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Кафедра иностранных языков

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ДЕЛОВОЙ АНГЛИЙСКИЙ ЯЗЫК

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Учебное пособие позволяет улучшить владение деловым английским и одновременно способствует расширению и систематизации знаний, касающихся международных коммерческих операций. Учебное пособие полностью отвечает потребностям сегодняшнего дня. Для студентов высших учебных заведений, а также практиков – юристов, переводчиков, сотрудников совместных и иных предприятий, работающих с иностранными партнерами.

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ПРЕДИСЛОВИЕ

В процессе подготовки специалистов для аграрного сектора важная роль отводится изучению иностранных языков, в том числе делового английского. Данное пособие предназначено для обучения студентов различных направлений подготовки и для тех, кто работает с иностранными партнерами – для бизнесменов, юристов, переводчиков, сотрудников совместных и иных предприятий. Позволяя улучшить владение деловым английским, пособие в то же время способствует расширению и систематизации знаний, касающихся международных коммерческих операций.

Происходящие в стране изменения должны находить свое отражение в совершенствовании учебного процесса по курсу изучения иностранных языков в высших специальных сельскохозяйственных учебных заведениях России. При разработке пособия учитывались навыки делового английского в формировании общекультурных компетенций выпускников. Данное пособие формирует социокультурную среду, создает условия, необходимые для всестороннего развития личности. Реализация компетентностного подхода предусматривает широкое использование в учебном процессе активных и интерактивных форм проведения занятий (деловых и ролевых игр, разбора конкретных ситуаций) в сочетании с внеаудиторной работой с целью формирования и развития профессиональных навыков обучающихся.

В начале каждой главы краткий вводный текст на русском или на простом английском языке характеризует тот или иной вид писем или деловых операций, затем приведены выражения, чаще всего используемые в данной сфере бизнеса, наконец, образцы писем и документов с подробными комментариями на русском языке.

Содержание пособия направлено на повышения эффективности профессионально-ориентированного изучения иностранного языка и на дальнейшее совершенствование приобретенных знаний в высших сельскохозяйственных учебных заведениях.

Книга включает в себя: общие правила ведения переписки на английском языке; образцы писем и других документов, оформляющих простейшую торговую сделку.

Пособие охватывает следующие темы: запросы и предложения, акцептование и отклонение предложений; импортные заказы и их исполнение; контракты; претензии и их урегулирование; финансовые документы; страхование; транспортные документы; электронная переписка; словарь основных деловых терминов.

UNIT 1

SIMPLE BUSINESS LETTER AND ITS PARTS

ПРОСТОЕ ДЕЛОВОЕ ПИСЬМО И ЕГО ЧАСТИ

Изучение делового английского языка лучше всего начинать с чтения и написания простейших коммерческих писем, с усвоения особенностей английской корреспонденции.

Деловая переписка на английском языке осуществляется в соответствии с определенными правилами, закрепленными традицией. Существует разрыв между разговорным английским и английским деловых бумаг, поэтому все выражения, характерные для деловых писем, должны выучиваться наизусть, а практика писания деловых писем должна быть как можно более частой. Только таким образом можно почувствовать и освоить стиль английской деловой корреспонденции.

Основные требования к стилю английского делового письма: ясность, сжатость и вежливость. Обычно английское деловое письмо содержит следующие семь частей:

The Heading (including Place and Date). Заголовок (включает время и место написания письма).

The Inside Address. Внутренний адрес.

The Greeting. Обращение.

The Body of the Letter. Содержание письма.

The Ending (Conclusion). Заключение.

The Signature. Подпись.

The Reference to Enclosures (*if any*). Приложение (*если есть*).

Размещение частей письма на листе:

The Heading

Place and Date

The Inside Address

The Greeting

The Body of the Letter

The Ending (Conclusion)

The Signature

The Reference to Enclosures

Заголовок делового письма обычно напечатан на специальном бланке фирмы и содержит название фирмы, а также ее адрес, телефон, адрес электронной почты и другие детали (например, адреса филиалов фирмы). Иногда в заголовке также содержится указание на область деятельности фирмы, имена ее руководителей и т.д.

Часто непосредственно под заголовком делового письма, на той же строке, что и дата, но в левой части страницы, находится ссылка (Reference).

Это может быть номер делового письма или какая-либо аббревиатура, и отправитель письма просит получателя в своем ответе ссылаться именно на этот номер или аббревиатуру. Нумерация на ссылках бывает разной, в зависимости от правил той или иной фирмы. Она может содержать, например, сокращенное наименование какого-либо отдела. Иногда в письмах специально оговаривается: In your reply please refer to our, В Вашем ответе, пожалуйста, сошлитесь на наш номер FL/DK/1526; Our reference AC/KO/18, Наш номер AC/KO/18.

Аббревиатуры на ссылках английских писем часто содержат четыре большие буквы (через дробь) – это инициалы того, кто диктовал письмо, и того, кто его печатал (секретаря): FH/MC – Frank Henley/Mary Coy.

Время и место написания письма помещаются в правом верхнем углу, под заголовком. После календарной даты, перед цифрой, обозначающей год, ставится запятая. Правильно написать дату можно четырьмя способами:

August 15th, 2007; 15th August, 2007; August 15, 2007; 15 August, 2007.

Форма 15/08/07 употребляется крайне редко.

Внутренний адрес — тот адрес, куда направляется письмо. Обычно это повтор того адреса, который написан на конверте письма. Следует обратить внимание на «обратный» порядок написания английских адресов, т.е. сначала получатель, затем – номер дома, улица, город:

Messrs. Morgan & Co.,

Manufacturers.

44 Tilbury Square London N.W.

Часто на внутреннем адресе номер дома и название улицы опускаются. Сокращение Messrs. (Messieurs, Господа) используется в том случае, если название фирмы содержит какое-либо имя:

Messrs. A. Robinson Ltd.

Messrs. John Smith & Sons.

Если имени человека в названии фирмы нет, то эта аббревиатура не используется:

The Sheffield Electronics Corp.

The Associate Advisors Ltd.

Обращение ни в коем случае не должно опускаться. С него начинаются все деловые письма. Наиболее распространенные обращения:

Dear Sir, – к мужчине

Dear Sirs, or Gentlemen, – к фирме.

Начальные буквы – всегда прописные. После обращения ставится запятая в Англии и двоеточие в США. Восклицательный знак не ставится. Обращение Sir, используется, но редко, так как оно слишком формально. При обращении к хорошему деловому другу может быть использовано его имя:

Dear Mr. Black,

Содержание письма, разумеется, является его самой существенной частью. Текст письма следует разбивать на абзацы таким образом, чтобы каж-

дый абзац содержал особую тему или особый поворот темы, требующий отдельного внимания.

С левой стороны следует оставить поле как минимум три сантиметра.

Суммы денег, упоминаемые в письме, можно писать с новой строки либо подчеркивать.

Часто перед текстом письма, после обращения, появляется особая строка (ссылка), указывающая на то, о чем это письмо. Эта ссылка нужна для того, чтобы привлечь внимание разбирающего почту.

Например:

Dear Sirs, Уважаемые господа!

Re: Letter of Credit No... Касательно: Аккредитив №...

В этой ссылке все слова (кроме артиклей, предлогов и союзов) можно писать с прописной буквы.

Иногда вместо Re (Ref) используют слово Subject или называют тему письма вообще без каких-либо вводных слов, лишь подчеркнув эти слова:

Dear Sirs,

Your order No. 5658 of 15 May 2007

Заключение письма представляет собой одну из традиционных форм вежливости, например:

Yours faithfully,

Yours truly, Искренне Ваш(и),

Yours sincerely,

Ниже этой формулы обычно повторяется название фирмы, затем оставляется место для **подписи**, под которой печатается имя подписавшего письмо человека и его должность в фирме. Традиционно подпись ставилась в середине листа, но в современных письмах сдвинута к левому полю.

Если письмо подписывает не тот, чье имя напечатано внизу, а, например, заместитель, технический работник и т.д., то перед напечатанным внизу письма именем ставят слово *for* или буквы *p.p.*

Приложения упоминаются в нижней левой части страницы, ниже подписи. Например:

Enclosed (encl.): приложение:

Bill of Lading коносамент

3 Enclosures (encl.): 3 приложения:

Bill of Lading коносамент,

Certificate of Quality сертификат качества,

Invoice счет

UNIT 2

PHRASES FREQUENTLY USED IN BUSINESS CORRESPONDENCE

ВЫРАЖЕНИЯ, ЧАСТО ИСПОЛЬЗУЕМЫЕ В ДЕЛОВОЙ ПЕРЕПИСКЕ

Как спросить или осведомиться о чем-либо?

Я был бы рад узнать...	I would be glad to know...
Не сочтете ли возможным сообщить мне...	Would it be possible for you to tell me...
Будем признательны, если Вы сообщите нам заинтересованы ли Вы по-прежнему в...	I should be grateful if you would let me know whether
Будьте добры, сообщите как можно скорее, желаете ли Вы...	Would you please let me know as soon possible whether you would be willing to...
Будьте добры, сообщите, пожалуйста...	Could you please tell me...
Мы будем очень рады, если Вы сможете известить нас...	We would be very much obliged if you could inform us...
Мы были бы крайне благодарны Вам, если бы Вы кратко пояснили нам...	We would be very much obliged if you could give us a short explanation...
Мы надеемся, что Вы напишете нам относительно Ваших интересов в...	We hope that you will write to us concerning your interest in...
Мы полагаем, что Вы сообщите нам как можно скорее...	We suggest you let us know as soon as possible...
Не будете ли Вы столь любезны объяснить нам, как обстоят дела с...	Would you please be kind enough to let us know how things stand with...
Пожалуйста, сообщите, если...	Please let me know if...
Поскольку вопрос неотложен, просим Вас дать ответ с обратной почтой.	As the matter is urgent, will you please let us have a reply by return.

Просим сообщить нам, сможете ли Вы поставить... ссылаясь на Ваше объявление в..., я был бы рад получить подробную информацию о...	Please let us know whether you can supply... with reference to your advertisement in... I should be pleased to receive detailed information about...
Я был бы весьма благодарен Вам, если бы Вы сообщили мне...	I would be grateful if you could let me know...
Я был бы очень Вам признателен, если бы Вы могли дать мне следующую информацию	I should be very much obliged if you could let me have the following information...

Как сообщить или известить о чем-либо?

Мы намереваемся...	We intend to...
В ответ на Ваш запрос сообщаю, что...	In reply to your enquiry I wish to advise you that...
Возможно, мне следует отметить, что...	Perhaps I should mention that...
Для нас важно, чтобы...	It is important to us that...
Как Вам известно...	As you know...
Как Вы знаете из предыдущей переписки...	As you know from previous correspondence...
Как Вы увидите из...	As you will see from...
Мы тщательно рассмотрели Ваше предложение.	We have carefully considered your proposal.
Мы сообщаем Вам, что...	We advise you that...
Настоящим сообщаю, что...	This is to inform you that...
Обратите, пожалуйста, внимание, что...	Please take note of the...

Обращаем Ваше внимание на то, что...	We wish to draw up your attention to the fact that...
Пишу, чтобы подтвердить, что...	I am writing to confirm that...
Позвольте сказать, что...	Permit me to say that...
Позвольте сообщить, что...	Let me inform you that...
Примите, пожалуйста, к сведению...	Be advised, please, that...
Ставлю Вас в известность, что...	Please take due note that...
Я бы хотел сообщить Вам, что наша фирма намеревается...	I would like to inform you that our firm is intending to...
Я имею удовольствие сообщить Вам, что...	I have the pleasure to inform (in informing) you that...

Как предложить свою помощь или услуги?

Если Вам нужно что-нибудь еще, пожалуйста, сообщите.	If you need something else, please let me know.
Не стесняйтесь, пожалуйста, сказать, если мы можем быть полезны Вам чем-нибудь.	Please do not hesitate to let us know if you require any other information.
Если Вам необходимы дальнейшие подробности, я, разумеется, буду счастлив снабдить Вас ими по Вашей просьбе.	Should you require further details, we would of course be happy to supply them upon request.
Если возникнут какие-либо вопросы во время..., пожалуйста, не стесняйтесь обратиться. Мы будем рады ответить на любые технические вопросы относительно...	Should any questions arise during please do not hesitate to contact us. We will be glad to answer any technical questions on the...
Мы, конечно, будем счастливы одолжить Вам...	We would of course be happy to lend you a...

Пожалуйста, не стесняйтесь обратиться ко мне, если захотите получить...	Please do not hesitate to get in touch with me if you would like to receive...
---	--

Я полагаю, Вы не станете стесняться обратиться к нам...	I trust you will not hesitate to contact us...
---	--

Как заверить в чем-либо?

Будьте уверены, что я сделаю все, чтобы довести это дело до успешного завершения.	Please be assured that I will do my best to bring this matter to a satisfactory ending.
---	---

Можете быть уверены, что я приму...	You may be assured that I will make...
-------------------------------------	--

Мы сделаем все возможное, чтобы...	We shall do our best to...
------------------------------------	----------------------------

Как выразить надежду на что-либо?

Мы очень надеемся, что Вы придете к положительному решению относительно...	We very much hope that you will come to a positive decision on...
--	---

Мы полагаем, что Вы приложите все усилия для...	We expect you to use every effort to...
---	---

Мы рассчитываем услышать вскоре Ваши дальнейшие предложения.	We look forward to hearing your further proposals soon.
--	---

Я искренне надеюсь, что Вы сможете помочь мне в этом деле.	I sincerely hope you will be able to help me in this matter.
--	--

Я надеюсь, что у Вас все хорошо...	I hope that you are keeping well...
------------------------------------	-------------------------------------

Я надеюсь, что буду иметь новости для Вас довольно скоро.	I hope to have further news for you before too long.
---	--

Я надеюсь, что не доставлю Вам много хлопот, если...	I do hope I am not putting you to too much trouble if...
--	--

Я надеюсь, что все идет хорошо с...	I hope that all is going well with...
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Как выразить просьбу?

Я был бы весьма благодарен, если бы Вы могли...	I (we) would (should) be most (extremely) grateful if you could
...прислать мне...	...send me...
...подтвердить, что...	...confirm that...
...связаться со мной по поводу продажи ... и покупкиcorrespond with me regarding the sale of ... and purchase of...
...известить нас...	...notify us...
Пожалуйста, сообщите...	Please let me know...
Будьте добры, прислать мне...	Could you please send me...
Вышлите нам, пожалуйста, срочно... в соответствии с нашим контрактом.	Please send us urgently ... in accordance with our contract.
Просим выслать нам...	Please send us...
Просим заметить, что...	Please take notice that...
Просим не отказать в любезности выслать нам...	We kindly ask you to send us...
Мы будем благодарны, если Вы...	It will be appreciated if you...
Мы очень рассчитываем на Ваш ответ, чтобы иметь возможность...	We would very much appreciate hearing from you so that we may...
Просим оплатить...	We request to pay...
Просим сообщить нам о...	Please inform us about...
Просим у Вас некоторую дополнительную информацию о...	We ask you for some additional information...
Прошу принять все необходимые меры для...	Please take all necessary measures for...
Хотелось бы знать, не можете ли Вы оказать нам любезность...	I wonder if you would do us a favour...
Мы бы попросили обеспечить нас...	We would kindly request to provide us with...

Как выразить благодарность?

Пишу, чтобы поблагодарить Вас за...	I am writing to thank you very much for...
Позвольте воспользоваться случаем, чтобы поблагодарить Вас за...	May I take this opportunity of thanking you for...
Примите, пожалуйста, мою искреннюю (глубокую) благодарность за Вашу помощь.	Please accept my sincere (deep) appreciation for your help.
Хочу выразить мою благодарность за все Ваши усилия...	I wish to express my appreciation for all your efforts...
Я высоко ценю Вашу доброту...	I sincerely appreciate your kindness...
Я искренне благодарен за Ваш совет.	I am truly grateful for your advice.
Я очень благодарен Вам за помощь.	I am most grateful to you for helping me.

Как выразить сожаление?

Боюсь, что...	I am afraid that...
К моему великому сожалению, я должен известить Вас, что...	To my greatest regret I must inform you that...
К сожалению, я вынужден сообщить Вам, что...	I regret to inform you that...
С сожалением сообщаю, что...	I am sorry (I regret) to say (to inform you, to tell you) that...
С сожалением узнал, что...	I am sorry to hear (to learn) that...
Сожалею, что на сегодня у меня нет для Вас лучших новостей.	I am sorry that I have no better news for you today.
Я очень сожалею, что причинил Вам столько беспокойства.	I am very sorry to have caused you so much trouble.

