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**ENGLISH  
FOR INTERNATIONAL  
COMMUNICATION**

**Английский  
для межкультурной  
коммуникации**



Тамбов  
Издательство ФГБОУ ВО «ТГТУ»  
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«Тамбовский государственный технический университет»**

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Утверждено Ученым советом университета  
в качестве учебного пособия  
для студентов всех направлений и специальностей



Тамбов  
Изд-во ФГБОУ ВО «ТГТУ»  
2023

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Состоит из трех тематических модулей, каждый из которых включает три раздела, охватывающих различные аспекты изучения английского языка для использования в сфере международного сотрудничества. Учебное пособие содержит аутентичные тексты страноведческого характера. Тексты и задания пособия могут быть использованы для развития и совершенствования коммуникативных навыков в ситуациях профессионального и бытового общения в рамках международной коммуникации. Материалы пособия направлены на расширение словарного запаса, активизацию лексики, развитие навыков аналитического чтения и умений лексико-грамматического оформления высказывания.

Предназначено для студентов всех направлений и специальностей.

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## ВВЕДЕНИЕ

Данное учебное пособие предназначено для студентов вузов всех направлений и специальностей, изучающих английский язык для практического использования в профессиональной деятельности и среде делового общения, в том числе на международном уровне.

**Цель** пособия: обучение иноязычному устному и письменному общению и формирование навыков межкультурной коммуникации, с включением стереотипов мышления и поведения в культуре изучаемого языка.

Пособие направлено на решение следующих **задач**: расширить лексический запас обучающихся; обеспечить закрепление и активизацию грамматического материала; развить умения и навыки ознакомительного, просмотрового, поискового и аналитического чтения, умения и навыки говорения и понимания иноязычной речи на слух.

Данные цели и задачи определяют структуру пособия, составленного из трех тематических модулей, каждый из которых включает три раздела, содержащих учебный материал, способствующий развитию у студентов профессионально-ориентированной когнитивно-коммуникативной компетенции и обеспечивающий совершенствование навыков правильного лексико-грамматического оформления профессиональной речи.

В пособии применяются основные приемы коммуникативно-ориентированного подхода к обучению иностранного языка. В каждом разделе представлены тексты для чтения, которые содержат актуальную информацию из аутентичных источников. Тексты сопровождаются заданиями на расширение словарного запаса, а также значительным количеством упражнений на отработку усвоенного материала в разных видах речевой деятельности. Предлагаемая в пособии система заданий предполагает ответы студентов на ключевые вопросы по теме модуля, извлечение информации из текста для обсуждения, сопоставление фактов и сведений, лексическую работу, дискуссию по предлагаемым ситуациям.

Учебное пособие может быть использовано как для работы в аудитории, так и для самостоятельной работы.

Идея и разработка данного пособия принадлежит Е. Ю. Воякиной, Н. А. Гуниной, Е. В. Дворецкой.

**MODULE I**  
**GREAT BRITAIN**

**UNIT 1**  
**LANGUAGE AND INTERCULTURAL  
COMMUNICATION**

**Read the following quotes and comment on them.**

<p><i>"A different language is a different vision of life."</i> <b>Federico Fellini</b> (Italian film director)</p>	<p><i>"The limits of my language mean the limits of my world."</i> <b>Ludwig Wittgenstein</b> (German philosopher)</p>
<p><i>"He who knows no foreign languages knows nothing of his own."</i> <b>Johann Wolfgang von Goethe</b> (German poet)</p>	<p><i>"Language is the road map of a culture. It tells you where its people come from and where they are going."</i> <b>Rita Mae Brown</b> (American writer)</p>

**What do they want to say about the relationship of language and culture?**

## **READING**

**Read the text and answer the questions below.**

### **Language + culture**

When people say and write things, they don't do it in a vacuum. They do it in a certain context. Part of this context is the knowledge they share with their listeners or readers. For example, in the twenty-first century, we don't need to explain the words 'television' and 'internet'. We can just use them and be confident that people know what we are referring to. But imagine trying to use them with a person from 200 years ago. You couldn't just use them and continue with what you were saying. You would have to stop and spend a long time trying to explain.

Television and internet are examples of the knowledge shared by just about everybody in the world in the twenty-first century. But most knowledge is more restricted and is confined to certain cultures.

You can sometimes hear people learning languages saying that they don't care about learning the culture behind those languages. They argue that a language can be learnt devoid of culture for mere functional and academic purposes. However, what they will end up with is the mere ability to function in the language as the outsider at the minimal level and have no real appreciation for the people who use the language. Choosing not to learn about the country or countries where a particular language is spoken nor its government, history or people not only robs you of the richness that knowing another culture normally brings with it, but also makes it very difficult to appreciate the news or place current events in any meaningful context.

Trying to avoid the culture of a language is actually rather hard to do if you study a language at a thorough level and interact

with its speakers. For example you simply cannot learn to function in Arabic if you are not familiar with the underlying culture or Islamic influence. Speaking Japanese without understanding its rather complicated honorific speech system would be socially disastrous and could ruin any business negotiation. Each language carries with it all the history and culture of the area it comes from.

The political, social and economic conditions of the country influence its vocabulary and the shades of meaning of its words. The cultural landscape of some languages, English being among them, is quite vast since they are spoken across different countries. Each of these countries has flavoured the language in its own unique way. Thus, in order to understand what English speakers mean when they use language, it is very useful to acknowledge which part of the English-speaking world they come from and to have some knowledge of the objects, society of that country and its cultural values. And if you want to understand texts produced specifically for native speakers of English and have successful communication with them, it is especially important.

### **Questions for discussion:**

1. Is it possible to learn a language without learning about the culture of it?
2. What kind of knowledge is included in learning the culture?
3. How does the cultural landscape influence language learning? Give examples.
4. In what way is learning about the culture of English different from other languages' culture?
5. What kind of cultural knowledge would a learner of your native language need?



## VOCABULARY

Look at the list of words below. Find them in the text and check which collocations they are used in.

restricted	devoid	mere	appreciation
rob	thorough	complicated	ruin
negotiation		values	

Match the words to their definitions.

1. nothing more than; nothing more important than
2. detailed and careful
3. limited, especially by official rules, laws
4. to spoil or destroy something completely
5. to steal, to take something away
6. to lack or be without something that is necessary or usual
7. the principles that help you to decide what is right and wrong
8. recognizing or understanding that something is valuable, important
9. involving a lot of different parts; difficult to understand
10. discussing something with someone in order to reach an agreement

Complete the sentences with the words from the box.

- a) Children rarely show any \_\_\_\_\_ for what their parents do for them.
- b) Their apartment is \_\_\_\_\_ of all comforts.
- c) A last-minute goal \_\_\_\_\_ the team of victory.

- d) The agreement was reached after a series of difficult \_\_\_\_\_.
- e) The city receives a \_\_\_\_\_ 20% of the parking revenues.
- f) He gave me directions, but they were so \_\_\_\_\_ I got lost.
- g) Club membership is \_\_\_\_\_ to the company's employees.
- h) The young have a completely different set of \_\_\_\_\_ and expectations.
- i) Her injury \_\_\_\_\_ her chances of winning the race.
- j) The doctor gave him a \_\_\_\_\_ medical examination.

