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ДЕЛОВАЯ КОММУНИКАЦИЯ НА АНГЛИЙСКОМ ЯЗЫКЕ

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Tema 1. Social Skills and Etiquette

To understand better what Social Skills and Etiquette represent use additional information from the following Website:

<http://www.ritzcarlton.com/content/dam/the-ritz-carlton/brand/community/footprints/pdfs/MOD2SocialSkillsEtiqu.pdf>

Brainstorm: What comes to your mind when you hear the words “social skills?” Write answers on the blackboard. What does it look like when a person doesn’t have social skills? Why do you need social skills? Are social skills and business etiquette the same thing? When do we start developing these skills?

Social skills are the set of skills you need to successfully interact and communicate with others. Social skills help a person to navigate this big, confusing world without offending others, so to speak. For example: - Providing a warm greeting when you meet someone.

We begin developing our social skills from the time we are born. An infant gives his first social smile when he or she is around three months old. From then on, it is a never-ending journey. As we grow older, we learn how to interact with family, friends and society.

Etiquette means having good manners. For example” • Using words like “please” and “thank you.” • Keeping elbows off the table. • Opening doors for other people. • Chewing food with your mouth closed.

To apply social skills and etiquette in different settings, start with “making a first impression.”

When we meet someone for the first time, we have an opportunity to make either an excellent or a poor first impression.

Brainstorm: What can we do to make a positive first impression?

Lecturette: • Eye Contact - People speak with their eyes as well as their voices. Maintain eye contact to show interest. • Facial expressions - Don’t forget to give a genuine smile. Let your face reflect what you are saying! • Energy in your voice - Remember to project interest. Make sure you speak loudly enough for the other person to hear you and, of course, get rid of the “Ums” and “Uhs!” • Polite greeting – “Good Afternoon, Hello, Great to see you.” We don’t have a second chance to make a first impression!

Brainstorm: What are the important things to remember when shaking hands?

• Use your right hand; • Make sure your hand is clean and dry; • Press your “web” (between thumb and pointer) against the other person’s “web.” • Grasp firmly (no knuckle busters), pump 2-3 times, then release. • Shake with confidence! Be sure to avoid executing the “princess shake” (grasp tips of fingers) or a “spaghetti shake” (limp noodle shake).

Social skills – the ability to interpret situations correctly and behave accordingly. They are the base on which manners are formed. Without social skills, it is virtually impossible to have any kind of etiquette or manners.

Business etiquette means polishing one's manners to suit the professional work environment.

Social Etiquette

Fill in the gaps to complete the text.

strengthen	environment	employees	misplaced	tone	rude	inappropriate	manners
productivity	interaction	should not	according	brought	respect	actively	diverse

Social etiquettes are enforced on all of us to act and behave accordingly with 1 ___ that are deemed respectable and courteous to other people in the various aspects of our lives. A person who lacks proper social manners is regarded as 2 ___ and uncouth, having no sense of consideration and respect towards others. Definitely, most of us are aware of the appropriate manners to display but some of us may have 3 ___ them.

In the workplace, social etiquettes must be practiced by the 4 ___ regardless of the rank and position in the company. An organization where individuals respect each other creates a harmonious working 5 ___. It also helps 6 ___ the work relationships among employees which, in turn, increases work 7 ___ and professional success. Social etiquette in the workplace has encompassed the way we communicate with each other using phone and email.

Good Social Manners in Communication

A well-mannered person is not just refined in actions but also graceful and polite in speech. Whether you are on the phone or speaking to someone, always speak in a well-modulated 8 ____ to be properly heard. It is 9 ____ to raise your voice in an attempt to sound argumentative and raging because it creates an unfriendly gap between parties. The same rule goes for email and other online communication, too. So, refrain from condescending statements and writing in all caps which is equivalent to shouting.

In a business function or gathering, initiate 10 ____ with others by introducing yourself to those whom you have encountered for the first time or greeting people you are already familiar with. Always be ready to extend a handshake to every individual you come across with. More importantly, keep a good eye contact and bring out that smile.

When engaged in work conversation, it is highly unprofessional to swear, use off-the-mark jokes, and talk about sensitive topics with colleagues. Hot-button topics can be about religion, politics, health issues, and personal finances. Employees 11 ____ be discussing and comparing salary grade and incentive amounts.

Socially Acceptable Manners in the Workplace

Proper work attire is also part of good social etiquette at work. Dress 12 ____ to the standard company culture. There is nothing wrong with being casual if it is the nature of your workplace. Just maintain neatness and proper grooming. Do not wear clothes that are revealing, flashy, attention grabbing, and sloppy.

Socializing with work colleagues is good especially if friendships are formed. However, make sure to draw the line between personal and work aspects. Maintain a sense of modesty by not making your personal life an open book to the people in the office. Personal issues must not be 13 ____ to the workplace as well. Visiting family members and friends in the office must not stay for a long period and should stay in the lobby or waiting lounge.

In your interaction with colleagues, avoid unnecessary interruption especially if your work mates require concentration on a certain task. Learn to 14 ____ each other's workspace. So, do not be a distraction to the others by creating noise in the premises. If there is a need to do mutual work, schedule a quick meeting for discussion.

Always carry a positive attitude in the office. Do not mess up other people's day with your foul mood and sarcastic behavior. Get yourself 15 ____ involved in team activities and project.

Dealing with Anti-Social Behaviors

The workplace is a mixture of 16 ____ personalities. You cannot expect everyone to be nice and pleasant. So, how do you deal with difficult people and those with undermining behaviors at work?

Individuals with anti-social behavior are inconsiderate of other people's feelings and individuality. People with such type of behavior must not be tolerated so address their behaviors right away. Confronting them is one way to do it. For example, someone who throws rude and insulting remarks should be made aware of such manner and let the person know that it is bothering and irritating to everyone.

Another technique in handling anti-social behavior is to remain firm and not show that you are affected with the behavior. Manifesting your socially acceptable behavior toward the person and others will eventually be noticed and make the rude person evaluate his own manners.

What are the ways of avoiding conflicts in interactions with colleagues?

KEY: 1 manners 2 rude 3 misplaced 4 employees 5 environment 6 strengthen 7 productivity 8 tone 9 inappropriate 10 interaction 11 should not 12 according 13 brought 14 respect 15 actively 16 diverse

Cross Cultural Etiquette

Read the text and explain the words in bold.

In the business world, cross-cultural **negotiations** and affiliations occur, especially if the business is larger in scope. A business organization that can provide world-class service thrives in the business. Corporate individuals must possess the **skills** that can be a competitive edge to the global industry. Adaptability or **flexibility** is an essential factor.

Specifically in socializing with business people of different race or **nationality**, being able to demonstrate the desirable business and social **etiquettes** appropriate for the standards of the culture of the other party is one of the keys to a successful business relationship in the international aspect.

Different countries vary in **culture** and tradition, although there are internationally acceptable and observed **standards** across the board. Along with this are the differences in social practices or norms as well as the standard etiquettes. In business, senior executives should learn and understand the cultural business etiquette of their foreign **affiliates**. Having the ability to blend in their cultural protocols increases the level of respect and the chance of sealing the business contract, thus, making the business grow globally.

Nonverbal Cross-Cultural Manners

What are the characteristic features of Nonverbal communication?

Nonverbal communication is not as universally perceived and understood as spoken or verbal communication. Gestures and certain body movements may have different interpretations from one country to another. That is why in the world of international business, nonverbal form of communicating and interacting with each other is important.

The manner of greeting and introduction may not be the same for all countries. Some take a more formal approach especially that of Asian regions. For example, in Japan and Korea, bowing of the heads instead of a handshake is the way to greet an individual. In business meetings, the elderly or the senior officers always extend the hand first. In India, the women normally do not shake hands with the men. But in Western regions, a handshake is the common gesture during an introduction. British and Germans may offer two or more pumps when doing a handshake. Americans are very demonstrative with handshakes in business as a sign of confidence and interest.

Touching is not very common among Asian countries in the business and social setting. So, patting the back to achiever women employees is not common in countries like Japan, India, and Singapore.

The “thumbs up” gesture which North American senior officers show to junior employees for a good job does not mean acknowledgement but offensive in other countries such as Australia.

Good Etiquette in Cross-Cultural Verbal Interaction

When engaging in a conversation in a business meeting or event with international investors and clients, be very mindful of the proper use of words and their language. Americans find it offensive when their foreign affiliates speak in their native tongue in their presence. A company located off the coast run by an American will more likely implement an English-only policy within the workplace.

Generally, the use of cultural jargon or slang is not advisable as this may cause misunderstanding and misinterpretation. Probably, it is a universally standard etiquette to avoid the use of foul and offensive language in the native tongue to foreign clients. Some cultures will appreciate it better if the verbal greeting used is in their own language. For example, Indian businessmen will feel more welcomed if you greet them by saying “Namaste” which is their local counterpart for “Hello”.

Cross-Cultural Etiquette during Corporate Events

Choose the correct variant.

Business (*inventions/invitations*) made by an international client is a good way to socialize and expand your networks. But this is best done when you show to the client your respect for their culture during business (*occupations/occasions*). Some cultures require their

attendees to bring gifts or a token. Learn the (*careful/proper*) table manner of the particular culture of the host.

If the host is Asian, the use of silver forks and knives is not (*appropriate/respectively*) but chopsticks are used to eat your food. Asians are very particular with corporate (*framework/hierarchy*) even in the seating arrangement. In any international (*case/event*), eat the food that is served as a sign of respect and appreciation.

Business professionals would (*mind/appreciate*) doing business with other companies around the world if they feel comfortable and respected. When dealing with business at an international level, the key to success is to observe cultural sensitivity both in verbal and nonverbal communication and applying the proper cultural (*trends/etiquette*).

Email Etiquette

Correct 13 mistakes in the following sentences.

	Use
User of internet technology has been very dramatically beneficial in the communication aspect of business and personal life.	
People around the world are able to got in touch with each other although email and this has been by far very convenient for almost everyone to use in meaningful ways.	
Email are considered one of the most common and most important means of communication in a company.	
More than fifty percents of messages within and outside of the business are relayed through email	
We may has being used to composing emails casually just like the way we write letters before this modern means came to be.	
But we should to know that even in this form of communication, email etiquette exist.	
Properly email etiquette is best observed in a corporate setting.	
It important that work individuals understand and observe general guidelines and standards in emailing since there are concerns of privacy, security, and confidentiality in email communicate.	

Key: use get through is considered percent may have been should know exists Proper it is important working communication

Look through the following text and answer the question: What tips will help you to write effective emails?

One way of projecting a professional image in the workplace is through the manner of corresponding through email. A person must be able to communicate what is intended with proper decorum. So, learning the tips to write an effective email correspondence is necessary. Subject line in an email is as important as that of a headline in a newspaper. The title should be meaningful and descriptive, giving the recipient a general idea of what the email contains. It should be brief, consisting only of key words instead of a complete sentence.

Greetings in email are a bit informal. The use of first names works fine, unless if you do not know the person you are emailing. Greetings such as ‘good morning’ or ‘good afternoon’ do not make sense since the recipient may read your email at anytime of the day. A businesslike email must have a signature consisting of the sender’s name, company name, and at least 2 contact details. Know the right tone for your correspondent. When the recipient expects a more formal approach, write accordingly. Also, do not lose control of your emotions in your email by using inappropriate language. Keep your email composition short and concise. You can outline your main thoughts instead of writing a lengthy paragraph. Do not utilize too much of the “white space”. State the most relevant information as briefly as you can but not too direct that your reader will not comprehend what you want to say. It is not proper etiquette to write in all caps or

in small letters. Writing in all capital letters appears like you are yelling at your reader. On the other hand, writing in all small letters does not only make it difficult for the person to read your email but also messes up your grammar usage.

Email correspondence in the office is not strictly confidential and private especially if you use Outlook. IT Department accesses and retrieves messages anytime for monitoring purposes. Because of this, you might want to be more careful in writing your email, and to whom you are sending it to, and proofread it before hitting the 'Send' button. Be careful as well in the use of "Reply All", Cc and Bcc. Many office conflicts are started because of recklessness in email correspondence. Email messages are documented unlike verbal communication. So if you did something unprofessional and ridiculous in an email, it may be held against you.

Discuss with your partner:

- 1) **Advantages of Email Correspondence**
- 2) **Meeting Etiquette.**
- 3) **General Ground Rules in a Meeting**

Collect information using the Internet about:

- 1) greeting people
- 2) professional etiquette
- 3) cross-cultural differences. Cultural awareness
- 4) conversation etiquette
- 5) everyday circumstances
- 6) etiquette tips for men with women
- 7) table manners
- 8) cellphone etiquette
- 9) how to express Words of Sympathy
- 10) excuses for missing a party, social events, meeting and other outings, etc.