Я с сожалением узнал из Вашего письма, что...	I was sorry to learn from your letter that...
---	---

Как выразить извинения?

Должен извиниться за то, что...	I must apologize that...
Извините, но я не могу помочь Вам в этом деле.	I am sorry, but I cannot be of assistance to you in this matter.
Примите, пожалуйста, мои извинения за...	Please accept my apologies for...
Приносим извинения за...	We offer an apology for...
Прошу извинить за то, что...	I am sorry that...
Хочу принести свои самые искренние извинения за неудобство, которое было Вам причинено...	I wish to offer my sincere apologies for the inconvenience you have been caused...
Я искренне сожалею, что...	I sincerely regret that...
Я очень виноват в том, что...	I was extremely sorry that...

Как выразить удовлетворение?

С удовольствием...	I take pleasure of...
Мы очень рады, что Вы желали купить...	We are most pleased that you want to buy...
Мы очень рады, что...	We are delighted that...
Мы рады сообщить, что можем оставить за Вами...	We are glad to say that we can reserve for you...
Нам было очень приятно узнать, что Вы решили предпринять...	We were very pleased to hear that you have decided to take on...
Нам было приятно узнать из Вашего письма, что Вы решили...	We are pleased to learn from your letter that you have decided to...

Я был рад узнать, что...

I was happy to hear the news that...

Как выразить неудовлетворение?

Мы не удовлетворены предложенными Вами условиями.

We are not content about the terms you suggested.

Я очень обеспокоен тем, что Вы не сможете...

I am most troubled that you will not be able to...

Настоящим письмом я заявляю категорический протест против...

By this letter I categorically protest against...

Это, полагаю, Вы согласитесь, не лучший способ вести дела.

This is, I am sure you will agree, not a good way to conduct business.

Я очень огорчен данным обстоятельством.

I am very disappointed about this fact.

Examples of letters. Образцы писем

Enquiry concerning car heaters

Запрос касательно автомобильных обогревателей

Clarke & Sims Ltd.
High Street Ellingham
Telephone Ellingham 6708 Suffolk
17th January, 2...
FH/MC
The Sales Manager,
Motorheat Ltd.,
Walker Road,
Coventry
Dear Sir,

We are interested in increasing our range of car heaters and should like to receive information about the various models you are at present producing.

We should be obliged if you would send us your latest catalogue and price list, together with details of the CX4 heater advertised in the current issue of the Motoring Monthly.

Yours faithfully,
Clarke & Sims Ltd.
F. Henley Manager.

Reply to the previous
Ответ на предыдущее письмо

Motorheat Ltd.
Walker Road Coventry Coventry 31043 TB/EW
20th January, 2...
The Manager,
Clarke & Sims Ltd.,
High Street,
Ellingham,

Suffolk

Dear Sir,

Re: Your Letter of the 17 Jan., 2...

We thank you for your letter asking for details and prices of our car heaters.

We have pleasure in enclosing our latest price list and catalogue, together with details of Model CX4.

Please do not hesitate to write if you require further information.

Yours faithfully, Motorheat Ltd.

Unit 3

BUSINESS TRIP

ДЕЛОВАЯ ПОЕЗДКА

Диалоги

Задание 1. Прочитайте и выучите диалоги наизусть.

Buying a ticket

- Good morning. What can I do for you?
- I'm going to fly to New York. Tell me, please, if I can buy a ticket for a flight on Monday, next week?
- Do you want a return ticket, sir?
- You.
- When are you going to fly back?
- I'd like to buy an open date ticket.
- What class do you want to fly?
- I'd prefer economy class.
- Just a moment, sir. I'll check if there are any available seats... Yes, there are a few economy seats left on a flight SU 315.
- Fine. How much is it? May I pay in cash?
- Yes, we accept cash. What is your name, sir?
- Victor Pospelov.
- Here are your tickets, please.
- When does the check in begin?
- The plane is due to depart at 7 a.m., so you are to check in one hour prior to the departure, that is at 6 a.m.

At the Airport Hotel

- Good evening.
- Good evening, sir. I'm at your service.
- I'm like a single room for one night only. I fly back home tomorrow morning.
- All right, sir. Fill in this form, please. Write your name and your address here.
- Could, you wake me up at seven o'clock?
- Certainly, sir. Would you like our restaurant room service to bring you breakfast?
- Yes, I'd like to.
- You can order your breakfast by telephone from your room. Here's your key, sir. Room 312 is on the third floor. The lift (Am. elevator) is on the right.
- Thank you very much.

Checking in

- Good evening. I have reserved a single room for three days at your hotel.
- What is your name, please?
- Mr. Smith.
- Yes. We've reserved a room for you. It is room 275. It's quiet and comfortable. Will you register, please? Here are the forms.
- How much do I pay?
- Ninety dollars a day plus tax. How will you pay?
- Can I pay with a credit card?
- Sure. The porter will take your suitcases and show you up to your room.
- Thank you.

Checking out

- I'm checking out tomorrow. Could you, please, make out the bill?
- Just a moment, please. Here's your bill for the apartment, telephone and room service.
- How can I pay?
- You can pay here with your credit card.
- Could you send my suitcases down tomorrow?
- Certainly, sir. How did you like staying at our hotel?
- I liked the service and the meals in your restaurant were excellent.
- I'm glad you liked it here. I hope you will stay at our hotel again next time when you come to our city.

Переведите на английский язык

Разговор по телефону:

- Алло! Могу я поговорить с г-ном Пospelовым?
- Да. Кто говорит?
- Говорит Смит.
- Здравствуйте, г-н Смит. Какого числа Вы собираетесь к нам приехать?
- Я собираюсь прилететь 10 мая, в понедельник.
- Когда пребывает Ваш рейс?
- Рейс пребывает в аэропорт Шереметьево в 11 часов утра.
- Я встречу Вас в аэропорту. Заказать Вам номер гостиницы?
- Был бы очень Вам обязан.
- Желаю Вам приятного полета!
- Спасибо.

Задание 2. Прочитайте текст, переведите на русский язык. Составьте диалог на тему «В отеле».

AT THE HOTEL

The «Golden Ring» hotel is located downtown in Moscow. The hotel has a modern building. It is not from foreign embassies, foreign companies offices and from the Exhibitions Center.

Friendly staff and high standards of service make the stay in the «Golden Ring» hotel pleasant and enjoyable. The hotel has spacious comfortably furnished apartments including double and single rooms, and luxurious suites.

The hotel offers the most sophisticated security system. The guests are provided with in-room safety-deposit boxes, satellite TV and telephone lines, air conditioners.

We are in the entrance hall of the hotel. The reception clerk is behind the reception desk. He gives the guests the keys to their apartments. Modern hotels electronic locks on the doors. They are opened with a plastic card with a magnetic code. The codes are usually changed every day.

Large hotels usually offer their guests different kinds of services. There is the inquiry office where they will answer all your questions and give you all the information you want. At the laundry you can have your things washed and pressed. At the dry cleaner's you can clean your clothes. At the shoes repairs' you can have your shoes mended and polished. At the service bureau you can order a taxi or rent a car, book in advance train and air tickets. There are also hairdresser's, barber's and beauty saloon.

There is a small banking office in the entrance hall. You can cash traveller's checks and change currency there.

If you need to leave your suitcases for a while you can use the left-luggage office. The hotel porters will help you to carry your luggage.

Unit 4

A BUSINESS MEETING

ДЕЛОВАЯ ИГРА

Первый этап – начало проведения встречи.

Нельзя приступать к делу непосредственно после приветствия. Необходимо установить с партнером определенный дружеский контакт.

Обычно это так называемые «общие» или «светские» темы о погоде, общих знакомых, перелете, о визите в вашу страну (достопримечательности и т.п.). Необходимо помнить, что в разных странах процедура «светской беседы» на переговорах может быть различной. Для англичан эта часть переговоров естественна, т.к. для них в любом разговоре обычно первой темой является погода. Немцы, как правило, быстрее переходят к делу, а в странах Ближнего Востока начало встречи проходит более обстоятельно.

Задание 1. Составьте «общие» диалоги, употребляя такие слова и конструкции, как:

- How are you? (Как дела / здоровье?).
- I'm fine, thank you. (Спасибо, хорошо).
- Nice weather, isn't it? (Хорошая погода, не правда ли?)
- I think... (Я думаю).
- I suppose... (Я полагаю).
- I believe (Я считаю / верю).
- I hope (Я надеюсь), и т.д.

Общепринятые фразы, которые помогают перейти к деловой части:

- Let's get down to business (Приступим к делу).
- I believe we may get down to business (Полагаю, мы можем перейти к делу).

Второй этап – это составление диалога.

Участники диалога должны быть приветливыми, установить деловой контакт, предшествующий переговорам.

Диалог 1

Mr. Brown (Br.) / Mr. Ivanov (I.)

Br.: Good afternoon, Mr. Ivanov

I.: Good afternoon, Mr. Brown. How are you?

Br.: I'm fine, thank you. Nice weather, isn't it?

I.: You're right. It's very warm today.

Br.: I hope you are having a good time.

I.: Oh, yes. I like it here very much

Br.: Have you gone sightseeing yet?

I.: Unfortunately, I haven't seen much yet. I've just been to Tower and St. Paul's Cathedral. It made a great impression on me (it's really a masterpiece of architecture).

Br.: Glad to hear it. And what can I do for you? I believe we may get down to business.

На **третьем этапе** рассматривается основная задача переговоров.

Задание 2. Составьте диалоги, используя следующие фразы и выражения, по теме купля-продажа товара 'Model FK-15' (условное обозначение товара) и его доставка. Покупатель (г-н Иванов) уже сделал запрос на товар и заинтересован в его покупке, но находит цену слишком высокой. Продавец не снижает цену, но предлагает выгодные условия поставки (с.i.f.).

В этой части встречи / переговоров уместно употребить следующие слова и выражения:

to be interested in – быть заинтересованным в..., интересоваться

a buyer – покупатель

a seller – продавец

a representative (of) – представитель

enquiry (for) = inquiry – запрос

to enquire / inquire – запрашивать

the talks – переговоры

to have talks with – вести переговоры с...

material – материал

materials – материалы, документы

an appointment – встреча

to make an appointment – назначать встречу

to go through materials / catalogues / price-lists – просмотреть, ознакомиться с материалами / каталогами / прайс-листами

price – цена

at the price of – по цене

high / low prices – высокие / низкие цены

demand – спрос

to be in great demand – пользоваться спросом

to reduce – снижать, сокращать

to reduce the prices of the goods – снизить цены на товары

offer – предложение

to accept – принимать

to accept an offer – принимать предложение

to accept a price – принимать цену

to accept terms of delivery – принимать условия поставки
to accept terms of payment – принимать условия оплаты
acceptable – приемлемый
to require – требовать(ся)
any time you say – в любое время

Во время встреч и переговоров необходимо соблюдать рамки делового общения, сглаживать прямолинейные и резкие моменты в речевых конструкциях, используя следующие фразы:

Например:

I want – I would like.

I can do it – I could do it.

To be afraid (используется для смягчения категоричности высказывания).

I'm afraid you are not quite right.

I'm afraid I can't do it now.

Заключительный этап – подготовка материала к ролевой игре с использованием диалогов 1 и 2.

С этой целью корректируются и отбираются наиболее удачные варианты для ролевой игры.

Диалог 2

I.: We sent you our enquiry for Model FK – 15 last month. We are interested in it because we are going to use it in our computer class.

Br.: Have you got all necessary materials?

I.: I've gone through your catalogues and price – lists. I suppose (believe) we can buy from you 6 Models FK-15 (& 6 Models FK-20). But there is one point, your prices are too high, I'm afraid.

Br.: I see. But our goods are in great demand and we usually sell them at these prices. Besides, we have sold FK-Models at these prices lately. I'm afraid we can't reduce them. But we can offer you the goods c.i.f. Moscow.

I.: Well, I'll have to contact our director and let him know your answer. I hope he'll find that your terms are acceptable to us.

Br.: When do you require the equipment?

I.: We'd like to have them in June.

Br.: That's all right. Can I see you on Tuesday?

I.: Of course. Is 11.00 convenient to you?

Br.: Any time you say.

I.: Good-bye.

Br.: Good-bye.

UNIT 5

HIRING. HOW TO WRITE A RESUME?

ПРИЕМ НА РАБОТУ. КАК НАПИСАТЬ РЕЗЮМЕ?

Резюме – это краткое описание деловой или профессиональной квалификации человека, его образования и опыта работы. Цель резюме (в английском языке пишется как “résumé” и “resume”, а также называется “curriculum vitae” или “c.v.”) – заинтересовать потенциальных работодателей в способностях, квалификации и рекомендациях соискателя для выполнения определенной работы. В данной главе вы найдете несколько сопроводительных писем, а также образцов резюме для соискателей различных должностей. Существует два основных формата резюме: хронологический и функциональный.

В хронологическом резюме – наиболее широко распространенном формате – вы указываете места работы в обратном хронологическом порядке, начиная с занимаемой в настоящее время и самой недавней должности. Следует указать: название и адрес компании; даты начала и окончания работы; должности; описание собственных обязанностей и зон ответственности в порядке важности.

В функциональном резюме вы делаете акцент на своих обязанностях и ответственности, а не на работодателях, точных сроках работы и названии должностей. Такой тип резюме не следует использовать, если вы занимали постоянное место. Образец функционального резюме приведен в данной главе.

Письмо, сопровождающее резюме

7260 Vista Drive

Denver, CO 80030

March 3, 20XX

Thomas Randolph, Senior Geologist

Gigantic Resources

One Mountain Plaza

Phoenix, Arizona 99065

Dear Tom:

I enjoyed our telephone conversation this morning and was interested to hear about the opening for an exploration geologist at Gigantic Resources. As you requested, I am faxing you a copy of my resumé. I will also be mailing you a copy for your permanent files. As I mentioned during our conversation, I am a petroleum geologist with seven years of experience in the Rocky Mountain region. Currently, I am working for Weaver Oil and Gas as their Manager of Geology. My duties include both prospect generation and sales. I have strong technical abilities and sound written and oral communication skills. Due to family considerations, I

am very interested in relocating to the Casper area. I look forward to meeting with you on November 11. If you wish to contact me before our interview, you may reach me at 303-555-5792.

Thank you again for the information you offered me on the telephone this morning.

Sincerely,
Signature
Karl Davis

**Самостоятельные («холодные») сопроводительные письма
потенциальным работодателям**

Dear *Name*:

This is a letter of inquiry. I am writing to find out if your company has openings for a product manager in one of your pharmaceutical divisions. The recent acquisition of Mencken Diagnostics, Inc. (for which I am currently working) by the Rex-tell Corporation has left the future of many employees uncertain. For this reason, I am seeking new challenges and options and have selected Barker Pharmaceuticals Corporation as one company whose reputation and leading position in the industry is unparalleled. At present I am employed as a product manager for Mencken Diagnostics, Inc. in their New Jersey headquarters. My job involves the implementation of effective marketing plans in order that sales targets are met both on time and within budget. More specifically this involves the preparation of quarterly sales and analysis reports and forecasts, preparing product information packages for each new product launched, and producing promotional material for existing products. After you have reviewed my résumé, I hope that we will have the opportunity to discuss my experience and qualifications further during a personal meeting. Thank you for your consideration.

Sincerely,

Dear *Name*:

I am writing to inquire about the possibility of obtaining a position as a bilingual secretary (English-French) in your company's international marketing and promotions department. I am currently working as a private secretary for the senior vice president in charge of international sales of United Belgian Marketing Corporation in Milwaukee, Wisconsin. Attached is my résumé outlining my qualifications and nine years of experience as a secretary for several mid-sized companies. I have excellent secretarial abilities, including shorthand (120 wpm) and audio (IBM AS 4010), and computer skills such as Word for Windows 6.0, business graphics, and desktop publishing (PageMaker 7.0). I can handle heavy responsibility and I have the ability to work on my own initiative and as part of a team. My experience with United Belgian Marketing Corporation is especially relevant to the qualifications you may seek. I would enjoy discussing this with you

in a personal interview. I look forward to your reply and hope to have the opportunity to meet with you during a planned visit to Chicago early next month.