## LISTENING

**You are going to listen to Luke talking about London life and the best and worst things about living there. Do the preparation task first.**

**Match the definitions (a – h) with the vocabulary (1 – 8).**

1. .... the Tube
2. .... a local community
3. .... the outskirts
4. .... trendy
5. .... an event
6. .... packed
7. .... rush hour
8. .... a love-hate relationship



- a. strong feelings about something that are a mixture of love and hate
- b. fashionable
- c. the areas on the edge of a town or city
- d. an activity that is planned, usually for a lot of people
- e. a group of people who interact and live in the same area
- f. the busy part of the day when towns and cities are crowded
- g. London's underground train system
- h. completely full

**Listen to the audio and do the exercises.**

**<https://learnenglish.britishcouncil.org/general-english/audio-zone/living-in-london>**

**Choose the best answer.**

1. How does Luke feel about living in London?
  - a. He loves it.
  - b. He hates it.
  - c. He loves and hates it.
2. How long has Luke been living in London?
  - a. For about 5 years
  - b. For about 15 years
  - c. For about 50 years
3. What does Luke say about Hackney, the area where he lives now?
  - a. It's hectic.
  - b. It's quiet.
  - c. It's trendy.
4. How often does Luke visit central areas like Trafalgar Square and Oxford Street?
  - a. Very often
  - b. Rarely
  - c. Never

5. For Luke, what is the best thing about living in London?
  - a. His local community
  - b. The transport
  - c. His work
6. For Luke, what is the worst thing about living in London?
  - a. There are so many tourists.
  - b. It's so busy and hectic.
  - c. The restaurants are so expensive.

**Complete the sentences with the words.**

events	Tube	downside	work
half an hour	local community	theatre	live
quietness	village	rush hour	outskirts

1. Generally, people don't \_\_\_\_\_ in central London. They might \_\_\_\_\_ there, but they don't visit there.
2. I live slightly on the \_\_\_\_\_. It takes me \_\_\_\_\_ to get into town.
3. There are so many \_\_\_\_\_ every weekend. You can always go to the \_\_\_\_\_ or cinema.
4. The \_\_\_\_\_ is there's a lack of stillness and \_\_\_\_\_.
5. Where I live, there's a bit of a \_\_\_\_\_, it's like a small \_\_\_\_\_.
6. London is one constant \_\_\_\_\_. The \_\_\_\_\_ is always packed.

**Listen again and write down all the place names mentioned in the recording. Do you know them?**

**Find out about those places on the internet and tell your partner.**

## IDIOMS

**Match the beginnings of the idioms based on nationality names with their endings.**

1. Talk like a	a) Dutch
2. Chinese	b) Greek to me.
3. Double	c) Dutch uncle
4. Go	d) bearing gifts.
5. Roman	e) leave
6. It is all	f) Dutch
7. Beware of Greeks	g) holiday
8. Take a French	h) whispers

**Check the meanings with the dictionary and complete the sentences below using the correct idioms.**

1. Can you understand what he's saying? No, \_\_\_\_\_ .
2. I'm not going to listen to these \_\_\_\_\_ until I read about it in the newspaper.
3. Sally said she wouldn't let a man pay for her meal on a first date. She prefers to \_\_\_\_\_.
4. He \_\_\_\_\_ and slipped out through door when nobody was watching.
5. The impeachment of president will give the news media a \_\_\_\_\_.
6. These instructions are written in \_\_\_\_\_.

**Think about a situation when you could use any of these idioms and tell your partner about it.**

## **CULTURE TIP**

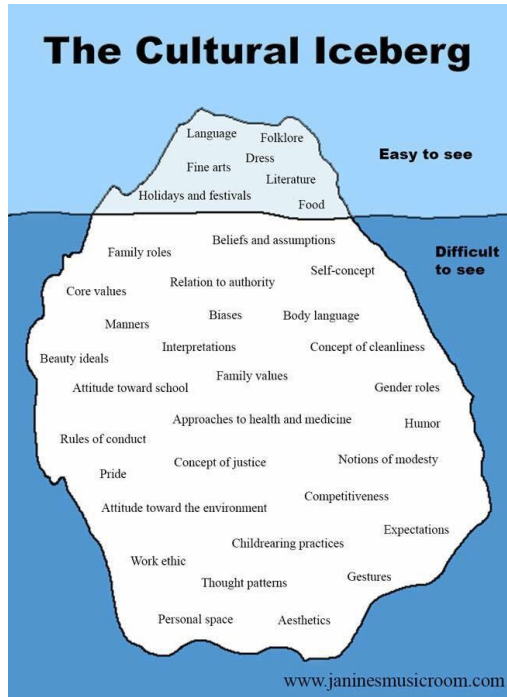
### **Cultural conflicts**

Absence of knowledge about culturally acceptable behaviour can lead to serious misunderstandings. Some time ago a conflict occurred between students and professors on a Russian-American joint educational programme at one of the Russian universities. Some students were caught cheating on a written exam. Cheating on an exam is absolutely unacceptable in American culture (neither is it in Russia though, unfortunately, more common). However, an American professor was equally bewildered by those students that cheated and those who let them copy from their papers or those who saw it and said nothing. In the American culture an honest, “law-abiding” student is supposed to report on such facts. As a result, the professor made all students in the group retake the exam, which involved paying extra money to the university. That, in return, highly angered Russian students who did not cheat. They simply acted in the logic of their Russian culturally acceptable behaviour which is confined in such proverbs as “Не пойман – не вор” and “Доносчику первый кнут”. A number of them left the programme afterwards.

**Find some more examples of proverbs in Russian and English languages. What do they suggest about the culture of their speakers?**

## SPEAKING

Culture is often compared to an iceberg. Study the picture below and try to understand why.



### Discuss the following:

1. Which aspects of a new culture are easy to learn about? Which are more difficult?
2. Which of these aspects would you find it most useful to know before you visiting a foreign country?
3. Does learning about a foreign culture help you understand your own one?

## UNIT 2 WINDOW ON BRITAIN

### Quiz: How well do you know Britain?

**1. Which is the largest city in Britain?**

- a) Cardiff
- b) London
- c) Birmingham
- d) Edinburgh

**2. What is the British currency?**

- a) Dollars
- b) Euros
- c) Yen
- d) Pounds

**4. What resident number does the Prime Minister live in, in Downing Street?**

- a) 11
- b) 9
- c) 10

**5. What is the official residence of the monarch?**

- a) Kensington Palace
- b) Sandringham House
- c) Windsor Castle
- d) Buckingham Palace

**6. What is the last word of this verse for the English national anthem: “God save the...”?**

- a) Country
- b) People
- c) King
- d) Nation





## **READING**

**Read the text and answer the questions below.**

### **A sense of place**

The United Kingdom of Great Britain and Northern Ireland, to give it its formal title, is a highly centralised and unitary state, and its main component, England, has been so for almost a thousand years, longer than any other European country. As a political entity, however, Britain (as the United Kingdom is loosely called) is less than 300 years old, being the state which emerged from the union of the ancient kingdoms of Scotland and England in 1707.

Britain is instinctively thought of by many as 'England', and the idea of England evokes images of the Royal Family, Parliament, Westminster Abbey, the Tower of London and the soft landscape of the southern counties of England. This is not so surprising since almost one quarter of the British people live within 25 miles of London's Trafalgar Square. But it also reveals that England as well as Britain is dominated by the south, and, particularly the south east.

Yet these symbols can be misleading. The United Kingdom is a land of great diversity, partly in its landscape, but more importantly in the human sphere. There are four territorial divisions, Scotland, England, Wales and Northern Ireland (or Ulster). They all carry a special sense of identity which is strongly affected by the tension between their own distinctive history and tradition and centralised government from London. Yet even England has local identities, which tend to be stronger the further one travels from the south east. In Cornwall, in the far south west, there is still sense of Celtic identity. In the north of England, in the words of one MP people are "warm, friendly, quick-tempered and

insular". Communities in the mining villages of Durham have strong ties and a sense of loyalty. The people of Yorkshire and Lancashire, too, have a strong sense of community identity that can hardly be found in the south. As one moves closer to London, community loyalties are weaker and society is both more homogeneous and yet also more individualistic, the characteristics of a highly integrated modern society.

