
Activities: production of soups, biscuits, and bakery
Location: Ann Arbor, Michigan
Factories: 2 plants in Kentucky
1 manufacturing plant in Florida
2 warehouses in California
Branch: Paris, France (sales only)
Offices: Buenos Aires, Argentina
Markets: North America, Europe

What company do you work for?

Where is your company based?

What size is your company?

What does the company do?

Do you have factories in other parts of the United States?

Does your company have offices in other countries? Where?

What markets do you target at?

PART II COMPANY STRUCTURE

Exercise 1. READING Read the text and draw an organization chart

The management team of the company is a highly professional staff with an average age under 40. Face-to-face communication between management and employees has played a key role in building the excellent labor relations on which we pride ourselves. Our employees are very creative and versatile. So, they don't let anyone overtake our company in productivity.

We will outline the structure of the company from the top, starting with a Chief Executive Officer. In 1990 Paul Marshall was elected CEO. He **oversees** all aspects of company's activities. His immediate subordinates include four Vice-Presidents who are directly **responsible to** CEO.

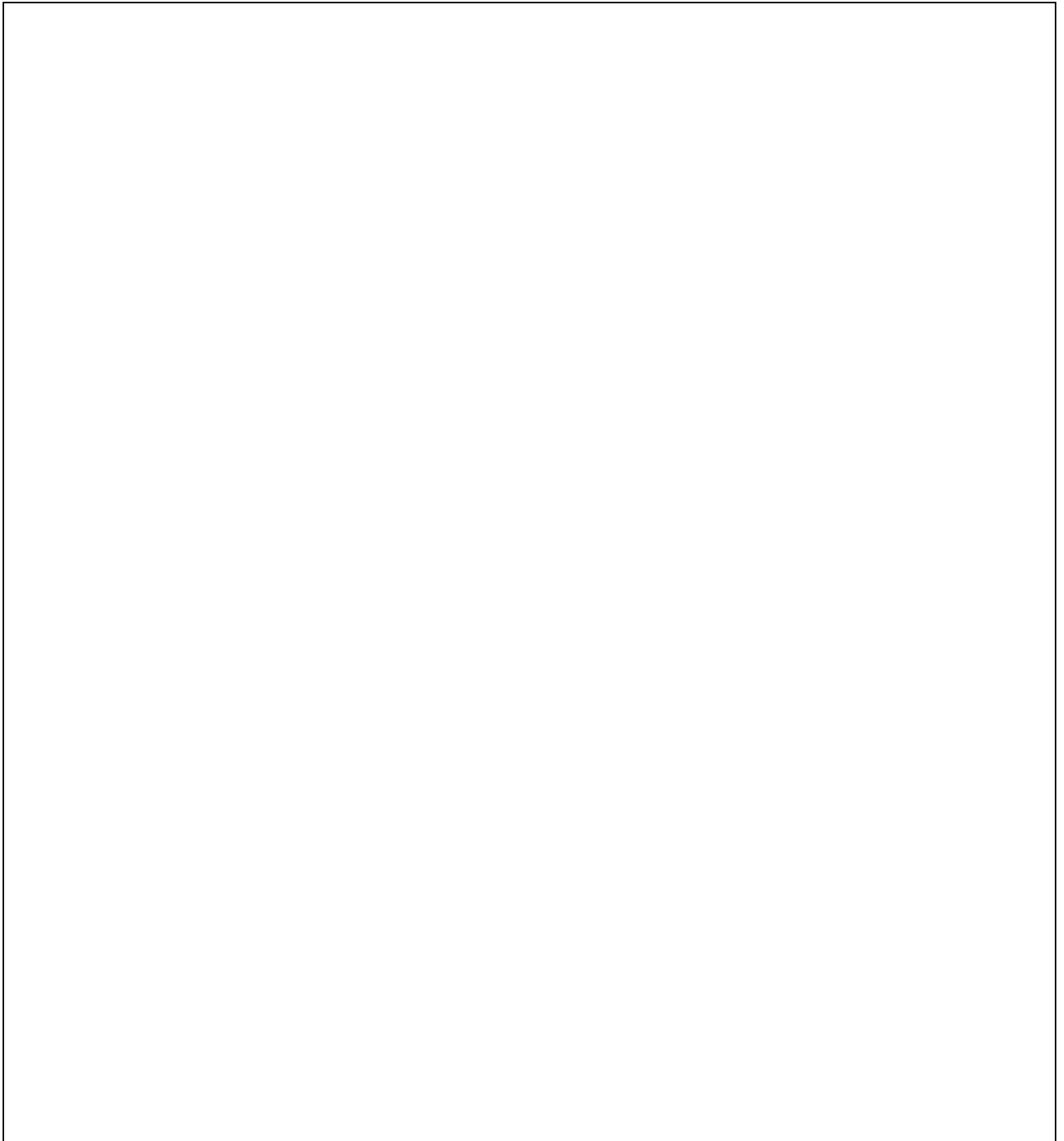
James Lestroy is the Vice-President of Manufacturing. He **is involved in** the activities connected with creating the goods and the services for the company. He also **supervises** several middle managers, who **handle** inventory, production and quality control. So, such staff members as he Director of Operations (Dustin Wales). The Director of Quality Insurance (Sam Robinson), the Director of Engineering and maintenance (Robin Stewart) and the Manager of Special Projects (Katie Smithers) **report to** the Vice-President of Manufacturing.

The Vice-President of Marketing is Deborah Minter. She is in charge of market research and product development. Besides, she **takes care** of the pricing, promotion and distribution strategy of the company. Regional managers are directly **responsible to** the Vice-President of Marketing. They are **in charge of** group managers who **oversee the work** of brand managers.

The Vice-President of Finance is Peter Brinner who **is engaged in** managing financial assets of the company. He **supervises** the Director of Accounting (Brooke Spacey) and the Director of Finance (Clayton Manners) who **deal with** accounting, investments, budgeting and financial controls.

The Vice-President of Human Resources is Leia Swanson. She **administers** all the tasks related to the human resource management of the company. MRS. Swanson **controls** the work of the Director of Safety, Worker's Compensation and

Benefits (Jack Polansky), Director of Security, Cafeteria and Facilities (Irene Stanton), the Director of Recruiting and Training Programs (Robert Cusack). Their tasks embrace forecasting the need for human resources, recruiting, selecting, orienting and developing these resources. They are also **responsible for** creating performance appraisal and compensation systems, **looking after** the welfare of the employees and **handling** all legal issues concerning human resources.



Exercise 2. Practice Complete each item with a word from the box

Pyramid	Responsibilities
report to	be responsible for
be responsible to	deal with
supervise	handle
oversee	look after
be in charge of	take care of

1. Cabinet members are directly _____ the President.
2. His job at the White House had been to _____ the press.
3. Her secretary always _____ the details.
4. I must _____ the Director of the Office of External Operation.
5. He is _____ recruiting and training new staff.
6. Team leaders and project managers _____ groups of programming staff.
7. Ruff _____ a staff of more than 200 lawyers.
8. The finance department _____ all the accounts.
9. I'm leaving you here to _____ business until I get back.
10. Stern put Travis _____ the research team.

Exercise 3. READING

Someone is giving a visitor a tour of a company. Read about the nine departments and underline the names of all the departments.

Ok, let's start here, in research and development, or R&D. This department is responsible for thinking of ideas for new products and finding ways to improve our existing products...

This department looks after our computer equipment. They deal with any problems. This is information technology, or IT...

Purchasing buys all the things we need to make our products. They talk to our suppliers and try to get the best price....

This is the main factory area, the production department. Here we make our products. It's the biggest part of the company.

Here in the finance department, they check how much the company is making and decide how much to spend. They also pay employees' salaries...

This department looks after the people who work here. Human resources is responsible for recruiting new employees, organizing training and helping with any problems...

Sales and marketing is very important. The marketing people think up the ideas for selling our products. The sales people go out and sell our products to our customers...

Customer services processes orders from customers. It organizes transportation, checks that customers have received their orders and deals with complaints...

Finally, distribution is responsible for transporting our products. They receive orders from customer services, and plan how and when to transport the products so the customers receive them at the right time.

!!! Study the information about Amur State University (<https://amursu.ru/>) and present its Structure.

Exercise 1. *READING* A Good Start

The Black & Decker Corporation traces its origin to 1910. It originated as a producer of lawn care products. The company got off to a good start due to the favorable market situation. B&D came a long way from the little workshop that made lawn care and power tools accessories to become a giant in its small appliance **niche**.

Black & Decker began to **pursue** diversification because of growing **maturity** of its **core** power tools business. In 1984, B&D purchased three European tool manufacturers to fill in product gap and strengthen its manufacturing base; the **acquisition** involved a Swiss manufacturer of portable electric woodworking tools for professional users, the leading European manufacturer of drill bits, and a German producer of hobby and precision power tools.

In 1985, Black & Decker acquired General Electric's housewares business for \$300 million. The company **expanded** its product line to include coffee makers, hair dryers and hair curlers, food mixers and processors, toasters, electric skillets, can openers, waffle irons, and blenders. The acquisition of GE's housewares business launched B&D on a course to transform the company from a power tools manufacturer into a consumer product company. By 1985 B&D had grown from a fledging firm producing power tools into a manufacturer of innovative and reliable household appliances.

During the late 1980s the company experienced increased competition and slow growth. Competition centered around such variables as price, quality, product design, product innovation, brand-name reputation, size and strength of retail dealer networks, and after-sales service. All makers were working to bring out new products that were lightweight, compact, cordless, less noisy, prone to less vibration, strong and fit easily and comfortably in user's hands. Small appliance manufacturers competed fiercely for retail shelf space to defend market share. The company faced competition from both U.S. and foreign manufacturers and couldn't keep pace with its major competitors. During the 1986-89 period B&D's reputation in power tools

had been **tarnished** by **shoddy** product quality. Consumer **confidence** was down, trade was **slack**. B&D executives insisted more emphasis be put on quality control.

In 1990 the company introduced a line of toasters with wider slots, a line of cordless power tools, and a new iron that shut off automatically when it sat too long or was tipped over. This **boosted** B&D's profits to \$97.1 million.

However, in 1992 company recorded drop in sales and profits. Company officials attributed this decline to the economic slowdown in many southern and midwestern markets. It was the worst small appliance market since 1973. The 1992-94 **recession** in the United States resulted in a **slump** in power tool sales. However in Europe the company had record sales in 1993. Demand for power tools was growing fast due to sales opportunities in the newly democratic countries in Eastern Europe.

The domestic market made up about 75% of their sales. But B&D didn't become **complacent** with success and continued to look for the ways to increase its market share. During the next decade the company gradually expanded its presence in international markets. It targeted its appliances to the established European small appliance market and concentrated on growing franchise system in Europe and Asia. In 1996 a joint venture was signed with Price Pfister, a European power tool manufacturer and the rights to operate 6 franchises in England were acquired. Subsidiaries were also established in Hong Kong. By 1998 the company had gained a real presence in foreign markets **surpassing** American Standard to become one of the world leaders in small appliances. B&D was **ranked** as the fourth largest small appliance maker in the world. It has the largest market share of any full-time producer of household appliance products in the United States, Canada, Mexico and Australia and a growing presence in Europe, Southeast Asia and Latin America.

B&D set out to capture a larger share of the growing household appliance market. In January 1999 B&D negotiated a deal with Allegheny International to purchase its Sunbeam Appliance division for about \$260 million. However in February, Allegheny International backed out of the sale and **merged** with another company. A month later in March 1999 the company engineered the biggest

acquisition ever. B&D **took over** Emhart Corporation, the leading manufacturer of household equipment, which contributed significantly to 1999 sales growth. B&D company's officials reported sales to take off. Much of the increase was due to the sales boost provided by glass-container equipment resulting from acquisition of Emhart. Black & Decker outperformed competitors and gained market share in most of its major businesses in 1999 – even businesses where difficult economic conditions resulted in sales declines.