Make up dialogues with using your information and topics of the case.

What do you think of British people/the Americans/The Russians/ Chinese and Japanese people? Do you agree that the British are famous for their language, sense of humour and, of course, politeness? So, when you are in the UK, make sure you respect the social etiquette in the following situations: British people are quite reserved when greeting one another.

A handshake is the most common form of greeting when you meet someone for the first time. It is only when you greet close friends or relatives that you would kiss them on the cheek or give them a hug. The British may also call you by many different 'affectionate' names, such as dear, chuck, mate, guv, son or madam. Do not be offended, this is quite normal. The British like their privacy, so not all topics are safe for small talk. Avoid asking people about their age, religion, politics, marital status, weight or how much they earn. Instead, acceptable small talk topics are family, films, television, sport, studies, food, hobbies and of course, the weather! When you visit people, at home, make sure you are on time. It's also nice to take a gift for your hosts, such as a bottle of wine, a bunch of flowers or a box of chocolates. A British person might say "come and see me soon" or "drop in anytime." However, you must always phone before you visit someone.

<http://tonail.com/mekcm-social-etiquette-in-the-uk-c-nepebodom/>

http://youreng.ru/social_etiquette_in_the_uk/

A business etiquette quiz

Do you have impeccable business etiquette? How familiar are you with the traditional norms, values and general behavior of other cultures? Business etiquette is vital if you are to get accustomed to other cultures and be successful on the international scene.

Business and social etiquette can be tricky. Making the right moves and saying the right thing can and will make a big difference in your career. Take this quiz and see how you fare in the following everyday business situations. Learn the importance of business etiquette and protocol, and that social skills, or the lack thereof, can make or break deals and careers. Studies have shown that more than 60% of what is believed about us is based upon visual messages. The gift of good manners is a life-long head start.

That quiz will help you find out a little more about other nations:

1. You, a business consultant, are walking along with your client, the President of ABC Company, and two of his employees, when you meet a business acquaintance of yours. Obviously it falls to you to introduce the four of them to each other. Whose name should you say first?

Discuss

A. The person standing on your immediate right. B. The person you've known the longest. C. The President of ABC Company. D. Your business acquaintance.

2. I have become a client of yours and we have a meeting scheduled so you can show me what your company can do for me. When you're speaking to me, you should refer to me as:

Discuss

A. Ms Rotz B. Kathie Rotz C. Kathie D. Sweet cakes

3. You have invited a client to a business lunch and upon arrival, a maitre d' is waiting to escort you to your table. You should:

A. Let your guest follow behind the maitre d' first. B. Walk ahead of your guest behind the maitre d'. C. Ask your guest if he or she would like to go first. D. Pretend it's a race, and run to the table.

4. You're having a meal with a client in a restaurant. The waiter places a basket of bread on the table. You should:

A. Take a piece of bread and then offer the basket to the client. B. Take a piece of bread and place it on the client's plate. C. Pass the basket of bread to the client first. D. Ignore the basket of bread; eating bread is fattening.

5. You encounter someone you've met before, but you can't remember his or her name. You should:

A. Turn around and leave and hope he or she didn't see you. B. Walk up to him or her and say, "Hi, what's-your-name!" C. Walk up to him or her, use a generic greeting such as "Good morning" and just ignore the whole name issue. D. Walk up to him or her, use a generic greeting and admit that you don't remember the name.

6. You have invited a business colleague to lunch. Who pays for the meal?

Discuss

A. You because you invited your colleague to lunch. B. Your business colleague because she accepted the invitation. C. Whichever one of you the waiter places the bill in front of pays. D. You both pay half.

7. You have a meeting with a client but are expecting a call. You should:

A. Make sure your cell phone is charged up and turned on. B. Set your cell phone ring volume to high to ensure you hear any calls. C. Turn your cell phone off. D. Tell your client you're expecting a call.

8. At a business function that has a buffet, you choose to eat a mushroom appetizer served on a toothpick. What should you do with the toothpick when you're done?

Discuss

A. Put it back on the serving platter. B. Put it in your napkin. C. Surreptitiously toss it on the floor. D. Use it to get the food out from between your teeth.

9. When you receive someone else's business card you should:

Discuss

A. Immediately stuff it into your pocket. B. Immediately pass them your business card. C. Look at the card but say nothing about it. D. Look at the card and acknowledge it.

10. When you are conversing with someone, you should stand:

A. Ten feet away from them. B. Six feet away from them. C. Three feet away from them.
D. One and a half feet away from them.

<https://www.butlerschool.com/the-extras/etiquette-quiz>

If you like the test, try more there:

<https://www.proprofs.com/quiz-school/topic/business-etiquette>

<https://www.proprofs.com>

<https://www.proprofs.com/quiz-school/topic/business-etiquette>

<http://www.quizmoz.com/quizzes/General-Etiquette-Quizzes/b/Business-Etiquette-Quiz.asp>

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http://youreng.ru/social_etiquette_in_the_uk/

<https://www.butlerschool.com/the-extras/etiquette-quiz>

5) <https://www.proprofs.com/quiz-school/topic/business-etiquette>

6) <https://www.proprofs.com>

7) <https://www.proprofs.com/quiz-school/topic/business-etiquette>

8) <http://www.quizmoz.com/quizzes/General-Etiquette-Quizzes/b/Business-Etiquette-Quiz.asp>

Tema 2. Telephoning

To be introduced with the way of telephoning read information here:

<http://www.businessenglishebook.com/business-english-lessons-activities/business-english-telephone-lesson/>

Making Appointments & Taking Messages in English

Communicating on the telephone is a very difficult task for English language learners. Part of the issue is the clarity of the phone call – often it is difficult to hear and even English native speakers can have trouble with a poor connection.

Another problem is the lack of visual confirmation. We can't see the lips or face of the person we are talking to, so we have lost some important information for helping us understand what is being said. We don't even know if the person we are talking to is nodding their head in understanding or not – or looking confused and frustrated.

The structure of a typical telephone call may look like this:

Initial Telephone Contact:

A: 1. Greeting 2. Name of Company 3. Offer of Assistance

A: Good morning, Alpha Data Company. May I help you?

B: 1. Response to question [if asked] 2. Request person or department 3. Please

B: Yes. May I speak to Mr. Hsu in Accounts, please?*

A: 1. Request name

A: May I ask who is calling, please?

B: Winifred Young from Dyno Masters Company.

A: 1. Thank you 2. Confirmation of Request 3. Ask to Hold

A: Thank you Ms. Young. Mr. Hsu in Accounts? One moment please.

B: Thank you.

Contact with your target person:

A: 1. Greeting 2. Name 3. Offer assistance

A: Hello, Kevin Hsu here. May I help you?

B: 1. Greeting 2. Name and company 3. State reason for calling

B: Hello Mr. Hsu, this is Winifred Young from Dyna Masters. I don't quite understand the last invoice you sent us for maintenance of our Internet servers.

A: 1. Greeting 2. Address the question

A: *Hello Ms. Young. Let me check that invoice and see what the issue was. Can you give me the invoice number, please?*

Example Dialog: Practice this dialog with a partner.

A: Hello. Phuket Gazette, may I help you?

B: Yes, please. I'd like to talk to Chris Husted in advertising.

A: May I ask who is calling please?

B: Suda Forbes from Thailand Travel Magazine.

A: One moment please, Ms. Forbes.

A: *Hello, this is Chris Hust. May I help you?*

B: *Hi Chris, this is Suda from Thailand Travel. There was a problem with our display advertisement last week. The telephone number was missing!*

A: *Oh no! Let me check on an that. Can I give you a call back this afternoon?*

B: *Yes, please do – we'd like a credit or for the ad to run again, please.*

A: *I am sure we can arrange something, Suda.*

B: *Thank you, Chris. I'll talk to you later.*

A: *Thank you for letting me know about the problem, Suda. Bye, bye*

B: *Bye, Chris.*

Useful telephone vocabulary and phrases in English:

Types of telephones

dial telephone, rotary dialing telephone;

push-button telephone;

touch-tone telephone;

pay phone, public phone;

mobile phone, cell phone / cellular phone;

cordless / wireless phone, radiotelephone;

satellite phone;

IP telephone, softphone (software phone);

VoIP (Voice over IP);

WiFi phone (WiFi = Wireless Fidelity).

Telephone parts and accessories

the base unit / the base;

the receiver / the handset;

the microphone;

the dial; the buttons;

the redial button;

the mute button;

the hold button;

the bell; the hook;

the telephone plug;

the telephone jack;

the headset; earphone, earphones;

telephone cord; telephone cable;

Типы телефонов

дисковый телефон;

кнопочный телефон;

телефон с тональным набором;

телефон-автомат;

мобильный телефон, сотовый телефон;

беспроводный телефон, радиотелефон;

спутниковый телефон;

телефон через компьютер;

передача голоса по IP-сетям;

беспроводный телефон с доступом в Интернет.

Части телефона и аксессуары

база (в отличие от трубки);

трубка;

микрофон;

диск; кнопки;

кнопка повторного набора;

кнопка выключения звука;

кнопка перевода в режим ожидания;

звонок; рычаг;

телефонный штекер;

телефонная розетка (тел. гнездо);

головной телефон; наушник, наушники;

телефонный шнур; телефонный кабель;

telephone wire;
answering machine; fax machine;
modem;
speakerphone;
caller ID / caller identification.

Types of calls

telephone call;
local call;
long-distance call;
international call;
overseas call;
dial-direct call;
operator-assisted call;
collect call;
incoming call;
outgoing call;
telephone message;
conference call;

business call;
social call;
wake-up call.

Useful expressions

to pick up the phone, to pick up the receiver;
to answer the phone;
to take the receiver off the hook;
to make a phone call;
to dial the number;
to press the redial button;
to call someone on the phone;
to call someone at 555-1234;
to call back;
to call collect;
to speak / talk on the phone;
to speak to / with someone by phone;
to hold, to hold on, to hold the line;
to stand by;
to put through;
to connect to / with someone;
to hang up, to hang up the receiver;
to put down the receiver;
dialing tone;
There's no dialing tone.
busy signal;
The line is busy.
There is no answer.

телефонный провод;
автоответчик; факс; модем;
устройство громкой связи;
определитель номера звонящего.

Типы звонков

телефонный звонок / разговор;
местный разговор;
междугородний разговор;
международный разговор;
трансконтинентальный звонок;
звонок прямым набором номера;
звонок с помощью оператора;
звонок за счет вызываемого абонента;
входящий звонок;
исходящий звонок;
телефонное сообщение;
одновременный разговор нескольких абонентов;
деловой звонок;
дружеский, неслужебный звонок;
звонок с целью разбудить в назначенное время.

Полезные выражения

поднять трубку;
ответить / поднять трубку;
снять трубку (с рычага);
сделать звонок по телефону;
набрать номер;
нажать кнопку повторного набора;
позвонить кому-то по телефону;
позвонить кому-то по номеру 555-1234;
перезвонить;
звонить за счет вызываемого абонента;
говорить по телефону;
говорить с кем-то по телефону;
ждать, не вешать трубку;
ожидать у телефона;
соединить;
соединить с кем-то;
повесить трубку;
положить трубку;
сигнал готовности к набору;
Нет гудка.
сигнал занято;
Линия занята / телефон занят.
Не отвечает.

Examples

I have to make a phone call.
My phone was disconnected yesterday.
He told me to call him at this number.
He dialed the number.
He is talking on another phone now.
He answered the phone, spoke with someone, and then put down the receiver.

She said good-bye and hung up.
He hung up the telephone.
She put me on hold while she spoke to her manager.
Who do you want to speak to?
Hold on, I'm putting you through.
May I speak to Miss Reed, please?

Could I speak to Mr. Roberts, please?
Hold on, please. I'll see if he is here.

Could you connect me with 212-555-5678, please?
Can you call back later?
Call me at 555-3245, please.

What number are you calling?
What number did you dial?
You got the wrong number.
You must have misdialed.
Oh, I'm sorry. I dialed the wrong number.

Stand by, please. All our operators are busy at the moment.