The sense of local difference may be partly a matter of history, but it is also to do with the subtle changes in landscape, architecture or even the way English is spoken, from one county to another.

England, unlike the largely mountainous countries of Wales and Scotland, is mainly lowland, except for six major hilly regions: the Pennines, called the 'backbone of England' dividing the north-west part of England from the north-east; the scenic Lake District in the north west; the Yorkshire Dales running to the east coast of Yorkshire; the moorlands of Cornwall and Devon; and the border areas with Scotland and Wales respectively. Elsewhere the ranges of hills are relatively low, while the East Midlands and East Anglia are notably flat and featureless. In Scotland and Wales the greater part of the population is concentrated in the more lowland areas, particularly the area between Glasgow and Edinburgh, and in the east and south-east parts of Wales.

### **Questions for discussion:**

1. What is the official name of Britain?
2. How old is the UK as a state?
3. Which part of the country is most densely populated?
4. Is the UK a homogeneous society? Why/why not?
5. How are local differences manifested?

6. In terms of geography, which parts of the country are characterized by mountains? Where are you likely to find moors, hills, lakes?

**Look through the text and write out the names of the following:**

- a) countries of the UK
- b) counties
- c) cities
- d) mountains
- e) regions.

**Find them on the map of the UK.**

## **VOCABULARY**

**Find words and phrases in the text that mean the following.**

1. something (an organization, a business, etc.) that has its own independent existence (paragraph 1)
2. to appear; to become known (paragraph 1)
3. to make someone remember something or feel an emotion (paragraph 2)
4. causing someone to believe something that is not true (paragraph 3)
5. a large area of land, especially in relation to its appearance (paragraph 3)
6. a feeling of fear or anger between two groups of people who do not trust each other (paragraph 3)
7. the quality of being loyal (paragraph 3)

8. consisting of parts or having qualities that are the same (paragraph 3)

9. not loud, bright, noticeable, or obvious in any way (paragraph 4)

10. having or showing beautiful natural surroundings (paragraph 5)

**Complete the sentences with the words from the box.**

misleading	loyalty	tension	entity
scenic	homogeneous	subtle	evoke
emerge	landscape		

1. They took the \_\_\_\_\_ route on the way home.

2. That smell always \_\_\_\_\_ memories of my old school.

3. The cathedral dominates the \_\_\_\_\_ for miles around.

4. The instructions were confusing and even \_\_\_\_\_ in some cases.

5. There is a \_\_\_\_\_ difference between these two plans.

6. The population of the village has remained remarkably \_\_\_\_\_.

7. There are growing \_\_\_\_\_ between the two countries.

8. He prides himself on his \_\_\_\_\_ to his friends.

9. The museums work closely together, but are separate legal \_\_\_\_\_.

10. New business opportunities will \_\_\_\_\_ with advances in technology.

**Make some sentences of your own using the words above.**

## LISTENING

Britain's countryside is great, rich with lakes, mountains and monuments. Watch the video and do the tasks below:

<https://learnenglish.britishcouncil.org/general-english/video-series/britain-is-great/countryside-is-great-part-1>

Which is the best title for this video?

1. The best of Britain's national parks
2. A look at Lake Windermere and its surroundings
3. A visit to some varied British landscapes



What do these numbers refer to in the video? Match them to the sentences.

15

66

1.35

3

6

1. The number of national parks in Britain.
2. The depth of Lake Windermere - in metres.
3. The number of people who go on cruises on Lake Windermere - in millions.
4. The number of people who visit the Snowdonia National Park every year - in millions.
5. The length of the bay on the north coast of Wales - in kilometres.

**Can you make sentences from the video using these words?**

1. one of / the most / to be / This area / beautiful in / Great Britain / is said

---

2. the lakes / people / chose / like this / to see / every year? / How many

---

3. our boats / 1.35 million / average / carry on / We / people on

---

4. many people / you / think so / appealing? / find / Why do / this area so

---

5. is / you / All / to look / do / have to / around you

---

**In the video Richard said *"This area is said to be one of the most beautiful in Great Britain."* The meaning is *"People say that this area is one of the most beautiful in Great Britain."***

**Complete the second sentence so that it means the same as the first one. Don't use the word 'people' and use the word in brackets.**

1. People say that the house is haunted by the ghost of a little girl.  
The house \_\_\_\_\_ haunted by the ghost of a little girl.  
(said)

2. People believe that Angelina Jolie is the best-paid actress in Hollywood.

Angelina Jolie \_\_\_\_\_ the best-paid actress in Hollywood.  
(believed)

3. People think the bank robbers stole over a million pounds.  
The robbers \_\_\_\_\_ over a million pounds. (thought)

4. People say that Queen Elizabeth I slept in this bed.  
Queen Elizabeth I \_\_\_\_\_ in this bed. (said)

5. In the Middle Ages, people thought the Earth was flat.  
In the Middle Ages, the Earth \_\_\_\_\_ flat. (thought)

6. People know that the prisoners have escaped twice before.  
The prisoners \_\_\_\_\_ twice before. (known)

## **CULTURE TIP**

### **British humour**

The British are famous for many things. First, there's the language, which is spoken throughout the world. And everybody knows every Brit loves a hot cup of tea. Then, of course, there's culture and entertainment like the Premier League, Harry Potter and Dr Who. But if there's one thing they are especially proud of, it's their sense of humour.

In the UK, you can't take yourself too seriously. People love to laugh at their own flaws and make light of their failures. The ability to laugh at yourself and to 'take a joke' is highly prized.

One other important component of the British humour – and the British nature, indeed, – is the deliberate use of understatement. As a French writer Andre Maurois once noted, if an Englishman tells you that he has a small house in the village, you may, upon

arrival as his guest, find that he has a whole castle with three hundred rooms. A world tennis champion might well tell you that he plays not badly, and someone who has just swum alone across the Atlantic might hint in passing that he occasionally goes for a dip.

There is a story about how a Cambridge professor of biology was told that he had been awarded the Nobel Prize. Apparently, he threw up his hands and exclaimed “Excellent. Now I can buy myself a new bicycle.”

Some types of particularly British humour might cause confusion to somebody just learning English, for example, puns. A pun is a play on words. Here is an example of a pun.

A lady goes into a grocer’s shop. ‘Can I have a pear, please,’ she asks. ‘Here you are madam,’ says the grocer as he hands over a ripe green fruit. The lady stands waiting, and an awkward silence grows. ‘Is everything OK, Madam?’ asks the grocer. ‘I asked for a pair, and you only gave me one,’ complains the lady.

### **Are the sentences true or false?**

1. People in Britain do not enjoy humour.
2. Ability to laugh at one’s self is considered a positive quality.
3. The British usually exaggerate things in their jokes.
4. Puns are easy to understand for a foreigner.

**Do you know any British jokes? Tell them to the class. Would they be just as funny in your own language?**



## UNIT 3 MEDIA IN GREAT BRITAIN

Look at the different types of media. How often do you use each of them?

radio	newspapers	magazines	cinema
TV	books	Internet websites	social networks
	online blogs	computer games	

Which of these types of media do you prefer for:

- Finding out about news?
- Entertainment?
- Education?
- Research?

### READING

#### The British press

Newspaper publication in the country is dominated by the national press. There are more than seventy local and regional daily papers, but the total circulation of all of them together is less than the combined circulation of the handful of national ‘dailies’. The only non-national papers with significant circulations are published in the evenings, when they do not compete with the national papers, which always appear in the mornings.