Company executives believed that the company was in position to **prosper** when market conditions improved. Even with limited growth and intense competition in appliance markets company managers expect that the company will perform well in the future. The company should continue to focus on fixing its weaknesses and capitalizing on its strengths.

Exercise 2. Match the words with their definitions

- | | |
|------------------|---|
| 1. recession | a. slow-moving, lacking energy, poor |
| 2. prosper | b. the level of people's satisfaction with the economic situation |
| 3. pursue | c. to become better or greater |
| 4. slump | d. a difficult time when there is less business activity in a country |
| 5. niche | e. to combine, or to join things together to form one thing |
| 6. shoddy | f. to have a particular position in a list of people or things |
| 7. acquisition | g. satisfied, pleased |
| 8. confidence | h. a company that is bought by another company |
| 9. core business | i. to become rich or make a large profit |
| 10. merge | j. an opportunity to sell a product or service to a group of people |
| 11. tarnish | k. to try to achieve something over a long period of time |
| 12. rank | l. made or done cheaply or carelessly |
| 13. slack | m. makes something worse |
| 14. complacent | n. a sudden decrease in prices, sales, profits |
| 15. surpass | o. main activities of a company |

Exercise 3. Complete each item with a word from the box

tarnish	slack	merge	surpass	confidence
rank	proser	pursue	shoddy	slump
core	niche	recession	acquisition	complacent

1. You have a right to return any _____ goods you might buy.
2. In times of severe _____ companies are often forced to make massive job cuts in order to survive.
3. We simply cannot afford to be _____ about the future of our car industry.
4. Van Meer's magazines are aimed at two growing _____ markets: Internet users and senior citizens.
5. The activities of the right-wing extremists _____ the reputation of the administration.
6. In all its acquisitions, Guinness has sought business opportunities that have enhanced and strengthened its _____ activities.
7. India's software companies have _____ by keeping costs to a bare minimum.
8. The company has made _____ in several E.C. countries.
9. Sandoz _____ as one of the 10 largest drug companies in the world.
10. The report shows consumer _____ dipping to levels not seen since the severe 1981-82 recession.
11. Corporate profits have been hurt by _____ demand.
12. Nintendo and SEGA _____ radically different strategies for bringing telecommunications to their game machines.
13. In 15 years, China will likely _____ the U.S. as the world's largest market.
14. In 1969, Cadbury _____ with Schweppes, changing the whole character of the company.
15. One of their major concerns was the _____ in wool prices.

Exercise 4. Fill in the table

1910	B&D was founded.
------	------------------

1984	
1985	
1986 - 89	
1990	
1992	
1993	B&D had record sales in Europe.
1990s	
1996	
1999	

Exercise 5. Join the ideas in the table to show the cause and the effect

cause	effect
be due to	result in
be caused by	lead to
result from	cause
because (of)	as a result
be the reason for	as a consequence
be attributed to	consequently

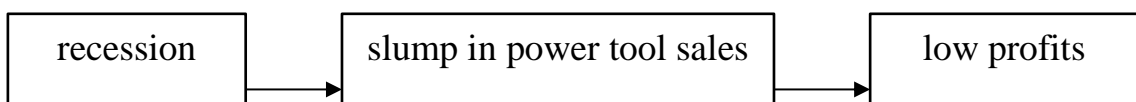
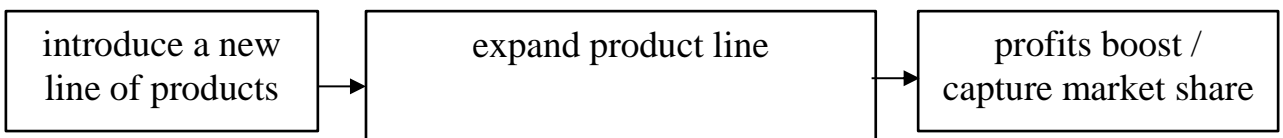
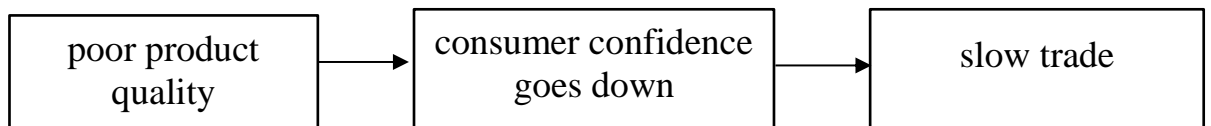
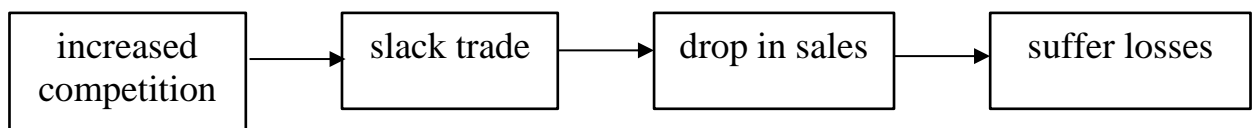
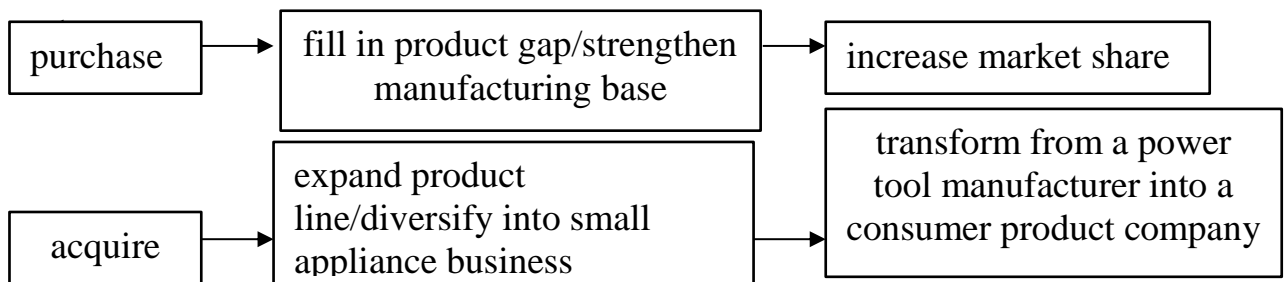
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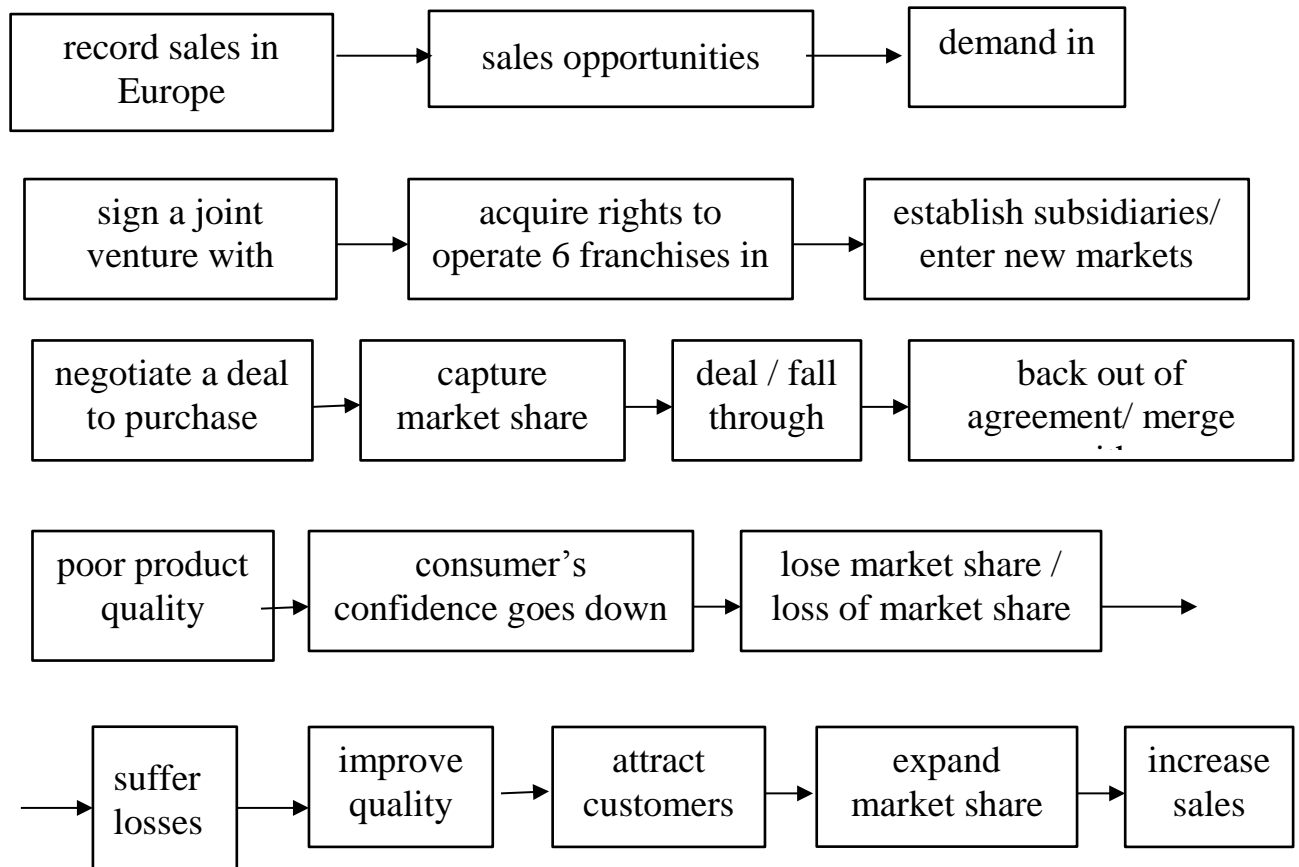
*Increased demand in household appliances **resulted in** record sales.*

*We had record sales **because of** increased demand in household appliances.*

cause	effect
1. increased demand in household appliances	record sales
2. recession	sales decrease
3. economic slowdown	drop in sales
4. improve quality control.	profits rise
5. have problems with quality control	produce shoddy goods
6. publicity campaign	record sales
7. bad weather	losses
8. advertise the products on TV	increase brand awareness
9. distribution problems	poor sales
10. poor product quality	consumer's confidence goes down

Exercise 6. Complete the 'event chains'





Exercise 7. Read the text and answer the following questions

1. What are the reasons for success and failure of each company?
2. What are the consequences of the difficulties at Hitec?
3. What problems has Electrix had?

... and raw material costs have **shot up** during the last year. It is not surprising then that Hitec Ltd has decided to **cut back on** its Manchester workforce. It is estimated that 15% of the 6, 500 men and women employed will have to be **laid off**. Another result is that it has **pulled out of** the American market completely and concentrated on Western Europe. However, apparently plans to **get round** unfavorable new laws by opening factories in Belgium and Germany have been put off for a further six months. It appears that rumors that it was going to **take over** Connex Ltd are not true. Unless they can come up with some radical ideas to improve the situation it doesn't look like things are going to **pick up** in the coming year.

On the other hand, since the beginning of the year, sales at Electrix plc have **taken off** due to the development of some exciting new models. In fact it seems they are having trouble keeping up with production requirements. However not everything is going well at Electrix – the deal with Formatco has **fallen through** because they couldn't agree on certain key issues of design.