Telephone numbers

a seven-digit number; a ten-digit number;
Telephone numbers are usually divided into groups of digits for easier understanding. For example: 1-217-555-4276, where 1 is the country code, 217 is the area code or city code, and 555-4276 is a local telephone number.
country code – Examples: 1 for the United States; 7 for Russia; 49 for Germany;
area code, city code – Examples: 802 for the state of Vermont; 202 for the city of Washington; 495 for the city of

Примеры

Мне нужно позвонить.
Мой телефон был отключен вчера.
Он сказал мне позвонить ему по этому номеру.
Он набрал номер.
Он сейчас говорит по другому телефону.
Он поднял трубку (в ответ на звонок), поговорил с кем-то и затем положил трубку.

Она попрощалась и повесила трубку.
Он повесил трубку.
Она перевела меня в режим ожидания, когда говорила со своим менеджером.
С кем вы хотите поговорить?
Ждите / Не вешайте трубку, я вас соединяю.
Можно мне поговорить с мисс Рид, пожалуйста?

Не мог бы я поговорить с мистером Робертс?
Подождите, пожалуйста. Я посмотрю, здесь ли он.

Не могли бы вы соединить меня с номером 212-555-5678, пожалуйста?
Вы можете перезвонить позже?
Позвоните мне по номеру 555-3245, пожалуйста.

По какому номеру вы звоните?
Какой номер вы набрали?
Вы ошиблись номером.
Вы, наверное, неправильно набрали номер.
Извините. Я неправильно набрал номер.

Ожидайте у телефона, пожалуйста. Все наши операторы сейчас заняты.

Телефонные номера

семизначный номер; десятизначный номер;
Телефонные номера обычно делятся на группы цифр для облегчения понимания. Например: 1-217-555-4276, где 1 – код страны, 217 – код местности или код города, а 555-4276 – местный телефонный номер.
country code – код страны. Примеры: 1 для США; 7 для России; 49 для Германии;
area code, city code – код местности, код города. Примеры: 802 для штата Вермонт; 202 для города Вашингтон; 495 для города Москва;

Moscow;

Previously, the area code in U.S. telephone numbers was usually written in parentheses, e.g. (217) 555-4276. Nowadays, the hyphen is usually written between the groups of digits: 217-555-4276.

a toll-free number – a number that you can call for free. In the United States, such numbers are indicated by the code 800, which stands in the place of the area code or city code.

Pronunciation of telephone numbers

Note: Telephone numbers in this material have been made up. They are used as examples illustrating variants of pronunciation of telephone numbers in American English.

The most common way is to pronounce the digits in telephone numbers as separate digits, marking the groups of figures by intonation. For example, 1-217-555-4276: one, two-one-seven, five-five-five, four-two-seven-six. Cell phone numbers (mobile phone numbers) are also usually read digit by digit.

Digits in the groups consisting of four digits may be read as pairs of two-digit numbers (if there is no zero). For example, 555-4276: five-five-five, forty-two seventy-six. A zero is read as "oh" or "zero". For example, 555-4206: five-five-five, four-two-oh-six (or four-two-zero-six); five-five-five, forty-two oh-six.

Digits in the groups consisting of three figures are usually read as separate digits, with the exception of such groups as 800 and 900, which are read as "eight hundred; nine hundred". (See "toll-free number" above.)

Extension numbers consisting of two digits are said as separate digits or as two-digit numbers. For example, 555-4276, extension 54: extension five-four; extension fifty-four. Extension numbers consisting of three digits are usually said as separate digits. For example, extension 115: extension one-one-five.

Раньше, код местности в телефонных номерах США обычно ставился в круглых скобках, например, (217) 555-4276. В настоящее время, между группами цифр обычно пишется дефис: 217-555-4276.

a toll-free number – номер, по которому можно звонить бесплатно. В США на такие номера указывает код 800, который стоит на месте кода местности или города.

Произношение телефонных номеров

Примечание: Телефонные номера в этом материале вымышленные. Они используются как примеры, иллюстрирующие варианты произношения телефонных номеров в американском английском.

Наиболее распространенный способ – произносить цифры в телефонных номерах как отдельные цифры, выделяя группы цифр интонацией. Например, 1-217-555-4276: one, two-one-seven, five-five-five, four-two-seven-six. Номера мобильных телефонов также обычно читаются цифра за цифрой.

Цифры в группах, состоящих из четырех цифр, могут читаться как пары двузначных чисел (если нет нуля). Например, 555-4276: five-five-five, forty-two seventy-six. Ноль читается как "oh" или "zero". Например, 555-4206: five-five-five, four-two-oh-six (или four-two-zero-six); five-five-five, forty-two oh-six.

Цифры в группах, состоящих из трех цифр, обычно читаются как отдельные цифры, за исключением таких групп как 800 и 900, которые читаются как "eight hundred; nine hundred". (См. "toll-free number" выше.)

Добавочные номера, состоящие из двух цифр, произносятся как отдельные цифры или как двузначные числа. Например, 555-4276, extension 54: extension five-four; extension fifty-four. Добавочные номера, состоящие из трех цифр, обычно произносятся как отдельные цифры. Например, extension 115: extension one-one-five.

Examples

Call 1-800-555-3267, please.

one-eight-hundred, five-five-five,
three-two six-seven OR one-eight-
hundred, five-five-five, thirty-two
sixty-seven

His home telephone number in
Washington is 202-321-3056, but he is
away now.

two-oh-two, three-two-one, three-oh
five-six OR two-zero-two, three-two-
one, three-zero five-six

Operator, I'd like to call area code (718)
630-7904, please.

seven-one-eight, six-three-oh, seven-
nine oh-four OR seven-one-eight, six-
three-zero, seven-nine zero-four

My number is 615-8529, but I won't be
home until ten at night.

six-one-five, eight-five two-nine OR
six-one-five, eighty-five twenty-nine

Note: Other variants

When you dictate telephone numbers in
English, the best way is to say the
digits separately one by one. It is the
easiest way, and it is usually easier to
understand telephone numbers this
way.

Native speakers may say telephone
numbers in different ways. For
example, they may use the words
"double" and "triple" for repeated digits
and "hundred" and "thousand" for
groups with zeroes.

For example, 554-2200 may be read as
"five-five-four, two-two-oh-oh" or
"five-five-four, double-two double-oh"
or "five-five-four, twenty-two
hundred".

If you miss some of the digits in a
telephone number, you can always ask
the speaker to repeat the number or to
write it for you.

Related terms

telephone network; telephone station;
telephone exchange; telephone
switchboard;

PBX (Private Branch Exchange);
telephone connection; telephone line;
hotline / hot line;

Примеры

Позвоните 1-800-555-3267, пожалуйста.

one-eight-hundred, five-five-five, three-two six-
seven ИЛИ one-eight-hundred, five-five-five,
thirty-two sixty-seven

Его домашний номер телефона в Вашингтоне
202-321-3056, но он сейчас в отъезде.

two-oh-two, three-two-one, three-oh five-six ИЛИ
two-zero-two, three-two-one, three-zero five-six

Оператор, я хотел бы позвонить по номеру
(718) 630-7904, пожалуйста.

seven-one-eight, six-three-oh, seven-nine oh-four
ИЛИ seven-one-eight, six-three-zero, seven-nine
zero-four

Мой номер 615-8529, но меня не будет дома до
десяти вечера.

six-one-five, eight-five two-nine ИЛИ six-one-
five, eighty-five twenty-nine

Примечание: Другие варианты

Когда вы диктуете телефонные номера по-
английски, лучший способ – произносить
цифры по отдельности одна за другой. Это
самый легкий способ, и так обычно легче
понимать телефонные номера.

Носители языка могут произносить телефонные
номера по-разному. Например, они могут
употреблять слова "double" и "triple" для
повторяющихся цифр и "hundred" и "thousand"
для групп с нулями.

Например, 554-2200 может читаться как "five-
five-four, two-two-oh-oh" или "five-five-four,
double-two double-oh" или "five-five-four,
twenty-two hundred".

Если вы не поймете некоторые цифры в
телефонном номере, вы всегда можете
попросить говорящего повторить номер или
написать его для вас.

Другие термины по теме

телефонная сеть; телефонная станция;
телефонный узел; телефонный коммутатор;

офисная АТС;
телефонная связь; телефонная линия;
горячая линия, линия экстренной связи;

bad line;
private line;
party line, shared line;
party;
calling party;
called party;
the party who called you;
the party you are calling;
telephone operator;
dial-up access, dial-up connection;
Wi-Fi hotspot – a wireless Internet access point, often free (free Wi-Fi hotspot), for example, in restaurants, airports, hotels, libraries, universities, and in other public places;
telephone book, phone book, telephone directory;
the White Pages (U.S.) – a telephone directory in which the names, addresses, and telephone numbers of the residents of a certain place are listed alphabetically;
unlisted number – a telephone number that is not listed in the White Pages according to the wish of its owner;
the Yellow Pages (U.S.) – a telephone directory in which the names, addresses, and telephone numbers of firms, businesses, and professional services are listed;
telephone marketing / telemarketing – advertising, offering, and selling services on the telephone by calling potential buyers.
(Samples of typical telephone conversations can be found in the material [On the Telephone](#) in the section Phrases
<http://usefulenglish.ru/vocabulary/telephone>.

плохая связь;
индивидуальная линия связи;
параллельный / спаренный телефон;
участник телефонного разговора, абонент;
звонящий, вызывающий абонент;
вызываемый абонент;
тот, кто вам позвонил;
тот, кому вы звоните;
телефонист / оператор;
доступ в Интернет по телефонной линии;
Wi-Fi hotspot – точка беспроводного доступа в Интернет, часто бесплатно (free Wi-Fi hotspot), например, в ресторанах, аэропортах, гостиницах, библиотеках, университетах и в других общественных местах;
телефонный справочник;

the White Pages (U.S.) – Белые страницы (США); телефонный справочник, в котором в алфавитном порядке указаны имена, адреса и телефоны частных лиц, проживающих в данном месте;

unlisted number – номер телефона, который не публикуется в White Pages согласно желанию его владельца;

the Yellow Pages (U.S.) – Желтые страницы (США); телефонный справочник, в котором указаны названия, адреса и телефоны предприятий и фирм, оказывающих профессиональные услуги;

telephone marketing / telemarketing – реклама, предложение и продажа услуг по телефону путем обзвона потенциальных покупателей.

(Образцы типичных телефонных разговоров можно найти в материале [On the Telephone](#) в разделе Phrases.)

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Additional information:

<https://www.usingenglish.com/articles/100-most-useful-telephoning-phrases.html>

<https://www.eslbuzz.com/useful-vocabulary-and-phasal-verbs-for-english-telephone-conversations/>

<https://www.eslbuzz.com/common-telephone-vocabulary-and-phrases-in-english/>

<https://www.espressoenglish.net/telephone-english-phrases/>

Аудирование: Dialogues:

<https://www.espressoenglish.net/telephone-english-phrases/>

beginning a call

taking / leaving messages

clarifying/confirming information

finishing a call

informal telephone conversation

Quiz - Telephone English Phrases. Choose the best word to complete each phrase!

<https://www.espressoenglish.net/telephone-english-phrases/>

Listen to and write down Useful Vocabulary and Phrasal Verbs for English Telephone Conversations

<https://www.eslbuzz.com/useful-vocabulary-and-phrasal-verbs-for-english-telephone-conversations/>

Break – up

Meaning: Become inaudible over the phone, usually because of a bad connection

E.g: “Sorry, could you repeat that, please? You’re breaking up”.

Call for someone

Meaning: To telephone for someone or something

E.g: I’ll call for you at 7 o’clock.

Call back

Meaning: To telephone someone again or to return a call

E.g: She said she’d call back.

Call up

Meaning: Call someone on the phone

E.g: My dad called me up to tell me the bad news.

Cut off

Meaning: When a telephone call finishes because of a bad connection

E.g: We were cut off in the middle of our conversation.

Get through

Meaning: To be connected to a place by telephone

E.g: I finally got through to Tom on his mobile.

Hang on

Meaning: Wait for a short time (informal)

E.g: Hang on – I’ll just see if he’s here.

Hang up

Meaning: End a telephone call by putting the phone down

E.g: After I hung up I remembered what I’d wanted to say.

Hold on

Meaning: Wait for a short time

E.g: Could you hold on a moment, please?

Pick up

Meaning: Answer the telephone call

E.g: The phone rang and rang and nobody picked up.

Put through

Meaning: Connect by phone

E.g: Could you put me through to the manager, please?

Speak up

Meaning: Speak louder

E.g: Can you speak up a bit? It’s very noisy here.

Make up your own examples using as much phrasal verbs as possible.

Tests:

Select A, B, C.