Most local papers do not appear on Sundays, so on that day the dominance of the national press is absolute. The 'Sunday



papers' are so-called because that is the only day on which they appear. Most of them are sisters of a daily (published by the same company) but employ different editors and journalists. *The Observer*, a sister paper to a national daily *The Guardian*, is the world's oldest Sunday paper.

The morning newspaper is a British household institution - such an important one that, until the laws were relaxed in the early 1990s, newsagents were the only shops that were allowed to open on Sundays. People could not be expected to do without their newspapers for even one day, especially a day when there is more free time to read them. The Sunday papers are generally thicker than the dailies and some of them have six or more sections, making up a total of well over 200 pages.

Another indication of the importance of 'the papers' is the morning 'paper round'. Most newsagents organize these, and more than half of the country's readers get their morning paper delivered to their door by a teenager who gets up at around 5.30 a.m. every day in order to earn a bit of pocket money.

Traditionally, the national papers are divided into two distinct types. The **quality papers** cater for the better educated readers. The **popular papers** sell to a much larger readership. They contain far less print than the 'qualities' and far more pictures. They use larger headlines and write in a simpler style of English. While the qualities devote much space to politics and other 'serious' news, the popular papers concentrate on 'human interest' stories, which often means sex and scandal.

However, this method of classification has a hint of snobbery about it. It implies that a newspaper can't be both high quality and popular at the same time. Perhaps this is why the two types have also been known by other names: the **broadsheets** and the **tabloids**. Not so long ago in Britain, if you saw someone reading a newspaper, you could tell what kind it was without even

checking the title. This was because the quality newspapers were all printed on terribly large-sized paper known as broadsheet, so that to be able to read more than one page without looking like you had just taken up origami, you had to have expert page turning skills. The popular papers, on the other hand, were all tabloids; that is, they were printed on much smaller pages (which were therefore much easier to turn). But in 2004, two quality newspapers, *The Times* and *The Independent*, successfully adopted the tabloid format. And then, a year later, another quality, *The Guardian*, broke with tradition even more radically by adopting the Berliner format, which is halfway between broadsheet and tabloid and often used in continental Europe but never before in Britain. Again, the move was a success.

In any case, the differences between the two types can be exaggerated. The ‘qualities’ do not completely ignore sex and scandal or any other aspect of public life. Both types of paper devote equal amounts of attention to sport. Moreover, some people make a three-way distinction (*The Daily Mail* and *The Express* being in the middle). And all newspapers today face a common challenge – the competition from online news platforms.

### **Questions for discussion:**

1. Which newspapers are more popular in the UK – local or national ones?
2. In which way are Sunday papers different from the daily ones?
3. What are the characteristic features of tabloid and broadsheet newspapers?
4. Give an example of the following newspapers:
  - a quality broadsheet
  - a tabloid
  - a Sunday paper which is not published in the week

5. What is the main problem the UK print media have nowadays?

## **VOCABULARY**

**Match the words 1 – 8 with their meanings a – h.**

1. circulation
2. a newsagent
3. broadsheet
4. a paper round
5. tabloids
6. a daily
7. a household
8. headline

- a) a newspaper that is printed on large sheets of paper
- b) a newspaper which is published every day of the week
- c) a line of words printed in large letters as the title of a story in a newspaper
- d) a shop that sells newspapers and magazines
- e) a name often used to describe the more popular daily newspapers
- f) a group of people, often a family, who live together
- g) the number of copies of a newspaper that are sold
- h) a part-time job, typically done by young teenagers, delivering newspapers to houses

**Complete the sentences using the words from the exercise above.**

1. I do all my \_\_\_\_\_ accounts on computer.

2. Practically all the \_\_\_\_\_ and small tobacconists who distribute newspapers are using part-time employees.

3. For over a week the story was being covered in all the national \_\_\_\_\_.

4. The news of his death was splashed in \_\_\_\_\_ across all the newspapers.

5. In my schooldays, my parents did not let me do a \_\_\_\_\_ to earn extra money.

6. The \_\_\_\_\_ often attract readers with sensational headlines.

7. The newspaper's \_\_\_\_\_ has dropped dramatically.

8. In Britain, the \_\_\_\_\_ are generally believed to be more serious than the tabloids.

## **SPEAKING**

**Look at today's front pages from British newspapers. Using the information in the unit, comment on which characteristic features you can see.**

**[https://www.bbc.com/news/blogs/the\\_papers](https://www.bbc.com/news/blogs/the_papers)**

## **LISTENING**

**Before you listen, match the vocabulary to the definitions.**

- |                       |   |
|-----------------------|---|
| 1. subscribe (v)      | a) far more of something than you can deal with or process                                |
| 2. air (v)            | b) making you think deeply about a subject  |
| 3. binge-watching (n) | c) the act of showing a particular group of people and discussing issues relating to them |

- |                             |  |
|-----------------------------|--|
| 4. tune in (phr. v)         | d) broadcast a television/radio programme or a film  |
| 5. flick through (phr. v)   | e) quickly look through TV programmes or films without watching a lot of any particular one          |
| 6. overwhelming (adj.)      | f) have access to media on the Internet by paying a regular fee                                      |
| 7. thought-provoking (adj.) | g) watch a particular TV programme   |
| 8. representation (n)       | h) the act of watching multiple episodes of a TV show in one sitting, usually by streaming or on DVD |

**Now listen to two students discussing a streaming service Netflix. Tick the box next to the programme if Selma watched it.**

1. The Irishman
2. What The Health
3. Saving Capitalism
4. Hip Hop Evolution
5. Squid Game
6. The Texas Chainsaw Massacre

**Are the sentences true or false?**

1. Rob subscribes to Netflix.
2. Selma loves TV programmes about detectives and the police.
3. Selma enjoyed watching Saving Capitalism.
4. Rob hadn't heard about the TV programme Squid Game.

5. Selma watches more programmes now than when she watched TV.
6. Selma really enjoys everything she watches on Netflix.
7. Selma doesn't like films that scare her.
8. Rob wants to get to bed fairly early on Sunday night.

## **SPEAKING**

**In pairs, discuss the following questions.**

1. How do you access the majority of the TV programmes and films that you watch? Why do you choose this method?
2. How has the way you watch television and films changed in the last ten to fifteen years?
3. What are your favourite programmes to watch? Why?
4. How much time do you normally spend watching television programmes and films each week? Why?

## **READING**

**Before you read, match the definitions (a – h) with the vocabulary (1 – 8).**

1. .... expertise
2. .... a trend
3. .... an audience
4. .... consistent
5. .... catchy
6. .... to charge
7. .... a bio
8. .... a niche

- a. something that is popular right now
- b. the people who watch or follow a public event, e.g. a film or concert
- c. expert knowledge or skill in an area
- d. to ask someone to pay
- e. a specialized area
- f. a short introduction of a person (short for 'biography')
- g. doing something in the same way over time
- h. attractive and easily remembered

### **Social media influencers**

It is estimated that about 40 per cent of the world's population use social media, and many of these billions of social media users look up to influencers to help them decide what to buy and what trends to follow.

So what is an influencer and how do we become one? An influencer is a person who can influence the decisions of their followers because of their relationship with their audience and their knowledge and expertise in a particular area, e.g. fashion, travel or technology.

Influencers often have a large following of people who pay close attention to their views. They have the power to persuade people to buy things, and influencers are now seen by many companies as a direct way to customers' hearts. Brands are now asking powerful influencers to market their products. With some influencers charging up to \$25,000 for one social media post, it is no surprise that more and more people are keen to become influencers too. If you are one of them, then here are five tips on how to do it.