Exercise 8. Match the phrasal words with the correct definition

- | | |
|-----------------|---|
| 1. shoot up | a. increase a little/increase a lot |
| 2. cut back on | b. increase/reduce |
| 3. lay off | c. sack/give jobs |
| 4. pull out off | d. withdraw from/enter |
| 5. get round | e. meet/avoid |
| 6. take over | f. work together with/take control of |
| 7. pick up | g. get better/get worse |
| 8. take off | h. begin to increase dramatically/stop increasing |
| 9. fall through | i. continue as planned/not happen |

Exercise 9. Complete each item with the correct phrasal verb

1. The travel agency was planning to _____ another company.
2. Three years later, the company _____ 16 percent of its work force.
3. The economy is finally beginning to _____ again.
4. Demand for water has _____ by 70% over the last 30 years.
5. With the introduction of user-friendly software home computer sales _____.
6. Several major hospitals are _____ staff at the moment.
7. The studio planned to make a movie of the book but the deal _____.
8. They are trying to _____ the agreement.
9. Most companies manage to _____ the restrictions.

Exercise 10. Answer the questions using the phrasal words in brackets

Example: What are you going to do about your low profits this year? (cut back)

*One thing we are going to is **cut back on** the number of administrative staff.*

What happened to the sales of color TVs in the first part of the year? (shoot up)

Why are you looking so depressed? What's happened? (lay off)

Is John still going to play in match on Saturday? (pull out off)

Won't your father stop you coming to the party? (get round)

What do you think IBN is going to do next? (take over)

How's life at the moment? (pick up)

You are looking happy! Why? (take off)

Are you still going to sell your car to that guy you met last week? (fall through)

Exercise 11. LISTENING Talking About Decisions

Listen to a brief history of the American motorcycle manufacturer, Harley Davidson.

Number these events in the correct order.

Richard Teerlink became CEO.

The company increased production in the early 1970s.

Sales of Harleys increased steadily.

Demand for Harleys fell.

Listen again and fill in the blanks

In the early 1970s demand for Harley-Davidson motorcycles was high, _____ the company increased production.

_____ production increased too quickly, quality went down and demand fell.

In the 1980s Japanese motorcycles became very popular in the USA, _____ the company lost more market share.

Richard Teerlink modernized operations and _____, quality improved.

Exercise 12. Listen to four people talking about corporate decisions

A. What kind of product or services are they talking about?

Gillette

Macy's

TAM

Toyota

B. Listen again and match the company with the correct information

Company	Objective	Decision	Result
1.	improve brand recognition in Russia	set up a website	profits rose sharply
2.	increase sales	use an electric motor and gasoline engine together	80% of the urban population knows the brand name
3.	attract business travelers	carry out a big advertising campaign	the company produced the first hybrid car
4.	protect environment	offer new schedules and luxury service	brand recognition among young shoppers increased

Exercise 13. SPEAKING Business Decisions

Look at the information below and fill in the blanks in the interview with Peter Rossini.

Peter Rossini, Pete's Pizza

- expand business
- sell franchises
- the company now has over 500 outlets

Interview

A What was your objective?

B _____.

A So, what did you decide to do?

B _____.

A And what was the result of your decision?

B _____.

SPEAKING Idiomatic American English

1. On a Shoestring

A - Out of the blue he opened the business **on a shoestring**.

- B** - That's **a feather in his cap**.
- A** - I hope he doesn't **take a beating**.
- B** - I don't think so. He **struck while the iron was hot**.
- A** - He'll probably **wind up** being **well-heeled**.
- B** - I hope so. He's been **through the mill**.

out of the blue – unexpectedly, by surprise

*I didn't know he was seriously dating a girl. **Out of the blue** he told me he was getting married. I was surprised.*

on a shoestring – with little money to spend, on a very little budget

*We organized the party **on a shoestring** and had little food to spare.*

feather in one's cap – proud achievement

*She managed through hard work to win a big contract for her company, which became **a feather in her cap**.*

*The scholarship he won to attend the university was a **feather in his cap**.*

take a beating – to lose a lot of money, to lose in a game or competition

*The Dodgers **took a real beating** on Saturday.*

strike while the iron is hot – to take advantage of an opportunity.

*On hearing of his inheritance **she struck while the iron was hot** and asked him to repay the money he owed her.*

wind up – to end, finish

*OK, just to **wind up**, could I summarize what we've decided?*

well-heeled (inf.) – well-off, wealthy, having plenty of money.

*Bob's father who is **well-heeled**, gave him a sports car.*

through the mill – through a hard time (with verbs *to be*, *to put* or *to go*)

*They really **put her through the mill** during the inquiry, asking a lot of questions.*

*He's really **been through the mill** recently.*

2. The Black Sheep

- A** Why are you **taking your hat off** to me?
- B** Because you succeeded even though you **had two strikes against** you.

You were **born on the wrong side of the tracks** and you were the **black sheep** of the family **to boot**.

A Well, **I came a long way** mainly because I was a **go – getter**.

B You also have a **head on your shoulders**. I'm glad you're **batting a thousand**.

take one's hat off to – to praise, respect

I take my hat off to that woman for bringing up 5 children on her own.

have two strikes against – to be in a difficult situation, be unlikely to succeed

Without a job or a bank account, I'll have two strikes against me.

black sheep – a family member with a bad reputation

His brother is a doctor, his sister is a teacher, but he just got sent to jail. He's been the black sheep.

to boot – in addition, besides.

She is beautiful, and wealthy to boot.

come a long way – to make great progress, develop or improve a lot

The school has come a long way since its beginnings.

There are still many gaps, but we have come a long way.

bat a thousand – to be very successful, to have a perfect record whether good or bad

She's been batting a thousand ever since she got that new job.

go-getter – an energetic person who works hard to get ahead.

The governor of the state has always been a go-getter.

have a head on one's shoulders – to be smart, intelligent, well-educated

He is not a handsome guy but the girls appreciate him because he has a good head on his shoulders.

be born on the wrong side of the tracks – to be from a poor part of a town

Even though he was born from the wrong side of the track, he has become one of this town's most prominent citizens.

Exercise 1-2 Complete each item with a word from the box

1. The couple was seeing Europe _____ .
2. He bought that stock at \$100 a share and sold it at \$50 a share. He _____.
3. Moreover commercial banks today mainly lend to _____ borrowers in their own countries.
4. She's had a difficult life. She has been _____.
5. The best salesmen are _____.
6. Bettina was very shy but now she talks with confidence. She's _____.
7. Not only he got fifty dollars, but they bought him dinner _____.
8. Children from poor backgrounds _____ them by the time they begin school.
9. I've had two interviews and two offers. I'm _____ .
10. He is going to open a computer shop. It will be _____ if he makes a success of it.
11. He's had a crippling disease since childhood but he finished college and became a lawyer. You have to _____ him.
12. Ask him for money on pay day. _____.

3. Twiddling one's Thumbs

- A** I hate to **break the news** to you, but I'm **calling it quits**.
- B** I see you're **beside yourself**, but don't **throw in the towel**.
- A** I have to. Sales have fallen off, and I'm sitting around **twiddling my thumbs**.
Business stinks.
- B** **The bottom line** is that stores like yours are **a dime a dozen**.

break the news – to tell a surprising fact

*How would he **break the news** to Mary that he'd been lying to her?*

call it quits (inf.) – to stop doing something, quit

*Just give me \$20 and we'll **call it quits**.*

*The fight has been going for years-why don't you two **call it quits** and be friends.*

be beside oneself – to be very much excited, upset, somewhat crazy.

*She was **beside herself** with jealousy when her sister got married.*

throw in the towel/sponge – to give up or stop trying.

*If we can't raise any money to carry on our campaign, we will have to **throw in the towel**.*

twiddle one's thumbs – to do nothing, be idle.

*He spent six months **twiddling his thumbs** while he waited for a job.*

stink – to be of extremely bad quality, to be terrible

*But the move, though **it stinks**, was legal.*

business stinks – seems bad, unpleasant or dishonest

bottom line – the last word, the final decision, deciding factor

*"Give me the **bottom line** on the proposed merger," said John.*

*"Five-hundred," said the used car dealer, "is the **bottom line**. Take it or leave it."*

*You and I can argue around this issue, but the **bottom line** is that our children will have to go to college if they want to get well-paid jobs in the future.*

a dime a dozen (inf.) – easy to get, of little value.

*Such proposals are **dime a dozen**.*

a dime store – a store that sells things that cost a little.

*Charles bought a pencil at the **dime store**.*

4. Hard Nut to Crack

A I can't **put my finger on** why business is bad. It's **a hard nut to crack**.

B Do you **go overboard** when you buy merchandise?

A Sometimes I **get carried away**. But I usually buy **within reason**.

B Let's try to **pinpoint** it. Is your rent too high?

A What I pay would **make your hair stand on end**.

B If that's the problem maybe you should **pull up stakes**.

put one's finger on – to find precisely, remember exactly

*He **put his finger** on the cause of our financial trouble.*

*The engineers couldn't **put their fingers on** the reason for the rocket's failure to orbit.*

hard nut to crack – something difficult to understand or to do.

*Finding money to launch our new film will be **a hard nut to crack**.*

*Mary found knitting **a hard nut to crack**.*

go overboard (derog.) – to be reckless, to go to excess

*She's **gone overboard** about that new pop group.*

Don't **go overboard** on these new modern styles. Buy just a few pieces because the style may change again quickly.

get carried away – to be delighted, cause very strong emotion

I was so pleased to see them that **I got carried away** and invited all 12 of them for lunch. He was **carried away** by the sight of the flag.

within reason – within the limits of good sense, moderate

I want you to have a good time tonight, **within reason**.
Jean's plans are **within reason**.

pinpoint – to find exact location or cause, define, highlight, determine.

It's difficult to **pinpoint** the cause of the accident.
They need to **pinpoint** exactly what skills are necessary.

pull up stakes – to leave a place where you have been living.

There aren't many people left in this town. Everyone is **pulling up stakes**. They are moving someplace where they can find a job and make a better living.
We are going to **pull up stakes** and move to California.

Exercise 3-4 Complete each item with an idiom from the box

1. Many executives get transferred and their families must _____.
2. I'd rather work than stand around _____.
3. After twenty-five years as a teacher, he's decided to _____.
4. That movie is awful. _____.
5. _____ is that recycling isn't profitable.
6. Jobs like his are _____.
7. I haven't been feeling very well lately, but I can't _____ the cause.

8. Getting into show business is a _____.
9. That's a beautiful dress. I'll buy it if the price is _____.
10. Investigators are trying to _____ the cause of the fire.
11. I was surprised when she _____ they were getting married.
12. Her cooking is good. I always _____ and eat too much.

REVISION 1 (DALOGS 1-4)

Exercise 1. Choose the idiom that best completes each item

1. He _____ in Las Vegas.
 A. took a beating B. twiddled thumbs C. called it quits
2. It was a three day course and they really _____ .
 A. came a long way B. put our finger on C. put us through the mill
3. We called in an electrician hoping he could _____ the cause of the short circuit.
 A. take a beating B. throw in the sponge C. put a finger on
4. The boxer _____ about half way through the match.
 A. pinpointed B. threw in the towel C. pulled up stakes
5. Do what you can, _____ , to prevent accidents.
 A. to boot B. within reason C. on a shoestring
6. At midnight the band still showed no sign of _____ .
 A. calling it quits B. batting a thousand C. stinking
7. Trevor has won a scholarship to Cambridge.' 'Oh, that's wonderful – certainly _____ !'
 A. a tough nut to crack B. a feather in his cap C. a dime a dozen
8. Satellite pictures helped to _____ the locations of 13,000 troops.
 A. go overboard B. come a long way C. pinpoint
9. He never studied at school and _____ is, he can't read well.
 A. hard nut B. the shoestring C. the bottom line
10. I was able to win every game. I was _____ .
 A. throwing in the B. batting a thousand. C. going overboard
 sponge
11. He can figure out complicated problems very quickly. He has _____.

