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**Краснодарский технический колледж**

«Методическое пособие на развитие навыков чтения и перевода специальных текстов»

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ОДОБРЕНА РАССМОТРЕНА

На заседании педагогического цикловой комиссией

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Данное методическое пособие предназначено для студентов 2-3-х курсов обучения по английскому языку экономического отделения, специальностей: 38.02.01 - экономика и бухгалтерский учет (по отраслям), 38.02.07 – банковское дело и включает в себя тексты и задания посвященные деловым контактам.

Методическое пособие рассчитано на развитие навыков чтения и перевода специальных текстов, овладения специальной терминологией и умения применять ее в монологической и диалогической речи.

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**Введение**

Цель предлагаемого методического пособия состоит в обучении основам делового общения в устных и письменных формах в типичных ситуациях: знакомство, разговор по телефону, устройство на работу, деловая встреча, командировка, заказ билета и номера в гостинице, ресторан, магазин, ведение деловых переговоров, обсуждение и подписание контракта.

Методическое пособие содержит достаточное количество информации, необходимой для деловой поездки.

В современных условиях широкого развития международных связей практическое владение иностранными языками приобретает очень важное значение для специалистов различных областей науки, техники, хозяйства и культуры.

В процессе обучения иностранному языку решаются воспитательные и общеобразовательные задачи, которые расширяют общий и филологический кругозор обучаемых, развивают их мышление и способность делать логические выводы и умозаключения. Основу учебно-воспитательного процесса по иностранному языку составляет профессиональная направленность обучения данной дисциплине, а знание студентами своей специальности позволяет на новом этапе обучения использовать в качестве учебного материала различные информативные тексты и развивать мотив учения. Методическая разработка составлена в соответствии с программой по иностранному языку для специальностей средних учебных заведений.

**1.Контрольное задание №1**

**1. Read and translate the text**

Distance is no obstacle nowadays and personal contacts have become the most efficient means of promoting a better understanding in all spheres of human activity. Foreign trade is no exception. Normally, businessmen keep in touch through correspondence or telephone calls, but there's no denying the fact that major problems can be solved more effectively through a personal meeting, as the human element can hardly be overestimated. Both parties have equal opportunities to hear out their counterpart's arguments and counterarguments and come to on agreement on the business in hand. Since a business trip is always limited in time businessman makes appropriate arrangements prior to his departure immediately on arrival. Among other things he can make on appointment by phone or by cable. In the counterpart's country a businessman can make an appointment in person. It is customary for businessman to draw up a tentative programs of the points they would like to take up during the forthcoming meeting.

Russia has wide business contacts of many years standing in a lot of countries. Russia experts and specialists in developing countries are always given a warm welcome. The programs of the Russia delegations stay include a series of business talks and social meetings like sightseeing tours entertainment, visits to their counterpart's homes, ete. Russian visitors may have to attend a business lunch or a reception given in honour of the delegation by highranking officials. Such functions take place in a friendly, businesslike atmosphere.

These tips may come in handy tor a businessman on a trip:

It is essential to be punctual in business

If you cannot keep the appointment you should notify your counterpart in advance and fix a new date.

On a formal occasion (talks. a working lunch a reception) a businessman is expected to wear a suit and tie.

Informal occasions (a sightseeing tour, an outing, a visit to a private home ) do not call for formal clothes, one should be dressed casually.

Remember that it is always best to behave naturally. Jokes and humour are appreciated just as much as they are elsewhere.

Notes

1. Distance is no obstacle nowadays – в наше время расстояние не препятствие для контактов.

2. There's no denying the fact – нельзя отрицать того, что.

3. The human element can hardly be overestimated – вряд ли можно недооценивать человеческий фактор.

4. Come to an agreement on the business in hand-договориться по рассматриваемым вопросам.

5. Has wide business contacts of many years standing имеет широкие многолетние контакты.

6. These tips may come in handy – вот какие советы могут оказаться полезными.

7. Inform occasions... do not call for formal clothes – неофициальные встречи не требуют официальной одежды (костюма и галстука).

**2. Make up some dialogues to discuss business contacts.**

**3. Tell what you know about business and social contacts.**

**2.Контрольное задание №2**

1. If you decide to apply for a job in the western countries, you will probably need to form two documents a letter of interest and a resume. This is the way how to do it. Read the letter of interest and a resume.

Dear sir or madam!

I graduate from Tver State university in 1985. Now I am finishing my post-graduate studies to defend my candidate thesis this winter. My major is called the theory of literature, which includes the study of the history of Russia and foreign literature.

I am interested in working in the Russia department of your university as a teacher of Russia and Russian literature for the school year 1991-1992. In high school I gained experiences teaching Russian to foreign students. In your department I could assist in the leaching of grammar, conduct a class in Russian conversation or give lectures on Russian literature.

If you are interested please write me at the above address I will look forward to hearing from you Sincerely,

Ivanov I.I.

b) a resume

EDUCATION: Tver State University, Faculty of Modern Languages. English department (1983). Tver State University. Post – Graduate studentship (1990).