### **1. Choose your niche**

What is the area that you know most about? What do you feel most excited talking about? Find the specific area that you're most interested in and develop it.

### **2. Choose your medium and write an interesting bio**

Most influencers these days are bloggers and micro-bloggers. Decide which medium – such as your own online blog, social network page or Snapchat – is the best way to connect with your followers and chat about your niche area. When you have done that, write an attention-grabbing bio that describes you and your speciality area in an interesting and unique way. Make sure that people who read your bio will want to follow you.

### **3. Post regularly and consistently**

Many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, ensure that your posts are consistent and possibly follow a theme.

### **4. Tell an interesting story**

Whether it is a photo or a comment that you are posting, use it to tell a story that will catch the attention of your followers and help them connect with you.

### **5. Make sure people can easily find your content**

Publicise your posts on a variety of social media, use hashtags and catchy titles and make sure that they can be easily found. There is no point writing the most exciting blogposts or posting the most attractive photographs if no one is going to see them.

Most importantly, if you want to become a social media influencer, you need to have patience. Keep posting and your following will gradually increase. Good luck!

### **Choose the best answer.**

1. A social media influencer is not someone who ...
  - a. guides the decisions of their followers.

- b. is an expert in a particular area.
  - c. pays their followers to buy products.
  - d. has many followers who pay attention to their opinions.
2. Companies want to use influencers to help ...
- a. sell their products to their followers.
  - b. develop new products.
  - c. write their blogposts.
  - d. design their websites.
3. If you want to be an influencer, your bio on your social media account shouldn't ...
- a. say who you are.
  - b. talk about your niche area.
  - c. be interesting.
  - d. be the same as other people's bios.
4. You should make sure that you post ...
- a. once a month.
  - b. every day for the first month and then once a month after that.
  - c. about similar subjects.
  - d. about all sorts of different things.
5. You can make sure that people find your post by ...
- a. using hashtags.
  - b. using funny or memorable titles.
  - c. using different social media to link to your post.
  - d. doing all of the above.
6. What should the title of this blogpost be?
- a. Five ways to influence people
  - b. Five ways to use influencers in marketing
  - c. Five tips on becoming a social media influencer
  - d. Five tips on making money as an influencer

### **Are the sentences true or false?**

1. An influencer needs to know about as many topics as possible, e.g. fashion, travel, technology, etc.
2. Companies are paying some influencers up to \$25,000 to post about their products.
3. Most influencers write regular posts on their blogs or micro-blogs.
4. You can chat with your followers using your bio.
5. Your posts should not only be attractive but should tell a story.
6. You can become a social media influencer in a short time.

**Do you know of any social media influencers? What are their niche areas?**

**If you became a social media influencer, what medium would you use and what would you post about?**

## MODULE II

### THE USA

#### UNIT 4 LIFE IN THE USA

##### **How much do you know about the USA?**

**Try to answer the following questions. Then check your answers on the Internet.**

1. How many states does the USA consist of?
2. What is the capital of the USA?
3. Who discovered America?
4. Who was the first President of the USA?
5. What is the Big Apple?



#### READING

**Read the text about life in the USA and answer the questions below.**

##### **The American Lifestyle**

The United States is a vast country that is made up of a diverse group of people. Life can vary greatly from region to region. Even so, a uniquely American lifestyle has developed over time. Most people find Americans in general to be a friendly, optimistic, and generous nation. Of course, each person's

experience will vary, but here are some common aspects of the American lifestyle.

### **Family**

The nuclear family is most common in the US, although there are families made up of any combination of relations. While marriage before children used to be the norm, unmarried couples and single-parent homes are just as common now.

As children grow older they become more independent from their families. Americans are considered adults at the age of 18, which coincides with high school graduation. It's normal for young adults to then live on their own, even if it's in the same town as their parents.

### **Work-life balance**

Americans work a lot, clocking in more hours than any other industrialized country. Part of this norm is the idea of the American Dream and that you can achieve anything if you work hard enough. It's probably the most valued part of life in the US. In American work life, making money is the supreme goal and it's not considered rude to say so.

An unfortunate byproduct of this lifestyle is that many Americans don't have a lot of paid time-off vacation (or annual leave), or even when they do, they don't always use them. Entry-level jobs generally come with 3-5 days of vacation per year, and additional days are added based on the number of years of service. Additionally, if the company is open on a holiday such as Christmas or New Year's Day, they can require their employees to work on those days.

### **Informality**

Americans are very informal in their speech, dress, and behavior. Getting on a first name basis such as introducing colleagues by a first name or addressing elderly people by their first name, and sitting without being asked to, are all considered

normal behaviors. This is not seen as rude and is more of a by-product of their value of equality.

### **Straightforward**

Americans prefer to get right down to business. They value eye contact, directness, and prefer to deal with problems by discussing them. There is a lot of importance placed on personal opinions. Additionally, questioning ideas and open discourse of any topic are encouraged.

### **Equality**

The American Constitution states the belief that everyone should be granted equal opportunity. The U.S. has no monarchy or titles. Any natural-born citizen can run for public office. This belief has shaped Americans' informality values and the expectation of upward mobility.

### **Consumption**

Americans are the biggest consumers in the world. The mantra 'bigger is better' does shape the American lifestyle and many expats are shocked at the portions in restaurants, average home size, and spending habits of Americans. Some of this is a result of the cheap cost of products in the U.S. Rather than fixing something that's broken, it is often cheaper to simply buy a replacement.

### **Holidays**

Americans love to have big celebrations and often do so with lots of decorations, food, barbecues, and parties. There are many uniquely American holidays and the two most celebrated are Independence Day and Thanksgiving. Both days put emphasis on a gathering of family and friends, with plenty of traditional food for the occasion. For instance, the 4th of July (Independence Day) falls during the hot summer months, and most people enjoy gathering around a barbecue, whereas for Thanksgiving in the fall, a roasted turkey and lots of pies for dessert are the norm. While all

government offices are closed on national holidays, it's up to the discretion of private businesses to close or not.

### **Questions for discussion:**

1. What are Americans considered to be?
2. What is the most widespread family relation in the USA?
3. Why is work considered to be the most valuable part of life in the US?
4. What is a drawback of American working lifestyle?
5. What communication style prevails in American society?  
How do Americans behave with their colleagues?
6. What does it mean for Americans to be straightforward?
7. Does every American citizen have equal rules? Justify your position.
8. Why do Americans consume so much? What are their spending habits?
9. How do Americans celebrate holidays? Are all American offices closed on holidays?
10. What is "the American Dream"?

### **VOCABULARY**

**Find words and phrases in the text that mean the following.**

1. extremely big, enormous
2. willing to give money, help, kindness, etc.
3. a family consisting of two parents and their children, but not including aunts, uncles, grandparents, i.e. extended family
4. not influenced or controlled in any way by other people, events, or things

5. a person that has grown enough to make important decisions

6. to succeed in finishing something or reaching an aim, especially after a lot of work or effort

7. something unexpected that happens as a result of something else

8. the right of different people to have a similar social position and receive the same treatment

9. the importance of something for someone

10. to buy goods or services, especially in large amounts

**Complete the sentences with the words from the box.**

generous	nuclear	adults	achieve
equality	leave	vacation	live on his own
	mobility	consumers	

1. \_\_\_\_\_ pay an admission charge but children get in free.