Sincerely yours,

Dear *Name*:

I am presently a graduate student at Columbia University in New York City, working toward a Master of Science degree in geophysics. I will graduate in July 1999. Since my prior work experience during summer and part-time employment is in geophysics, the profile of your company was provided to me by Columbia's placement office. I am particularly interested in a position in your company related to geological exploration. I have worked as a summer intern and later as a part-time employee for the Ferguson Oil & Gas Exploration Company in Madison, New Hampshire. I was involved in seismic interpretation and acreage evaluation in order to delineate existing and future fields and to define potential exploration targets. The attached résumé indicates my capabilities. I am available for an interview to discuss my qualifications and your requirements at your convenience. Thank you for your consideration and I look forward to hearing from you.

Sincerely,

Как правильно написать сопроводительное письмо

The letter of application (Cover letter)

Заявление (Сопроводительное письмо)

The letter of application can be as important as the CV because it (CV), is the first direct contact between a candidate for a position and an employer. This letter must be well written and presented to make a good impression. The letter of application normally contains four parts in which you should:

- confirm that you wish to get the job and say where you learned about the vacancy;
- say why you are interested in this position and your interest are the same as those of the company;
- show that you can contribute to the job by highlighting your skills and experience;

Сопроводительное письмо может быть так же важно, как и резюме, поскольку это первый прямой контакт между кандидатом на должность и предпринимателем. Это письмо должно быть хорошо написано и представлено, чтобы произвести хорошее впечатление. Письмо обычно содержит четыре части, в которых Вы должны:

- подтвердить Ваше желание получить работу и сообщить, где Вы узнали о вакансии;
- сообщить, почему Вы заинтересованы этой работой, и что Ваши интересы совпадают с интересами компании;
- показать, что Вы можете внести свой вклад в работу, выдвигая на первый план ваши умения и опыт;

– indicate your willingness to attend an interview (and possibly say when you would be free to attend). – указать на Вашу готовность прийти на собеседование (и возможно, сообщить, когда Вы сможете прийти).

Below you will find Ann Jackson's letter of application: Ниже приводится сопроводительное письмо Энн Джексон:

Ann Jackson
52 Hanover Street
Edinburgh
EH2 5LM
UK

Emily Stark
Futura GmbH
Blumenstrasse 120
8000 Munich 22

8th January, 2000

Dear Ms Stark:

I'm writing to apply for the position, which was advertised last month in The Daily News.

Although I am presently employed, it has always been my intention to work in commercial environment. I would like to work for your company as I have long admired both the quality of the products that it provides and its position as a defender CV, the job you are offering suits both my personal and professional interests.

My work experience allows me to work in Public Relations today. I am sure that this, together with my understanding of the needs and expectations of sport and nature enthusiasts, would be extremely relevant to the position. Moreover, as my mother is German, I am fluent in this language and would enjoy working in a German-speaking environment.

I would be pleased to discuss my resume with more detail at an interview. In the meantime, please do not hesitate to contact me if you require further information.

I look forward to hearing from you.

Yours sincerely Ann Jackson (Ann Jackson).

Задание 1. Используйте данные полезные выражения в своем сопроводительном письме, связанным с просьбой о приеме на работу. Составьте письмо.

- I am applying for the position of Marketing Assistant, which was advertised in last week's New York Weekly Review. I have completed my third year at New York University and intend to take a year off to supplement my education with relevant work.

- Seven years as a personal assistant to the public relations manager of the Mancini PR Corporation in Pittsburgh have given me the background and professional experience to qualify for the position (Nr. 137) you advertised in last Sunday's Pittsburgh Telegraph. Therefore, I believe that my qualifications will meet your requirements for this challenging position with your company.

- I have worked for the past four years as an international sales representative of a large industrial company, and I would like to apply for the position of Assistant Sales Manager that you advertised in the New York Times of July 22. This position calls for qualifications and experience that correspond to my professional background and job objective.

- I am sending this letter and résumé to apply for the position of clinical technician with your institute. I believe that my background qualifications and work experience are very compatible with the requirements of this position you listed in your advertisement in this month's Specialized Medicine Journal.

- I am forwarding my résumé in response to your advertisement in this week's edition of Procurement News for an Asian procurement specialist. This position seems tailor-made to my qualifications and long-time experience with several major companies in Southeast Asia.

- As an experienced advertising sales representative, I believe that I am the qualified candidate you are looking for in this month's issue on Advertising Sales Magazine. I feel confident that I can make a significant contribution to your staff.

- I am submitting my résumé in response to your advertisement for the position of program coordinator that appeared in the latest Sunday edition of The Daily Sketch. I believe that my qualifications and working experience are an ideal match for your requirements.

- I am confident that my international experience qualifies me for the position of export sales representative in your marketing department. I am able to handle assignments individually or as a member of a team.

- I feel confident that I can apply my qualifications, skills, and working knowledge of computer hardware development to your company.

- I am interested in a part-time or freelance position in your advertising art production department.

- I am currently seeking a position change and I believe that my management background in the construction industry might be of interest to your company.

Задание 2. Сделайте описание опыта предыдущей работы в своем сопроводительном письме. Используйте представленные ниже примеры.

ACCOUNTING ANALYST *бухгалтер-аналитик* – I am presently working as an accounting analyst for a subsidiary of the Philadelphia-based Collins Technology, a data technology company providing storage, management and access products for computer communications systems. I am responsible for the preparation of the financial statements of one of the company's subsidiaries, from journal entry to the trial-balance stage. I am also responsible for accurate measurement and reporting of the company's marketing and sales programs. This position requires extensive experience of general ledger and trial-balance preparation and reconciliation, intercompany accounting as well as sales, cost of sale, and general and administrative expenses reporting.

ART DIRECTOR *художественный директор* – I am working as an art director with the Artox Design Studio in New York. This company has a strong blue-chip client base and works in industries as diverse as insurance, automobiles, travel, and business-to-business. Artox Design's work appears in North America and Europe. It also does a high proportion of press work and direct mail. My position demands the ability to develop strong ideas as well as skillful understanding of typography, design, and high-budget, low-volume work.

BUYER/FREIGHT FORWARDER *менеджер по логистике* – I am currently employed in New Orleans as a buyer/freight forwarder for FGS Sea Transportation Group, a major system integrator and sea-freight forwarder. I am responsible for promoting the import and export activities of the company in Great Britain. My specific responsibilities include product sourcing, negotiating with suppliers, organizing and tracking shipments, and collecting offers from suppliers and relaying them to the Group's partners. In addition, I provide general administrative support to the purchasing process.

CENTER SUPPORT AGENT *менеджер* – I am currently employed as a call center support agent for the Wittax Company, a large producer and supplier of information and communication services, with headquarters in San Antonio, Texas. The company's customers are supported by a comprehensive range of technical services from a call center where support agents provide assistance to those customers who have difficulty in installing, configuring, or using Wittax equipment. My job requires a strong commitment to customer service, a background in computer technology and computerized systems and detailed knowledge of and experience in tape drives and CD-recordable technology.

CONTRACTS ADMINISTRATOR *администратор по лизинговым контрактам* – I am presently working as a contracts administrator for the BEXO

International Lease-Finance Company in Hartford, Connecticut, where I assist in the day-today management of an ever-increasing portfolio of commercial vehicles. I am a member of a small team acting as the catalyst for all contractual, financial, and technical management of the portfolio. My position demands a high level of computer literacy as well as an organized and methodical manner to support all elements of an international lease company.

ENGINEER *инженер* – I am working as an engineer for the customer technical support group (Fuels) of Stillmeyer Chemical Corporation in Tulsa, Oklahoma. Stillmeyer is a major marketer of industrial chemicals, polymer additives, pharmaceutical components, and fuel and lubricant additives. These products are sold in North America and the Asia-Pacific region. I specialize in fuels and demonstrate the suitability of the company's products to customers, by providing technical data and supporting the national and international sales function.

GEOPHYSICIST *геофизик* – I am employed as a geophysicist in the exploration department of the Columbus Oil Drilling Company in New Orleans, Louisiana, where I am involved in an exploration program aiming to increase the company's level of reserves. My specific duties include integrating well and depth conversion, advising on acquisition and processing of seismic data, and liaising with management and partners as well as government bodies on relevant matters. This position also requires a sound knowledge of all aspects of geophysical acquisition, processing, and interpretation, along with experience in the use of interactive seismic workstations.

INFORMATION TECHNOLOGY SPECIALIST *специалист по информационным технологиям* – I am presently working as an information technology specialist with the Young & Webster Corporation, a multi-business group with headquarters in Tampa, Florida. I am responsible for the development and implementation of the corporate information technology strategy. The company's current systems environment consists of Protexx and Baana business systems, DEC Alpha, Novell and Microsoft Office technologies, and upgraded Lan/WAN infrastructure.

INVENTORY CONTROL MANAGER *менеджер по складам* – As inventory control manager for the Bartlett & Morley Company, I am responsible for the stockholding and European distribution strategy of this company, which has its headquarters in St. Paul, Minnesota. With over 1,900 different electronic and electrical product lines being distributed internationally to each of the company's 184 specialized retail outlets in Great Britain, Italy, France, Germany, and Austria, one of my principal responsibilities is controlling computerized holding and stock replenishment procedures at the company's central warehousing facility in

Milwaukee. Another key aspect of my job is the development and implementation of internal and external procedures, resulting in improved communications, service levels, and reduced stocks. This requires close working relations and information links with suppliers, critical thinking and problem-solving skills, computer literacy, and flexibility, especially when dealing with crisis situations.

LEGAL SECRETARY *секретарь юриста* – I am currently working as a legal secretary for two corporate lawyers in a multinational company with headquarters in Akron, Ohio. I provide secretarial support, including shorthand, diaries, telephones, and travel arrangements. I also type and lay out agreements, correspondence, and contracts quickly and accurately. In addition, I keep track of spreadsheet figures relating to budget.

MARKETING COORDINATOR *координатор по маркетингу* – I currently work as marketing coordinator for the Morton Company in Hartford, Connecticut, a leading manufacturer of hot-water appliances. This company is a wholly owned subsidiary of Morton International with corporate headquarters in London, England. My responsibilities include direct marketing; business-to-business and trade press advertising; coordination of sales and promotional literature production; involvement in market analysis; provision of sales force support; and budget administration.

MEDICAL REPRESENTATIVE *торговый представитель в фармацевтической компании* – At present, I am employed as a medical representative for the Sullivan Company, a medium-sized pharmaceutical company with corporate headquarters in Scottsdale, Arizona. I work in a recently established division to contact health-care professionals in hospitals. This position requires me to spend three to four months a year traveling throughout the Southwest in spells of one to two weeks duration.

PRODUCTION GEOLOGIST *геолог* – I am employed as a production geologist for the Hernandez Corporation in Baton Rouge, Louisiana, where I work as part of a closely knit professional team of geologists, geophysicists, and reservoir engineers. My specific responsibilities include constructing and maintaining detailed geologic models of operational fields and adjacent areas, proposing and justifying new development, appraisal of well locations, supervising well site activity, and management reporting and presentations. This position also requires a thorough knowledge of production geology, well site operations, exploration geology, plus a basic understanding of geophysics and reservoir engineering.

SAFETY MANAGER *менеджер по технике безопасности* – I am currently working as safety manager for Mayfield Facilities, the manufacturing

subsidiary of RDF Corporation, a leading healthcare company. With over 650 employees at its manufacturing plant near Birmingham, Alabama, health, safety, and environmental protection are of vital importance. This is reflected in the plant's safety and environmental department where I am responsible for providing and managing operational support in safety, fire, and environmental protection as well as strategic responsibility for training and systems development. My position requires a detailed understanding of the laws and regulations concerning safety, hygiene, and the work environment. It also demands a technical appreciation in accident prevention covering electrical and mechanical installations.

SALES COORDINATOR *координатор по продажам* – I am currently employed as a sales coordinator in the document management systems department of the Finnesta Corporation in Eugene, Oregon. I coordinate support for new product introductions and sales and marketing activities, as well as business-oriented sales research. Moreover, I offer assistance to local sales companies in the areas of planning strategies, promotions, and distribution. My job requires extensive experience with new product introductions, a market and customer-oriented attitude, team spirit, flexibility, and excellent communication skills.

Задание 3. Опишите свои цели карьеры или профессиональные цели, используя следующие выражения:

- Entry-level opportunity at an advertising agency.
- An entry-level position in the field of personnel administration.
- Entry-level position in financial services offering a chance to demonstrate initiative opportunities and abilities.
- Seeking an entry-level position in the field of management with preference in sales promotion.
- To secure an entry-level engineering technician position with the opportunity for advancement.
- Trainee in a sales-oriented company offering the opportunity to advance to a position of increasing responsibility and career growth.
- A management trainee position in a medium-sized direct marketing company with an opportunity to advance to management level.
- To obtain a position as a sales management trainee that allows for career growth.
- An assistant sales manager position with a large distributor.
- A position as manager of a furniture department of a large department store.
- A position as personal assistant/secretary with a major corporation.
- Personal assistant / secretary position with a major international telecommunications company.
- A position in the field of public relations where a background in journalism and consumer marketing may be utilized.

- Management position in retail sales commensurate with 16 years of successful retail / supermarket sales experience.
- Seeking a responsible position commensurate with nine years' experience as a direct marketing specialist. I am looking for a chance to demonstrate a high level of motivation to succeed.
- A sales management position in a communications company where I can use my promotion and sales experience.
- A challenging supervisory position and active involvement in accounting with the opportunity for advancement and personal growth.
- A line management position in a growth-oriented pharmaceutical company where I can apply my research, problem-solving expertise, and experience in medical chemistry.
- A challenging and career-oriented position utilizing my experience and skills in office management and providing opportunities for advancement.
- A position as a personnel manager where I can utilize my background and experience in human resources and an opportunity to expand my areas of responsibility with further career potential.
- A position in new product engineering providing an opportunity to apply my extensive technical experience.
- Professionally and financially rewarding marketing management position offering challenge, responsibility, and an opportunity for advancement.
- Seeking a full-time staff position offering career advancement and increasing responsibility in the field of international market research. I am willing to travel and relocate.
- To seek a challenging position in the financial services field with the opportunity for professional growth based on performance.
- To pursue an international sales position that offers advancement opportunities.
- Seeking an opportunity to start a new career in audience and marketing research with a major television station.
- To work in a managerial position with decision-making responsibilities in which I can utilize my long-time banking experience and professional skills.
- To fully utilize my professional computer programmer experience in a position offering variety of challenging projects with growth potential in a major software company.
- To find long-time employment in the accounting department of a major European organization that offers a career with advancement and expansion of responsibilities.
- To obtain a position as an electronics engineer with a progressive Asian company engaged in advanced satellite research and development.
- To obtain a challenging position in which I can utilize my diversified project engineering background and experience and an environment where individual achievements will be recognized.

How to write a cv or resume?

Как писать резюме?

A resume of your career, some- times called a Curriculum Vitae or CV, in- forms the employer about the expe- rience and skills you have.

A good resume should:

1. Attract attention.
2. Create a positive impression.
3. Present your skills and qualities clear- ly and concisely.

The purpose of your resume is to tell the employer why you should be hired. A good resume is the first step to a job in- terview.

The resume may be photocopied and sent off to many employers. You can change the sections of the content ac- cording to the different needs of the or- ganizations.

Резюме вашей карьеры, называемое автобиографией, сообщает работода- телю об умениях, навыках и опыте, которыми Вы обладаете.

Хорошее резюме должно:

1. Привлечь внимание.
2. Создать положительное впечатле- ние.
3. Представить ваши навыки и каче- ства ясно и кратко.

Цель Вашего резюме состоит в том, чтобы сообщить нанимателю почему именно Вы должны быть приняты на работу. Хорошее резюме – это пер- вый шаг к интервью перед приемом на работу.

Резюме может быть фотокопировано и отослано многим работодателям. Вы можете менять разделы содержа- ния согласно различным потребно- стям организаций.

Resume writing tips

As you write your resume, keep in mind the following:

1. Use concise language.
2. Minimize or omit everything that is irrelevant.
3. Place the most important information at the beginning of your resume.
4. There must be no grammatical errors in your resume.
5. Let an experienced person read your resume.
6. Print your resume on good paper.