EXPERIENCE: Tver State University. The department of foreign Literature. I deliver lecture of the 17-18 centuries (fall 1983 – present). Tver State University. The Department of Russian Literature. Lecturer on Russian Literature of the 19-20 centuries at the Preparatory Department (Fall 1988 - summer 1990). Tver State University. Summer Courses of Russian Language for Foreign Students. Teacher of Russian language (Summer 1989,1990). Tver State University. The Department of Foreign Languages for Humanities. Teacher of English (1983-1986). Tver secondary school teacher of English, German, Literature (1983-1986).

ACTIVITIES: Intercontact Cooperative Firm, Courses of intensive studies of foreign languages. Teacher of' English (fall 1989 - present). Tver State University Exchange Program bw. Tver and Eastern Washington University. Tutor of american post-graduates in Russian conversational skills (Fall 1989 - winter 1990). Private English lessons (Pall 1989-present).

PUBLICATIONS: I am the author of 6 articles publications is connected with folk and romantic British balladry. This is the subject of my candidate thesis which I am going to defend this winter.

LANGUAGES: Russian (native language), English German.

2. Write down your own letter of interest and resume

**3.Контрольное задание №3**

**Business call**

**1.Read and translate the dialogue:**

- Good morning! I want to see Mr. Manson.

- Good morning! Have you made an appointment?

- I am afraid not. If Mr. Manson looks at my visiting card, he will receive me.

- All right. Wait a minute... This way, please.

- Hello, Mr. Manson!

- Hello, Mr. Bailey! Glad to see you.

- I'm pleased to meet you again.

- Do sit down. What can I do for you?

- I've come to make a proposition.

- What kind of proposition are you going to make?

- You know what firm I represent, don't you?

- Sure. Unfortunately, we have never had the pleasure o doing any business with your firm.

- That's true. I hope the situation will change for t better in the near future.

- I am sorry. I don t quite get you.

- Our firm has branches in Greece and Italy. Now we want to get in touch with your branch in Australia. We suggest that you act as our agents and handle the business there.

- An excellent idea. May I know what the terms are?

- If you agree in contact our firm, we shall discuss the terms.

- My answer is positive.

- I am sure we shall tome to understanding on that point.

- You are not authorized to discuss the terms. Did I get you right?

- Quite so. The purpose of my visit is to find out whether you agree to enter into an agreement with our firm. Now we can fix the date of discussing the matter in detail. What do you suggest?

- The sooner the better. Let's make it early May.

- As you say.

Word List:

1. a business call – деловой визит

2. to make a proposition – сделать предложение

3, to represent - представлять

4. for the better – к лучшему

5. I don't quite get you - Я не совсем вас понимаю

6. branch - филиал

7. to get in touch with – связаться с…

8. terms - условия

9. positive – положительный

10. to fix the date - назначить дату

**4.Контрольное задание №4**

**1. Learn SPEECH PATTERNS by heart:**

What’s his business? - Чем он занимается?

What’s your line of business? - Какая у вас специальность?

What are his business hours? - В какое время он работает?

Mind your own business - Занимайтесь своим делом.

Business before pleasure - Сначала дело, потом развлечения.

We shall discuss the terms of payment - Мы обсудим условия платежей.

He wants to contact your boss - Он хочет связаться с вашим начальником.

We have fixed an appointment for 10.30 - Мы назначили встречу на 10.30.

The manager will consult you on a matter of business - Управляющий посоветуется с вами по делу.

**3. Translate into English and reproduce:**

1. – Какую фирму вы представляете?

- We represent a publishing house which is ready to establish business contacts with your firm.

- Вы готовы представить нашу фирму за рубежом?

- Of course. We can be your representative in Spain and Finland. We can produce advertisements and distribute them among interested organizations.

- Наша фирма может быть надежным (reliable) партнером и выгодным (profitable) покупателем (customer).

- We know it, that is why we want to conclude a trade agreement.

2. – Я пришел сделать предложение.

- Very well. I know your firm. I am very sorry we haven’t had any contacts.

- Теперь у нас будет возможность заключить торговое соглашение.

- What are the terms?

- Надеюсь, условия будут выгодные для вас и для нас.

- Could you tell me the details?

- Это мы обсудим позднее. Я не уполномочен обсуждать это сейчас.

3. – Вот моя визитная карточка. Я хотел бы поговорить с вашим управляющим.

- Just a minute... This way, please.

- Разрешите представиться м-р Мортон. Моя фамилия Портер. Чарльз Портер. Я представляю фирму по производству пищевых продуктов.

- Здравствуйте, м-р Портер! Садитесь, пожалуйста.

- I want to discuss the terms of the trade agreement.

- Я вас слушаю.

**5.Контрольное задание №5**

**1. Read a dialogue and translate your part ( A. or B. ) into Russian :**

*D i a l o g u e 1*

A.: Why do you think such profound changes have taken place in the nature of city development?