2. Women do not yet have true \_\_\_\_\_ in the company.

3. I think Jim is too immature to \_\_\_\_\_.

4. He is very \_\_\_\_\_. He often buys things for other people.

5. The job includes two weeks' paid \_\_\_\_\_.

6. Most American \_\_\_\_\_ are turning away from credit cards.

7. The caring relationship tends to be based more on the \_\_\_\_\_ family.

8. Education has always been the key to upward social \_\_\_\_\_.

9. His annual \_\_\_\_\_ has been cut from six weeks to just three.

10. They are motivated by a need to \_\_\_\_\_ their goal.



## LISTENING

**Julissa Arce is the bestselling author who immigrated to the US. Watch the video about her American dream and answer the questions:**

**<https://www.youtube.com/watch?v=n3NENWsP4G8>**

1. How did Julissa come to America?
2. What was her American Dream in the beginning?
3. What inspired her to write her book “Someone Like Me”?
4. What does the word “immigrant” mean to her?
5. Was it difficult for her to move from an undocumented immigrant to a VP at Goldman Sachs and a social advocate? How did she cope with it?
6. What does her charity do?
7. Has her American dream changed?
8. What’s her next project?
9. Do you know about any other famous or successful immigrants who made it in America?

### **Complete parts of the video with missing information.**

1. When I was 14 I didn’t really understand \_\_\_\_\_.
2. I found myself saying that someone like me can \_\_\_\_\_.
3. I remember being in middle school and never \_\_\_\_\_.
4. To me the word “immigrant” is really about \_\_\_\_\_.
5. What really stayed with me was \_\_\_\_\_.
6. My American Dream now is about \_\_\_\_\_.

**Read the story of another successful immigrant Thomas Peterffy and put the paragraphs into the correct order.**

Paragraph 1	Paragraph 2	Paragraph 3	Paragraph 4	Paragraph 5	Paragraph 6

- A. Thomas Peterffy was born in the basement of a Budapest hospital on Sept. 30, 1944. His mother had been moved there because of an air raid. After the war, Hungary became a satellite state. “We were basically prisoners there”, he says. As a young man, Peterffy dreamed about being free from that prison in America.
- B. Peterffy managed to save \$200,000 and founded a company that pioneered electronic stock trades, executing them before the exchanges were even digitized. Afterwards, he began to concentrate on the sell side of the business, founding Interactive Brokers Group, which has a market cap of \$14 billion. Peterffy, 72, is now worth an estimated \$12.6 billion.
- C. Indeed it was. He got a job as a draftsman in a surveying firm. When his firm bought a computer, "nobody knew how to program it, so I volunteered to try," he says. He caught on quickly and soon had a job as a programmer for a small Wall Street consulting firm, where he built trading models.
- D. Instead, he left for the USA and came to New York City. He had no money and spoke no English. He had a single suitcase,

which contained a change of clothes, a surveying handbook, a slide rule and a painting of an ancestor.

- E. At the age of 20, he hatched an escape plan. At the time Hungarians were allowed short-term visas to visit family in West Germany, and he took advantage of this. When his visa expired, like millions who have immigrated to the U.S. illegally in recent years, he didn't go back home.
- F. Peterffy went to Spanish Harlem, where other Hungarian immigrants had formed a small community, moving from one dingy apartment to another. He was happy, if not a bit afraid. "It was a big deal to leave home and my culture and my language", he says. "But I believed that in America, I could truly reap what I sowed and that the measure of a man was his ability and determination to succeed. This was the land of boundless opportunity".

**Match the phrases and meanings. Use the previous activity to help you.**

- |   |   |
|---|---|
| <b>1</b> hatch an escape plan             | <b>a</b> to use a situation or opportunity to get what you want |
| <b>2</b> take advantage of an opportunity | <b>b</b> to make a plan, especially a secret plan               |
| <b>3</b> reap what you sow                | <b>c</b> opportunities without limits                           |
| <b>4</b> determination to succeed         | <b>d</b> doing what you need to do to achieve what you want     |
| <b>5</b> boundless opportunity            | <b>e</b> to win as a result of something you did in the past    |

**Read the text again and select True or False.**

- |  |              |
|--|--------------|
| 1. Peterffy started his company with borrowed money            | <b>T / F</b> |
| 2. He founded two companies                                    | <b>T / F</b> |
| 3. He needed his colleagues to teach him how to use a computer | <b>T / F</b> |
| 4. His first job was on Wall Street                            | <b>T / F</b> |
| 5. In New York, he found a community of his countrymen         | <b>T / F</b> |
| 6. He felt very happy in America                               | <b>T / F</b> |

**SPEAKING**

**Discuss the questions with your partner.**

1. Why is America considered to be the land of opportunities?
2. If we say that everyone can become rich if they work hard enough – does that mean that the poor are only too lazy?
3. Do you think the American dream is available to all Americans or are there boundaries and obstacles for some?
4. Why is it called “the American dream”? Wouldn’t the same dream be possible in other countries?
5. What would your American Dream be?

## UNIT 5 EDUCATION IN THE USA

**Work with your partner. How many of these university subjects do you know?**

architecture	engineering	law	medicine
business studies	foreign languages	politics	sociology
computer science	mathematics	history	physics
chemistry	design	geography	biology

Which of these subjects do you study at university?

What are your favourite subjects? Make a list of the subjects you study.

### READING

**Read the text about university education in the US and answer the questions below.**

#### University life in the USA

When you are 18 in the United States, you are considered a legal adult. This means it's time to move out of your parents' house. In most cases, young adults go to the university.

There are two types of universities in the USA: State Universities and Private



Universities. Tuition at a state university (the cost to attend) is much cheaper than at a private university. Private universities are not operated by the state, although they can receive money from the state. They are much more expensive to **attend**, and they are usually smaller than state universities.

A university in the USA usually consists of several different colleges. Each has a special subject area. Most students who study at university are **undergraduates**. But there are others who've already **graduated** and are studying to get a second **degree** or a master's. Undergraduate education lasts four years in the USA. Students receive either a **Bachelors** of art (BA) or a Bachelors of science (BS). Graduate education is two years for a **master** degree (MA/MS) or 5-6 years for a **Doctorate** (PhD). The period of study in an American college or University is four years. The academic year is nine months and comprises two **terms** or **semesters**.

In the USA, it is possible to start out by choosing just one subject (or **major**) or to **enter university** on a much more general course. Students usually have 12 hours of **lectures** a week and they can attend a couple of **tutorials**, too. Throughout the semester, there's **continuous assessment** of students' coursework and **assignments**. The **tutor** gives students **grades** or **marks** for each piece of work, usually on a five point scale. Letters indicate the level of achievement. «A» is the highest mark. «F» denotes a failure. There are usually exams, too, so, students need to keep their notes up-to-date and **revise**. However, if you **fail** (didn't **pass**) an exam, you may **resit** it.

The university **campus** can be an hour away from your home, or several hours away across the country in another state. No matter where it is, it is the first time that young people live on their own. At most university campuses across the United States, there are **dormitories**, or **dorms**, where students can live. These are large buildings that can have several floors and include many

rooms. Usually rooms are shared between two students. They have two beds and two desks, but no bathroom. Most of the time one bathroom is shared by many rooms. There are cafeterias in these buildings that serve all types of food for breakfast, lunch, and dinner. Student housing can be very expensive, costing thousands of dollars per semester, unless you have **financial assistance** from the government or private **scholarships**.

The USA has 30 of the top 45 universities in the world and 103 of the top 200. The Ivy League is a collection of private universities in the USA made up of Brown, Columbia, Cornell, Dartmouth, Harvard, Princeton, University of Pennsylvania and Yale. All the Ivy League schools are located in the Northeastern part of the USA.

The university years in the United States, like in many countries of the world, require a lot of hard work, but there is also time for fun. Most universities offer various **facilities** for creating a good balance between studying and socializing such as clubs and organizations that students can join, including sports, arts, and theater groups. There are also cultural events. Some say that university years are the best years of life.