Когда Вы пишете Ваше резюме, имейте в виду следующее:

1. Не будьте многословны.
2. Сведите к минимуму или опустите все, что не относится к делу.
3. Поместите наиболее важную ин- формацию в начале вашего резюме.
4. В Вашем резюме не должно быть грамматических ошибок.
5. Дайте прочитать ваше резюме опытному человеку.
6. Напечатайте ваше резюме на хо- рошей бумаге.

An example of Curriculum Vitae Образец резюме

Задание 4. Энн Джексон решила подать заявление о приеме на работу в фирму Futura Cmbh. Прочитайте ее резюме, обращая внимание на то, как она кратко сообщает необходимую информацию о себе.

1. Personal Details

Ann Jackson
52 Hanover Street
Edinburgh EH2 5LM
Scotland
Phone 01957487004
E-mail: annjackson@mid.net

2. Education

1981–1988 **Broadfield School, Brighton.**
A levels in German (A), English (B),
History (B) and Geography (C).
1988–1991 **University of London.**
BA (Honours) in Journalism and
Media Studies (Class II)
1991–1998 **London Chamber of Commerce and Industry.**
Diploma in Public Relations.

3. Professional Experience

1998 – present Public Relations Officer,
Scottish Nature Trust.
Editor of the Trust's monthly journal.
In charge of relations with European
environmental agencies.
1999–2000 Press Officer, Highlands Tourist Board.
Preparation of promotional materials
and brochures.
Co-ordination of media coverage.
Summers of The News Herald newspaper.
1900 and 2000 Two three-month training periods as assistant to the Sports
Editor.
Arranging and conducting interviews.
Preparation of articles covering local community sports events.

4. Skills Windows, MS Office 2000, Excel, Internet

Languages Fluent German and proficient in French.
Additional Driving license.

5. Activities Skiing and swimming.

Ski Instructor (grade II).

6. References

Herbert Lindsay Diane Swans
Professor of Journalism Sports Editor
London University The News Herald

Задание 5.

Ответьте на вопросы:

1. What is a resume?
2. What should be mentioned in a good resume?
3. What are the rules of resume-writing?
4. What job has Ann Jackson today?
5. Name the educational establishments that Ann Jackson has graduated.
6. What is Ann Jackson's profession?
7. What languages can she speak?
8. Can she work on a computer?
9. What computer programmers can Ann Jackson work with?
10. Can she drive a car?
11. Does she go in for sports?

Хронологическое резюме (A chronological résumé)

Louise Jensen

0000 Elm Street
New York, NY 00000
Tel. (000) 000-0000

CAREER OBJECTIVE

Personal Assistant/Secretary position in a major international company with long-term career potential for advancement and growth.

WORK EXPERIENCE

Blackstone Shop Holdings Inc., Manhattan (N.Y.), 1990 – Present

Personal Assistant to the senior vice president in charge of sales for 33 stores in the New York metropolitan area, 21 stores in France, 18 stores in Great Britain and 14 stores in Germany. This position at the company's headquarters in New York City demands excellent secretarial skills (105 wpm typing and 100 wpm shorthand), correspondence in three languages, travel arrangements; heavy client contact, organizational and well-developed communication skills, maturity, diplomacy, and fluency in French and German, both written and spoken. In addition, this position requires a good sense of humor and the initiative to anticipate the day-today of a busy senior executive.

Rosado Construction Company, Brooklyn (N.Y.), 1986–1990. Secretary to the General Manager of a construction company, which is well-known for its innovative office building projects in the New York Metropolitan Area.

Schaefer & Associates, Manhattan (N.Y.), 1984–1986 Receptionist / Telephone Switchboard Operator / Secretary with a busy law firm, specialized in business and commercial law. This was my first job after completion of my secretarial training and formal education.

EDUCATION

Volmer Language Training School in Manhattan: Advanced language instruction in French and German (evening courses; 1984–1988).

Richardson Business Institute in Manhattan: Two-year secretarial, administrative, and “computer literacy” training; 1983–1984.

High school education in France, Germany, and New York City.

REFERENCES

Available upon request

Задание 6. Ознакомьтесь с функциональным резюме:

Функциональное резюме: перемена области работы (отсутствие опыта)

Когда Леонард Ламбет закончил колледж по специальности реклама, он начал работу на спортивном факультете, где занимался организацией таких направлений, как рыбная ловля, охота и пешие походы. Хотя работа Ламбету нравилась, она не очень хорошо оплачивалась, но он никак не мог собраться с силами и выйти в реальный мир. Но наконец, после трех лет работы на этом месте, он решает уволиться и начать карьеру на новом месте. Его преподаватель журналистики сообщает ему об открытой вакансии помощника менеджера по рекламе в журнале Southern Outdoors-man, в Чарльстоне.

The Résumé

Qualifications of

LEONARD B. LAMBETH

As Assistant Advertising Manager

Southern Outdoorsman

Present address: Address after August 2004:

319 Daly Street

414 Maple Drive

Loris, SC 29569

Columbia, SC 29205

(803) 271-4660

(803) 542-1151

EDUCATION

B.S. degree, University of South Carolina, Columbia, 1990

Major field of study: Advertising Courses in Advertising

Advertising Theory and Practice

Copywriting and Layout

Advertising Art
Advertising Media
Publishing and Printing Techniques
Advertising Department Management
Advertising Research
Related Courses
Principles of Marketing
Sales Principles and Management
Marketing Statistics
Business Communications
Business Psychology
Special Electives: Newswriting, Photography, Typewriting
Honors and Extracurricular Activities

President, Angler's Club (1990); member of university golf team (1987–1988); student member of National Advertising Council, Columbia Chapter (1989-1991); advertising manager of The Gamecock (1988); and occasional staff writer for student newspaper (1988–1990).

1990 – present

Instructor, athletic department, University of South Carolina. Duties: Organized and directed miscellaneous outdoor sports, including fishing, boat handling, hunting, and archery.

OTHER EXPERIENCE

Sold advertising space (part-time and summers) for a small local magazine (The Grand Strand), Myrtle Beach, SC.

Clerked at the Sportsman's Place, Loris, SC, in the summers of 1988-1989.

Worked at the Horry County Beacon, a weekly newspaper, in the summer of 1990 (feature writing, copy editing, proofreading, and makeup).

Earned money at various times repairing fishing rods (ferrules, grip, guides, and windings).

PERSONAL DATA

Height: 5 feet, 11 inches

Weight: 165 lbs.

Health: Excellent

Marital status: Single, but engaged to be married in December of this year.

REFERENCES (by permission)

1. Dr. Sophia C. Levinthal

2. Mr. Patrick L Patton

Professor of Journalism

Athletic Director

University of South Carolina

University of South Carolina

3. Mr. C. Raymond Dykstra
4. Mr. Harry M. Petrie (owner)
Publisher
The Sportsman's Place
Horry County Beacon
Loris, SC 29569
Atlantic Beach, SC 29577

Hiring. Прием на работу

When a company needs to recruit new people, it can give an announcement in the “NEED HELP” section of a newspaper.

People who are looking for a job can send a letter of application or covering letter (US cover letter) and a resume containing details of their education and experience. A company may ask candidates to fill up a standard application form. The company’s Human Recourse-department selects the most suitable applications, who are invited to attend an Interview.

Companies can hire people using the services of a recruitment agency (in US – search firm), which provides a list of suitable candidates.

A growing number of companies are no longer satisfied with traditional job interviews. Sometimes they give the candidates a series of written tests. These tests are not about mathematics or grammar. By these tests employers want to evaluate candidates on the following qualities:

– Does the candidate have creative and business abilities?

Когда компании нужно принять на работу новых людей, она может дать объявление в разделе газеты «Требуются».

Люди, которые ищут работу, могут послать заявление или сопроводительное письмо и биографию (в США – резюме), сведения об их образовании и опыте. Компания может попросить кандидатов заполнить стандартный бланк заявления. Отдел по работе с кадрами компании выбирает наиболее подходящие заявления и готовит краткий список кандидатов на собеседование.

Компании могут нанимать людей, пользуясь услугами кадрового агентства, которое предоставляет список подходящих кандидатов.

Многие компании часто не удовлетворены традиционными собеседованиями при приеме на работу. Иногда они дают кандидатам ряд письменных тестов. Эти тесты не по математике или грамматике. С помощью этих тестов работодатели хотят оценить следующие качества кандидатов:

– Есть ли у кандидата творческие и предпринимательские способности?

- | | |
|--|---|
| – Can the candidate be a leader? | – Может ли кандидат быть лидером? |
| – Is the candidate flexible and capable of learning? | – Гибок ли кандидат и способен ли он к обучению? |
| – Does the candidate have enough skills and knowledge? | – Достаточно ли навыков и знаний имеет кандидат? |
| – These tests are all part of a broader trend. Companies are getting much more careful about hiring. | – Эти тесты являются частью более широкой тенденции. Компании становятся намного более осторожными при найме. |

Employers always looked for experienced workers – has the candidate done this before? Most companies have not changed this practice until now.	Предприниматели всегда искали опытных работников – делал ли кандидат это прежде?
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Словарь

position	работа, должность
apply for	подавать заявление
letter of application = covering letter	заявление о приеме
curriculum vitae = U.S. resume	автобиография
experience	опыт
application form	бланк названия о приеме на работу
short list of candidates (applicants)	краткий список кандидатов
interview	собеседование
to hire	нанимать
recruitment agency = search firm	агентство по трудоустройству
series	ряд

Задание 7. Прочитайте и переведите газетное объявление о приеме на работу и запрос / сопроводительное письмо по поводу этого объявления:
Overseas Sales Manager America
 Required immediately!

(BASED IN ARGENTINA)

We are looking for someone with at least five years' experience in sales, preferably in the UK and abroad, and able to demonstrate strong leadership skills. Fluent Spanish would be an advantage.

Miranda Collins
 Regional Sales Manager
 Park House

13 Kings Street
Manchester
M 12 3PG

March 23rd, 2002
Janet Andersen
Personnel Manager
Dot. Com. Solutions Ltd
10 Waterbridge Road
Kingcross FK18 9GD

Dear Janet,

I am writing to confirm my interest in the position of Overseas Sales Manager that was announced last week. As I mentioned during our phone conversation, I would very much like to have the opportunity to work abroad again. I am confident that I would be able to do the work of this type, as I have developed a solid customer base in my region and successfully managed our extensive sales network for a number of years. My previous work in Asia gave me a lot of experience working with a multinational team, which I think will be important in the context of this job.

I have contacted my manager to inform him of my application and he has agreed to release me from my current duties in August.

In the meantime, should you require any further information, please do not hesitate to contact me.

Yours sincerely,
Miranda Collins
Miranda Collins

Словарь

overseas – за рубежом

sales manager – менеджер по продаже

required – требуется

immediately – срочно

to look for – искать

at least – по крайней мере

preferably – предпочтительно

leadership skills – навыки руководителя

fluent Spanish – умение бегло говорить по-испански

advantage – преимущество

opportunity – возможность

to be confident – быть уверенным

to develop – развивать

solid – прочный, солидный

base – база

extensive – обширный

sales network – торговая сеть

previous – предыдущий

multinational team – многонациональная группа

to release from – освободить от

current duties – текущие обязанности

in the meantime – тем временем, между тем

should you require – если вам потребуется

Ответьте на вопросы:

1. What position is Miranda Collins interested in?
2. Does she want to work abroad?
3. What was her previous place of work?
4. What did she develop there?
5. For how long did she manage the sales network?
6. Whom did she inform of her application for a new job?
7. When is she going to leave her present place of work?

Задание 8. Напишите свое резюме. Выбрав подходящую должность, согласно приведенному плану:

1) salesperson, 2) sales manager, 3) accountant at:

- A subsidiary of a big corporation in your city (Coca Cola, Procter & Gamble etc.)

- A small computer shop.

- A big supermarket.

1. Personal Details

2. Education

3. Professional Experience

4. Skills

Languages

Additional

5. Activities

6. References

Пример резюме

Резюме. The Summary.

Your name (Ваше имя): Jennifer

Your surname (Ваша фамилия): Johns

Age (Возраст): 35 years old

Address (Адрес): London Broadway Street, 15

Marital status (семейное положение): married

Skills (навыки): computer programs

Experience (Опыт работы): manager in the business company

Эту схему можно использовать как начальную, поскольку обычно компании используют свой формат к заполнению данных, и там категорий намного больше.

Если Вам предложили прийти на собеседование, значит Вы на правильном пути. Собеседование проходит в форме диалога. Предположительно Вам могут задать следующие вопросы:

1. Расскажите нам о себе. Tell me about yourself.
2. Как давно Вы ищете работу? How long do you search a job?
3. Почему Вы уволились с предыдущего места работы? Why did you resign from previous job?
4. Чем интересна работа в нашей компании? What do you interest in the job of our company?
5. Вы занимаетесь спортом? Do you engage in the sport?
6. На какую зарплату Вы рассчитываете? What do you expect the payment?
7. Какие у Вас были обязанности на предыдущей работе? What did you have the responsibilities on the previous job?

UNIT 6

SIMPLE COMMERCIAL LETTER CORRESPONDENCE CONCERNING A BUSINESS VISIT. THE SIMPLEST BUSINESS DEAL.

ПРОСТОЕ КОММЕРЧЕСКОЕ ПИСЬМО. ПЕРЕПИСКА, КАСАЮЩАЯСЯ ДЕЛОВОЙ ПОЕЗДКИ. ПРОСТЕЙШАЯ ТОРГОВАЯ СДЕЛКА

Business travels form a rather important aspect of the commercial activity. Naturally, this is reflected in correspondence. However, the reader of this book will not find in it any specific details connected with booking airplane tickets or hotel accommodations. This is usually not the matter of correspondence, but of a day-to-day business routine. Given below are the expressions the most frequently used in arranging a business visit, and then some examples of letters.

NOTES

business travel – деловая поездка, командировка
to book *v.* – заказывать booking
airplane tickets – заказ авиабилетов
accommodation *n.* – место проживания, размещения
hotel accommodations – места (номера) в гостинице
routine *n.* – повседневная практика day-to-day business routine – *зд.* повседневная деловая практика
to arrange *v.* – организовывать, устраивать

EXPRESSIONS MOST COMMONLY USED IN CORRESPONDENCE RELATING TO BUSINESS VISITS

He is (we are, our representatives are) prepared to travel to ...
to examine this matter in detail
to have personal discussions with your representatives
to come with the purpose of conducting negotiations
... a list of points which we would like to discuss.

Он готов (мы, наши представители готовы) приехать в ... обсудить (исследовать) проблему в деталях, иметь личные беседы с Вашими представителями, приехать с целью ведения переговоров, ... список пунктов, которые мы бы хотели обсудить.

We regret that our manager will be away at that time.
Сожалеем, что руководитель в это время будет отсутствовать.

We suggest that you should visit ... if this time is convenient for you.

Предлагаем Вам приехать ..., если это время Вам удобно.

We greatly appreciate your invitation.

Мы очень благодарны Вам за приглашение.

The time suggested by you, is quite convenient for us.

Время, предложенное Вами, т.е. ..., вполне нас устраивает.

We propose flying to ... about... (time).

Мы собираемся вылететь в ... приблизительно... (время).

We will advise you of the exact date after the flight has been arranged.

Мы сообщим Вам точное время вылета после заказа билетов.

Please inform us if the time between 10th and 12th of July is convenient.

Пожалуйста, сообщите, удобно ли Вам время между 10 и 12 июля.

The exact date and time of the visit to your office will be set upon arrival.

Точный день и время посещения Вашего офиса будут определены по прибытии.

We would like to thank you and your associates for the hospitality and kindness.

Хотим поблагодарить Вас и Ваших коллег за гостеприимство и радушие.

Задание 1. Используя вышеперечисленные фразы, составьте свое письмо-договор о предстоящей встрече.

EXAMPLES OF LETTERS

Proposing a business visit from England to Russia.

London, November 27, 2...

J.V. "Piterpribor",

St. Petersburg

Dear Sirs,

We refer to the recent discussion we had with your representative Mr. P.N. Maksimov in London on the possibility of our supplying your company with the office equipment manufactured by our company and distributing the appliances produced by you in Great Britain.

To examine this matter in detail, our Managing Director Mr. Peter Smith is prepared to travel to St. Petersburg at the beginning of December, ... , and have personal discussions with the management of J.V. "Piterpribor".