- A. a feather in his hat B. a head on his shoulders C. two strikes against

12. She won the lottery. Now she can stay home and _____.

- A. twiddle her thumbs. B. pull up stakes C. call it quits

Exercise 2. Complete each item with an idiom from the box

to boot	twiddle thumbs	the bottom line
pinpoint	come a long way	a dime a dozen
on a shoestring	a go-getter	go through the mill

- Part of the Council's records-base is _____ of privatization.
- George was _____ ; he wasn't afraid to take a risk.
- The Corrado is a car that's small, quick, and stylish _____ .
- Let's go - there's no point in sitting here _____ .
- In radio you have to keep the listener listening. That's _____ .
- Used books are _____ so don't worry if you can't sell them.
- Scientists have been unable to _____ the exact causes of cancer.
- Hamilton Technologies in 1993 still _____ budget, as it had from the day its doors opened.
- Simulators have _____ in recent years and today many of them use screen addressing to update the information.
- When the mother couldn't find her child she was _____ .
- I'll never be able to pass my mathematics course. I'm going to _____ and withdraw from the course.
- She's gaining weight, so I was surprised she ordered macaroni and chocolate ice-cream _____ .

5. In a Jam

A I hear you are **in a jam**.

B I want to **get out of** an agreement with that **fly-by-night** organization. I don't think they are **on the level**.

A You should have **double-checked** before you **put your John Hancock** on the contract. Now your company will end up **in the red**.

B I guess I'll have **to chalk it up** to experience.

in a jam – in a predicament

*If you continue to disregard the university instructions on how to take a test you'll wind up **in a jam** with the head of the department.*

get out of – to avoid/ stop doing sth.

*He **got out of** jury duty because of his illness.*

fly-by-night – unreliable

*I don't trust the company. I think they're a **fly-by-night** organization.*

*Hotels are bothered by **fly-by-nights**.*

on the level – honest and fair

*Our teacher respects students who are **on the level** with her.*

*The car dealer offered Robert a fancy car at a big discount. Robert was suspicious. He didn't know if the deal was really **on the level**.*

double-check – to look again for errors

Double-check that all the information was copied correctly.

John Hancock – your signature/your name in writing

*They sent the check back because he forgot to put his **John Hancock** on it.*

in the red – not making profit/have no money in one's bank account

*A large number of American radio stations operate **in the red***

*Bill can't handle money. He has been **in the red** as long as I've known him*

in the black – to be prosperous or making profit/not to owe any money

*Our oil and gas operations are comfortably **in the black**.*

*I've paid off my overdraft and it's a good feeling to be **in the black** again.*

chalk up – to record, score

*She studied hard this year and **chalked up** some good grades.*

***Note:** The expressions **in the black/in the red** originate from the color of ink that was used on the credit (black ink) or on the debit (loss/red ink) side of a business ledger or account book.*

6. A Brainstorm

A He **thought up** a great idea for a new product.

B May be with this **brainstorm**, he'll **take the plunge** and start his own business.

- A** I think he wants to **try his idea out** for a while. He doesn't want to **jump the gun**.
- B** He should **kick it around** a while, but it won't work unless he can **take over**.
- A** Well, so far none of his plans have managed to **get off the ground**.

think up – to produce a new idea

*Who **thinks up** the stories for these stupid TV shows?*

brainstorm – to suggest a lot of ideas

*I had a **brainstorm** about the project last night.*

take the plunge – to stop hesitating and finally do something planned

*I always wanted to own a jewelry store. I think this year I'll **take the plunge**.*

try out – to test sth. such as a method or a piece of equipment to see if it is effective

*He could hardly wait to **try out** his new bike.*

jump the gun – to start doing sth. too soon esp. without thinking about it carefully.

*Miller is young, and comparing him to the great quarter-backs, is **jumping the gun**.*

*I think it would be **jumping the gun** to sign the agreement at this stage.*

kick around – to discuss, think about it before making decisions.

*He has been **kicking around** the idea of moving to Florida.*

take over – to take control of sth.

*Jack is supposed to **take over**.*

get off the ground – a plan/business idea starts to be successful

*Construction of the theme park never **got off the ground**.*

Note: ***John Hancock** (1737-93) is a US politician who was the president of the Continental Congress before the US became an independent country, and was the first person to write his name on the Declaration of Independence.*

Exercise 5-6. Complete each item with a word from the box

get off the ground	a fly-by-night	in the red
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John Hancock	get out of	in a jam
into the black	took the plunge	on the level
brainstorm	jump the gun	double-check

1. We _____ and set up our own business.
2. We have to get our account _____ otherwise the bank will never give us a mortgage.
3. See if you can _____ that meeting tomorrow.
4. I wondered if the fortune teller was _____.
5. If you just put your _____ on this line at the bottom of the contract, you can drive the car away right now.
6. I am _____. I have a doctor's appointment at the same time as I have to pick the children up from school.
7. He runs his farm _____ but makes his money with his factory or business.
8. He works individually with students, helping them _____ and write rough drafts.
9. Our plans for a party didn't _____ because no one could come.
10. Although Darlene had been working for the company for a few months, she still didn't trust them. She felt she was working for _____ company.
11. You'll need more facts before you go into business. _____.
12. _____ that the computer file was properly copied.

7. Play It By Ear

A He **butted in** and **loused up** the deal.

B Don't worry. We'll **iron out** the problems. Just **play it by ear**.

A Do you think we'll ever **get our foot in the door**?

B Only if we **handle them with kid gloves**. We don't want to **get the brush-off**.

A I'll **make sure** he doesn't **put his foot in his mouth** again.

butt in – to interrupt a conversation rude/interfere in other people's business

*I'm sorry to **butt in** but you are wanted on the phone.*

*I don't want you or anyone else **butting in** on my own business.*

louse up – to spoil/do sth badly

*Cris really **loused up** on his finals.*

iron out – to solve or get rid of problems or difficulties esp. small ones.

*We are meeting tomorrow to **iron out** the details of the contract.*

play it by the ear – to decide what to do according to the way a situation develops without making plans before that time

*We'll see what the weather's like and **play it by ear**.*

get a foot in the door – to get your first opportunities to work in a particular organization or company

*I auditioned for a commercial and got it and that's how I **got my foot in the door**.*

handle/treat so. with kid gloves – to treat so. very carefully

*I want you to **treat** Hayley **with kid gloves** today. She's still upset about her father.*

get the brush-off (slang) – to be ignored

*Frank and Jane had an argument, so the next time he telephoned her he **got the brush-off**.*

make sure – to look at to be sure

*First, **make sure** that the printer has paper in it.*

*Before you write your report on the life of Washington you should **make sure** of the facts.*

put one's foot in one's mouth – to say sth. that is embarrassing/make a rude mistake

*She **put her foot in her mouth** with her joke about that church, not knowing that one of the guests belonged to it.*

8. Back To The Drawing Board

A I'm a **goner**. My new project **bombed**.

B I thought it would **go over big** with the boss. Why did it **go up in smoke**?

A A problem arose **from left field**, and now I'm back to **square one**.

B How much will it cost now? Can you give me a **ballpark figure**?

A I will not know for another week. Meantime, I have to **get back to the drawing board**.

goner – someone who's in a impossible situation

*When one of the plane's engines went out I thought I was a **goner**.*

bomb – to fail, be not successful

*Although the show was a hit in London it **bombed** on Broadway.*

*I **bombed** on the quiz he gave us.*

go over big – to be liked, succeed

*Bill's joke **went over big** with the other boys and girls.*

go up in smoke – to disappear and be ruined

*The barn full of hay **went up in smoke**.*

*Jane's hopes **went up in smoke** when her father lost her job.*

out of/from the left field (inf) – to be very surprising or unexpected

*People don't know how to react when a question like that comes at them **out of left field**.*

be back at/to square one – to return to the beginning, start any activity over

*The development deal fell through and now **we're back to square one**.*

ballpark figure/estimate/amount – a number or amount that is almost

in the (right) ball park but not exactly correct

*Could you give me a **ballpark figure** for rebuilding the offices?*

*Their estimate is **in the right ball-park**.*

go/get back to the drawing board – to start working on a plan again after it failed

*Voters rejected the bridge expansion plans so it's **back to the drawing board**.*

*Note: **from the left field** - a position in baseball in the left side of the outfield*

***ball park** - a field for playing baseball with seats for watching the game*

Exercise 7-8. Complete each item with a word from the box

1. Winning an Oscar was something that _____ for us.
2. We need to _____ a few problems first.
3. We've booked the flight, but not the accommodation – we'll _____ when we get there.
4. The team's chances to win _____ when their captain was hurt
5. Okay, let's go _____ and try again.
6. Mary was explaining to Jane how to knit a sweater when Barbara _____.
7. He said \$25,000 but it's just a _____.
8. Don't let Jane _____ by joining the club or soon she'll want to be president.
9. I checked the phone cord and _____ it was plugged in correctly.
10. He doesn't think of what he is saying and usually _____
11. She made a delicious meal for dinner. It _____.
12. We went to see that new play but nobody likes it. It _____.

Revision 2 (Dialogs 7-8)

Exercise 1. Choose the idiom that best completes each item.

1. You're the only person mixed up in this business, whom I believe to be _____.
A. in a jam B. up in the smoke C. on the level
2. A business must stay _____ to keep on.
A. in the red B. in the black C. out of the left field
3. I'd sell the house for \$150,000, but his offer isn't even _____.
A. at square one B. in the ballpark C. in the door

4. Stone is trying to get a business contract with *General Computers*. According to his secretary, he's already _____ .
- A. made sure B. played it by ear C. got his foot in the door
5. If there are any problems in performance-related pay, we can _____ these _____.
A. iron out B. brainstorm out C. butt in
6. But it has taken the project some time to _____ .
A. get off the ground B. take the plunge C. jump the gun
7. The police are now _____ in their investigation.
A. on the level B. in the black C. back at square one
8. I don't know what they will want when they arrive – We'll _____ .
A. make sure B. play it by ear C. think up
9. I don't think I made a mistake. I _____ all my calculations.
A. ball-parked B. chalked up C. double-checked
10. Sharon has been thinking about going to work in the States. At last she has _____ and has applied for a visa and work permit.
A. taken the plunge B. ironed out C. butted in
11. The small trading company took in a lot of money from trusting investors and then closed up. It had been a _____ operation.
A. ball park B. fly-by-night C. left field
12. They want my _____ on the contract
A. John Ramsfied B. James Hancock C. John Hancock

Exercise 2. Complete each item with an idiom from the box

back to the drawing board	taken the plunge	in the red
comes out of the left field	go up in smoke	get out of
John Hancock	fly-by- night	foot in the door
get off the ground	brainstorm	ball park figure

1. He's trying to _____ tidying his room.
2. Please sign your _____ here and we will process your order right away.
3. My son's bank account is usually _____ .

4. For some years I have been thinking of buying a word processor but have not yet _____.
5. Judy had planned carefully and put in a lot of time building her career. Then she made one foolish mistake, and saw all her hard work _____.
6. Our plan to raise money for a new swimming pool didn't work. Now we are _____ .We have to think of a better plan.
7. Our company is often faced with _____ competitors who dump a bunch of inauthentic junk on the public at exorbitant prices.
8. The researcher could share enthusiasms, be a shoulder to cry on and help _____ alternatives.
9. Some of the griping _____ .
10. Michael isn't making too much money now. He's waiting for his new business to _____.
11. That company won't give me any business. May be if I take their executives out to dinner, I'll get my _____
12. How much does it cost to build a house? Give me a _____.