### **Questions for discussion:**

1. When are you considered a legal adult in the US? What rights do you get?
2. What types of American universities can you name? In what ways are they different?
3. What university degrees can you study?
4. How is the educational process organized at an American university?
5. How are students assessed while studying at university?

6. Where do most students live while studying at university? Describe their accommodation.
7. What top American universities can you name?
8. What benefits do American students have while studying at university?
9. What facilities do American universities provide?
10. Does the American university system differ from the Russian one? In what ways?

**Complete the sentences with the information from the text.**

1. You are considered a legal adult in the U.S. when you \_\_\_\_\_.
2. When you go to the university in the U.S., it is usually the first time that you live \_\_\_\_\_.
3. The places where students live are called \_\_\_\_\_.
4. Dorm rooms usually have two \_\_\_\_\_ and two \_\_\_\_\_.
5. Unless you have financial aid, student housing is very \_\_\_\_\_.
6. Most universities offer \_\_\_\_\_ for combining studies and extracurricular activities.

## **VOCABULARY**

**Complete the sentences with the words and phrases in the text in bold.**

1. I'll be studying history and philosophy next \_\_\_\_\_.



2. His excellence in baseball earned him a university \_\_\_\_\_.
3. Almost all students live in \_\_\_\_\_ or in houses shared with friends.
4. Most universities nowadays prefer to use continuous \_\_\_\_\_, because it gives a fairer picture of how the student has done during the whole year.
5. State universities receive financial \_\_\_\_\_ from the Government.
6. We always take it as a pleasure to \_\_\_\_\_ Professor's lecture.
7. A campus university has accommodation, teaching spaces, research and sports \_\_\_\_\_ and other amenities such as restaurants and laundrettes all on one site.
8. You will \_\_\_\_\_ unless you work hard and revise for an exam.
9. She had a Bachelor's \_\_\_\_\_ in psychology.
10. She \_\_\_\_\_ from Cambridge with a degree in law.

**Complete the sentences with words a – q.**

- |                      |                     |
|----------------------|---------------------|
| <b>a</b> abroad      | <b>f</b> friends    |
| <b>b</b> activities  | <b>g</b> facilities |
| <b>c</b> dorms       | <b>h</b> grades     |
| <b>d</b> loan        | <b>i</b> tutorial   |
| <b>e</b> independent | <b>j</b> resit      |

1. Some people don't want to study in their country. They want to study ...
2. At university it's usually easy to make new ...
3. When you live away from home, you become more ...

4. Students who don't want to live at home often live in ...
5. If you haven't got enough money to pay for your studies you can apply for a student ...
6. At university, there are lots of clubs that organize extracurricular ...
7. Universities have gyms, language centers, labs, libraries and other ...
8. Jane can't go out tonight because she has to ...an exam tomorrow.
9. I works very hard on my assignments and I've got good ... so far.
10. A ... is a type of class at university.

### **DO or MAKE**

**Look at these words. Do they usually go with Do or Make? Make two lists.**

a course	a decision	an assignment	an exam
a noise	household cores	friends	homework
dinner	the shopping	well	the cleaning
promise	a suggestion	sports	an offer
			mistake
			progress

### **Complete the text with the correct form of Do or Make.**

Last year a good university ... my brother an offer to study electronic engineering there. He ... the decision to accept their offer. He has to ... a lot of work, but his tutors say that he ... very well at the moment and that he ... a lot of progress.

He has to ...a lot of theoretical exercises, but he also has to ... practical assignments. Right now, for example, they ... a simple computer from old parts.

The only problem is that my brother is becoming unhealthy because he never has time to ... sports and he always eats out because he doesn't have time to ... the shopping for food or ... lunch or dinner. My mum says he needs to ... an effort to ... those simple chores, but I understand that it's hard. There isn't time to ... everything!

**Choose three expressions with Do and three with Make. Use these expressions to make up questions to ask your partner in class.**

***Example:***

*What do you think is the best way to make new friends?*

*How do you feel when you make mistakes speaking English?*

*What course would you like to do at university?*

## **LISTENING**

### **Listening I**

Living on campus is an important part of the university experience. Students make life-long connections and get involved on campus.

Watch the video where students talk about their experience and discuss the questions below in pairs or groups:

<https://www.youtube.com/watch?v=qlk9-lJrZSs>

1. What year is Rachel in?
2. Why does Rachel find it beneficial to live in the residence hall?
3. How do students get acquainted with each other?

4. What does Cameron think about living on campus?
5. What is the best part of living on campus according to En'Ante?
6. How does Katie describe campus? What types of accommodation does she mention?
7. Where can students have a meal on campus?
8. Would you like to live on campus? Why / why not? Give reasons.

## **Listening II**

### **Harvard No Longer World's Top University**

#### **Discuss the following:**

What's the best thing to study at university?

Rank these and share your rankings with your partner.

Put the best at the top.

- |            |                    |
|------------|--------------------|
| • English  | • event management |
| • IT       | • accountancy      |
| • medicine | • engineering      |
| • history  | • astrophysics     |

**TRUE / FALSE:** Read the listening headline. Guess if a-h below are true (T) or false (F).

- a. Harvard University has dropped out of the top ten universities. T / F
- b. A technology college from California is now the world's top uni. T / F
- c. Stanford and Harvard universities share the same spot on the rankings. T / F
- d. Cambridge and Oxford universities are both in the top T / F

- five.
- e. Caltech got the top spot because it found more funds for research. T / F
- f. There was a huge difference between Harvard and Caltech last year. T / F
- g. Caltech can invest in new ideas before public universities can. T / F
- h. Private universities in the U.S. are facing problems getting funding. T / F

**Listen to the recording and check your guesses in the task above:**

**<https://breakingnewsenglish.com/1110/111007-universities.html>**

**Listen once again and fill in the gaps:**

Harvard University \_\_\_\_\_ in the ranking of world universities for the first time in eight years. It was \_\_\_\_\_ by Caltech (the California Institute of Technology). Another California college, Stanford University, \_\_\_\_\_ second spot. The annual, \_\_\_\_\_ top educational institutions is compiled by London's Times Higher Education and the Thomson Reuters Corp.

Universities from the U.S.A. and U.K. \_\_\_\_\_, with 75 American schools in the top 200. Seven of the top 10 colleges were in the U.S. and the rest were in Britain. Oxford University \_\_\_\_\_ the rankings to fourth; Princeton University came fifth and the University of Cambridge was sixth.

Phil Baty, \_\_\_\_\_, explained that Caltech leapfrogged Harvard because it had \_\_\_\_\_ for its research. He said: “The difference between Harvard and Caltech last year was minuscule. What’s happened this year is Caltech has seen \_\_\_\_\_ in its research income.

A 16 percent increase. It’s quite significant in tipping the balance over in its favor.” Dr. Jean-Lou Chameau, president of Caltech, said: “Caltech is \_\_\_\_\_ steadfast donors and partners whose support gives [the university] the ability to invest in new ideas long before they would \_\_\_\_\_ funding opportunities.” Baty said private universities in America like Caltech are \_\_\_\_\_ in raising funds.