B.: They have taken place under the influence of changing social systems, and also the progress of the productive forces.

A.: And I should add to what you’ve said, “the scientific and technical revolution”.

B.: You’ve taken the words out of my mouth!

A.: The percentage of the people living in towns and cities continues to grow from year to year.

B.: Now mind you, the number of big cities is also growing fast.

A.: Did you know that our planet already has over 300 cities with populations greater than a million?

B.: I didn’t know the exact number of such cities, but I did know that there were plenty of them.

*D i a l o g u e 2*

A.: The other day I read an article which said that by the year 2000 there will be about 3,500 cities with populations greater than a million.

B.: So that means all those people will need homes to live in.

A.: Yes, that’s true. As many as 600 million families will need new homes.

B.: What measures do you think must be taken to keep urbanization in cheek?

A.: These problems have been causes of concern to city fathers, town planners and the public for a long time now.

B.: I know that. But what measures do you think must be taken?

A.: Frankly, I really don’t know.

B.: Neither do I.

*D i a l o g u e 3*

A.: By the year 2000 there will be a large number of automobiles in the streets of our towns and cities, won’t there?

B.: Of course, but don’t think that there’ll be more noise.

A.: Now look here, if there are more automobiles, there’ll be more noise.

B.: You are mistaken! Most of the automobiles will run not on petrol, but they’ll run on electricity!

A.: Really? How interesting!

**2. Memorize the dialogues and perform the conversation in pairs:**

*D i a l o g u e 1*

A.: What do types of buildings depend upon?

B.: They all depend upon social formations.

A.: May buildings be classified in any way?

B.: Sure they may! Why not?

A.: Then tell me how they may be classified!

B.: They may be classified according to their role in the community!

*D i a l o g u e 2*

A.: Do the type and the function of a building govern its design.

B.: They not only govern its design but they govern its building materials as well.

A.: What do you think are the common and necessary conditions?

B.: Well, a building has to be suitable to use by people in general.

A.: And what about its adaptability to particular human activities?

B.: That too, I should say, is very important.

A.: Don’t you think the stability and permanence of its construction are also important?

B.: I do think they are of great importance!

**6.Контрольное задание №6**

**1. Read the dialogue and then retell its contents in your own words:**

Small Towns Have a Future

A.: Is it true that nearly 80 per cent of the towns in the PSFSR are in the small or medium-sized category?

B.: Yes, it’s true. I’ve read about that in the press.

A.: And you know, some small towns once played vital roles in the country’s history.

B.: Sure they did, but subsequently lost much of their significance.

A.: Right. And other towns have just recently acquire urban status.

B.: That’s very true. Their rapid progress indicates that they’ll probably soon grow into cities in the full meaning of the word.

A.: They certainly will. Did you notice that with all their individual features, these towns have common features and common problems?

B.: Yes, I did notice that. How interesting, I should say!

A.: It is said that the growth of the big cities is not without limits. Do you think that’s so?

B.: That’s quite right, yes. Therefore, small and medium-sized towns are a principal means of improving the location of the country’s productive forces.

A.: What has to be done to use this reserve properly?

B.: Well, I think comprehensive programmers for the urgent industrial development of the towns have to be elaborated.

A.: It goes without saying that they’ve got to be based on the importance of the country’s economic regions too.

B.: Oh, naturally, they do. Such programmes are absolutely necessary, if good results are to be achieved.

A.: Now there’s something else I want to ask you. What about industrial enterprises?

B.: You mean future industrial enterprises, don’t you?

A.: Of course, I do. Should they be listed so that they can be located in small and medium-sized towns?

B.: They should, yes. Besides, it is high time to improve the territorial organization of the construction industry.

A.: That goes without saying. It really is high time to do that.

B.: The interests of the economy demand that enterprises and individual shops be built in small and medium-sized towns.

A.: And construction facilities based in big cities should be used for building housing and public buildings in the small towns.

B.: Right I fully agree with you in this respect. I really do.

**2. Memorize the dialogues and perform the conversation in pairs:**

*D i a l o g u e 1*

A.: Can you say a few words about residential construction?

B.: I think a can. Dwelling houses are built to suit urban conditions.

A.: And group housing? What does group housing provide?

B.: You see, group housing provides homes for as lot of families.

A.: It is at once public and private, isn’t it?

B.: Right! It is at once public and private!

*D i a l o g u e 2*

A.: What two factors is the evolution of techniques conditioned by?

B.: The first is economic, the second is expressive.

A.: What do you mean by “economic”?

B.: By “economic” I mean the search for a maximum of stability and durability in building with a minimum of materials and labor.

A.: I see. And what do you mean by “expressive”?

B.: By “expressive” I mean the desire to produce meaningful form.

*D i a l o g u e 3*

A.: What have large housing programs tended to stimulate in the building industry?

B.: As far as I know, they have fended to stimulate technological changes in the whole building industry.

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