Revision 3 (Dialogs 1-8)

Exercise 1. Choose the idiom that best completes each item

1. By the end of the first year StarNet was _____ and Cauthorn was recognized nationally for his accomplishments.
 - A. in the red
 - B. in the mouth
 - C. in the black
2. Do you think his offer is _____ ?
 - A. on the level
 - B. on a shoestring
 - C. to boot
3. The construction plans were very near completion, but then the customer changed his mind on some major aspects. Now it's _____.
 - A. well-heeled
 - B. back to square one
 - C. through the mill
4. As he has no political party that can provide him with practical support, he is forced to _____.
 - A. butt in
 - B. come a long way
 - C. play it by ear

5. Ralph and his wife decided to _____ into business.
 A. jump the gun B. twiddle their thumbs C. take the plunge
6. His plans to open a new restaurant have _____ since he lost his job.
 A. got off the ground B. gone up in smoke C. gone over big
7. The program was run _____ for years until they found a sponsor.
 A. in the ballpark B. on a shoestring C. to square one
8. Pardon me for _____ on your conversation, but this is important.
 A. butting in B. pulling up stakes C. brainstorming
9. Tim said he wasn't feeling well, but the teacher knew he was only trying to _____ the history test.
 A. get out of B. think up C. iron out
10. She _____ by working in local radio.
 A. called it quits B. put her foot in the mouth C. got her foot in the door
11. After many years of an unhappy marriage, they decided to _____.
 A. go overboard B. call it quits C. twiddle thumbs
12. I know I met him somewhere, but I can't _____ it.
 A. pinpoint B. brainstorm C. iron out

Exercise 2. Complete each item with an idiom from the box

a fly-by-night	a ball park figure	in the red
the bottom line	within reason	calling it quits
pinpoint	get off the ground	to boot
come a long way	dime a dozen	make sure

1. She was a great sportswoman, and beautiful _____ .
2. In the House, 33 members – 23 Democrats and 10 Republicans – are also _____ .
3. _____ for city officials: Be kind to your current employers.
4. The test is meant to _____ which types of jobs you are suited for.
5. Mrs. Blank bought her vacuum cleaner from a new company: when she tried to have it fixed, she found it was _____ business.

6. Many governments operate year after year_____. They simply keep borrowing money against the taxes they expect to collect in the future.
7. Jane has this great idea of publishing a technical magazine for children, but she doubts that she'll ever _____ the plan _____ .
8. You can say whatever you like, _____ .
9. _____of \$3,000 would be realistic.
10. Microwave ovens _____since they first appeared in our kitchens.
11. I only wanted to _____he wasn't lost.
12. Fish recipes are a _____, but this one is really good.

***IDIOMS* Trouble and difficulty**

- 1. have your back to the wall** – be in a difficult situation

He'll have to give in. He has his back to the wall.

2. a vicious circle – situation in which one problem leads to another and the new problem makes the first worse.

House prices are not rising. They are dropping. We are in the middle of a vicious circle. The more houses that are repossessed, the more will be up for sale, and the more prices will drop. And so it goes on.

3. not to have a leg to stand on – be in a very weak position

I haven't got a leg to stand on. I had no witnesses.

4. throw a spanner /monkey wrench (Am.) in the works – to cause smth. to stop.

If you throw a spanner into treaty negotiations, they will fail.

The game was going smoothly until you threw a monkey wrench into the works by fussing about the rules.

5. rock the boat – to cause a disturbance that may spoil a plan.

Politicians don't like to rock the boat around election time.

6. make waves – make trouble or difficulties, a sensation.

Joe is the wrong man for the job; he is always trying to make waves.

They are part of the new breed furniture makers who are starting to make waves on the American scene.

7. not out of the woods – still have difficulties or be in a bad condition.

She nearly died during the operation, and she is not out of the woods yet.

One economist warns that the nation's economy is not out of the woods yet.

8. put ones foot in ones mouth – speak carelessly, make a rude mistake.

I put my foot in my mouth by telling John's secret.

9. in hot water – in trouble

Buckingham Palace has warned a marketing firm it could land in hot water for using the name of the Princess Royal daughter to promote a perfume.

10. clutch/grasp at straws – make a futile attempt at smth.

John couldn't answer the teacher's question. He was just grasping at straws.

11. a can of worms – a complicated problem

I wish you'd never found the missing files. You've opened a whole can of worms.

12. a Catch 22 – a difficult situation that is impossible to escape from because each part of the problem must be solved first

The Catch – 22 of job-hunting was that the factory wanted to hire only workers, who had experience in making computers but the only way to get the experience was by working at the computer factory.

Exercise 1. Select A, B or C

1. 'I don't want to _____ or upset people.'
A. make waves B. be in hot water C. have a leg to stand on
2. 'We are in a _____ position. We're not being paid. But if we don't play the club will go under.'
A. can of worms B. Catch 22 C. vicious circle
3. 'If I was miserable I looked for the comfort of food, but it made me fat and unhappy and the _____ would start again.'
A. vicious circle B. opening a can of worms C. clutching at straws
4. Drug abuse is _____ nobody wants to open at sporting events.
A. a vicious circle B. in hot water C. a can of worms
5. He found himself _____ with police for making an offensive gesture at fans during the game.
A. in Catch 22 B. in hot water C. in the woods
6. 'We're really at a loss. We're kind of _____.'
A. clutching at straws B. rocking the boat C. making waves
7. How can I bargain when I've _____.
A. opened a can of worms B. got my back to the wall C. put my foot in my mouth
8. Look, Tom, everything is going fine here. Don't _____.
A. grasp at straws B. rock the boat C. have a leg to stand on
9. She _____ with her joke about that church, not knowing that one of the guests belonged to it.
A. threw a spanner B. clutched at straws C. put her foot in her mouth

10. When the patient _____, everyone relaxed.
 A. grasped at straws B. had a leg to stand on C. got out of the woods
11. It's only my word against his, I know. So I don't _____.
 A. rock the boat B. have a leg to stand on C. clutch at straws
12. When John suddenly refused to help us, he really _____ into the works.
 A. threw a monkey B. rocked the boat C. made waves
- wrench

Exercise 2. Complete with one of the following idioms

back to the wall	throw a monkey wrench into the works	
in hot water	make waves	a can of worms
rock the boat	was grasping at straws	a Catch 22

- John got himself _____ by being late.
- Winston Churchill's inflammatory outburst a few days ago o the 'relentless flow of immigrants to this country' has opened _____ on how Britain should accommodate its refugees and immigrants.
- Why do you always have to _____? Can't you be constructive?
- It's _____ situation. Nobody wants to support you until you are successful. But without the support how can you ever be successful.
- I don't want to _____, but have you checked with a lawyer?
- Everyone is happy with the situation as it is. If you change it you'll _____.
- The thief told the judge one excuse after another. But it was obvious that he was desperate and _____.
- It is not a company with it' _____, they have just won a 13 billion-pound contract with Nuclear Electric.

IDIOMS Success and failure

1. **hit the nail on the head** – get something exactly right.

He doesn't say much, but every now and then he hits the nail right on the head.

2. **with flying colors** – with great or total success.

Tom finished the race with flying colors.

3. **the writing is on the wall** – a warning; a message of some urgency.

"This nuclear plant is about to explode, I think," the chief engineer said.

"We'd better get out of here in a hurry, the handwriting is on the wall."

4. **go to the wall** – lose money; business fails.

We really went to the wall on that deal.

5. **back to the drawing board** – prepare a completely new plan for sth

"The European identity remains far too weak to bear the stresses and strains of a single currency. It is no accident that currencies are nationally based. Brothers and sisters, back to the drawing board"

I flunked English this semester. Well; back to the old drawing board.

6. **draw a blank** – get no response or result, be unsuccessful at doing sth

So far the police investigations have drawn a blank.

7. **win hands down** – win very easily with a clear lead.

The New Winter Palace Hotel wins hands down for both comfort and location.

8. **plain sailing /easy sailing** (Am.) - an uncomplicated, or easy course.

For a graduate of such a famous university as he was, that assignment was a plain sailing.

9. **a white elephant** – unwanted property, that is hard to sell.

That big house of theirs on the corner sure is a white elephant.

The department store is having a white elephant sale. They've reduced the prices on all the merchandise that they haven't been able to sell.

10. **in the bag** – a sure thing; success is assured.

The personnel director said that I was the best candidate for job and that if I pass the typing

test tomorrow, the job is in the bag.

11. a feather in one's cap - benefit / an exceptional achievement,

John earned a feather in his cap by getting an A in physics.

12. throw in the towel/sponge (Am.) - stop doing smth.

'He had a heart bypass at 63! Can you imagine? If I were in his position at that age, I'd just throw in the towel. We go through all that just to try to live a normal life at that age?'

Exercise 1. Select A, B or C

1. I keep trying to pass that math exam but each time I try it I _____.
A. throw in the towel B. hit the nail on the head C. draw a blank
2. 'Lady' was an immediate success. A work of theatre art, a feast of plenty, _____ of the American theatre.
A. a white elephant B. a feather in the cap C. back to the drawing board
3. They've rejected our proposal, so it's _____.
A. back to the drawing board B. hit the nail on the head C. win hands down
4. '_____ for Capriati when she lost the first set 6-1 in less than 20 minutes, failing to win single one of her service games and serving four double faults.'
A. Thrown in the towel B. Plain sailing C. The writing was on the wall
5. 'The new pyramid in Memphis can be viewed either as an architectural wonder or a 32-story _____.'
A. writing on the wall B. white elephant C. flying colors
6. The company _____ because of that contract.
A. hit the nail on the head B. won hands down C. went to the wall
7. 'I had a medical in April and passed _____. I keep myself pretty fit. I do my exercises in the bathroom every morning.'
A. hands down B. with flying colors C. in the bag
8. Don't give up. It's too soon to _____.
A. hit the nail on the head B. draw a blank C. throw in the sponge

9. I know you think that the scholarship is ____, but don't get your hopes up too high.
 A. in the bag B. in the towel C. in the sponge
10. Why don't you challenge Jeff to a game of tennis? He thinks he can,_____. But I think he is wrong.
 A. hit the nail on the head B. win you hands down C. draw a blank
11. As she found, even with ideal tenant sharing the kitchen and the bathroom isn't all_____.
 A. easy sailing B. writing on the wall C. flying colors
12. The mayor's talk on race relations _____.
 A. hit the nail on the head B. go to the wall C. win hands down

Exercise 2. Complete with one of the following idioms

<i>drew a blank</i>	<i>back to square one</i>	<i>with flying colors</i>	<i>easy sailing</i>
<i>the writing is on the wall</i>	<i>white elephant</i>	<i>went to the wall</i>	
<i>a feather in my cap</i>	<i>in the bag</i>	<i>hit the nail on the head</i>	