1. What is this call ___?

a) regarding b) according c) holding

2. Sorry, that line is busy. Would you ___ holding?

a) against b) mind c) to refuse

3. Just a minute. I'll ring ____.
a) his b) him c) himself
 4. Never mind, please __ the call. I'll try again later.
a) cancel b) postpones c) leave
 5. ___ you like to leave the message?
a) Shall b) Would c) Won't
 6. Oh, I'm sorry, he's not ____.
a) in b) on c) into
 7. Really? Nice to _____ you.
a) meet, b) be introduced c) repeat
 8. I am not sure __ he'll be back/
a) when b) where c) what
 9. May I ask what this __ regarding
a) were b) has c) is
 10. One moment, please. I will put you _____.
a) through b) on c) here
 11. Is this a good time __ you to talk?
a) of b) for c) at
 12. Actually, no. I'm in the middle of a meeting. Could you call __ at 7.15?
a) back c) below c) forward
 13. Would you mind telling him _____ I called?
a) what b) those c) that
 14. We are __ to answer your call right now
a) unable b) can't c) could/t
 15. I'm sorry. We have a ___ connection. Could I call you back later.
a) bad b) badly c) worse
 16. I'm afraid I didn't understand. What ___ that?
a) were b) are c) was
 17. Sorry I have to ___ myself. Something just came up.
a) schedule b) excuse c) get back
 18. Hello, Green _____.
a) building b) residence c) flat
 19. ___ you know which Department Mr. Jones is in?
a) Do b) Does c) Shall
 20. Why __ you give me your number?
a) doesn't b) don't c) shan't
 21. What _____ you to the US?
a) brings b) bring c) bringing
 22. It was nice ___ to you.
a) to enjoy b) talk c) thinking
 23. It's pretty warm, ___ it?
a) haven't b) aren't c) isn't
 24. May I ask ___ you are trying to reach?
a) whom b) whose c) what
 25. Who would be the best person for me to speak _____.
a) – b) with c) about
- Key: 1a 2b 3b 4a 5b 6a 7 c 8a 9c 10 a 11d 12a 13 a 14a 15 a 16c 17 a 18b 19a 21a 22c 23c 24a 25b

Complete the following dialogue.

can I speak to Rosalind Wilson, please?	OK - I'll put him through	How can I help?	Who
shall I say is calling?	I'll put you through	I'll see if he's in	

Michelle: Hello, you've reached the marketing department. ___ 1

Male: Yes, _____ 2

Michelle: Who's calling please?

Male: It's Richard Davies here

Michelle: Certainly. Please hold and ____ 3

Male: Thank you.

Michelle: Hello, marketing. How can I help?

Male: Could I speak to Jason Roberts please?

Michelle: Certainly. ____ 4

Male: My name's Mike Andrews.

Michelle: Just a second - ____ 5. Hello, Jason, I've got Mike Andrews on the phone for you ... ____ 6 Hang on a moment, I'm just putting you through.

Task. Read the dialogue.

ARRANGING AN APPOINTMENT OVER THE PHONE

- Northern Flavour ltd. Good morning.
- Morning. This is Martin Ross of International Express in Zurich. I'm trying to get hold of Mr Tomlin. Could you connect me with him, please?
- Just a second... Sorry, caller, but there's no reply. I'll see if he is in his office. Your name was?
- It's Martin Ross, R- O-S-S. We met at Berlin trade fair.
- Right... I'll try to catch him on the pager.
- Tomlin speaking.
- Hallo, Martin Ross here. You asked me to call you when I was back home.
- Oh, Martin, good to hear from you. You must be phoning about our equipment.
- Exactly. The thing is I'll be in Copenhagen next week. I wonder if we could meet and...
- Oh, yes. We remember your enquiry.
- Is it OK if I come to your place during my visit?
- Sure. Is the beginning of next week convenient for you?
- Well, yes. I'm arriving on Monday, that's the 9th of June. Tuesday will be all right, I think. What time would you prefer? Shall we say at 11.30?
- Let me see... Afraid I'm engaged till afternoon. How about 14.30?
- That suits me perfectly.
- And Martin, I don't think you know how to get to our offices, do you? Shall I pick you up at about quarter past two? And I'll show you round our works and we can work out the terms of our contract then.
- Oh, that would be great; I'll be staying at Continental Star Hotel.
- That's fixed then. Have a nice week-end.
- Thanks, you too, Harry. Good-bye.

Task. Find in the text above the English equivalents for the following words and word combinations and put them down in blanks.

- Выработать условия контракта
- Добраться до офиса
- Звонить насчет
- Начало следующей недели
- Тогда договорились
- Что, если я приеду к вам?
- Быть на месте
- Дозвониться до
- Дай подумать
- Рад слышать вас
- Извините, еще раз, как вас представить?
- Боюсь, что
- Приехать домой
- Во время визита
- Четверть третьего

Быть занятым до
Прибывать
Это меня устраивает
Вам того же
Останавливаться в гостинице
Предпочитать
Забрать кого-либо на машине
Как на счет
По телефону
Нет ответа
Я хочу знать
Точно
Одну минуту
Запрос
Соединить с кем-либо
Конечно
Может, встретимся в
Это было прекрасно
Договориться о встрече
Хорошо провести выходной
Дело в том, что
Показать кому-либо завод
Совершенно
Н у телефона, Н слушает
Удобный для
Встретиться на выставке
Вам звонит господин

Task. Translate into English.

- Простите за беспокойство. Можно мне поговорить с Томпсоном?
- Кто у телефона?
- Говорит Зимин.
- Вы ошиблись номером.
- Говорит Петров из Москвы. Соедините меня, пожалуйста, с господином Стивеном.
- Я посмотрю, на месте ли он. Простите, его сейчас нет. Передать ему что-нибудь?
- Нет, спасибо. Я позвоню ему еще раз. До свидания.
- Кто говорит?
- Говорит госпожа Соколова из Берлина. Соедините меня, пожалуйста, с Коваленко.
- К сожалению, господина Коваленко сейчас нет.
- Когда, по-вашему, он вернется?
- Не ранее понедельника. Ему передать что-нибудь?
- Нет, спасибо. До свидания.

Договор о встрече по телефону

- Компания с ограниченной ответственностью "Smith & Co". Здравствуйте.
- Доброе утро. Это Martin Ross из компании "International Express". Я пытаюсь связаться с госпожой Maryland. Не могли бы вы меня соединить. Минуточку, я посмотрю на месте ли она.
- Соединяю. Говорите.
- Алло, госпожа Maryland слушает.
- Это Martin Ross. Вы просили меня перезвонить Вам, как только я вернусь с торговой выставки в Берлине.
- Да, Мартин, рада вас слышать. Вы, должно быть, звоните по поводу нашего оборудования.

- Точно. Я собираюсь в Копенгаген на следующей неделе и интересуюсь, не могли бы мы встретиться и обсудить условия нашего соглашения и посмотреть ваше оборудование.
- Конечно, как насчет начала следующей недели.
- Хорошо. Я приезжаю в Понедельник и думаю, что меня это устроит.
- Какое время вы предпочитаете? Скажем в 13.30.
- Дайте подумать. Боюсь, что я буду еще занят. Как насчет 15.30.
- Меня это вполне устраивает

Task .Study the following:

TELEPHONE MESSAGES

While Paul was busy, he told Diana to 'hold all calls'. There were two telephone calls for Paul. This is the message Diana wrote about the first call:

Telephone messages

For Paul Osman
From Brian Gray
Of The Bike Shop
Tel. N 62358

Will call again
Please ring +
Urgent +

Message Re: order no 00366. Three bikes were damaged. He's got customers who want to buy them, so he needs replacements urgently.

Date 11 Feb *Time* 9.45
Taken by Diana

Look at the telephone message and write the dialogue Diana had on the phone with Brian Gray.

Start the dialogue like this:

Diana: Jayal Motors. Can I help you?

Gray: Good morning. Could I speak to Paul Osman please?

Diana: I'm afraid...

Task. Complete the dialogue, please.

CALLING THE BANK MANAGER

Charles Stanhope, bank manager (Ch): Stanhope speaking. Good morning.

Tracy Whitney (Tr): Good morning, Whitney here. You know we were talking about those shares I wanted to get.

Ch: Oh, yes, "Serp and Molot" it was. It's not a bad time to buy, you know. Prices on the stock market are slack at the moment. But would you excuse me? I'm just talking to a client. Can I ring you back in half an hour? That'll give time to contact our stock department for you.

Tr: Yes, that'll be fine. And at the same time you might let me have a quote on a few industrials too, please. I've been told they are quite favourable now...

Conversational practice:

- a) You are returning a call to Michael Hardy. You need to apologize for not calling him until now.
- b) Call Ms. Parker's office and introduce yourself, then ask for information about her company, ABC Trading.
- c) You would like to put an end to a long conversation with a business colleague. Give one way you could do this.
- d) What would you say if you dialed the wrong number?
- e) What would you say if someone else dialed your number incorrectly?
- f) You have to answer the phone for a colleague at work. What is the best way to answer?
- g) Leave a message for a colleague you are calling at home.
- h) Tell the secretary you do not wish to hold the line any longer; you will call back later.

- i) You are calling a business colleague for an after-work date to go with you to the movies. What would be a polite way of asking?
 j) Put a polite end to a conversation.
 k) Act out the dialogue “Arranging an appointment over the phone”.
 l) Call your business partner (chairman) and explain the reason of your missing the meeting concerning the signing of the contract. (You are ill, you have a headache, and your temperature is high. You suggest your assistant to come to the meeting and present the terms of delivery, terms of packing and shipping of the ordered equipment).

Тема 3. Business Correspondence CONTRACT

Match the English words on the left with their Russian equivalents on the right. Learn the words by heart.

1. continental law	a) субъект права, физическое или юридическое лицо;
2. a transaction	b) континентально-европейское право;
3. a legal person	c) письменная доверенность;
4. a tax authority	d) тяжба/судебный спор;
5. a legal entity	e) генеральный директор;
6. a representative office	f) налоговое управление;
7. a power of attorney	g) урегулирование споров/разногласий;
8. a chief executive officer	h) юридическое лицо;
9. a settlement of disputes	i) представительство;
10. controversy	j) сделка.

Answer the questions:

What do you know about contracts? What types of contracts do you know? What terms and compulsory conditions should be stated in contract?

Study the contract

After talks in Brighton Victor Petrenko has signed the contract between Continental Equipment and TST Systems for the supply of process equipment. Here are some clauses of this contract.

Brighton, England

April 10, 2005

Continental Equipment, plc, Brighton, England, hereinafter referred to as “the Seller”, on the one part, TST Systems Ltd., Kiev, Ukraine, hereinafter referred to as “the Buyer”, on the other part, have concluded the present Contract for the following:

1. Subject of the Contract

1.1. The Seller has sold and the Buyer has bought the machinery, equipment, materials, and the services (“Equipment”) as listed in Appendix 1 being an integral part of this Contract.

2. Prices and Total Value of the Contract

2.1. The Total Contract Value is as following:

Equipment and engineering FOB U.K. port + documentation	£-----
Supervision, start-up and training	£-----
Spare and wear parts	£-----
Freight	£-----
Total price CIF Odessa	£-----
Discount	£-----
Total Contract Value	£-----

2.2. The prices are understood to be CIF Odessa including cost of packing, marking, loading on board a ship, stowing and fastening the equipment in the hold, and the cost of the materials used for this purpose.

2.3. The prices are firm for the duration of the Contract and shall not be subject to any revision except on account of any mutual agreed changes of modifications to equipment specification and/or quantities listed in Appendix 1 to this Contract.

3. Time of Delivery

3.1. The equipment specified in Appendix 1 of the present Contract is to be delivered within two (2) month from the date of opening the letter of Credit specified in Clause 4.1 of this Contract.

3.2. The delivery date is understood to be the date of the clean Bill of Lading issued in the name of the Buyer, destination Odessa port of Ukraine.

4. Terms of Payment

4.1. Within thirty (30) days from the date of signing this Contract, the Buyer is to open in favour of the Seller an irrevocable confirmed Letter of Credit with Citibank, London, for hundred per cent (100%) of the total contract value. The letter of Credit is to be valid for three (3) months.

4.2. Payment from this letter of Credit at the rate of hundred per cent (100%) of the total contract value is to be effected in GB pounds against the following shipping documents:

4.2.1. Shipping specification

4.2.3. Certificate of Quality

4.2.4. Certificate of Origin

4.2.5. Packing list

4.2.6. Insurance Policy

5. Technical Documentation

5.1. Within five (5) days from the delivery date the Seller shall send two (2) sets of the technical documents as listed in Appendix 2 to the address of the Buyer.