At the suggestion of Mr. Maksimov we enclose a list of points which we would like to discuss in St. Petersburg.

We look forward to your reply.
Yours faithfully,
Enclosure
Proposing a business visit from Russia to Western Europe.

Dear Sirs,

Thank you for your letter of 13th July, when you offered us representation in Belgium and Holland.

We are interested in your proposal, and would like to discuss terms.

Our Sales Manager, B.V. Petrov, has a supervisory interest in our European agencies, and we have asked him to fly over to see

you next week or the week after. Please advise us suitable dates for him to inspect your organization with a view to appointing you as agents.

Before flying back to Russia Mr. Petrov will draw up an agreement, which he is authorized to sign on our behalf.

Yours faithfully,

UNIT 7

PRACTICE OF BUSINESS LETTER

ПРАКТИКА ДЕЛОВОГО ПИСЬМА

Как послать запрос, попросить прислать каталог, прайс-лист, проспект, задать вопросы и обсудить технические детали продукта, запросить образцы, демонстрационные модели. Как предложить условия сделки, методы платежей, попросить скидки, обсудить условия поставки товара (на реализацию, в кредит).

1 Первичные запросы

Большинство первичных запросов обычно бывают достаточно короткими. Они могут быть отправлены по почте, факсу или электронной почте. Как правило, они включают краткую информацию о Вашей компании и способе получения информации о компании-адресате.

1.2 В начальной части письма сообщите краткие сведения о своей фирме.

1.3 Как Вы узнали о фирме, которой адресуете свое письмо?

Можно упомянуть того, кто рекомендовал Вам обратиться к этой компании, или из какого источника Вы узнали о ней.

1.4 Запрос каталогов, прайс-листов, проспектов.

Не принято предоставлять слишком много информации о себе, если Вы просто просите прислать каталоги, брошюры, проспекты. Не забудьте сообщить свой почтовый адрес (или адрес электронной почты), а также указать, заинтересованы ли Вы в получении более подробной информации о каком-либо продукте.

1.5 Запрос подробностей о товаре.

Когда Вы делаете запрос о продукте или услугах, старайтесь понятно объяснить, что именно Вы хотите. При ссылке на объявление в газете или интернете, укажите его детали. Если Вы ссылаетесь на каталог, буклет и т.п., упомяните его, например: Cat. No.A143 Item No.54.

1.6 Запрос образцов.

Возможно, Вы захотите получить образцы товара или материала перед тем как разместить заказ. Большинство производителей предоставят образцы или, если речь идет о сложной и крупной технике – пригласят посетить демонстрационный зал или предложат послать Вашего представителя на завод.

1.7 Условия поставки, методы платежа, скидки и другие полезные выражения. Даже если Вы осведомлены о стандартных условиях, всегда можно попробовать договориться о дополнительных скидках с помощью выражений, которые в любом случае не обидят Вашего контрагента. Например, можно попросить небольшую партию товара на реализацию (sale

or return basis – на условиях продажи или возврата), если Вы не уверены, насколько хорошо будет продаваться товар. Обычно такая схема возможна в работе с постоянными клиентами или при наличии гарантий.

1.8 Ниже приводятся другие полезные выражения, которые используются в подобных письмах-запросах

1.9 Окончание писем – первичных запросов. Обычно в конце писем такого рода достаточно простого "thank you". Тем не менее, Вы можете упомянуть, что будете признательны за скорый ответ или что Вас устроят определенные условия. Вы также можете написать пару слов о перспективах бизнеса и постоянного сотрудничества. Если поставщик поймет, что Вы можете стать постоянным клиентом, а не настроены на одну сделку, скидки могут стать существенно больше, а условия поставки мягче.

1.2 Краткие запросы (примеры)

Задание 1. Прочитайте и переведите письма.

A Запрос каталога и прайс-листа

Письмо № 1

Date

Name / Title

Business / Organization

Address

City, Zip Code

Dear Name:

When we attended the International Electronics Trade Fair in London last month, we visited your stand and saw a very interesting demonstration of your automatic high-security garage doors. The ability to drive straight in and out of your garage from the comfort of your car, as well as your emphasis on theft protection, appealed to us. We believe that there is a ready market for this in the United States. Our company is a wholly owned subsidiary of the international Zetax Corporation, well-known in the security and theft prevention industry.

Would you please send us your current sales literature and price list? Of course, we will be glad to provide the usual credit and trade references if we decide to order from your company.

Sincerely yours,

Signature

Письмо № 2

Name

Date

Name / Title

Business / Organization

Address

City, State Zip Code

Dear Name:

A business associate of ours, Berend Kasius of the Hilbers Company in Albany, New York, mentioned your name and showed us your company's brochure. We own and operate six medium-sized hotels in the Moscow area and are looking for a reliable fire prevention/sprinkler system for these properties. Could you mail us your latest sales catalogue and price list? Thank you very much.

Sincerely,

Signature

Name

Письмо № 3

Date

Name / Title

Business / Organization

Address

City, State Zip Code

Dear Name:

One of our business associates – Mr. Ben Nevins of Gorham Brothers in Hong Kong – informed us that your company is a major manufacturer of pure cotton-striped or solid polo shirts and terry jumpsuits in all sizes for young women. We would like you to send us detailed information and your export price list, as well as several samples of the shirts and jumpsuits.

Thank you very much!

Sincerely,

Signature

Name

Письмо № 4

Dear Sir,

Please would you send me your Spring catalogue and price-list quoting c.i.f. prices, Le Havre? Thank you.

Yours faithfully,

Просьба прислать проспект может быть выражена в различной форме.

Письмо № 5

Dear Sir,

I would like some information about your Proficiency courses in English beginning this July. Please send me a prospectus, details of your fees, and information about accommodation in London for the period July-December. If possible I would like to stay with an English family. Thank you.

Yours faithfully,

Еще один вариант письма:

Письмо № 6

Date

Name / Title

Business / Organization

Address

City, State Zip Code

Dear Name:

We are the U.S. buying agents for a direct mail organization in Japan offering quality merchandise to consumers at bargain prices. Products, which carry an unconditional money-back guarantee, include tools, do-it-yourself aids, automotive supplies, plus a whole range of hobby and sporting supplies.

Would you please send us your latest price lists and illustrated catalogs for all the products you stock, including detailed information on your discount system for substantial orders? We look forward to hearing from you soon.

Sincerely,

Signature

Name

Просьба прислать общую информацию.

Обратите внимание, что упоминание в этом письме фабричной цены (trade price) говорит производителю о том, что он имеет дело с розничной или оптовой фирмой, а не с частным лицом.

Письмо № 7

Dear Sir,

Could you please send me details of your tubeless tires which are being advertised in garages around the country? I would appreciate a prompt reply quoting trade prices.

Yours faithfully,

Письмо № 8

Date

Name / Title Business / Organization

Address

City, State Zip Code

Dear Name:

Your company has been highly recommended to us by the Alex Thallier Company in Paris, France. We are a small company specializing in cordless telephone equipment and have received numerous inquiries from our business customers for a cordless phone that delivers sound quality comparable to that of a corded telephone. We want to expand our range of equipment and would like you

to send us full details of your cordless phone models as well as the latest sales catalogue and your most competitive dealer prices. Please, also include information about packing and shipping (GIF Boston) and the minimum quantity for a trial order. We look forward to hearing from you soon.

Sincerely,
Signature Name

1.3 Запрос в ответ на объявление

Задание 2. Составьте по аналогии свое письмо-просьбу.

В этом письме клиент отвечает на объявление о продаже кассет, которое он прочитал в отраслевом журнале. Покупатель решил запросить у продавца дополнительную информацию.

251 rue des Raimoni&res F-86000 Poitiers Cidex
Tel: (33) 99681031 Teltcopie: (33) 102163

Ref: PG/AL
12 May 2005
The Sales Dept.
R.G. Electronics AG
Havmart 601
D-5000 Köln 1

Dear Sirs,

We are a large record store in the center of Poitiers and would like to know more about the tapes and cassettes you advertised in this month's edition of 'Hi Fi News'. Could you tell us if the cassettes are leading brand names, or made by small independent companies, and whether they would be suitable for recording classical music or only dictations and messages? It would also be helpful if you could send us some samples and if they are of the standard we require, we will place a substantial order. We would also like to know if you are offering any trade discounts.

Thank you.
Yours faithfully, P. Gerard

1.4 Запрос от менеджера по закупкам

Многие фирмы имеют в других странах своих агентов по закупкам, которые действуют от имени головной компании.

Sanders & Lowe Ltd.
Import and Export, (London Office), Planter House, Princes Street, London
EC1 7DQ
Birmingham Office: 28 Bradshaw Street, Birmingham B5 1TQ

Telephone: 071 5431615
Manchester Office: 343 Oxford Street, Manchester M27 2LR
Fax: 071543 1925
Liverpool Office: 54 Bakers Road, Liverpool U 9HW
Telex: 928537
Stockport Office: 5 Island Road, Stockport SM3 12K

Reg. No. England 155134
Directors: L.W. Lowe, D.R. Sanders
VAT No. 013 7001 21

The Sales Manager
Glaston Potteries Ltd.
Clayfield
Burnley BB10 IRQ

Dear Sir or Madam,

We are writing to you on behalf of our principals in Canada who are interested in importing chinaware from England.

Could you send us your latest catalogue and price-list, quoting your most competitive prices? Our principals are a large chain store in North America and will probably place substantial orders if the quality and prices of your products are suitable. We look forward to hearing from you soon.

Yours faithfully,
L.W. Lowe (Mrs.)

1.5 Запрос образцов для ознакомления

Клиент, написавший это письмо, уже имел дело с данной компанией, и в запросе упоминается об этом. К запросу приложен предварительный заказ – клиент уверен в согласии поставщика предоставить комплекты для ознакомления и изучения спроса. В таком случае рекомендации необязательны.

R. Hughes & Son Ltd.

21 Mead Road, Swansea, Glamorgan 3ST1DR
Telephone: Swansea 58441
VAT No. 215 2261 30
Telex: 881821
Mr R. Cliff,
17th November 2005
Homemakers Ltd.,
54-59 Riverside,
Cardiff CF1 1JW

Dear Mr. Cliff,

Thank you for your last delivery. You will be pleased to hear that the dressing tables are selling well. A number of my customers have been asking about your bookcase and coffee table assembly kits which are listed in your Summer catalogue under KT 31, and we would like to test the demand for them. Would it be possible for me to have, say, half a dozen units of each kit, on approval, before placing a firm order? I have enclosed an order, No. B1463, in anticipation of you agreeing, and as there is no particular hurry for the units, you could send them along with your next delivery.

Yours sincerely,

1.6 Запрос от торговой фирмы зарубежному производителю

Это письмо от розничной сети итальянскому производителю. Здесь владелец сети объясняет, откуда у него информация о производителе и дает понять, что размер оптовых скидок и предлагаемый метод оплаты позволят ему сделать заказ. Он заранее ставит условия, поскольку, будучи оптовым покупателем, считает возможным диктовать условия.

F. Lynch & Co. Ltd.

(Head Office), Nesson House, Newell Street, Birmingham B3 3EL

Telephone No.: 021 2366571 Fax: 0212368592 Telex: 341641

SateX S.p.A

Your ref:

Via di Pietra Papa

Our ref: Inq. C351

00146 Roma

6 February 2005

Dear Sirs,

We were impressed by the selection of sweaters that were displayed on your stand at the 'Menswear Exhibition' that was held in Hamburg last month. We are a large chain of retailers and are looking for a manufacturer who could supply us with a wide range of sweaters for the teenage market. As we usually place very large orders, we would expect a quantity discount in addition to a 20% trade discount off net list prices, and our terms of payment are normally 30-day bill of exchange, documents against acceptance. If these conditions interest you, and you can meet orders of over 500 garments at one time, please send us your current catalogue and price-list. We hope to hear from you soon.

Yours faithfully,

L. Crane Chief Buyer

Задание 3. Выучите следующие слова и выражения:

to make an enquiry about a product *сделать запрос о продукте*
to enquire about a product *запрашивать информацию о продукте*
a company *компания*
a supplier *поставщик*
a customer *клиент*
a wholesaler *оптовая торговая фирма*
a retailer *розничная торговая фирма*
a bulk buyer *оптовый покупатель*
an agent *агент*
a principal *принципал*
an associate *компаньон*
a representative *представитель*
a subsidiary *филиал*
a co-operative society *кооперативное общество*
a Trade Association *торговая ассоциация*
a catalogue *каталог*
a brochure *брошюра*
a booklet *буклет*
a prospectus *проспект*
a price-list *прайс-лист*
a leaflet *рекламный буклет*
a showroom *демонстрационный зал*
a demonstration *демонстрация*
a circular letter *циркулярное письмо*
a trade journal *отраслевой журнал*
samples *образцы*
patterns *модели*
to offer concessions *предлагать скидки*
to quote a price *назначать цену*
to suggest / state terms *предлагать / определять условия*
cash discount *скидки за расчет наличными*
trade discount *торговые скидки*
quantity discount *скидки за количество*
monthly / quarterly statement *ежемесячные / квартальные отчеты*
documents against acceptance *передача документов на право владения
собственностью после принятия покупателем чека к оплате*
bill of exchange *вексель*
to place an order *разместить заказ*
goods on approval *товары для ознакомления*
goods on sale or return *товары с возможностью возврата (в случае, если они
не будут проданы)*
to stock a product *иметь товар на складе*

to hold / carry (a) stock of a product *держат в наличии запас товара*
to invite / seek a tender or estimate *проводить конкурс или оценку*
to provide / supply a tender or a reference *участвовать в конкурсе по цене*
to ask for trade references *запрашивать информацию о состоянии дел фирмы*
to provide / supply trade references *предоставлять информацию о состоянии дел*

1.7 Ответы на письма-запросы

Задание 4. Ознакомьтесь с различными вариантами писем в ответ на свой запрос:

Date
Name / Title
Business / Organization
Address
City, State Zip Code
Dear *Name*:

Thank you very much for your request of April 16 for samples of our new ABC fabrics. We have asked our agents in San Diego, Arthur Roth Company, to supply you with a copy of our current sales catalog and price list and a full line of samples. We appreciate your interest and thank you for writing to us.

Sincerely yours,
Signature Name

Date
Name / Title
Business / Organization
Address
City, State Zip Code
Dear *Name*:

Thank you for your interest in our sales management training program. Per our telephone conversation of yesterday, I am enclosing detailed information about this program. If you have any questions, please do not hesitate to contact me.

Sincerely,
Signature Name

Date
Name / Title
Business/Organization
Address
City, State Zip Code
Dear *Name*:

Thank you for your inquiry. I hope that the enclosed information about our institute's direct-mail marketing course will be of use to you. Just give me a call at (000) 000-0000 and I will be happy to answer any questions you may have.

Sincerely yours,
Signature Name

Date
Name / Title
Business / Organization
Address
City, State Zip Code
Dear *Name*:

Thank you for your fax of February 19. Enclosed is our current summer sales catalog for the complete range of Fairfax products you asked for, together with full details of our liberal terms of business. As you can see on page 3 of our price list, we allow you a special discount off all net prices for orders of the value you stated in your fax. Delivery will be within four weeks of receipt of your order. However, to take full advantage of these special summer sales offers, we advise you to place your order promptly. We expect considerable response to our summer sale and supplies are limited. If you have any further questions, please contact us. We look forward to hearing from you as soon as possible.

Sincerely,
Signature
Name

Date
Name / Title
Business / Organization
Address
City, State Zip Code
Dear *Name*:

In reply to your letter of September 12, we are pleased to enclose a copy of our most recent sales catalog which features the complete range of our new corduroy sports jackets for men. These handsome and versatile jackets – in beige, navy, chocolate, or rust – can be worn from the office to informal dinners to weekend activities in great style and comfort. The medium-wale corduroy is made from a long-wearing blend of long staple cotton and polyester and is soft and easy to wear. The models that you are interested in are presented on pages 9 to 15. Mr. Robert Dillon, our regional sales manager, will telephone your office next week in order to arrange a meeting. He will be able to provide you with complete details of our other new sportswear lines.