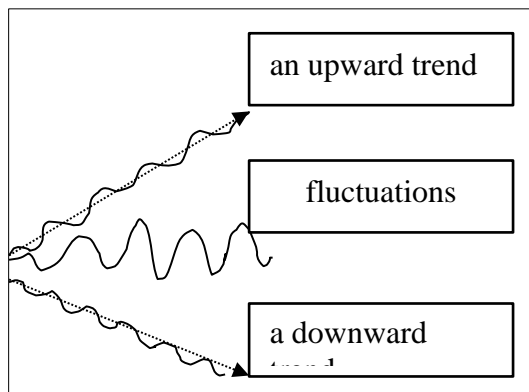
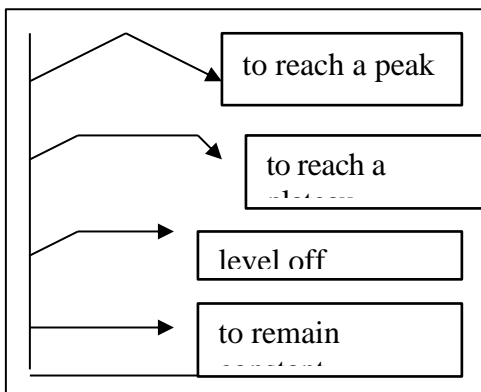
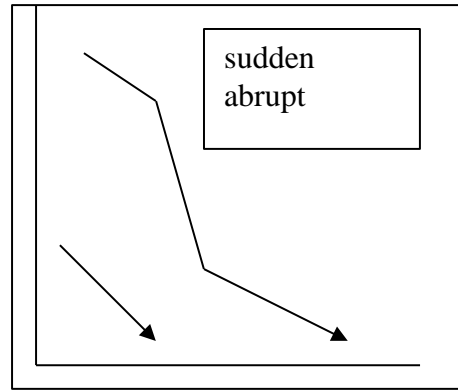
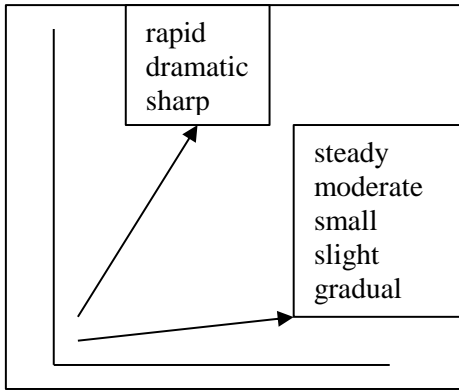
1. Concorde, the only _____ ever to fly, was a monstrously uneconomic project.
2. This is the man – who after four albums – reckons he's finally _____ in terms of getting to the point with the lyrics.
3. If the experiment fails we'll have to go _____.
4. She qualified for the race _____.
5. We looked in the files for an hour but we _____.
6. Getting a new client was really _____.
7. _____ –if we do nothing about it we'll have only ourselves to blame.
8. A total of 1776 companies _____ in three months – a drop of 14 percent on the first three months of 1992.
9. We thought we had the game _____.
10. It's not going to be an _____. He is bound to come up with some tough opposition.

PART IV DESCRIBING A CHANGE

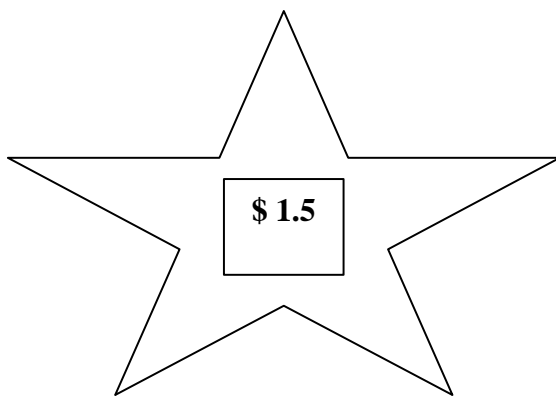
upward	downward	by large amount	by small amount
increase go up rise climb grow be up	decrease go down fall decline drop be down	significant(ly) dramatic(ally) sudden(ly) sharp(ly) rapid(ly)	slight(ly) steady(ily) gradual(ly)
recover / get better	get worse	fluctuate	a fluctuation
by large amount rocket/skyrocket shoot up / take off soar	by large amount plunge plummet slump	stabilization stand at / stabilize at be back to remain constant / stable at stay the same / at the same level level off at	
reach a peak of	reach a low point of / the bottom of		
Time prepositions	Change prepositions	Reasons	Result
In / until at the end / beginning of by the end of.. between ... and... from...to over / during throughout in the next two months	at 10 from 10 to 14 by 4	because(of) due to owing to be attributed to be caused by as a result of result from	as a result as a consequence consequently lead to cause result in

1. We can see on this graph...
2. As the graph shows...
3. On this graph we notice...

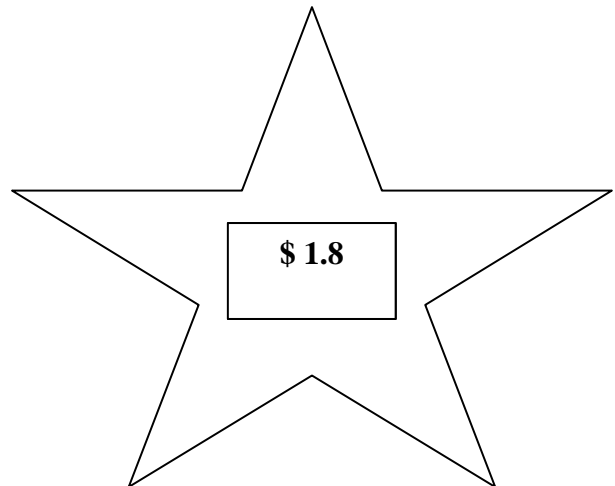
Graph description



Amount and difference



1999



2000

In 1999, the price of oil stood *at* \$ 1.5.

Oil prices rose *by* \$ 0.3 in 2000.

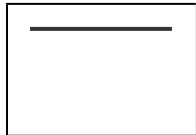
Oil prices rose *from* \$ 1.5 *to* \$ 1.8 in 2000.

There was an increase *of* \$ 0.3 in 2000.

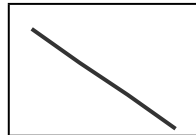
PRACTICE

Exercise 1. Graphs give a clear picture of trading performance and other statistical information. Choose words from the list at the bottom of the page to describe each of these graphs

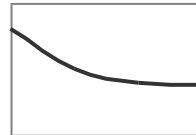
e.g. 1 = turnover remained constant



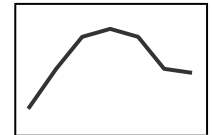
1 - TURNOVER



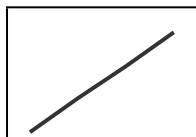
2 - PROFITS



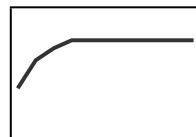
3 - SALES



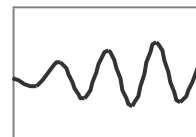
4 - COSTS



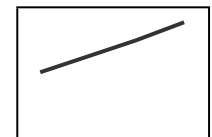
5 - DEMAND



6 - OVERHEADS



7 - PRICES



8 - OUTPUT

rose sharply

fell gradually

reached a peak

increased gradually

fluctuated

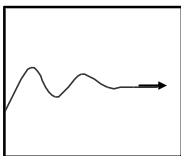
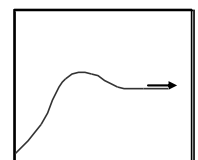
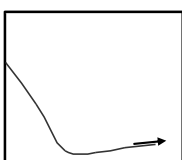
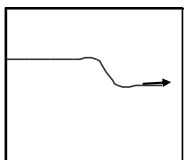
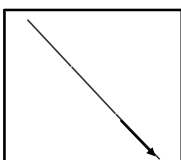
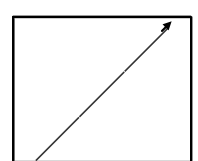
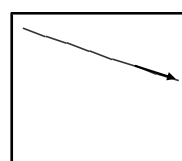
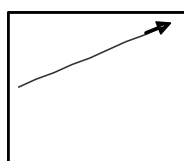
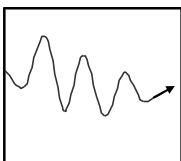
remained constant

declined sharply

leveled off

Exercise 2. Match the nine verbs to the nine small graphs

dip fall **fluctuate** level off plunge recover rise shoot up steady



1 fluctuate

2 _____

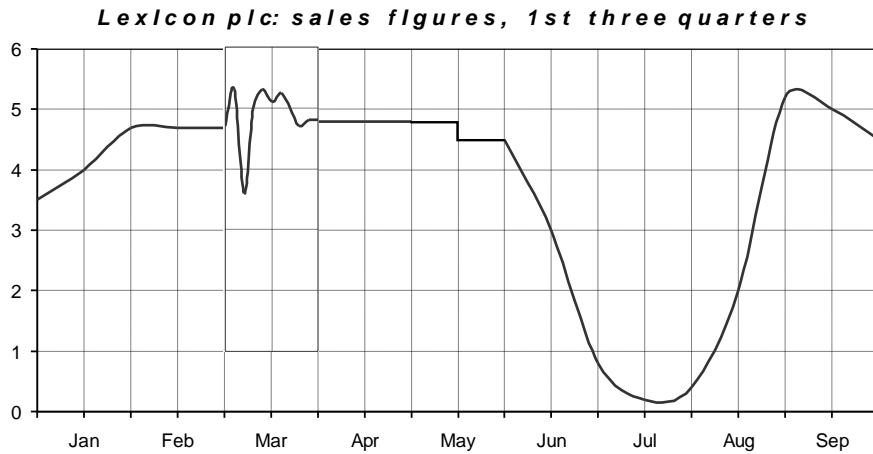
3 _____

4 _____

5 _____

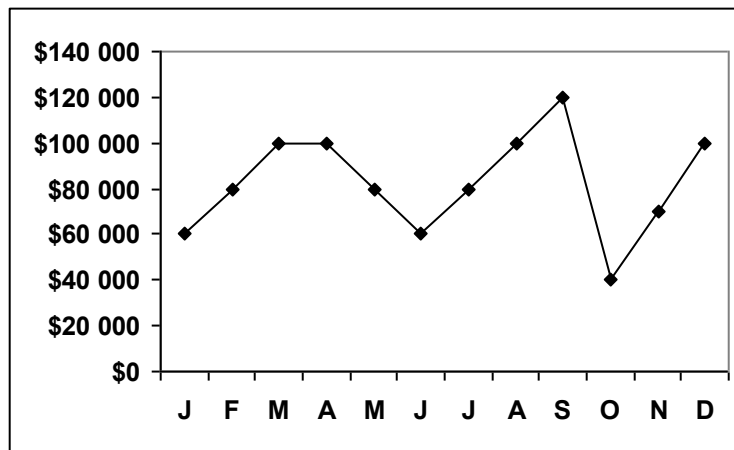
6 _____ 7 _____ 8 _____ 9 _____

Exercise 3. The sentences below describe the graph



- | | |
|----------------------------|-----------------------------|
| 1. In January sales _____ | 6. In June sales _____ |
| 2. In February sales _____ | 7. In July sales _____ |
| 3. In March sales _____ | 8. In August sales _____ |
| 4. In April sales _____ | 9. In September sales _____ |
| 5. In May sales _____ | |

Exercise 4. Look at this graph showing sales and complete the sentences

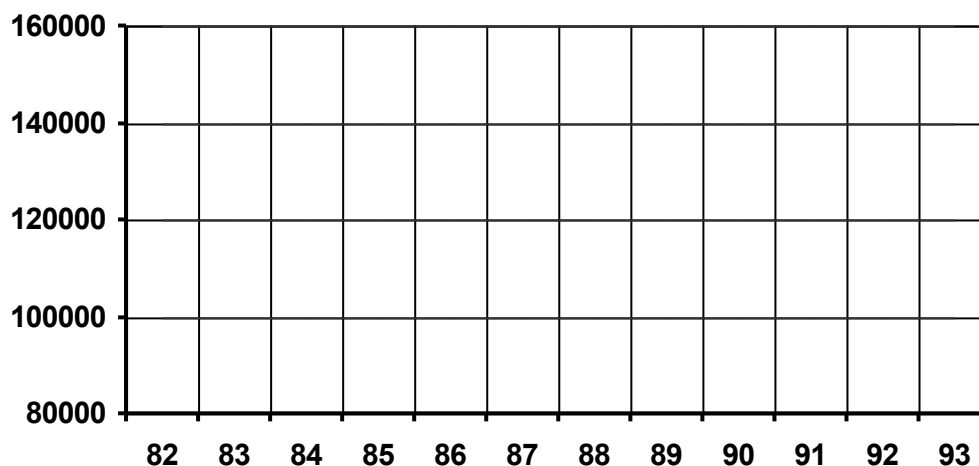


- In February, sales increased \$ 80 000.
- The following month, there was a further increase \$ 20 000.
- In April, they remained constant \$ 100 000.
- In the next two months, they dropped \$ 40 000.
- As a result of this fall, they were back \$ 60 000 in June.
- The next three months saw a steady rise \$ 120 000 in September.