5.2. All instructions on the drawings are to be in English, with all the instructions containing in Items 1, 2, 3, and 4 of Appendix 2 translated into Russian.

6. Guarantee of the Quality of the Equipment.

6.1. The guarantee period is twelve (12) months from the date of the start - up of the equipment that is reflected in an appropriate Act signed by the representatives of the Parties to the present Contract, but not more than eighteen (18) months from the date of delivery of the equipment.

6.2. If the equipment proves to be defective or faulty during the guarantee period, the Seller has at its expense at the choice of both Parties either to remedy the defects or to replace the faulty equipment with the new equipment of good quality which is to be delivered without delay to the port of delivery.

7. Packing

7.1. The equipment is to be shipped in Export Sea packing suitable for the type of equipment delivered. Packing should be suitable for transshipment in transit and reasonable long storage of the equipment.

7.2. Each container is not to exceed the following dimensions:

Length = 21,192 mm, width = 2,438 mm, height = 2,438 mm.

The seller is responsible to the Buyer for any damage to the equipment resulting from inadequate packing of the equipment.

Marking

8.1. All containers are to be marked on the three (3) sides. Each container should bear the following markings made in indelible paint (in Russian and English):

Contract №

Seller: Continental Equipment plc (address)

Buyer: TST Systems ltd.

Railway Station of Destination: Kiev

Container:

Gross weight __kgs

Net weight ____kgs

Case dimensions in cm (length x width x height)

8.2. If a case requires special handling it should bear additional marks: "Fragile", "Top" or "This side up", etc.

9. Shipping Instructions and Notifications

Within twenty-four (24) hours after shipment, the Seller is to inform the Buyer by fax regarding the date of shipment, the Bill of Lading number, and number of containers, their weight, and the vessel name.

10. Insurance

5.1. The Seller is to take care of and cover the expenses for insurance of the equipment under the Contract from the moment of its dispatch up to the moment of its arrival at the port of Odessa.

11. Sanctions

11.1 In the event of delay in delivery of the equipment the Seller is to pay the Buyer a penalty at the rate of 1, 0% of the total contract value for every week of delay. However, the total amount of penalty for delay in delivery is not to exceed 10% of the total contract value.

12. Force Majeure

12.1. The Parties are released from their responsibility for partial or complete non-execution of their liabilities under the Contract should this non-execution be caused by

The force majeure circumstances including, but not limited to: fire, flood, earthquake, and if these circumstances have had a direct damaging effect on the execution of the present Contract. 12.2. The Party which is unable to fulfill its obligations under this Contract is to inform the other Party within ten (10) days from the beginning of force majeure circumstances.

13. Arbitration

13.1. The Seller and the Buyer will take all possible measures to settle amicably any disputes or differences which may arise out of the present Contract or in connection with it.

13.2. If the Parties do not come to an agreement, all the disputes and differences are to be submitted for Arbitration in Stockholm, Sweden, in accordance with the rules and regulations of the Chamber of Commerce in Stockholm and applying the substantive laws of Sweden.

14. Other terms

14.1. The Seller upon written consent of the Buyer shall be permitted to substitute equipment of comparable quality and conforming to the technical requirements for any item of equipment that may not be available for one reason or another. 14.2. Any changes, amendments or supplements to the terms and conditions of this Contract shall be valid only if set forth in a written document duly signed by authorized representatives of both Parties to the present contract. 14.3. After the Contract has been signed all the preliminary agreements, discussions and correspondence between the Parties concerning this Contract are to be considered null and void if conflicting with this Contract.

14.4. The Contract becomes effective and comes into full force from the date of signing.

Legal Addresses of the Parties

SELLER:

Continental Equipment Plc

9 North Road

Brighton BN1 5JF

England

For and behalf of the Seller

Alfred Rogers

Alfred Rogers

Chairman

BUYER:

TST Systems Ltd.

P.O. Box 171

Kiev 253100

Ukraine

Виктор Петренко

Коммерческий директор

Give English equivalents for:

В дальнейшем именуемая «Продавец»; с одной (другой) стороны; предмет контракта; перечисленные в Приложении 1; неотъемлемая часть настоящего контракта; общая сумма контракта; оборудование и техника на условиях FOB

(порт Великобритании) + документация; сопровождение; пуск и подготовка персонала; запасные и изнашиваемые детали; скидка; общая сумма контракта; упаковка, маркировка, погрузка на борт корабля, укладка и крепление в трюме; цены остаются неизменными на протяжении всего контракта; взаимно согласованные изменения в специфике на оборудование; срок поставки; с момента открытия аккредитива; дата выдачи чистого коносамента с указанием имени покупателя и конечного порта назначения; условия оплаты; платеж по данному аккредитиву; сертификат качества; сертификат происхождения товара; страховой полис; гарантия качества оборудования; акт, подписанный уполномоченными представителями; устранить возникшие дефекты; транзитные перевозки; хранение оборудования в течение разумного срока; уведомление об отгрузке; расчет пени за задержку в поставке оборудования; форс-мажор; арбитраж; юридические адреса сторон.

Read the text.

Every contract contains a clause **defining** transport conditions. The clause **specifies** terms of delivery (CIF, FOB, **FAS**, **C&F**, ex works, ex ship's hold and others), **mode** of shipment (by sea, rail, road, air or pipeline) and responsibilities of each party. Sometimes **transshipment** or intermodal shipment is practiced.

Transport by sea is essential to many contracts. As a rule, a few parties are involved: **shipper**, (usually a manufacturer who sends goods), **ship-owner**, **forwarder** (an agent specializing in the transport of goods), **stevedore** (a firm employed in loading and unloading vessels), port **authorities**, **consignee** and others.

Freight services are provided by **liners** and **tramp** ships. Liners provide services over definite **routes**, **operate** in accordance with schedules and **call at** regular ports. Tramp vessels go anywhere as long as **cargo** is offered in sufficient quantity. Shipments by tramp vessels are governed by an agreement between the carrier and the **charterer** called a "**charter party**".

Either shipper or consignee, depending on the terms of the contract, pays freight, loading, **discharging** and other expenses, if any.

Answer the following questions to check your understanding of the text:

1. What are the responsibilities of the Seller and the Buyer when the goods are sold on a CIF (FOB, C&F, ex words) basis?
2. Why do shippers often use the services of forwarders?
3. What is transshipment?
4. How many parties are involved in the carriage of goods?
5. What are the most frequently used terms of delivery in international trade?

Task: *Imagine that you are an importer. You need to deliver goods to your foreign partner. Make a business contract to supply goods. Don't forget to include terms and conditions to make this contract effectual in law.*

Тема 4. The Art of Negotiating

What is the goal of a negotiation?

The purpose of the negotiation is the reason the negotiation is taking place. Interests may be conflicting (e.g. party A wants a low price, while party B wants a high price) or common (e.g. both parties want to minimise the amount of money they will have to pay to a third party, such as the government in taxes). The purpose of the negotiation is the reason the negotiation is taking place. In most situations, the shared purpose is to reach an agreement. However, sometimes one or both parties may have a different purpose (e.g. party A is negotiating with party B, but really wants a deal with party C instead. For A, the purpose of the negotiation with B may simply to allow A to negotiate from a stronger position with party C).

There is an important distinction between **positions and interests**. What are your own ideas about it?

Interests define what you really want and why you want it (e.g. we really want to enter this market, so we are prepared to accept a low price if necessary), while positions are what you say you want or will accept, in order to get a better deal. A **key skill** in a negotiation is to identify the other party's interests. Some negotiators believe it is better to be open and honest about your interests, while others believe they are in a stronger position if they keep their true interests secret. A **concession** is something you give to the other side in a negotiation, e.g. you accept their demand for a 5-year guarantee. An important principle in negotiations is that you should always trade concessions (e.g. we can provide that guarantee in exchange for a more flexible delivery schedule), and never simply make concessions in isolation

A **time-out** is a break from a negotiation, when the parties can discuss an idea among themselves or simply calm down if the negotiation is getting too emotional.

Render the following article:

The Art of Negotiation – Importance of Negotiation in Business

Read the following text and suggest the rules of successful negotiations.

In the world of business, the most difficult thing to achieve is the negotiation table. Reaching a negotiated settlement and winning over the other side is the most complex task for which our marketers always strive for. Negotiations include and encompass every art. Negotiating people should have the mastery to employ all the tools, when required.

Art of Negotiation

Most of the time it is not just the reasoning and the rational thinking through which we can reach at the mutually negotiated settlement. We can't always rely on the facts and the figures alone. These facts and figures are simply not just enough to bridge the gaps between the two parties.

What is more important for us is to identify our interest with our client, what is more worthwhile is not to just to make the transactions but to win over the confidence of our client, what is most crucial is not to make just profit but also to do customer relations and the winning over customers satisfaction, what is more inevitable is not to win over the competition but to make alliance and cooperation and finally what is more beneficial is the good will and the sound footing which our company has contemporarily in the market.

Negotiation and good negotiation is the most important activity which every organization has to do. All the organizational resources, whether they are the market capital, machinery, human resources or the technology can't bring or produce any value if the end users don't appreciate them, if the customer can't see them to be worthwhile or enough worthwhile. Here at this point the negotiators are sitting, they turn all the tangible and intangible resources of the company into a market price, these resources include the structure, services, technology, machinery, human resources or whatever into are being turned into the real materialistic capital which companies rein duct or utilize for the materialistic ends.

Successful negotiating persons are those who turn all the organizational efforts into tangible benefits and competitive materialistic forms. On the other hand the incompetent negotiating team can make you and your product off all the values which you have spent to turn that product into consumable customer product

We are dealing today with an intelligent and well equipped customer, who is equipped with the latest gadgets which can tell him the most competitive deal in the current date. Our customer, today not takes the view of the things, he does not need to go into the market on his car, he is not required to leave his office to collect data and he has not to hire a firm to search for the best deals but information technology has dismantled all the traditional barriers to the information. Our customer, with little basic skills and market acquaintance can collect

everything in the twinkling of the eye. He can get the latest price quotations in his own office. He can compare the data by the simple software applications.

He needs not hire the services of separate company to do all these things but just a click can make all the things split of second. We see today as the automation is entering in the world of the business the cliché markets are emerging. The companies are today more interested in making and performing the customer relations with the cliché markets. The customer relation managers (CRM) are used today to send the wise messages to the thousands of the potential customers worldwide.

The large databases closely monitor and watch the activities of the different user. These databases can handle the millions of the bytes of the data in automated way. At this point one can speculate the role of the negotiation might be going tougher, or disappear in the near future as digital machines might be going to replace the negotiation totally. As we see the companies which are getting the dotcom, the need for the human interaction or for the maintaining separate interfaces becomes minimal. In many of the cases automated customer software are reportedly handling the customer demands in a digital and efficient way. But still one can't suppose that role of the negotiator is going to disappear totally in the organization in the near future but one can say with total confidence negotiation are going to be more tough and dynamic

No matter, how much the technology is getting advanced the role of the negotiating is ought to appear in one way or the other way. Apart from the pure arithmetic and there are always many areas where the need for the humanly negotiated settlements is inevitable at least in the foreseeable future.

Customer is changed today, by the dint of the information technology customer purchasing power has increased dramatically. Virtually he is not bound in any way to stay tuned to the ex suppliers. Our customer is not even bound to the national boundaries but today he is connected, in a multidimensional manner to an international network. He is today capable of making business with an unknown supplier, operating in the remote part of the world or at least he is today capable enough to calculate our sovereignty or to gauge our fiscal space even.

Apart from his own circumstances and making comparisons between the suppliers, our customer can even calculate the economic viability and profitability of the service or product being offered. Information technology has no doubt has greatly increased the purchasing power of the customer, it has rapidly expanded the choice list for the customers, it has also made the customer more independent of the supplier bondage while the task of the negotiator has been made more temporary and more difficult. Lastly we can say our negotiating team has to compete not only with the local competitors but there are now the international ones, our negotiating team has not only to deal with the persons or companies but also need to argue with the advancing world of digits.

Communications

As we discussed earlier there are countless qualities which a negotiator, for the effective negotiation need to have. We saw the negotiators can't rely just on one trait like mental or physical capacity but in all the different circumstances we need the combination of the different qualities and traits

Different circumstances need the different behavior and the style of the negotiations. One can't assume to stay same in all the situations, but what one need to know is that if at the one place the rationalism made the way then at the second place the politics might turn table, at the third place being sentimental could pave the way similarly at some place the combination of all the above mentioned could squeeze the negotiated settlement out.