Sincerely,
Signature Name

1.8 Отказ от поступивших предложений

В некоторых случаях, несмотря на всю привлекательность, Вам

придется отказываться от различных бизнес-предложений. Постарайтесь это делать так, чтобы не нарушить дальнейших отношений с контрагентом:

Причины отказа от проекта: слишком высокая стоимость

Dear *Name*:

Thank you for submitting your proposal for name of project. Unfortunately, your proposal makes it clear that the project would be prohibitively expensive. We cannot, therefore, proceed. Please be assured that we appreciate your prompt attention to our request for a proposal, and we will keep you in mind for future projects.

Sincerely,

Dear *Name*:

Your proposal for name of project is very impressive and has occasioned a great deal of thought here. Unfortunately, after thoroughly costing the project out, we have concluded that it is prohibitively expensive. I am returning the proposal to you with our thanks, and we will certainly keep you in mind for future projects.

Sincerely yours,

По причине несоответствия условиям рынка

Dear *Name*:

Thank you for your project proposal for name / type of project. We read the proposal with great interest, but have concluded that it is inappropriate for our market needs, customers, etc. We appreciate your thinking of us.

Sincerely,

Dear *Name*:

Thank you for letting us see your proposal for name/type of project. Unfortunately, what you propose lies well beyond our area of specialization and is not, therefore, right for us.

Sincerely yours,

По причине неподходящих условий

Dear *Name*:

After long and careful consideration of proposals from various vendors for name of project/product, we have concluded that what you offer is not quite right for us, and we have elected to go with the proposal of another vendor. We appreciate your taking the time to prepare and submit the proposal.

Sincerely yours,

Dear *Name*:

Competition for this project was not just lively, it was downright fierce. We

received many very fine proposals, yours among them. However, we could only go with one – which offered the very best combination of service, product, and price. Thanks for taking the time to prepare your very impressive proposal.

Sincerely yours,

По причине излишней специализации

Dear *Name*:

I have received and reviewed your proposal to create a name of product. The idea is a very interesting one, but I am convinced that the market for such a product is, at this time, too narrow, specialized, and limited to warrant the investment necessary to put your proposal into production. I'd be happy to go into greater detail, if you like. Give me a call.

Sincerely yours,

По причине неадекватных гарантийных условий

Dear *Name*:

Thank you for your proposal to supply name of product. While there is much that we like about what you propose, your warranty terms are inadequate. Please consult our specification requirements once again. If you can revise your warranty to meet these requirements, we will be pleased to reconsider your proposal.

Sincerely yours,

Dear *Name*:

Your product looks great. Unfortunately, the warranty you offer falls well below our minimum guidelines, which specify terms. We will not consider purchasing additional coverage, but if you can extend the standard warranty as specified, we will be delighted to reconsider your proposal.

Sincerely yours,

UNIT 8

ORDER OF GOODS

ЗАКАЗ ТОВАРА

Covering letters – *письма, сопровождающие заказ, подтверждение платежа, скидки, даты доставки, способы доставки и упаковки, упаковка; подтверждение получения заказа; отгрузка; задержка отправки; отказ в поставке товара и причины (больше нет в наличии, плохая репутация, плохие условия, размер заказа).*

1.1 Размещение заказа

Заказы обычно передаются на фирменном бланке фирмы с указанием даты и номера, который в дальнейшем следует приводить в любой переписке по поводу данного заказа. Даже заказ по телефону или электронной почте согласно международной деловой практике подтверждается письменно (письмом или факсом). Ниже вы узнаете, из каких разделов обычно состоит письмо-заказ. Не все разделы являются обязательными в каждом конкретном случае. Письма, которые сопровождают заказы и подтверждают их получение должны быть краткими, точными и по существу. Во многих случаях компании используют стандартные пронумерованные формы. Сопроводительное письмо часто посылается вместе с формой заказа. В свою очередь поставщики также используют формы для подтверждения приема заказа. При размещении заказа письмом или факсом, следующие детали должны быть упомянуты: ссылка на прайс-лист или оговоренную цену, скидки, номера каталогов; количество; качество, модели, материалы и цвета; упаковка, специальные маркировки, и инструкции по доставке; хранение на складе; поставка; документы (напр., счет-фактура, про-формы, таможенные документы, транспортные накладные, страхование); подтверждение сроков оплаты.

1.2 Письма, сопровождающие заказ

Задание 1. Переведите и объясните, что данное письмо сопровождает Ваш заказ. Пример письма, сопровождающего заказ, в котором подтверждаются цена и условия поставки (на склад).

Dear Name:

We acknowledge receipt of your samples and quotation of October 3. Please find enclosed our order No. GW/RK 1193-DdeO, for 450 Martinex 100 percent cotton thermal blankets for twin- and full-size beds.

We would remind you that, as stipulated in our letter of August 29, the blankets must be delivered to our warehouse in Salt Lake City before October 15, because our special Winter Sales Week will start on Monday morning, October 27.

Sincerely,

1.3 Условия оплаты. Возможность предоставления кредита.

Задание 2. Составьте свое письмо, сопровождающее заказ.

На определенном этапе сотрудничества покупатель может рассчитывать на более приемлемые условия оплаты, включающие оплату товара через оговоренное время после его получения. Обычно в этом случае в стандартной мировой практике приняты следующие варианты обращения:

Dear Name:

As we have done business with your company for more than 18 months on the basis of payment on invoice, we would now like to request you to grant us open credit terms with monthly settlement. You may check our credit rating with Mr. William Hamilton, Branch Manager of the Bank of Indiana, 000 Orchard Street, Belleville, Indiana 00000.

For information concerning our company's promptness in paying invoices, we refer you to the following credit references:

- Wells Export Company, 000 Oxford Street, Phillipsville, PA 00000.
- Nathan Kane, Inc., 000 West 42nd Street, Nathan, MA 00000.
- Paxton & Asscher Company, 000 Brentwood Place, Chicago, IL 00000.

If you would require additional information, we will be glad to supply it.

Sincerely,

Dear Name:

For the past six months, we have been purchasing household appliances from your company on a C.O.D. basis. However, we would now like to open a line of credit. Please, let us know your usual credit terms and also what credit references and other business information you require to open such an account.

We hope your company will be willing to comply with our request.

Sincerely,

Ответ на запрос о возможности предоставления товара в кредит

Положительный

Dear Name:

Thank you very much for your purchase order #CC-373. So that we may extend our normal credit terms of 30 days, please provide us with the following information:

- Your company's most recent financial statements

- Names of three suppliers with whom your company is presently doing business

- Name of your bank

Thank you for your cooperation.

Sincerely,

Отрицательный

Dear Name:

Thank you for your order No. 00530 of January 19 for 600 Bambo Quartz Travel Clocks Model ISA at \$19.95 per unit. We have these clocks in stock and will be able to deliver them before the date – March 6 – you requested.

However, we are sorry that we cannot supply your order on the credit terms you requested and for that reason request prepayment. Enclosed you will find our pro-forma invoice. We would be obliged if you would arrange payment for this invoice by either irrevocable letter of credit or banker's draft as soon as possible in order that we can ship the goods F.O.B. Buenos Aires.

Sincerely,

1.4 Условия доставки. Способы доставки

Большинство компаний используют транспортно-экспедиционные агентства – “**forwarding agents**”, которые специализируются на упаковке и документации для перевозки грузов.

Запрос грузовых тарифов и тарифов на морские перевозки

Компания запрашивает грузовые тарифы на морские перевозки в Лондон.

Lee Boat Builders Ltd.

Dock 23, Main way, Hong Kong

Telephone: 385162 Telex: 349512 Fax: 662553 Cable: LEBATS

Far Eastern Shipping Lines 31-4 Park Road

21 April 2005

Dear Sirs,

We intend to ship a consignment of dinghies and their equipment to London at the beginning of next month. The consignment consists of ten boats which have been packed into wooden crates marked 1-10, each measuring 4 x 2 x 2.5 metres and weighing 90 kilos. Could you inform us which vessels are available to reach London before the end of next month, and let us know your freight rates?

Yours faithfully, J. Lee

1.5 Упаковка грузов

Важная составляющая процесса импорта – рекомендации по упаковке груза.

Задание 3. Прочитайте и переведите следующие выражения:

- Each piece of crockery is to be individually wrapped in thick paper, packed in straw, and shipped in wooden crates marked and numbered 1 to 6.
- The carpets should be wrapped in thick grease-proof paper which is reinforced at both ends to avoid wear by friction.
- The machines must be well greased with all movable parts secured before being loaded into crates, which must be marked.

Задание 4. Используя вышеперечисленные выражения, составьте свою рекомендацию по упаковке груза.

1.6 Заключительная часть писем-заказов

Задание 5. Прочитайте и переведите следующие выражения:

- We hope that this will be the first of many orders we will be placing with you.
- We will submit further orders, if this one is completed to our satisfaction.
- If the goods sell as well as we hope, we shall send further orders in the near future.
- I look forward to receiving your advice / shipment / acknowledgement / confirmation.

Задание 6. Используя вышеперечисленные выражения, составьте свою заключительную часть письма.

Unit 9

RESPONSIBILITY DURING TRANSPORTATION AND INSURANCE PROCEDURES

ОТВЕТСТВЕННОСТЬ ПРИ ПЕРЕВОЗКАХ И СТРАХОВЫЕ ПРОЦЕДУРЫ

Страховые процедуры

Компании и отдельные люди защищаются от убытков, ущерба или травм с помощью страховых полисов, являющихся контрактами на случай возможных будущих рисков. Обычный процесс страхования таков: желающий получить объем страховой ответственности (cover) заполняет бланк заявки (proposal form). В нем указывается предмет страхования, стоимость, срок и условия, поскольку полис может не охватывать все риски. Страховая компания (underwriter), которая выплатит компенсацию в случае требования определяет страховую премию (premium), т.е. цену страховки. Если страхователь удовлетворен указанной в бланке заявки информацией, он выдает уведомление о страховке (cover note) – это не сам полис (policy), а соглашение о страховании товаров до момента, пока не будет готов полис. Когда полис отправлен клиенту, страховщик сообщит ему о том, что он по условиям полиса застрахован (indemnified) от потери, повреждения или ущерба.

В случае травмы или смерти застрахованного лица или при страховании жизни (Life Assurance), по условиям которого по прошествии лет выплачивается фиксированная сумма, чтобы общая сумма, или пенсия, была выплачена к концу периода, в силу вступает принцип выплаты пособия (benefit payment). Это означает, что застрахованному выплатят компенсацию исходя из потери заработка или боли и страдания. Платежи по страхованию жизни вычисляются на основе ежегодных взносов плюс процент, который компания получает благодаря инвестированию страховых взносов.

Страховые компании – крупные организации-инвесторы на фондовом рынке. Благодаря инвестированию взносов они могут выплатить компенсации по страховкам или полисам страхования жизни, срок которых подошел.

1.1 Запрос о полном страховании

Компания United Warehouses хочет сменить страховую компанию. В данном письме она запрашивает расценки.

United Warehouses Ltd.

Chairman: B.R. MacDonald A.C.A. Directors: N.S. Souness, A. Gemill M.Sc,
B. Daracott Head Office, Bruce House, Bruce Street, Aberdeen AB9 1 FR

Registered in Scotland No. 166051

Telephone: 022441615

VAT No. 54901013

Fax: 022462219

Telex: 247182

Your ref:

Our ref: N3162-1

Date: 6 April 20 – Westway Insurance Co. Ltd. Society House Ellison Place
Newcastle-upon-Tyne NE1 8ST

Dear Sirs,

We would like to know if you could offer a comprehensive insurance policy covering us against fire, flood, accident, industrial injury, and theft. We are a large warehouse selling furnishings to the retail trade, and employing a staff of thirty. The building we occupy belongs to us and is valued, along with the fixtures and fittings, at £250,000 and at any one time there might be stock worth £70,000 on the premises. When calculating the premium, would you please take the following into consideration: There are no open fires on the premises as central heating is used, and we have a fully operational sprinkler system which is serviced regularly. There are also numerous fire extinguishers strategically placed throughout, and fire exits on every floor. The only danger from flood would be from burst pipes, as we are some distance from the river. Since we began trading six years ago we have never had to claim for industrial injury, and damage to stock has been minimal. Finally, pilferage, which is common in warehouses, has only cost us £400 per annum on average.

Our present policy runs out at the end of this month, so we would require cover as from 1 May, and we would point out that we are changing insurance companies because of the increased rates that our former insurers are charging. So a competitive quotation would be appreciated.

Yours faithfully, B. Daracott United Warehouses Ltd.

Задание 1. Составьте письмо-запрос о полном страховании, используя следующие слова и выражения:

1.2 Словарь по страхованию груза

an insurance company *страховая компания*

a broker *маклер*

a proposal form *заявление*

a quotation *расценки*

a policy *полис*

Cover *покрытие*

all risk *все риски*

underwriter *страховая компания; страховщик*

a syndicate *синдикат, консорциум*

a cover note *уведомление о покрытии*
 indemnification *возмещение, компенсация*
 original position *исходное положение*
 subrogation *суброгация, замена одного кредитора другим*
 to cover against *гарантия*
 to take effect from *вступать в силу с ...*
 to bond someone *подписывать долговое обязательство*
 to renew a policy *возобновлять полис*
 a claimant *предъявляющий права*
 to make/reject a claim *подавать / отклонять требование*
 compensation *компенсация*
 to inspect damage *проверять ущерб*
 negligent *небрежный*
 to overvalue *переоценивать*
 an independent assessor *независимый оценщик*
 an assessment *оценка*
 valuation *оценка*
 arbitration *арбитраж*
 life assurance *страхование жизни*
 benefit payment *выплата страховой суммы, пособия*
 endowment *вклад*
 fire insurance *страхование от пожара*
 "special perils" policy *страхование от особых рисков*
 consequential loss insurance *страхование от косвенного ущерба*
 accident insurance *страхование от несчастных случаев*
 insurance liability *обязательства по страхованию, страховая ответственность*
 property insurance *страхование собственности*
 personal accident insurance *индивидуальное / личное страхование от несчастного случая*
 insurance of interest *страхование процентов*
 fidelity bonds *гарантия, выдаваемая одним лицом другому против злоупотреблений третьего лица*
 marine insurance *морское страхование*
 all risk policy *полис от всех рисков*
 valued policy *таксированный полис*
 time policy *полис на срок*
 voyage policy *полис на рейс*
 mixed policy *комбинированный полис*
 floating policy *генеральный полис*
 open cover policy *генеральный полис*
 in arrears *иметь задолженность*
 a clause *статья*

free from particular average *без ответственности за частную аварию; не включая частную аварию*

with particular average *с ответственностью за частную аварию; включая частную аварию*

declaration form *таможенная декларация*

an insurance certificate *страховое свидетельство*

to ship clean *чистая поставка*

a clean bill of lading *чистый коносамент*

The American Insurance Association *американская ассоциация страховщиков*

Unit 10

VARIOUS CORRESPONDENCE: RESERVATIONS, MEETING, HOSPITALITY, PERSONAL BUSINESS LETTERS

РАЗНООБРАЗНАЯ КОРРЕСПОНДЕНЦИЯ: БРОНИРОВАНИЕ, ВСТРЕЧИ, ГОСТЕПРИИМСТВО, ЛИЧНЫЕ ДЕЛОВЫЕ ПИСЬМА

1.1 Бронирование. Резервирование авиаперелетов

Dear Sir,

This letter is to confirm our telephone conversation this morning when I arranged for two tickets to be sent to us in the names of P. R. Dell and B. Newsome, our directors, who will be travelling London Heathrow-Rome on flight BA 164 at 10.05 hours, on Wednesday 12 June. Please send the tickets to us by return, and find a cheque for £210.00 enclosed.

Yours faithfully,

1.2 Резервирование путешествий поездом

Dear Sir,

With reference to my telephone call to you this morning, would you please book a return ticket including couchette in the name of Mr. John Miles for London-Paris-Zagreb, leaving on Monday 18 July, and returning Zagreb-Paris-London, on 3 August? Please could you reserve a seat in a non-smoking compartment? I would appreciate your sending the tickets as soon as possible and have enclosed a cheque for £188.00.

Yours faithfully,

1.3 Резервирование мест в гостинице

Dear Mr. Ruggerio,

This letter is to confirm my telex and your answer of today in which you agreed to reserve two separate rooms with shower and bath, from 12 June to 21 June inclusive for Mr. P.R. Dell and Mr. B. Newsome, who will be attending the Textile Trade Fair in Rome. Could you make sure that the rooms are situated at the back of the hotel, as the rooms they were given last year, overlooking the main road, were rather noisy? I am enclosing a banker's draft for £40.00 as a deposit. Could you please acknowledge receipt?