7. This was followed by a dramatic fall \$ 40 000 in October.
8. Sales rose in December to finish the year \$ 100 000.

Exercise 5. LISTENING Company performance

Listen to the cassette and draw graphs: for products A and B



There are two types of product range represented on this graph: product ranges A and B. They are represented by two different curves.

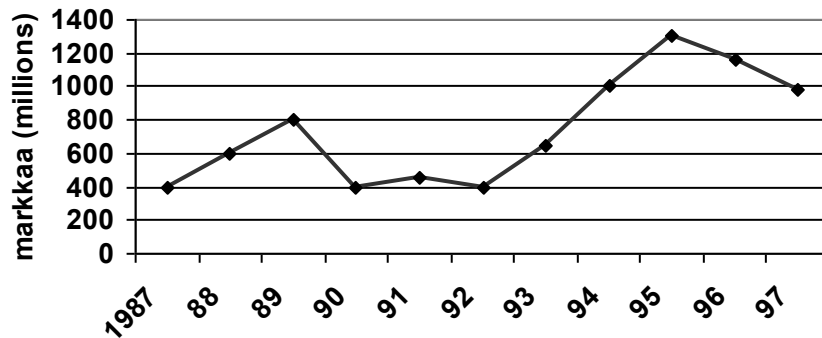
Let's look at **product A** first. In 1982, Microtex sold 100, 000 units in this range, and sales remained at this level in 1983. Then in 1984 turnover increased to 120, 000, and by 1985 the level was 140, 000. Again, in 1986, there was a steady increase to 150, 000. The next year sales of range A fell slightly to 140, 000 and then fell dramatically in 1988 to reach a low point at 90, 000. Since then, there has been a steady increase: to 100, 000 in 1989; then a rise to 110, 000 in 1990; the same increase again, to 120, 000 in 1991; and again, range A sales have reached a peak of 140, 000 in 1992.

Now **product range B**. Range B was the major product range in 1982; at a level of 150, 000 units per year. Sales in this range enjoyed a steady period for three years, until 1984, but then in 1985 there was a sharp drop to 110, 000. The sales force managed to achieve a slight increase in 1986 (to 120, 000), but then the downturn continued: in 1987, 110, 000; 100, 000 in 1988; 1989, 90, 000; 1990, a low point of 80, 000. Since then sales have remained steady, and we think that

turnover in the product range has reached a trough, which may continue for two or three years to come.

Exercise 6. LISTENING Complete the text

Finland's paper exports to Japan



In 1987 the export figures stood at 400 m Finnish markkaa. There was a _____ between 1987 and 1989 when figures _____ over 800 m. This was followed by a _____ between 1989 and 1990 when Finnish paper exports to Japan _____ to 400 m. There was a _____ between 1990 and 1991 when exports hit the 450 m mark but they _____ again to 400 m in 1992. Between 1992 and 1995 there was a _____ and exports of paper to Japan _____ of 1,300 m in 1995, before _____ again to under 1,000 m in 1997.

Exercise 7. Fill in the missing prepositions in the sentences below

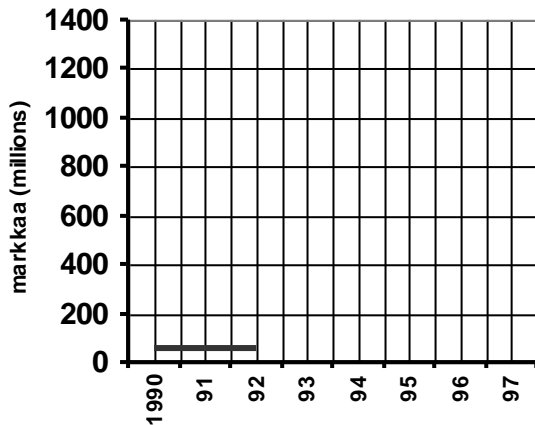
at	between	by	from	of	to
----	---------	----	------	----	----

1. Labor costs have fallen _____ 22% of total production costs _____ 14% in the last ten years.
2. The growth in sales has led to rise _____ 30 % in profits.
3. A 10% drop in sales has reduced the profit _____ 40 %.
4. Capital investment for the year stands _____ \$6,000.

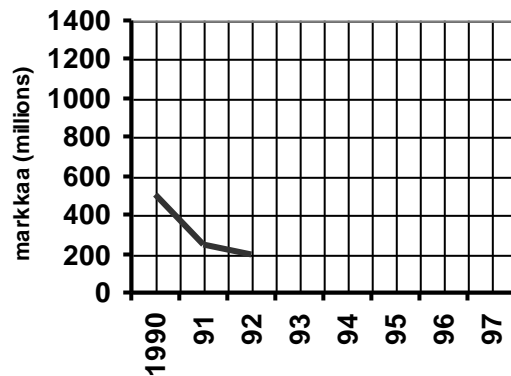
5. Pre-tax profits reached a peak ____\$5m two years ago but have been lower since.
6. There was a dramatic fall in sales to the USA _____ 1997 and 2000.
7. Weekly sales have leveled off _____ \$34,000.
8. The rise in raw material prices is expected to be _____3.5% and 4.5% this year.
9. They expect to create 1,450 jobs worldwide _____the end of the next year.
10. During 1999/2000 retail floor space increased____5% ____a total__48,000m².

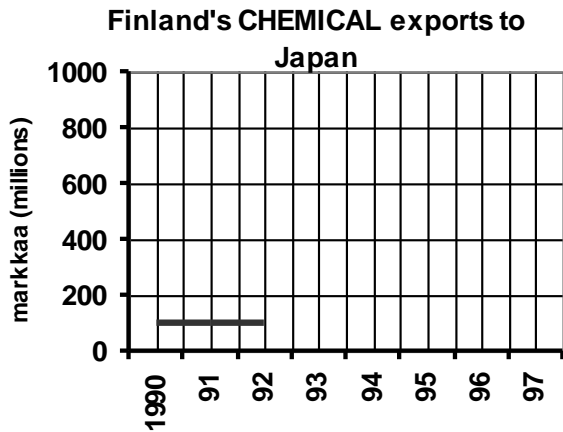
Exercise 8. Listen to the description of other Finnish exports to Japan and complete the following graphs

Finland's WOOD exports to Japan



Finland's MACHINERY exports to Japan





Exercise 9. Read the report about the first year's sales of the antibiotic Trioxil and explain the reasons for changes in company performance

In August 1989 we launched a new antibiotic, Trioxil. In 1990 sales of the new product increased rapidly worldwide and today stand at over 130 million Swiss Francs.

In Japan sales were slow at the beginning of the year because we had problems with distribution. In May we reached an agreement with a new distributor and the situation improved. Sales over the year rose by 24 % to 18.6 million Swiss Francs.

In the more competitive U. S. market, sales stayed at their 1989 level due to a sharp fall in the value of the dollar. In 1989 Junior Delpol was the best selling children's antibiotic in the world. But European sales of the product dropped slightly. So, in August 1990 we launched Junior Trioxil in Italy. In its first six months sales reached 5.4 million Swiss Francs.

PART V MAKING A PRESENTATION TIPS

1. Know your Audience

Imagine putting together a really comprehensive presentation on crime rates with lots of raw data and spreadsheets.

Who is more likely to enjoy your presentation? Teenagers or statisticians?

Probably the statisticians.

Here's the point: The exact same presentation can thrill one audience and bore another to death.

So, you must consider your audience before you make your first slide or notecard.

Use these questions to frame your presentation around your audience:

1. What is their experience with the topic?
2. What's their education level?
3. How is the topic relevant to their daily lives?
4. How can learning about the topic benefit them?

Giving an awesome presentation isn't about convincing your audience to understand your points. It's about you understanding your audience and "speaking their language."

2. Smile

This one seems easy, but it's incredibly difficult to smile when you're super nervous about your presentation.

If the presenter is noticeably unhappy or stressed, the audience will be too. If the presenter is relaxed and confident, the audience will be more receptive and at ease.

You don't have to actually be cool and confident to inspire your audience. You just have to make them think you are. The best way to do that is to smile.

Studies have actually shown that smiles (and frowns) are contagious. That means, as the presenter, you are in control of the entire room's vibe.

Smile at the back of the room. Smile at faces in the audience. Smile at your boss. And make eye contact when you do it. It might seem awkward at first, but when you see the effect it has, you'll feel like smiling a lot more!

3. Don't Read Your Slides

Unless you are presenting to a multinational audience, **DO NOT JUST READ WHAT YOU WROTE ON YOUR POWERPOINT SLIDES.**

This will drive your audience insane with boredom and rage.

They can read. They don't need you to read for them.

Instead, use your slides to supplement what you have to say. Here are some ideas of what to include in your slides:

1. Include images to bring your ideas to life
2. Show graphs and charts for evidence
3. Cite quotes to show that you're really smart
4. Make jokes to lighten the mood
5. Play videos, because everyone likes watching movies
6. Download free music and play it to set the mood (a good one, hopefully)

Your slides are not the focus of your presentation—you are! They should enhance what you have to say and not simply repeat it. You may be a master of PowerPoint, but your slides will never be as engaging as you can be.

Why?

Because you're human. And audiences will naturally connect with your emotions and body language before they ever develop feelings for a slide.

PART VI Making a Presentation Plan

I. Introduction

1. Subject

I'm going to talk about ...

The subject of my talk is ...

2. The structure and sequencing of the talk

I have divided my talk (presentation) into sections/parts.

In the first section I will / am going to describe ...

Then I will / am going to go on to ...

After that I will / am going to look at ...

Finally I will / am ...

II. The main body

1. Beginning the talk

I'll start by ...

Let me start by ...

I'd like to begin (continue) by ...

2. Highlighting

This is particularly important because ...

It should be pointed out that ...

I would like to draw your attention to ...

3. Giving examples

A good example of this is ...

For instance...

For example ...

4. Referring to the information on an overhead

As you can see from the table/graph ...

I'd like to show you a graph ...

Have a look at this.

The graph shows/represents ...

5. Ending the point.

We've looked at ... That's all I have to say about ...

6. Moving from one section of your talk to another.

I would like to go on to the next point which is ...

Let's move on to ...

III. Conclusion

1. Summarizing

I'd like to end by emphasizing the main points ...

I'd like to finish with a summary of the main points

2. Concluding

What we need is ...

We expect/ project / hope for / aim at ...

That concludes my talk.

3. Inviting questions and feedback from the audience.

Are there any questions so far?

Do you have any questions?

Feel free to ask if you have any questions.

ПРИЛОЖЕНИЕ № 1

Presentation Sample

Slide 1



My name is I am a student of group # _____. I'm going to talk about Shell company.