What is our mechanism to reach all the customer places is nothing but words of the mouth, the “communications” which can combine all the forces all the characteristics and all the traits which a negotiator can have or ought to have. Modern organizations do have the countless channels of the communications. There are the hundreds of the touch points between the organizations, products and the customers. Millions of the bytes of the data daily reach the information logs, on bases of which the decision are made and policies are the communicated. Every organization on the bases of these information logs selects the targets and tries to reach out their customers in a more direct and more immediate manner. Whatever they do in any case is to communicate and communicate. Let’s take a brief look at, what the communications are all about, how we can make the communication effective, timely and efficient. We also try to learn how to directly beam at our target customers and how to bridge the conceptual, mental and physical gaps to reach at the negotiated settlement.

In a negotiation process there are always at least two parties who negotiate to reach at common acceptable grounds. Both the parties are interested in wriggling out the best likeminded deal. We are interested, let’s suppose in getting the best price for our product while the other side is interested though primarily in our product but also in the enhancing the service package, plus in lowering the product price, as per asked by us. The task of the negotiating person starts with the question that how to find the common and acceptable ground for him first and to make it compliable for his customer also. Seemingly both side fit into the need and demand matrix, both can evaluate each other but everyone tries to get on the other to get the best tackle deal. It is not the matter that two parties share a limited area of the confluence or the sender and the receiver fall in the different need and want zone, both share the same area but not always reinforce or appreciate each other. At this phase as the aspirations cross each other, to find the parallel lines of the action becomes excruciatingly difficult for a negotiator.

A negotiator for this reason needs to be good at the communications. Communication is mostly mistaken as simply conveying your message or telling the other what you intend to say (like one way communications). This is not only the half definition but also the wrong one. It is not likely the case that communication is always face to face and we have to speak just in front of the silent audiences and we have to end with our speech without any question being raised or with or being crossed on the way. Similarly we communicate when are don’t have physically presence at every situation but we have to convey our message in writing. Moreover, if we want to be good speakers then we have to be good listeners and if we want to be good writer then we have to be good reader also.

A negotiator or a communicator always has to reach his audience in dignified, direct way, whatever his position or channel of communication (reading, writing, speaking) is. Though the process comprises many a things but in general we can say that communication is the sum total of four basic skills namely speaking, listening, reading and writing. An effective and efficient negotiator is who, who apply his communicating skills in a timely and effective manner. By employing his communicating skills he can interpret the messages emanating from the other party, he can decipher the hidden meaning, he find the bottom line, he can look for the laxities, he can find the diplomatic works, he can surmise the gravity of the situation, he can find the ambiguous but contour project lines.

While communicating the first and foremost thing which a negotiator needs to understand is that, what is being asked? There are number of the ways to say the same thing in the business and similarly there are number of the meanings for a same thing in business. Business language tends to be diplomatic, the words carry the double meaning and similarly the different clauses of

an agreement can be interpreted according to the vested interests. An agreement is not piece of the good writing not merely the piece of the writing on the piece of the paper should not considered enough to conclude a business agreement but both sides should be given the chance to ask the questions, raise issues and define terms. Similarly the clauses in an agreement, before being finalized are needed to be thoroughly evaluated against the expectations and duties.

More communicating problems are arising today, as we our business is taking more and more international look. Diversity and trans-cultural management has really put the great challenge before the negotiators. As our business takes more and more nationalities the challenge for the communication becomes more formidable and precarious. Even use of the standard language like English can't bridge the cultural and the national gaps. Different societies use the same language not in standard way but always in indigenous way. There is no internationally established form to use the words or interpret the terms but there are the channels where the ambiguity runs.

We need to further understand the need for inter organizational communication in addition to the extra organizational activities. In the modern world today, the intercompany business comprises the largest part of the international investments and trade, millions of the bytes of the data are sent between the parent companies and the child companies, heavy exchange of the information can only be made by the effective communication and best negotiating approaches.

No organization is today oblivious of the challenges which the globalization is bringing and among them the most formidable challenges is how to entrench a multicultural business system, how to introduce the common culture and the meeting grounds to all the employees, how to economically sustain the flow of the information between the distant nodes.

Communications is the only ways through which one is supposed to bridge not the physical and geographical gaps but also the mental, perceptual, and cultural ones. There is only the way of the communication whether it is the online or offline, oral or written which always connects our organization with another one in a real time fashion.

Further we see the business communications are the sum total of the many activities where the task does not end with the writing the agreements on paper, but on the contrary the business communication include like the services packages, logistics, the insurance, the volume options and most important of all it contains the futuristic developments also, which negotiator need to look for.

Reaching a negotiated settlement might not be a difficult task but reaching mutual understanding and getting a win-win situation is always the real task. Relations buildings and the pure business objectives not always run parallel to each other; there could be contentious issues which could mark the first or the second objective. The long term and the short term goals not always fit into one business matrix. A good negotiator is always whom, who steer a good balance between the short term and the long objectives of the organization.

<https://www.mbaknol.com/business-communication/the-art-of-negotiation/>

Market Knowledge and Confidence

One of the most important characteristic of the negotiator is getting the knowledge to stay competent and to stay tuned to the competition. Besides keeping watch over the inside information and the data of the organization, the negotiator is responsible to remain vigilant of the latest market developments occurring outside of his office.

Market knowledge is today the set of the multiple things tangible and intangible, realistic and idealistic, rumors and gossip. It can be the knowledge regarding SWOT when you have to

stand competition in your market , when you are going to do some investment in your field or you are about to enter in the totally new field , when the new competitors are about the capture your market share or when the peers are about to challenge your writ in the market, when you are losing your share , when the new technology is about the make to lose your competitive edge in the market, or when the new services is waiting for the powerful bidders.

Apart from all the above mentioned things market knowledge is still many a innumerable things which you can win, if you have the capacity, if have the know how and if you are informed, if you are adoptive and responsive to the onslaught, and similarly you can lose your erstwhile efforts if you were too oblivious and could not break with your inertia.

Negotiators need to work with the bundles of the informational data and has the sort out the relevant information from the non relevant information to reach at proper market planning. These information boosts up the much needed confidence which a negotiator needs while being sitting on the negotiations tables. Further the information tells him how and in which respect his service or product is more worthwhile and more competitive than his competitor etc.

No negotiator can put the confidence in his product and in his strategy if he is not aware of the competition and the ground situation going around, which is inevitable for a negotiator. If one does not pose his confidence in his product in his service, he can't simply justify his position and the demands in a rational manner.

We know that the negotiations involve the nerve game where every side tries to get on the nerves of the others to make their suited way. In the absence of the confidence, soon the breaking point could be reached and we lose.

In pairs talk about:

Multiparty Negotiation

External Communication in Business

Verbal Communication in Business

Tools for Effective Communication

Tips to Organize an Effective Meeting in a Business

Downward Communication in Business

Written Communication in Business

Upward Communication in Business

Non-Verbal Communication – Meaning and Types

Relationship between Verbal and Non-Verbal Communication.

Agree or disagree:

1) Negotiation is a method by which people settle differences. It is a process by which compromise or agreement is reached while avoiding argument and dispute.

2) In any disagreement, individuals understandably aim to achieve the best possible outcome for their position (or perhaps an organization they represent). However, the principles of fairness, seeking mutual benefit and maintaining a relationship have never been the keys to a successful outcome.

3) Specific forms of negotiation are used in many situations: international affairs, the legal system, government, industrial disputes or domestic relationships as examples. However, general negotiation skills can be learned and applied in a wide range of activities. Negotiation skills can't be of great benefit in resolving any differences that arise between you and others.

<https://www.skillsyouneed.com/ips/negotiation.html>

Stages of Negotiation

In order to achieve a desirable outcome, it may be useful to follow a structured approach to negotiation. For example, in a work situation a meeting may need to be arranged in which all parties involved can come together.

The process of negotiation includes the following stages:

1. Preparation
2. Discussion
3. Clarification of goals
4. Negotiate towards a Win-Win outcome
5. Agreement
6. Implementation of a course of action

<https://www.skillsyouneed.com/ips/negotiation.html>

Using the Internet or other sources of information describe each stage. Share your findings with group members. Read more at: <https://www.skillsyouneed.com/ips/negotiation.html>; <https://vunivere.ru/work12434>

Using the Internet and the article suggested by Glenn Curtis, explain the ways to master the art of negotiation and some tactics and tips that good negotiators use to get what they want.

Investopedia https://www.investopedia.com/articles/pf/07/negotiation_tips.asp#ixzz5R53qrIyM

Task: ***Negotiate Your salary Now for greater Income in the Future.*** Make up some tips on how effectively to do it.

Key Words Used in Negotiations

Match the terms and their definitions

Term	Russian Translation	Definitions	Answers
1) alternatives		a) an obligation to do something or deliver something Example: "We've made a commitment on this point. If we don't do it, the agreement will fall apart."	
2) arbitration		b) accepting less on one specific point in order to get something from the other person on a different point Example: "Okay, you've made a concession on price, so we can make a concession on the delivery date."	
3) commitment		c) an agreement that prevents either side from talking about the agreement in public Example: "I'm sorry but our confidentiality agreement prevents me from answering your questions in detail."	
4) compromise		d) a proposed agreement that is different from, but equal in value to, a previous proposal Example: "We can't agree to that proposal, but here we would like to suggest an equivalent package for you to consider."	
5) concession		e) any other choices a person or group has, rather than agreeing with the other person or group Example: "We can ask them to do A if we do B, but they have many alternatives."	
6) confidentiality		f) when a neutral person or group comes in to settle a disagreement Example: "If we can't agree by midnight tomorrow, this case will go to arbitration."	
7) equivalent		g) an agreement where you get less than you want but also give less than the other person wants Example: "If we don't compromise, this deal will never get done."	
8) facilitation		h) the results of the negotiation that everyone agrees to put into action Example: "After six long months, we now have a final agreement."	

Term	Russian Translation	Definitions	Answers
9) good faith		i) - when two sides hold different positions that they are unwilling to change Example: "We were close to an agreement but we suddenly hit an impasse over payment terms."	
10) final agreement		j) being honest about your intentions Example: "If we negotiate in good faith, we are sure to reach an agreement eventually."	
11) impasse		k) a process where people, called facilitators, try to make it easier for two people to reach an agreement Example: "You may not reach a better agreement with facilitation, but you will reach an agreement faster."	
12) intermediary		l) a topic that needs to be discussed in a negotiation Example: "Money is the biggest issue in this negotiation, but resources and responsibilities are important issues too."	
13) issue		m) when a neutral person or group comes in to identify the issues, explore options and clarify goals Example: "If we use mediation, it may help to move the negotiations forward."	
14) mediation		n) a person who communicates between the two sides of a negotiation Example: "They've been negotiating through an intermediary after that big argument last week."	
15) offer		o) either side in a negotiation is called a party, whether one individual or a whole group Example: "If party A accepts party B's proposal, then the negotiation is finished."	
16) package		p) any suggestion or idea given to one party from the other Example: "We'll look at your proposal during the coming week and give you our response the following Monday."	
17) party		q) an agreement that depends on some conditions, so that it might not be a final agreement Example: "At last we've reached a tentative agreement. Perhaps these long negotiations will be over soon."	
18) proposal		r) an exchange process in which one side gives up partly on some issues in order to gain on other issues Example: "There are always trade-offs when negotiating. You can't win them all!"	
19) tentative solution		s) one or more options that is sent by one negotiator to the other Example: "Let's offer them a one-year service contract and see how they respond."	
20) trade-off		t) a combination of options that has been offered as a solution Example: "John put this package together last night. Let's look at each option and see if we really want to offer this."	

Translate into English:

Переговоры - это сложный процесс, связанный с фактами и людьми. Ясно, что люди, участвующие в переговорах, должны хорошо разбираться в обсуждаемой проблеме. Они должны знать общую политику компании, основную позицию переговоров и возможные пути отступления. Тем не менее, знания этих фактов недостаточно для достижения соглашения. Также следует принимать во внимание роль человеческого фактора. Подход и стратегия переговоров основываются на холодном, прагматичном, логическом подходе. Но личные нужды актёров также должны учитываться. Нужды

включают в себя дружбу, добрую волю, убедительность, признание статуса и авторитета, желание быть оцененными и продвинутыми по службе, а также желание попасть домой пораньше в пятницу вечером.