Yours sincerely,

1.4 Резервирование помещений для конференций

Dear Name:

As discussed on the telephone, we want to reserve the use of a small conference room where dinner can also be served for 23 people for the evening of Thursday, June 7 from 6:00 p.m. until 11:00 p.m. We also want to reserve your

three-course steak dinner (\$24.95) for every participant, as well as optional bar service. Please, confirm this reservation by return mail or fax.

Sincerely,

Dear Sir,

We are holding our annual conference this year in Nantes and are looking for a hotel which can offer us accommodation and conference facilities from 15 to 18 November inclusive. There will be 60 delegates, 15 of whom will be bringing their wives. Therefore, we will need 45 single rooms and 15 double with full board for the three days. Provision should also be made for serving morning coffee and afternoon tea in the conference room. For the meetings we will need a room that can accommodate 60 to 70 people, with sound equipment, and if possible a stage from where lectures and demonstrations can be given. We will be bringing our own visual aids with us, so it will not be necessary to provide projectors, boards, or screens. Please would you send us a list of your tariffs and let us know if you are prepared to allow discounts for a block booking. If you can offer a competitive quotation, and satisfactory accommodation and facilities, you can rely on regular bookings from us in the future.

Yours faithfully,

Dear Name:

I enjoyed talking to you on Tuesday. The Dorset Hotel does have the facilities that our company needs to schedule its annual shareholders' meeting on April 2, with check-in time scheduled for 9:30 a.m.

I hereby confirm that we have booked the Wessex Room, which can comfortably seat 100 people; the Flamingo Suite (spacious seating for at least 15 people) for press meetings; and the Washington Dining Room (seating capacity for more than 100 people) where drinks and luncheon will be served after the shareholders' meeting. We also need the following audiovisual and other equipment and services:

- In the Wessex Room:
 - Public address system
 - One VHS videocassette player
 - Four television monitors
 - One overhead projector and screen
 - Coffee and tea service
- In the Flamingo Suite:
 - One flip chart
 - Coffee, alcoholic and non-alcoholic beverages
- In the Washington Dining Room:
 - Public address system
 - One motion picture projector (16 mm)
 - One motion picture screen

- Alcoholic and non-alcoholic beverages
- Luncheon (including wine service)

I will telephone you on March 29 about the arrangements as outlined above.
Please send me your written confirmation.

Sincerely,

1.5 Встречи. Просьба о встрече

Задание 1. Забронируйте себе (на выбор) в письменном виде авиаперелет, путешествие поездом, место в гостинице, помещение для конференции.

Этим письмом менеджер назначает встречи и представляет свой график. Включите в него упоминание дополнительной услуги или работы, чтобы адресат захотел с вами встретиться. Это письмо-представление, за ним должно последовать другое письмо или телефонный звонок.

«Шапка»

Carrington's

38 E. 91st St. • Chicago, IL 60614

Дата

January 25, 20XX

Внутренний адрес

Linda Montgomery, Manager

A-1 Cleaners

Приветствие

2903 Burreth St.

Lincoln, NE 68506

Просьба о встрече

Dear Ms. Montgomery:

Преимущества

I will be in Lincoln on February 3 and would like to meet with you at your office to discuss cleaning supplies you may need in the second half of the year. I have enclosed our latest catalog. Please note the items in yellow highlight. They are special values or new products that A-1 Cleaners will want to take advantage of now. I will contact you later this week to schedule an appointment. If you need to get in touch with me, call me at 800-555-9047. I look forward to talking with you. Thank you for your continued business.

Sincerely yours, Signature Douglas James

Должность

Sales Representative

Дополнительная информация

P.S. See page 68 of our catalog for a great value on our most-ordered product choice!

Постскриптум

Назначение бизнес-встречи

Dear Mr. Grane,

Our Chief Buyer, Mr. Norman Luman, would like you to contact us with a view to discussing the possibility of setting up a contract with your company to supply us with steel over the next year. He will be in his office all next week, and if you could write or phone him on 081-573 6621 he would be glad to arrange a meeting with you.

Yours sincerely,

Dear Name:

Ms. Diane Bond, national production manager of our sales catalog division, will be in Boston on Thursday, January 28 and would like to tour your web offset printing plant in nearby Cambridge during that afternoon. Would it be convenient for you or your assistant to meet her on this date? I will get in touch with you by telephone early next week to make an appointment.

Sincerely,

Dear Name:

I will be in Manchester on Tuesday, June 7, until Thursday, June 9, and would like to meet you at your office to discuss the brochure layout requirements that we briefly talked about at the recent Technical Trade Exposition in New York. Please, let me know when you could see me. I can come to your office at any time during the above mentioned period. I will telephone your secretary next week to schedule an appointment. I am looking forward to meeting you.

Sincerely,

Dear Name:

As per our telephone conversation yesterday, I have checked the availability of my French colleague in September. We would indeed be happy to meet with you in San Francisco on Thursday, September 7, at whatever time would be convenient for you. I am looking forward to our meeting.

Sincerely,

Подтверждение назначенной встречи

Dear Mr. Grane,

Mr. Norman Luman has asked me to confirm the appointment you made to see him. He looks forward to meeting you at 11.30 in his office, at the above address, on Tuesday 2 August.

Yours sincerely,

Отмена встречи

Dear Ms. Hopper,

I am sorry to tell you that Mr. Grane will not be able to keep the appointment

he made to see Mr. Luman on Tuesday 2nd August. Unfortunately an urgent matter has come up in our Lisbon office and needs his immediate attention, He offers his sincere apologies for the inconvenience and will contact you as soon as he returns to London.

Yours sincerely,

Dear Name:

Thank you for your letter of November 6 asking for an appointment with Ms. Louise Rainer. Unfortunately, she is away from the office and is not expected back until the end of this month. Ms. Rainer will contact you upon her return and I am sure she will be pleased to meet with you.

Sincerely,

1.6 Гостеприимство. Просьба принять и представить бизнес-гостя

Задание 2. Напишите просьбу о встрече.

Компания намерена расширить свой бизнес, и просит делового партнера помочь и принять приезжающего сотрудника. Обратите внимание, что письмо начинается не с просьбы, а с вежливого напоминания совместной работе компаний. Кроме того, просьба выражена в общих выражениях, а не конкретных требованиях.

Dear Mr. Deksen,

Thank you for your last consignment. You will be pleased to hear that we are processing another order to be sent to you within the next few weeks. The purpose of this letter, however, is to ask if you could offer any assistance to our overseas sales manager, Mr. Michael Hobbs, who will be visiting Oslo from 11 to 17 May. You may remember that when you were here a few months ago I mentioned that we intended to expand our sales. We are now looking at the potential of the Scandinavian market, and Michael Hobbs' trip is part of our investigations into the possibilities of our exporting to Scandinavia. I wondered if, while he was in your city, you would be able to introduce him to wholesalers and retailers in our trade who may be able to give him information with regard to the type of products that we would need to offer to the Norwegian market. He will also be interested in marketing, demand, importing procedures and any other information that would be useful to us. I understand of course that you are very busy, but if it is not too inconvenient, may I tell him that he may contact you at some time during his stay? The help would certainly be appreciated, and reciprocated if the opportunity arises.

Yours sincerely,

Представление нового сотрудника

Dear Carl:

I am happy to introduce our new sales representative, Terry King, to you. Terry will be in charge of servicing your account. Terry is a graduate of the

University of Maine and holds a degree in Sales and Marketing. For the last five years he has worked as a salesman for Boston Fisheries and Equipment. We are proud to have him on our staff and are sure he will be able to give you the kind of service you have come to expect from Sea Lanes. Please call us if there is anything we can do for you. Terry will be contacting you within the next two weeks to personally introduce himself, discuss his monthly schedule and answer any questions you might have. Ask Terry about his family's secret recipe for lobster!

Sincerely yours,
Signature

Рекомендательное письмо

Dear Mr. Deksen,

The bearer of this letter is Mr. Michael Hobbs, our overseas sales manager, who is visiting Oslo on our behalf to investigate our export possibilities to Norway.

Thank you for your letter of 10 April in which you offered to help him. I will appreciate any assistance you can give, or suggestions you make.

Yours sincerely,

Благодарность

Dear Mr. Deksen,

Thank you very much for assisting Michael Hobbs while he was in Oslo. I know he has already written to you expressing his gratitude, but I would like to add my own appreciation. The introductions you made for him and the contacts and information he gained will be extremely useful in our Scandinavian export programme. If I can offer you any similar service in the future, please contact me.

Yours sincerely,

Приглашение

Dear Mr. Grant,

We would like to invite you to attend our award ceremony at Claremont College which is being held on 14 December this year. The proceedings will begin about 2.00 and end around 5.00 in the afternoon, after which a dinner will be given at 7.00 for our prominent visitors. As one of our distinguished ex-students we would like you to address the parents and students with a short speech of your choice before handing out the awards, although we realize you are busy we hope you can find time to accept the invitation and look forward to seeing you.

Yours sincerely,

Согласие принять приглашение

Dear Mr. Edwards,

Mr. Grant, our director, has asked me to write to thank you and accept your kind invitation to attend the award ceremony and speak at Claremont College on December 14. He has fond memories of the college where he trained as an

engineer, and welcomes the chance to visit it again. The topic he has chosen to speak on is 'Changing Technology in the next Decade', and he would appreciate it if you would let him know whether this will be an acceptable subject.

Yours sincerely,

Отказ от приглашения

Dear Mr. Odena,

Our Chairman thanks you very much for the kind invitation you sent to attend the reception being held next month at your embassy. Although he would have liked to have come, he will be in America at that time. However, he sends you his best wishes and apologies for not being able to attend, and hopes that you will send another invitation at some future date, when he does not have any commitments.

Yours sincerely,

Задание 3. Напишите письмо-приглашение менеджера в вашу фирму с целью ознакомления с вашей деятельностью.

1.7 Личные деловые письма

Иногда вы пишете скорее от своего имени, чем от имени всей компании. В этой части приведены примеры личных деловых писем.

Поздравления общественные

Этим письмом поздравляют работника, родственника работника или друга компании.

Linder Airplanes

August 6, 20XX

Dear Tommy:

Congratulations on winning the soap box derby during My Waterloo Days. Your father couldn't stop talking about how proud he was of your victory. I was interested in your win because I, too, was a soap box derby winner 21 years ago in Akron, Ohio. There's nothing quite like the thrill of knowing that something you've made is capable of winning. Congratulations once again and good luck at the Nationals!

Sincerely,

Signature Charles M. Norris

President

CMN: cro

Поздравления с днем рождения

May 25, 20XX

Garrett Montgomery

774 Rising Hill Rd.
Lakeland, FL 32340

Dear Garrett:

It's your birthday again! Where has the time gone? We hope your birthday is a happy one. We appreciate your work here at Oglethorpe's and Osman and hope that we enjoy many more birthdays together.

Sincerely,
Signature Larry
Lawrence Oglethorpe
President, Oglethorpe's and Osman

Поздравления с праздником

December 15, 20XX
Joshua Schwartz
38 Fairview Ct.
Teasdale, WV 26656

Dear Josh:

The warmest of holiday greetings to you and your family. We at Gibraltar Gems hope this holiday season brings you the best of everything. Our regards to all of you.

Sincerely,
Signature Tip Thomas "Tip" Gibraltar
Gibraltar Gems

Рождение ребенка

June 4, 20XX

Dear **Lorraine**:

There is nothing more exciting than a new baby. You and T.K. must be proud. We were all thrilled to hear about Travis' birth and know you are, too. All of us are looking forward to seeing you, T.K. and Travis when you come to visit us next week. That's the time for our traditional "Shower of Gifts." Congratulations, Lorraine! We're all envious of your new little one.

Take care of all three of you.

Sincerely,
Signature Shelli
Shelli McAdam
Office Manager
China Dolls for You

Поздравления с бракосочетанием

February 22, 20XX

Dear Linda:

On behalf of Smith, Jones and Yanacek, I would like to extend our best wishes on your marriage to Terry Gleason. We all wish you the happiest of times. It is always a pleasure to share in the happiness of one of our employees. In your case, it was even more so because you have been such an important part of our firm. I know I speak for all of us when I say that it couldn't have happened to a nicer person. We all look forward to your return after your honeymoon and hope that we will meet Terry soon. Best wishes once again. We'll see you in a couple of weeks.

Sincerely,

Signature

Monty

Montgomery Smith

Senior Partner

Smith, Jones and Yanacek

Counselors at Law

231 1st St. S.E. • Remington, MO 63302

Задание 4. Напишите поздравление-письмо на любую тему.

DIALOGUES IN ENGLISH

ДИАЛОГИ НА АНГЛИЙСКОМ ЯЗЫКЕ

Здесь представлены готовые диалоги на английском для различных жизненных ситуаций. Запоминайте их целиком и используйте в реальных жизненных ситуациях. Запоминая готовые диалоги на английском и повторяя их много раз, вы начнете использовать фразы из готовых диалогов на английском когда нужно, где нужно. Проверьте на себе этот легкий, доступный способ выучить разговорный английский.

In a drugstore

- Hello! Can you recommend something for sunburns?
- We have very good gel with aloe. You should apply lots of it to the burnt areas several times a day.
- I also need a pain-killer for my headache.
- This drug is based on paracetamol. Take two pills at a time. Six pills a day. No more.
- What's the total?
- That makes it 24 (dollars).
- Can I pay with my credit card?
- Not a problem. Will you please sign here? Thank you. Here's your purchase, your receipt and your payment slip.
- Thank you. Good-bye.
- Have a nice day.

Check in a hotel

- Hello! I'd like to check in, please.
- Hello! Your passport and confirmation letter, please.
- Here you are.
- Thank you. You booked a room with a sea view. We have two available rooms: on the sixth floor and on the tenth floor. Which floor would you like?
- M-mm... The tenth.

At a gas station

- Hello! What would you like?
- Pump 5. Regular. Twenty euros worth, please.
- Ok. Anything else?
- I also need some air in my tires and washer fluid. Can you put it in the car for me?
- Not a problem. That'll be twenty-six euros.

- Here you are. And...Where's the toilet here?
- Oh, it's inside the shop.
- Ok. Thank you.

On the plane

- What would you like to drink?
- Sparkling water, please.
- What would you like – fish with vegetables or meat with rice?
- Meat with rice, please.
- May I have some tissue paper, please?
- Just a second.

At a restaurant

- Hello! Can we sit near the window, please?
- Of course. Follow me. Please, be seated.
- (waiter): Hello! Are you ready to order?
- Can you recommend something for an appetizer?
- M-mm... We have very good mussels with sour sauce.
- Do you serve the mussels warm?

Making a date

- What are you up to this evening?
- I'm not sure yet. Any suggestions?
- Let me take you out for dinner.
- Sounds good! What time do you have in mind?
- How's eight o'clock for you?
- Eight is fine!
- Where do we meet?
- Can you pick me up from my office?
- Not a problem. Give me the address.

In the waiting room

- Can you move over a bit?
- Sure. Are you waiting for the Transaero flight to Moscow, too?
- Yeah. I have a three hour layover.
- Where are you coming from?
- New-York. How about you? Are you Russian?
- I am. I was in Amsterdam on vacation. And you? You must be coming to Moscow for work, right?
- No. I'm going to meet my fiancée Kate.
- Really? Is she from Moscow?
- No. She's from Nizhny Novgorod. But we decided to meet in Moscow. Kate has some friends in Moscow. We will stay with them.

- Have you met your fiancée before?
- No! That's the problem. I'm a bit nervous now.
- Well, I hope everything goes well for you.
- Thanks.

Paying at a supermarket

- Do you accept dollars?
- No, we only accept local currency, sir.
- Where can I exchange dollars here?
- There's a currency exchange just around the corner.
- Thank you. I'll be right back.

Negotiating a price

- Excuse me! How much is this shawl?
- A hundred sixty dirhams, ma'am.
- Can you come down on the price a little bit?
- Come on in. OK, make an offer?
- How about two shawls for two hundred fifty dirhams.
- That's too low. Two hundred eighty is a good price.
- OK, let's make it three for three hundred fifty. Deal?
- Ha-ha! You will ruin me! OK! Deal! Three shawls for three hundred fifty dirhams. Where are you from?
- Moscow.
- Ah, you're Russian! You speak very good English.
- Thank you.