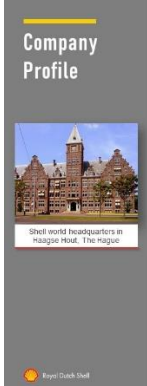
Slide 2



I have divided my talk into four sections. In the first section I am going to describe the Company Profile. Then I will describe the Company Structure. After

that I am going to go on to the Company History. Finally, I will describe the Company Performance.

Slide 3



Company Profile

Shell world headquarters in
Hague, The Hague

Royal Dutch Shell

Subject	Description
Name of the company:	Royal Dutch Shell
Company type:	Public limited company
Headquartered:	Hague, Netherlands
Type of company activity:	Exploration, production, refining and marketing of oil and natural gas, and the manufacturing and marketing of chemicals.
Subsidiaries:	Shell Australia, Shell South Africa, Shell Canada, Shell Hong Kong, Shell Nigeria, Shell India, Shell Oman, Shell Pakistan, Shell Philippines, Shell Egypt.
The number of oil and gas fields:	About 20 fields
Company production	3.7 million barrels of oil equivalent per day
Company profits:	388 billion USD*
Market captured:	The company's products are sold in 70 countries.
Number of employees:	82 000 employees*

*Data provided for 2018.



I'll start by the Company Profile.

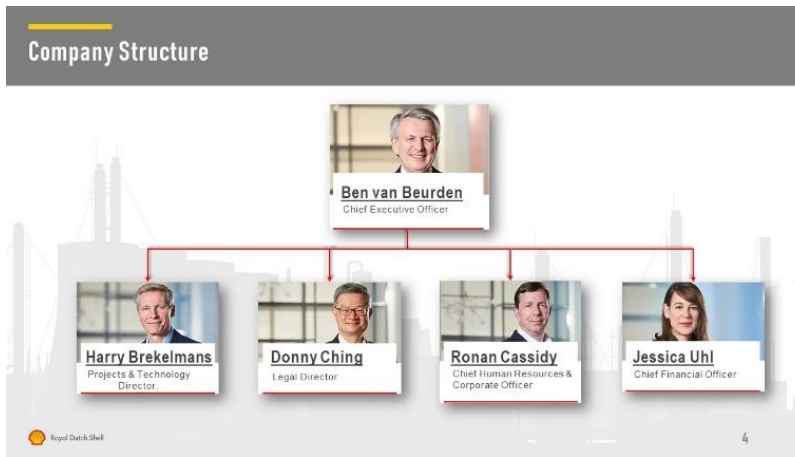
Shell is an international energy company with expertise in the exploration, production, refining and marketing of oil and natural gas, and the manufacturing and marketing of chemicals. Shell is a Public limited liability company. Royal Dutch Shell was formed in 1907 by Marcus Samuel Jr. The company headquarters are in Hague, the Netherlands.

The Shell owns subsidiaries in Russia, North and South American, European and other countries. It employs an average of 82,000 people (2018) all over the world. Shell produces 3.7 million barrels of oil equivalent per day. Its products are marketed in 70 countries. It should be pointed out that in 2018, Shell's profit reached 388 billion us dollars.

Shell's rivals in terms of oil production are Petr6leos de Venezuela S. A., ExxonMobil, Chevron Corporation and LUKOIL. Shell cooperates with shipping companies that own cruise ships, tankers, and container ships to optimize LNG engine technology and create bunkering systems around the world. As an example – cooperation with the company "Sovcomflot".

We've looked at Company Profile.

Slide 4



I would like to go on to the next point which is Company Structure.

The CEO of the company is Ben van Bearden. His immediate subordinates include four directors who are directly **responsible to** CEO.

Harry Brekelmans is the Director of Projects and Technology. He is **involved in** the activities connected with creating the projects and the introduction of new production technologies.

The Legal Director of the company is Donny Ching. He **is looking after** identification and minimization of legal risks in order to protect the interests of the company as much as possible.

The Chief Human Resources & Corporate Officer is Ronan Cassidy. He **deals with** hiring employees and also business negotiates

The Chief Financial Officer is Jessica Uhl, who **takes care of** financial management, financial planning and reporting at the company.

Slide 5

Company History

- 1907** - Decision was taken to merge Shell Transport and Trading Company with Royal Dutch and form the Royal Dutch Shell Group.
- 1914-1945** - Shell was a crucial partner to the Allies in both World Wars.
- 1964** - Shell was a partner in the first sea transportation of liquefied natural gas (LNG)- from the Algeria to the UK - opening up a whole new market for the business.
- 1993** - Shell opened the world's first commercial GTL* plant in Bintulu, Malaysia.
- 2017** - Prelude, the world's biggest floating liquefied natural gas facility, sailed 5,800 kilometres from a shipyard in South Korea to its new home in Western Australia.

*Shell's liquefied (L)NG is a refinery process to convert natural gas or other gaseous hydrocarbons into longer-chain hydrocarbons, such as gasoline or diesel fuel. Methane-transporters are converted into liquid gas facilities.

Key historical milestones are illustrated with images:

- The telegram announcing the creation of Royal Dutch Shell was received on April 23.
- The first cargoment of LNG from Algeria was delivered during 1964 in the北海 (North Sea) process.
- Shell developed its focus for the new generation of GTL.
- Shell's GTL plant in Bintulu, Malaysia, was the world's first commercial GTL plant.
- Shell's Prelude is the world's largest floating liquefied natural gas facility.

Let's move on to the Company History.

The company came a long way since **1907**. It was that year that a decision was taken to merge Shell Transport and Trading Company with Royal Dutch and form the Royal Dutch Shell Group

From 1914 to 1945, Shell was a crucial partner to the Allies in both World Wars.

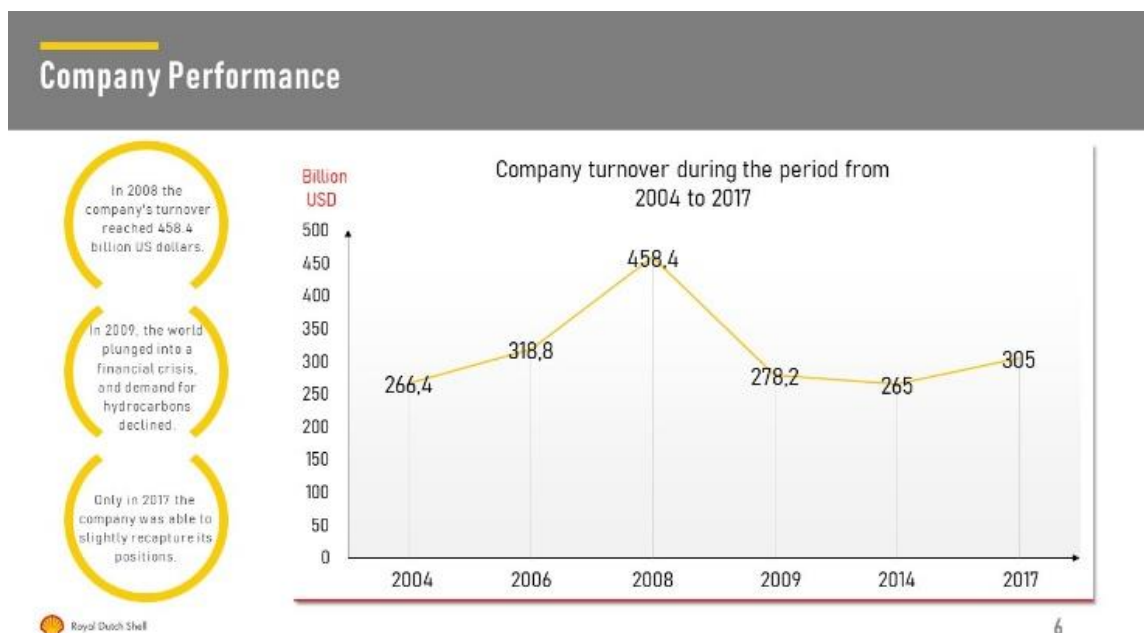
In 1964, Shell was a partner in the first sea transportation of liquefied natural gas (LNG)– from the Algeria to the UK – opening up a whole new market for the business.

In 1993, Shell opened the world’s first commercial GTL* plant in Bintulu, Malaysia.

In 2017, Prelude, the world’s biggest floating liquefied natural gas facility, sailed 5,800 kilometers from a shipyard in South Korea to its new home in Western Australia.

That’s all I have to say about the Company History.

Slide 6



Now we will look at the Company Performance. The graph shows Shell's turnover for the period from 2004 to 2017.

First of all, in 2004 the company's trade turnover amounted to 266.4 billion US dollars. After that, in 2006 the company's turnover increased slowly to 318.8

billion US dollars. In 2008 the company's turnover reached 458.4 billion US dollars. This is particularly important because new hydrocarbon deposits have been discovered in Russia. As a consequence, the company had been batting a thousand in her attempts to earn much money. However, this was followed by a dramatic fall in 2009 to 278,2 billion US dollars. Then, the company's turnover plummeted to 265 billion US dollars, driven by low oil prices in 2014. Only in 2017 the company was able to slightly recapture its positions. Since then, the trade turnover amounted to 305 billion US dollars.

Well, I've told you about the Company Performance.

Slide 7



I'd like to show you a video called «Nature-based solutions and Shell».

«Nature-based solutions and Shell»

<https://www.youtube.com/watch?v=p-peqYDtoA>

I'd like to end by emphasizing the main points that Shell is an active player today and has embraced the transformation of the energy system. The company sees commercial opportunity in participating in the global drive to provide more and cleaner energy solutions. Understanding what climate change means for Shell is one of the biggest strategic questions facing company leaders.

That concludes my talk.

Slide 8



Thank you for attention!

Now I'd be very interested to hear your comments. Feel free to ask if you have any questions. Thank you for attention!

Приложение 2

PRESENTATION RUBRIC

	5	4	3	2	1
Pronunciation	No mistakes	Pronunciation is good, no more than 1-5 mistakes	Pronunciation is ok, no more than 10 mistakes	Pronunciation needs improvement, but without rude mistakes (segmental or suprasegmental)	Pronunciation obviously needs improvement and correction
Grammar	Grammar usage is perfect, no mistakes	Grammar usage is good, only a few mistakes with word order or sentence structure	Grammar ok, several mistakes (articles, prepositions, etc.)	Grammar usage is ok, but there are some mistakes with grammar tenses	Grammar needs improvement, mistakes with nouns, verbs and adjectives, word order, etc.
Vocabulary	Student uses all vocabulary correctly according to sentence structure and the context	Student uses the vocabulary with some mistakes	Student makes several mistakes, misuses some vocabulary or substitutes active vocabulary with non-appropriate one	Student makes many mistakes with vocabulary usage	Student doesn't use active vocabulary where necessary or uses it incorrectly
Structure	Student follows the correct form for the presentation,	Student follows the correct form for the presentation,	Student somewhat follows the correct form for the	Student doesn't follow the correct form for the presentation as well as doesn't	Student doesn't follow the correct form for the presentation,

	sticks to the structure and uses all the necessary linking devices and fillers.	the structure is not always correct. However, he manages to use necessary linking devices and fillers	presentation, the necessary linking devices and fillers are not all included, though.	use much of the vocabulary suggested.	making rude mistakes in using linking devices, with absence of presentation coherence
Presentation	Number of slides, slides order and arrangement are perfect	Number of slides, slides order and arrangement are good	Number of slides, slides order and arrangement are ok	Number of slides, slides order and arrangement don't match all the requirements	The presentation is sloppily done

Total Score:

100 – 90 – (25 – 23) «Excellent»

89 – 75 – (22 – 19) «Good»

74 – 51 – (18 – 13) «Satisfactory»

50 – 0 – (12 – 0) «Fail»

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