Исследователи, изучавшие деловые переговоры, рекомендуют отделять факты от людей. Кроме того, во время переговоров используются неличные формы вопросов и предложений. Более того, умелые переговорщики жестко относятся к фактам, но мягко к людям.

Язык переговоров изменяется в зависимости от их стиля. Стиль переговоров может быть или стилем сотрудничества, или состязательным стилем. Стиль сотрудничества основывается на обоюдно приемлемых принципах, когда обе стороны хотят получить преимущества от сделки. Этот стиль приемлем при переговорах внутри одной компании, ли когда между компаниями сложились длительные дружественные взаимоотношения. Стиль состязательности приемлем для единичных контактов, когда цель заключается в получении максимально возможной прибыли от сделки, не боясь прервать переговоры. Кроме того, язык переговоров становится враждебным и угрожающим.

В реальности же переговоры это сложное сочетание сотрудничества и состязательности. Для успешных переговоров нужно уметь правильно действовать с их 4-мя основными составляющими: фактами, людьми, сотрудничеством и состязательностью.

https://iloveenglish.ru/topics/delovoj_anglijskij/pravila_delovikh_peregovorov

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<https://vunivere.ru/work12434>

Investopedia https://www.investopedia.com/articles/pf/07/negotiation_tips.asp#ixzz5R53qrIyM

https://iloveenglish.ru/topics/delovoj_anglijskij/pravila_delovikh_peregovorov

Вопросы к зачету

1. Contract
2. Letter of invitation
3. Letter of credit
4. Letter of complaint
5. Letter of apology
6. Letter of Advertising
7. Statements
8. CV
9. Tax issues
10. Regulation of banks and financial sector.
11. Financial institutions
12. Financial markets
13. Central banks (Bundesbank, European Central Bank, The Bank of Japan)
14. The importance of monetary policy
15. Tools of monetary policy
16. Inflation and its relationship to unemployment and growth
17. Business Correspondence
18. Drawbacks of the Eurocurrency Market
19. The European Monetary System in Retrospect
20. Offshore banking
21. International banking
22. Telephoning
23. Banking correspondence.

Критерии оценки ответа студента на зачете

по дисциплине «**Деловые переговоры и деловая переписка на иностранном языке**»
оценка «**зачтено**» - ответ студента, в целом, носит завершенный характер, с выполненными в соответствии с необходимыми требованиями заданиями билета, без серьезных грамматических, лексических и произносительных ошибок;

оценка «**не зачтено**» - ответ студента носит незавершенный характер, необходимые требования заданий билета не соблюдены, допущены грубые и (или) многочисленные грамматические, лексические и произносительные ошибки.

Ниже представлен примерный образец зачетного билета:

АМУРСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ

Утверждено на заседании кафедры

« » 201_ г.

Заведующий кафедрой

_____ О.Н. Морозова

подпись

Кафедра иностранных языков

Факультет экономический

Курс 3

Направление 38.03.01 «Экономика»

Дисциплина **Деловые переговоры и деловая переписка на иностранном языке**

1. Translate into English

- Не могли бы вы соединить меня с Мистером Грином. Это представитель компании «International Trade», Россия.
- Хорошо. Подождите минутку, я посмотрю на месте ли он, но, я думаю, будет лучше, если вы позвоните ему снова, набрав добавочный номер 416.
- Спасибо. Извините за беспокойство. До свидания.
- Алло. Извините, что заставил Вас ждать. Я разговаривал по другому телефону и, кстати, я Вас не сразу узнал. Тем не менее, я рад Вас слышать, господин Петров.
- Спасибо, я тоже с нетерпением ждал вашего ответа. А звоню я по поводу заказа вашего оборудования.
- Да, я помню о нашем разговоре и сделаю все возможное, чтобы отправить вам как можно скорее наш последний каталог и прайс-лист, а затем мы договоримся о встрече по телефону и разработаем условия нашего соглашения.
- Хорошая идея. Решено. Вы можете позвонить мне завтра. Я буду в офисе до 6 вечера. Но я полагаю, что мы увидимся на следующей неделе.

2. Translate into Russian.

- Do you know when he'll be back? – May I ask what is regarding?
- I've got the message that he's ill. – I'm calling about the order he placed with our company. Would you mind putting me through?
- But I let him know you called. – Would you like to leave your phone number?
- I'm sorry but I have to go away and won't be able to manage Friday afternoon.
- Well. Thanks for letting me know.
- We are unable to answer your call right now. Please leave your name, number and a brief message at the sound of the beep.
- Is it a good time for you to speak? – Actually no, I'm in the middle of a meeting. Could you call back at 5.30?
- Thank you very much, I appreciate it.

3. Discuss with your partner the challenges of modern banking.

4. Look at the envelope and match its numbers with the information it denotes.

Mr. Fox
4(1)New High Street
(2) Oxford OX37AQ
(3) England

(4) Mr Bhahman
(5)55Shandi Av
New Delhi (6) 110003
INDIA

- the street name in the return address
- the town the letter comes from
- the ZIP Code in the mailing address
- the country the letter comes from
- the addressee
- the addressee's house number

5. Define the type of the following business document.

Danish Centre 51
Strangade DK -1401 Koben K
Denmark

1st March 20XX

Time for English
21 Tverskaya str. Moscow
Russia

Dear Sir/Madam,

We are in the process of updating our mailing list pertaining to exchange agreements and ask you kindly to fill in the enclosed questionnaire and return it to us as soon as possible.

At the same time, please correct your own address on the form if necessary.

Please note that exchange publications for us should be mailed to the above-indicated address whereas correspondence concerning exchange agreements should be forwarded for attention of the undersigned. Thank you in advance.

Yours faithfully

Lisbeth Dursine

Comment on the following statement: It is not an easy thing to apply for a position of a company. Why?

Литература, используемая при подготовке к зачету

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Методические рекомендации для студентов по изучению дисциплины

Brainstorming is an excellent strategy to generate ideas on a given topic, helping promote thinking skills. When students are asked to think of all things related to a concept, they are really being asked to stretch their thinking skills. All too often, a child with special learning needs will say they don't know. It's due to the technique of brainstorming, the child says what comes to mind as it relates to the topic. Brainstorming promotes success for students with special needs as there is no one right answer.

Подготовка к практическим занятиям

Основной целью организации подготовки к практическим занятиям является развитие навыков чтения, письма, говорения и аудирования. При подготовке к каждому занятию необходимо обратиться к уроку в учебнике по данной теме и дополнительным учебным пособиям, чтобы уточнить новую лексику, терминологию, грамматические структуры. При работе с лексико-грамматическим материалом необходимо стремиться не только к узнаванию слова или грамматического оборота, но и к пониманию цели его употребления в данном контексте, функциональной нагрузки, которой данная языковая единица обладает.

Основной целью курса - знакомство студентов с содержанием предмета экономики, включая финансовую систему, банковское дело и фондовые рынки. Преподаватели используют аутентичные тексты по предмету, написанными типичным языком экономистов, а также упражнения для отработки необходимых навыков для изучения предмета на английском языке.

Изучение английского языка предусматривает **систематическую самостоятельную работу студентов** над материалами для дополнительного чтения

текстов профессиональной и бизнес тематики; развитие навыков самоконтроля, способствующих интенсификации учебного процесса.

Основной целью организации самостоятельной работы студентов является систематизация и активизация знаний, полученных ими в процессе подготовки к практическим занятиям. Студентам следует стремиться к активизации знаний на занятиях по другим языковым аспектам, в частности английскому для профессиональных целей. Домашняя работа по изучению курса предполагает внеаудиторную работу, которая включает:

1. Подготовку к практическим занятиям (ведение словаря, грамматического минимума)
2. Написание письменных работ по предложенным темам
3. Подготовка устного выступления (сообщения, презентации)
4. Выполнение упражнений, направленных на развитие лексико-грамматических навыков
5. Прослушивание аудио-, просмотр видеоматериалов и выполнение соответствующих заданий
6. Чтение материалов учебника, или дополнительной литературы по заданной теме
7. Подготовку к текущим тестам, зачету.

Описание последовательности действий студентов

Эффективность обучения во многом зависит от правильной организации самостоятельной работы.

Работа с текстами, составление тематического глоссария по прочитанному тексту.

Рекомендуется: неоднократно прочитать текст вслух, отработать технику чтения. Обратить внимание на чтение трудных слов (после текстов часто указываются трудные слова с транскрипцией). Составить тематический глоссарий по прочитанному тексту.

Выполнение различного рода коммуникативных упражнений

Студентам рекомендуется сначала записать коммуникативное высказывание (ответ на вопрос, пересказ текста, и др.) в письменной форме, затем отработать это высказывание в устной форме. Можно рекомендовать студентам записывать свой ответ дома на магнитофон с его последующим прослушиванием.

При подготовке обратить внимание на формат, структуру, речевые клише для данного задания (формальный-неформальный стиль, процедура и структура общения и т.п.).

Рекомендуется выполнять задание по чтению дополнительной литературы небольшими порциями несколько раз в неделю, так как студенты не способны прочитать и проработать большой объем страниц за один прием.

Методические рекомендации по составлению делового письма

Специфика языка деловой сферы общения заключается в том, что она представляет собой также и определенный метаязык данной области предметной деятельности и области знания, определенный тезаурус, раскрывающий универсальное и специфичное в предпринимательской сфере англоязычного языкового континуума, поэтому правильно построенные структуры делового общения должны рассматриваться не только как показатель освоения данного раздела, но и как важный компонент языковой способности вторичной языковой личности, один из приоритетных компонентов учебной деятельности в системе подготовки будущего специалиста. Деловое общение в письменной форме представляет собой особый тип дискурса, как элемент национальной культуры, включающий в себя не только специфические элементы, но и элементы универсальные, характеризующие коммуникативную модель в целом. Эффективное деловое письмо на английском языке обычно имеет определенный формат и язык (см. Приложение №6). Составление любого делового письма на английском языке подчиняется общим правилам:

- Весь текст разделяется на абзацы без использования красной строки.
- В верхнем левом углу письма указывается полное имя отправителя или название компании с адресом.

- Далее указывается имя адресата и название компании, которой письмо предназначено, а также ее адрес (с новой строки).
- Дата отправления указывается тремя строками ниже или в верхнем правом углу письма.
- Основной текст должен быть помещен в центральной части письма.
- Главная мысль письма может начинаться с причины обращения: «I am writing to you to ...»
- Обычно письмо заканчивается высказыванием благодарности («Thank you for your prompt help...») и приветствием «Yours sincerely», если автор знает имя адресата и «Yours faithfully», если нет.
- Четырьмя строками ниже ставится полное имя автора и должность.
- Подпись автора ставится между приветствием и именем.

Рассмотрим оформление письма подробнее:

В левом верхнем углу страницы указывается полное имя адресата или название компании. Обязательно прописывается адрес компании и пишется дата отправления письма. Например:

Mr Sergey Ivanov
 MUK-company
 Office 35,
 Entrance 4A Lomonosov Street
 Moscow RUSSIA
 2 May 2012

Конечно, если вы пишете письмо на фирменном бланке компании, то адрес писать не нужно. В этом случае указывается только имя отправителя, его должность и проставляется дата.

Согласно стандарту, дата указывается на три строки ниже информации об отправителе. Дата в письме приводится полностью, но последовательность следования элементов уникальна для каждой страны. Так, в Великобритании указываются день/месяц/год, которые не разделяются запятыми. Например: 16 December 2014.

В США и Канаде последовательность другая – месяц/день/год, причем перед указанием года иногда ставится запятая. Например: December 16, 2014.

Письмо следует начинать с официального обращения, особенно если это первое письмо. Воспользуйтесь одним из шаблонов:

Hello Mr. Ivanov Dear SergeyDear Mrs./Ms. Jones – это формула официального обращения к женщине, если вы не знаете, замужем она, или нет.

Dear Sir/Madam – так можно обращаться к совершенно незнакомому человеку. Хотя все специалисты утверждают, что лучше всего узнать имя адресата, чтобы ваше письмо не имело характер простой рассылки.

В русском языке принято после обращения ставить восклицательный знак: «Здравствуйте, Мария Ивановна!» Оформление делового письма на английском предполагает совсем иные знаки препинания. После официального обращения ставят запятую, а сам текст письма начинают с новой строки, пропустив одну строку.

Если вы обращаетесь к высокопоставленному лицу, то после обращения следует поставить двоеточие, которое подчеркивает официальность: Dear Mr President.