Just the check

- Excuse me! Can you get our waiter, please?
- Sure.
- Do you have loose tea or tea bags?
- We different kinds of loose tea.
- We'd like to have a pot of jasmine green tea, please.
- Ok. Would you like to see the menu for desserts?
- No, thank you. Just the check, please.

In a beauty salon. Nails

- Hello! I need my nails done.
- What exactly do you want?
- I was thinking.... I want a French manicure.
- Ok, do you want acrylic or gel nails?
- I want gel nails.
- Ok. Take a seat in that chair. How long do you want your nails to be?
- Not very long. My nails grow very fast.

Getting a cab

- Hello! I need to go downtown.
- I'm sorry. I'm not on duty.
- Please, help me out. I'm so late. I'll pay you a double fee.
- OK. Get in. Let's hit the road.

- Excuse me! How long does it take to get from here to the Creek Park by car?
- Around thirty minutes. Depends on the traffic.
- How much will it cost me?
- Usually it's around fifteen dollars.

Getting around town

- Excuse me! How do I get to the train-station, please?
- You can take a bus or the subway. Subway will be faster because the traffic might be bad at this time of the day.
- What is the number of the bus that goes to the train station?
- You can take any bus. They all run in that direction.
- Where is the nearest bus stop?
- Take a left on the street corner. It's right there.
- Thank you.
- Excuse me! Where can I find a gas station around here, please?
- Go straight till the traffic light. Take a left and drive two blocks. You will see a BP sign on the right side of the road.
- Thank you.

TALKING ABOUT FAMILY

Dialogue 1

- Hi, John! Tell me about your family. How many people are there in your family?
- Well, there are four of us: my wife, myself and our two boys.
- How old are the boys?
- They are twelve and nine. They are in school.
- Where do you live?
- My family and I live outside the city.
- OK, and what do you do, John?
- I'm a free-lance journalist. I write articles for fashion magazines.
- And what's your wife's name?
- What does she do?
- She's a designer. She runs her own business. She hires two illustrators. Her company occupies a small office in the city center.
- How about your parents? Where do they live?
- They live next door.

Dialogue 2

- What's your name?
- Tracy.
- Are you married?
- No, I'm not. I divorced my husband five years ago. I moved to another city after the divorce.
- Where do your parents live?
- Oh, both of my parents are dead now.
- Do you have children?
- Yeah, I have one daughter. Her name's Marsha.
- How old is she?
- She's twenty-five.
- Is she a student?
- She graduated from law school last year and currently works in a law firm.
- Is she married?
- She's engaged to a young man. They work in the same company.
- Where do they live?
- They live in an apartment in New Jersey. They are planning to get married soon.

TALKING ABOUT PEOPLE

Dialogue 1

- OK, Gina, so you're saying that you have known Karl for a long time.
- Oh, yes. We have known each other for ages. We met when we were students.
- OK. What does he look like?
- Well, he's a very handsome man. He's tall and he has a good body. He has dark curly hair, black eyebrows and black deep set eyes with a firm manly look in them. He looks like an elegant macho.
- What do you think of him as a person?
- Well, like many handsome men Karl is self-centered and a bit arrogant. That's what I dislike about him. He's too sure of himself.
- What's his strong point?
- He's sharp and he has an excellent sense of humor. A bit cynical sometimes but within reason. It's for his humor and mind that I like him.

Dialogue 2

- You had a date last night, didn't you, Karen?
- Yes, I did. But I wish I hadn't.
- What was wrong?
- Everything was wrong. I ended up being terribly frustrated.
- Tell me about it.
- His name's Sam. He's thirty one.

- What does he do?
- He’s a program writer. He’s very intelligent and hard-working. And that’s good. He also speaks three foreign languages.
- Sounds like a very nice guy!
- No way! He’s a bore. We chatted about this and that while we were having dinner. But Sam looked like he was thinking about something else. Obviously he wasn’t interested in what I was saying! I had trouble keeping the conversation going. Finally I just got up and left.
- What did he look like?
- Well, he wasn’t ugly but the problem is he didn’t look smart either. He was wearing sneakers on a date! Can you imagine?

WHAT DO YOU DO FOR FUN?

Dialogue 1

- What do you do in your spare time?
- I like watching football games on TV.

Dialogue 2

- What do you do for fun?
- I like traveling.
- Where do you usually travel?
- Many places. My favorite travel destination is South-East Asia.

Dialogue 3

- What do you do for fun?
- I like music.
- Do you play an instrument?
- I play the piano. I can sing too.

Dialogue 4

- What do you do for fun?
- I’m a big fitness fan. I work out in the gym three or four times a week.

Dialogue 5

- What do you do for fun?
- Downhill skiing is my passion. Every year I go to downhill ski in the Alps.

Dialogue 6

- What do you do in your free time?
- I play sports. When I was younger I used to play professional basketball.
- Do you play basketball now?
- I still play basketball a lot, but not on a professional team.

What is the weather like?

- What is the weather like in your country in the winter?
- I live in Russia. It's usually cold in the winter. We don't get much sun. The streets are nasty.
- What is the average temperature in the winter?
- Usually around minus 10 or 15 C.

I have a problem in my room

- Excuse me! I have a problem in my room.
- What is it, sir?
- The television in my room is not working.
- I will send maintenance to repair it. Sorry for the inconvenience.

CITY**Dialogue 1**

- Excuse me, can you tell me where Bogdanovich Street is, please?
- Take the second turn on the left, and then ask again.
- Is it far?
- No, it's only about 5 minutes walk.
- Thanks a lot.
- Not at all.

Dialogue 2

- Does this bus go to the station?
- No, you'll have to get off at the Department store and take a 47.
- Can you tell me where to get off?
- It's the next stop but one.
- Thank you.

Dialogue 3

- Excuse me, I'm afraid I'm lost. Can you help me?
- Where do you want to go?
- I am to be in Independence Square at 3 o'clock. I'm short of time.
- Oh, yes. The quickest way to get there is by metro.
- Is there a metro station here?
- Yes, go straight as far as the park and there you'll see the metro station.
- Thanks a lot.

Dialogue 4

- Excuse me, please, can you tell me the way to the Central Post Office?

- I'm sorry, I can't. I'm a stranger here too. You'd better ask that policeman over there.
- Thanks just the same.

Dialogue 5

- Excuse me, how can I get to the University?
- You'd better go by metro there.
- And where is the metro station?
- Go down the street two blocks straight ahead and you'll see the station.
- Thank you very much.
- Not at all.

COUNTRIES AND NATIONS

Dialogue 1

- Is England the name of that country?
- No, it isn't. It's called Great Britain, or simply Britain. England is a part of it.
- Really? So, I'm sorry, I'm mistaken.
- In my opinion you simply mix the names.
- And what about the United Kingdom of Great Britain and Northern Ireland or the United Kingdom? That sounds more official, aren't they?
- Yes, it's the official name of that country. But you shouldn't forget that though in everyday speech Britain is used to mean the United Kingdom, it's the name of the island which is made up of England, Scotland and Wales.
- Thanks, I've guessed at last.

Dialogue 2

- Oh, I'm tired with the Customs formalities. Let's take a short rest now. Shall we sit here?
- It's a good idea and the armchairs look cozy. Let's enjoy fresh air.
- Certainly. Well, that's what La Manche looks like.
- You mean the English Channel.
- Why? What's the difference?
- Oh, no difference between ourselves, because you are Polish and I'm German, but when you speak to a Frenchman, call it La Manche. On the other hand, British people prefer the English Channel.
- Then I think it should be called the British Channel, shouldn't it?
- That's history, traditions and all that.
- Thanks a lot, because it's very good to know the "likes and dislikes" of the country you are going to visit for the first time.

Dialogue 3

- Steve, my cousin is coming tomorrow. Where shall I take him, I wonder?
- Well, the problem - is what, you, want him to see.
- Look, he's already been here several times. And what if I take him to Brest.
- But where will you stay?
- A friend of mine lives there. She'll show us around the city.
- Don't forget to go to the Brest Fortress. The memorial there is really impressive. There are always a lot of people there. I'm sure you'll remember your excursion there for a long time.
- Agreed. So, I'll go and buy the tickets for a train to Brest for the day after tomorrow.

Dialogue 4

- How do you do, Paul. Is it your first visit to the States?
- No, I was there many years ago. It was a brief visit.
- You didn't see much of America then, did you?
- Very little, I'm afraid. This time I believe I'll be able to visit Pennsylvania, Illinois, Kansas and Utah, the Mormon state.
- I'm sure you'll find that we have an interesting, varied and beautiful country. America is full of different peoples, scenery and customs. No doubt, you'll have an exciting experience.

Dialogue 5

- Is Washington well planned?
- Yes, of course. In the center of Washington you can see the Capitol connected with the White House by Pennsylvania Avenue.
- Is the street long?
- It's a mile and a half long.
- The Capitol is the highest building in the US capital, isn't it?
- Sure.
- Is there any monument to President Washington in the capital?
- Certainly. It's in the Potomac Park, it was opened to public in 1888.

HEALTH

Dialogue 1

- Good morning.
- Hello, Doctor.
- Now then, how can I help you?
- Well doctor, I'm not feeling very well. I've got these awful pains in my stomach and I haven't been sleeping at all well.
- Do you have any other symptoms? A temperature, for example?

- Well yes, I have had a bit of a high temperature, actually.
- It looks to me – as if you've got some kind of a stomach infection.
- Oh, have I, doctor?
- Yes. Now I'm going to give you these pills. I want you to take two pills three times a day.
- Thank you, doctor, thank you.

Dialogue 2

- What's the matter, David? You look very unhappy.
- Bad toothache. It's been hurting me all day.
- You had better go and see your dentist, hadn't you?
- I'm seeing him tomorrow. I was unable to make an appointment with him for today.
- How about trying to find another dentist who can see you today? Shall I get the telephone book and do it for you?
- No, thank you, Sheila. I'd rather you were not making such a fuss over me. I'd rather wait until tomorrow. I prefer seeing my own dentist when it is possible.

Dialogue 3

- What is the trouble with you?
- I've caught a bad cold.
- How long are you feeling this way?
- I've been ill since Monday.
- And you are coughing a lot, aren't you?
- Yes.
- Have you taken your temperature?
- Yes, I'd taken my temperature before I left home. It was normal.
- Have you a headache or a sore throat?
- I have both.
- Have you taken anything for your headache?
- I took aspirin.
- Well, I'll examine you. It is not an ordinary cold. You have flu. I'll give you two prescriptions which you must take to the chemist's. If you follow my instructions you will feel better in a few days. If you don't feel better, you will have to call for me.
- Thank you, doctor.

AMERICAN HOLIDAYS

Dialogue 1

Q: Mathew, what are the biggest holidays in the USA?

M: I think, there are, probably, two holidays, that are often considered the two most special family holidays. Thanksgiving is one of our biggest holidays. It occurs on the last Thursday of the month of November. And usually for schoolchildren, they have been going to school since early September or late August, and it's the first vacation, they have for three, four, five days. So, they wait to get to Thanksgiving, and when Thanksgiving comes, everyone, all the children and the teachers are very happy: it's their first big break. And oftentimes families then will meet on that Thursday, and they will have a big dinner, turkey dinner, and a very, very special course of food that is prepared for Thanksgiving in commemoration of the Pilgrims¹⁻¹, who came to America in 1620, and the first meal they had with the Indians after a very difficult winter, when many people starved. So, Thanksgiving was to give thanks to God for all that they had, and all the blessings they had. So, Thanksgiving is considered, perhaps, one of our favorite holidays. Families always gather together. My family does, in fact, our larger family, not just my brothers and sisters, but aunts and uncles, and cousins also come together quite often. So, Thanksgiving is considered one of the biggest holidays.

Dialogue 2

Q: I can't but ask about Christmas shopping fever.

M: The day after Thanksgiving – Friday – is also a day off for most people, and they begin Christmas shopping on that Friday. And it's become a ritual. My mother and sisters wake up at four o'clock in the morning, and stores open at six o'clock a.m., and all the people crowd in for Christmas sales, and they begin to buy Christmas gifts.

Dialogue 3

Q: How long does Thanksgiving weekend last?

M: So, Thanksgiving weekend – it's Thursday, Friday, Saturday, Sunday, – all those days people are off. That becomes a big holiday period.

Dialogue 4

Q: Mathew, what is the second biggest holiday?

M: The second largest holiday, I think, maybe, even bigger, is Christmas. Christmas is considered one of the biggest holidays. And, of course, we give gifts to family members, friends and loved ones on Christmas.

Q: Officially Christmas and New Year celebrations run from the 24th of December to the 2nd of January. How many days are people actually off during X-mas holidays?

M: Normally, people will have about one week off, or, perhaps, two weeks off. Schools have two weeks off. And many people, who work for companies, will have one week off at Christmas time. So, there's plenty of time to spend with family, or, perhaps, to take a vacation to Florida, which is warm. And, so, lots of people like to go to a warm place: Arizona or California, or Florida during Christmas.

Dialogue 5

Q: How does your family celebrate Thanksgiving?

M: Well, Thanksgiving for us... There is a church service normally in the morning. And some of us will go to the church service. My mother will, actually, prepare the turkey. So, she is cooking very, very early in the morning. And she is preparing most of the food, and my sisters will help her. And so people begin to arrive at about ... eleven o'clock or twelve o'clock noon to my parents' home. And everyone gathers together and normally, for us in Detroit, there's a big football game that day. 'The Detroit Lions', the football team, plays every Thanksgiving. And it's always on television. So, we will watch the game on television.

Q: Are there any other big events on Thanksgiving except for the football game?

M: Oh! There're also Thanksgiving Day Parades. So, for some of the younger members of the family: my nephews and nieces -they will go to a Big Parade. So, there is a parade usually in Detroit on Thanksgiving.

Q: What is the usual way to celebrate Christmas in your family?

M: We all gather there in the afternoon then, and we have a meal, normally, about one o'clock or two o'clock in the afternoon, and we will then talk and discuss, and become very full. And then we have time for pie, because pumpkin pie is the favorite dessert for Thanksgiving. But you also might have an apple pie. And pie, normally, comes after the dinner. And by the evening time most people are tired, and some go home, another stay to talk or, perhaps, watch a movie. So, that's what we do.

Q: Do families get together on New Year's Day too?

M: New Year's very different. It is, normally, not a family gathering. New Year's... is probably, it's not nearly as big a holiday as it is over here, in Russia. So, for New Year's families don't often get together.

Q: How do they celebrate this day then?

M: Many times what happens is a husband and wife will go to a restaurant, perhaps, to a show, to the theatre to see 'The Nutcracker' for example, Tchaikovsky's 'The Nutcracker's always at the theatre in Detroit for New Year's. And so some people will go to the theatre, or they will go to a special restaurant. And they will pay a lot of money to ring in the New Year at a restaurant or place like that. Families don't often gather together.

Q: Is it common for America, that people just stay at home on the New Year's Day and celebrate it in a close circle?

M: Now, since there has been so much trouble with people, who drink and drive their cars, many people like to stay at home. And so they gather friends from their neighborhood together, and they celebrate the New Year together there, because then they don't have to drive a car. And there have been, of course, many tragic accidents, people have been killed, driving drunk. And, so, a lot of people think, 'I don't want to even go out on the streets'. It's usually snowy. The streets are icy. It's easier just to stay home and celebrate the New Year that way. So, more recently, people are staying at home to celebrate the New Year.

Q: Can you tell us about other holidays? For example, do people have the days off on other holidays?

M: Well, not everybody gets those days off, for example, Veterans' Day, Columbus Day. The only ones, who get those days off are usually people, who work for the government and postal office workers. So, we always laugh and we say, 'Oh! There's a new holiday!' it means the post office workers get another day off. Most of us still go to work or go to school. For example, Columbus day is never a day off. Veterans' Day is not a day off. The Presidents' day, which is what we have a holiday now, we used to have a holiday for George Washington's birthday and Abraham Lincoln's birthday. But they were both in February, and someone said, 'We can't give postal workers two days off, let's combine them on one day and call it Presidents' Day'. So, now we have Presidents' Day. But most people don't have those days off. So, it's only special government workers, who get those special days off.

ЛИТЕРАТУРА

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