Если вы пишете данному адресату впервые, то в начале письма обязательно следует представиться, указав свое полное имя и должность. Например, I am Olga Petrenko, a Vice-president of GBH Company. – Я, Ольга Петренко, вице-президент компании GBH.

Если же вы уже переписывались с данным адресатом, то уместно поблагодарить его за предыдущее послание. Например, Thank you for your message. Спасибо за Ваше сообщение. Thank you for your quick response. – Спасибо за Ваш быстрый ответ. Thank you

very much for sending me the catalogue. – Большое спасибо за то, что отправили мне каталог.

Основной смысл послания раскрывается в главном теле письма. Уместно начинать со слов «I am writing to you to ...»

Правила оформления делового письма на английском языке диктуют следующее:

- Письмо следует структурировать, разбив на абзацы. В письме четко указываются причины обращения. Обычно достаточно трех абзацев, чтобы изложить свою проблему.

- Не допускается использование красной строки, или отступа.

- В конце письма обязательно следует поблагодарить адресата за проявленное внимание или за будущее исполнение вашей просьбы:

Thank you for your time. Thank you in advance. Thank you for your prompt help...

В завершение всего письмо следует подписать следующим образом: отступив четыре строки от основного текста, напишите свое полное имя, укажите должность и оставьте контактные данные. Например,

Olga Petrenko

Vice-president GBH Company

Tel.: 555-55-55

E-mail: XXXXX@mail.ru.

Методические рекомендации по составлению монологов и диалогов на иностранном языке

Содержание обучения монологической речи состоит в овладении разными видами монолога, включая высказывания по поводу прочитанного. Для этого предусматривается развитие следующих умений:

- делать сообщения, содержащие наиболее важную информацию по теме/проблеме;

- рассказать о себе, своей профессиональной деятельности;

- уметь понять на слух речь на иностранном языке по телефону;

- уметь поддержать диалог по телефону;

- кратко передать основное содержание, основную мысль прочитанного или услышанного.

Во-первых, при подготовке к монологическому высказыванию записывайте только ключевые слова и фразы, а не сам текст ответа, так как прочесть или запомнить его слово в слово все равно не получится. Во-вторых, не говорите ничего лишнего, чтобы не тратить время и не выполнять пустую работу, которая все равно не будет оценена. В-третьих, сделайте в своем монологе вступление и заключение. В-четвертых, постарайтесь в полной мере раскрыть каждый пункт, чтобы избежать дополнительных вопросов. В-пятых, настройтесь на обязательные вопросы, которые вам могут задать однокурсники или преподаватель.

Методические рекомендации по созданию сообщений, презентаций

Сообщение, презентация (в программе Power Point) представляет собой публичное выступление на иностранном языке, ориентированное на ознакомление, убеждение слушателей по определенной теме-проблеме. Обеспечивает визуально-коммуникативную поддержку устного выступления, способствует его эффективности и результативности.

Качественная презентация зависит от следующих параметров:

- постановки темы, цели и плана выступления;

- определения продолжительности представления материала;

- учета особенностей аудитории, адресованности материала;

- интерактивных действий выступающего (включение в обсуждение слушателей);

- манеры представления презентации: соблюдение зрительного контакта с аудиторией, выразительность, жестикуляция, телодвижения;
- наличия иллюстраций (не перегружающих изображаемое на экране), ключевых слов, нужного подбора цветовой гаммы;
- использования указки.

Студентам рекомендуется при презентации материала:

- не читать написанное на экране;
- обязательно неоднократно осуществить представление презентации дома;
- предусмотреть проблемные, сложные для понимания фрагменты и прокомментировать их;
- предвидеть возможные вопросы, которые могут быть заданы по ходу и в результате предъявления презентации.

Необходимо следовать следующим рекомендациям:

1. Всегда планируйте свою презентацию на бумаге. Учитывайте ее цели, содержание, знайте свою аудиторию.
2. Не помещайте весь свой устный текст на слайд. Помните правило: не более 5-6 строчек на слайде, не более 6-7 слов в строчке.
3. Избегайте использования заглавных букв для большого текста: они трудны для чтения. Лишь небольшие заголовки можно писать заглавными буквами.
4. Размер шрифта отражает важность информации. Заголовки должны быть больше, чем основной текст.
5. Ограничивайте тип шрифта и величину букв одним-двумя, сохраняйте это на протяжении всей презентации (если выбираете 40 для заголовков, то для остального текста следует выбрать 38).
6. Используйте простой шрифт типа —Times New Roman или —Arial. Они рекомендуются как наиболее оптимальные.
7. Избегайте тире и дефисов в тексте. Не переносите слова на другую строчку. Это прерывает восприятие информации.
8. Если на слайде дается перечень нескольких пунктов, рекомендуется оформлять их маркерами или нумеровать.
9. Фразы в этих пунктах должны иметь параллельные грамматические структуры (один и тот же тип предложения, одно и то же время, число и залог глагола).
10. Если хотите выделить какую-то часть информации в тексте, не подчеркивайте ее, а выделяйте жирным шрифтом или вторым из основных цветов слайда.
11. Длину строчек на каждом слайде желательно делать одинаковой.
12. Текст на слайде не должен преобладать над графикой.
13. Внимательно проверьте грамотность вашего текста.
14. Ограничивайте цвета, используемые на слайде, двумя-тремя на контрастном фоне.
15. Между текстом и фоном должен быть четкий контраст (рекомендуемые сочетания – бледные цвета для фона, темные цвета для текста).
16. Используйте яркие цвета для более важной информации. Яркие цвета всегда выделяются и привлекают внимание.
17. Желательно продумать цветовую гамму всей презентации, прежде чем выбирать цвета для отдельных слайдов. Используйте один стандартный шаблон для всей презентации.
18. Помните об эмоциональной реакции, которую могут вызвать некоторые цвета. Избегайте сочетания красного и зеленого: оно создает напряжение для глаз.
19. Не перегружайте слайд текстом и графикой: это затрудняет восприятие. Разделите информацию на несколько слайдов.
20. Презентацию рекомендуется заканчивать черным слайдом.

Основные этапы подготовки и проведения презентации на английском языке включают в себя подготовку, язык презентации, язык жестов. При подготовке выступления следует помнить, что это самый важный этап. Вам следует убедиться, что у вас есть вся необходимая информация и материалы. Вам понадобится:

- вся информация по теме презентации;
- информация о месте и времени проведения презентации;
- грамотно оформленные визуальные средства;

- карточки для тезисов;
- необходимая лексика и терминология по теме презентации;
- помощник, перед которым вы будете репетировать свое выступление.

В первую очередь, вам необходимо отобрать действительно нужную информацию. Это поможет вам рассчитать продолжительность презентации, которая является одним из ключевых моментов. Доклад должен длиться не менее 5 минут и не более 20. За 5 минут вы не донесете сути и не успеете ответить на вопросы. Если выступление длится более 20 минут, вы рискуете потерять внимание и интерес аудитории. Убедитесь, что вы говорите то, что действительно хотите сказать. Любое отклонение от темы может увести аудиторию в сторону от существа вопроса. Обязательно положите перед собой часы и следите за временем, чтобы не отклоняться от регламента.

Во-вторых, письменно составьте план презентации, это поможет вам лучше понять логику доклада и доступность материала. В общих чертах план должен выглядеть так:

- вступительное слово;
- основная часть;
- заключение;
- вопросы.

Затем следует заняться визуальными средствами. Если вы используете компьютер, убедитесь, что вы знаете, как пользоваться нужными вам программами. Проверьте правильность оформления таблиц и графиков и правильность использования слов.

Теперь вы готовы к тому, чтобы записать тезисы доклада на карточках. Не приносите с собой на презентацию полный текст выступления. Доклад нужно представлять, а не читать. На каждой карточке напишите подзаголовок и несколько ключевых тезисов, а также фразы, которые вы планируете использовать для управления вниманием аудитории. Затем по ходу презентации зачитывайте подзаголовки и объясняйте суть каждого тезиса.

Перед выступлением следует убедиться, насколько хорошо вы знакомы со значением используемых слов, а также подумать над употреблением специальных терминов.

Наконец, попросите кого-нибудь послушать вашу презентацию, чтобы вы имели представление о том, что значит выступать перед публикой. После этого вы можете выступить перед самим собой.

Презентацию лучше всего начать с приветствия аудитории, затем представиться, объявить тему презентации и определить время для вопросов.

1. Good morning/afternoon/evening ladies and gentlemen

2. My name is I am

3. Today I would like to talk with you about My aim for today's presentation is to give you information about...

4. Please feel free to interrupt me if there are any questions/If you have any questions, please feel free to ask me at the end of the presentation.

После вступительного слова полезно ознакомить аудиторию с регламентом презентации, это облегчит восприятие слушателей и снимет возможное напряжение от мысли, что им придется слушать вас целый день!

First I would like to talk about

Then I would like to take a look at

Following that we should talk about

Lastly we are going to discuss

I would like to talk to you today about for minutes/We should be finished here today by o'clock.

Очень важно во время выступления акцентировать внимание аудитории на очередном пункте доклада. Благодаря этому вы будете управлять вниманием слушателей и помогать им следовать логике повествования.

Now we will look at

I'd like now to discuss

Let's now talk about

Let's now turn to

Let's move on to

That will bring us to our next point

Moving on to our next point

Firstly

Secondly

Thirdly

Lastly

Перед тем, как вам начнут задавать вопросы, нужно кратко подвести итоги выступления и обозначить ключевые моменты, чтобы аудитории стало предельно ясно, что вы хотели сказать. Этим вы избавите себя от лишних вопросов и повторно донесете информацию до невнимательных слушателей. Подвести итоги можно с помощью фраз типа:

I would just like to sum up the main points again

If I could just summarize our main points before your questions. So, in conclusion

Finally let me just sum up today's main topics

Во время вопросов аудитории очень важно понимать, о чем именно вас спрашивают. Ниже приведены фразы, которые вы можете использовать в случае, если смысл вопроса вам не ясен.

I'm sorry, could you expand on that a little? Could you clarify your question for me?

I'm sorry, I don't think I've understood your question, could you rephrase it for me?

I think what you are asking is

If I've understood you correctly you are asking about

So you are asking about

Методические рекомендации по подготовке к выполнению проверочной работы

Задачей проверочной работы в высшем учебном заведении является контроль знаний студентов. Этот контроль может быть текущим промежуточным или итоговым. Работа может оцениваться по 4-балльной системе («отлично», «хорошо», «удовлетворительно», «неудовлетворительно») или по 2-балльной («зачет», «незачет»). При оценке работы как неудовлетворительно (незачет) она возвращается студенту на доработку с замечаниями и указаниями преподавателя. Студент должен быть готов к тому, что на зачете ему могут быть заданы вопросы по содержанию проверочной работы.

Проверочная работа предлагается студентам для выработки умения дать полный ответ на вопрос изучаемого курса, лаконичный, аргументированный, с выводами. Как правило, она выполняется студентами очного отделения на практических занятиях. Но подготовка к ее написанию требует самостоятельности и ответственного отношения, способности работать с литературой по проблеме, знания теории вопроса, основных теоретических постулатов. Вариант работы выбирается студентом. Работа должна быть грамотно оформлена, листы пронумерованы, воспроизводить структуру и

последовательность заданий. В письменной работе необходимо оставлять поля для замечаний преподавателя и дальнейшей подготовки к собеседованию перед ее защитой. Успешное выполнение работы учитывается при выставлении зачетной оценки. Проверочная работа может быть в форме тестовых заданий.

Методические рекомендации по подготовке к тестовым заданиям

Тестовые задания предназначены для проведения текущего и промежуточного контроля усвоения содержания дисциплины. Используются следующие формы тестовых заданий: открытая, закрытая (с выбором одного или нескольких правильных ответов), на установление соответствия и последовательности, на дополнение.

При выполнении тестов студенту, прежде всего, рекомендуется внимательно прочитать задание, ответить на вопрос, что необходимо сделать. Чтобы правильно выполнить задание закрытой формы (отметить один или более правильных ответов), необходимо прочитать тестовое утверждение и в приведенном списке отметить сначала те ответы, в которых студент уверен, и определить те, которые точно являются ошибочными, затем еще раз прочитать оставшиеся варианты, подумать, не являются ли еще какие-то из них правильными. Важно дочитать варианты ответов до конца, чтобы различить близкие по форме, но разные по содержанию ответы.

При проведении тестирования в аудитории не допускается использование студентами учебников и учебно-методических пособий, средств мобильной связи. При несоблюдении студентами правил прохождения тестирования, тестирование прекращается.