**SYNONYM MATCH:** Match the following synonyms from the recording.

- |                  |                |
|------------------|----------------|
| 1. spot          | a. lucky       |
| 2. tied          | b. the others  |
| 3. annual        | c. more        |
| 4. the rest      | d. drew        |
| 5. climbed       | e. jumped over |
| 6. leapfrogged   | f. place       |
| 7. greater       | g. chances     |
| 8. fortunate     | h. money       |
| 9. opportunities | i. yearly      |
| 10. funds        | j. rose        |

**PHRASE MATCH:** Match the following phrases from the recording. Sometimes more than one choice is possible.

1. lost its top spot
  2. It was knocked off its
  3. tied with Harvard for
  4. dominated the
  5. climbed two
  6. Caltech leapfrogged
  7. a significant increase
  8. tipping the balance
  9. steadfast
  10. invest in
- a. Harvard
  - b. second spot
  - c. places in the rankings
  - d. list
  - e. over in its favor
  - f. in the ranking
  - g. new ideas
  - h. perch by Caltech
  - i. in its research income
  - j. donors

## **SPEAKING**

### **UNIVERSITIES DISCUSSION**

#### **STUDENT A's QUESTIONS** (Do not show these to student B)

- a) What did you think when you read the headline?
- b) What springs to mind when you hear the word 'university'?
- c) What are the good and bad things about universities?
- d) Do you think universities today are better than those in the past?
- e) How important is it to go to a university?
- f) What do you know about Harvard University and Caltech?
- g) What are the universities like in your country?
- h) Why do you think so many of the top unis are in the U.S.A.?
- i) How might your life improve by getting a degree from a top university?
- j) Is it more difficult to be successful in life without graduating from university?

STUDENT B's QUESTIONS (Do not show these to student A)

- a) Did you like reading this article?
- b) Why is funding for research so important for universities?
- c) In some countries, a university education is free? Do you think it should be free
- d) Which are better, public or private universities?
- e) What would you really love to study at university?
- f) Who gives funds to universities and why?
- g) Do you think all universities will be totally online in the future, with no buildings?
- h) What do you think of Oxford and Cambridge university?
- i) Should all university subjects be practical?
- j) What questions would you like to ask Phil Baty?

**Do you agree or disagree with the following statements. Justify your opinion.**

1. Larger schools are better than smaller ones.
2. It is impossible to enter the university if you haven't attended preparatory courses.
3. The best professors are the oldest ones.
4. It is better to live in a dormitory or student halls than to rent an apartment.
5. Professors always know more than students and tutors.

**Give a talk about the university education in Russia or university you are studying at and compare it with universities in the USA. The following questions may help you:**



1. What departments are there at the university?
2. What facilities does the university have?
3. What subjects do you study?
4. What specialists does your university train?
5. When do you take credit tests and examinations?
6. What do students do when you have free time?
7. Do you live on campus? Describe your university campus
8. What extracurricular activities does your university provide?

## **WRITING**

### **1) LETTER:**

Write a letter to the head of Harvard University. Ask him/her three questions about no longer being number one. Give him/her three ideas on how to get the top spot back.

Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

**2) HARVARD:** Write a magazine article about Harvard University. Include imaginary interviews with Harvard students and the head of one of its rivals.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

## UNIT 6

### AMERICAN ENGLISH

Look at the pictures. What can you see here?  
Brainstorm ideas that you associate with these countries.



**Discuss the questions in pairs:**

1. Have you ever visited the USA or the UK? If so, what did you like about these countries? If not, would you like to visit them? Why yes / no?
2. Do you know anyone from the US or UK? If so, could you describe their personality?
3. What do you think are the main cultural differences of these two countries?
4. Rank the things that you associate with the UK. Put the first things that come to your mind about the UK at the top (Queen Elizabeth, monarchy, tea, food, music, football, London).
5. Name three things that you like and dislike about the US.

### READING

**Read the text quickly and match the headings A – C with the paragraphs 1 – 3.**

**A** Being polite

**B** Travel and transport

**C** Eating out

## One language – three cultures

One thing that the British, the Americans and the Australians have in common is their language: they all speak English. But, if you are a tourist in one of these places, you'll find there are many differences ... and not only in the language!

Have a look at the essential survival guide:

1 \_\_\_\_\_

You want to know how to be polite wherever you are. It's common for people to queue (UK/Aus) and stand in line (US) at bus stops and in shops – so don't push to the front. Don't be surprised to hear English people saying 'sorry' a lot – even if it's you who steps on their foot. It's best just to say 'sorry', too. And in the US, when every shop assistant asks 'How are you?' it's polite to answer 'I'm good, thanks'. In Australia, it is a bit more informal, as most people greet each other with the traditional Australian 'G'day'.

2 \_\_\_\_\_

As a visitor in a new country, you try new food and go to different restaurants. You'll soon learn the differences in various kinds of food and drink, such as French fries (US) and chips (UK/Aus), and soda (US), fizzy drink (UK) and soft drink (Aus). Remember, too, about tipping: in the US, it is common to leave a tip of 18–20% of your check (US) wherever you go. In the UK and in Australia, most people leave a tip of about 12–15% of their bill (UK/Aus).

3 \_\_\_\_\_

In the UK, and in Australia, you drive on the left side of the road, but in the US, you drive on the right. Remember this is also important if you are a pedestrian. When you cross the road, check the direction of the traffic before stepping off the sidewalk (US), the pavement (UK) or the footpath (Aus).

### Read the text again and answer the questions.

1. How do you say 'to queue' in the US?
  2. In the UK, what sometimes happens when you step on someone's foot?
  3. What is a common way saying 'hello' in Australia?
  4. In which country would you hear 'I'd like a soda and French fries, please'?
  5. In which country do people usually leave the biggest tip?
  6. How do you say 'Can I have the bill, please?' in the US?
  7. Which side of the road do the Australians drive on?
  8. Where does a pedestrian walk in the US?
  9. What other languages are used in more than one country?
- Do you know about any cultural or language differences?

### VOCABULARY

Match the US English words in the box with the UK English words in bold.

apartment	cell	check	freeway	fries	gas	mail
mall	movie	restroom	résumé	round trip	fall	
cookies	soccer	candies	subway	vacation		

1. Can I use your **mobile** phone, please?
2. Can we have the **bill**, please?
3. Do you want **chips** or a baked potato?
4. Was there any **post** today?
5. We need to stop for **petrol**.
6. Turn left to get onto the **motorway**.
7. See you in the **shopping centre** at 5.30.
8. When did you buy your **flat**?
9. I sent my **CV** with the application form.

10. How much is a **return** ticket?
11. The **underground** is too expensive.
12. We like watching **football**.
13. Let's watch a **film**.
14. I'm on **holiday**!
15. Where's the **toilet**?
16. Sarah never eats **biscuits** and **sweets** as she is on a diet.
17. The trees look absolutely beautiful in the **autumn**.

**Chuck is visiting the UK for the first time. His company has sent Harry to show him around the city.**

Harry	Good morning. My name's Harry and I'm your taxi driver for today.
Chuck	Hi, I'm Chuck. I'm from the USA. I'm so happy to be in little England, and by the way Harry, we call taxis back in the States .....
Harry	Really? How strange. Are these your bags? Please put your luggage in the boot of the car.
Chuck	What's the boot of the car? I don't know what you mean, man.
Harry	Look, it's here, at the back of the car. What do you call it in America?
Chuck	We call it the ..... Gee, I guess there's a lot I need to learn.
Harry	Don't worry. I'm sure you'll enjoy your holiday here.
Chuck	Holiday? Don't you mean my ..... Something else different! Where are we going now?
Harry	First, I'm going to take you to your company's flat and afterwards I'll show you some sights of London.

Chuck	My flat – don't you mean my .....? I've never heard it called that.
Harry	No? How strange. Well, we'd better go now, I'm parked on the pavement and there's a policeman coming towards us!
Chuck	The pavement? Don't you mean the .....? And we call them cops!!
	<i>10 minutes later, outside Chuck's block of flats.</i>
Harry	Ah, here we are. You are on the tenth floor. We need to take the lift.
Chuck	The lift? What's that? Do you mean the .....? Are you sure we're both speaking English?
Harry	Yes, but it does seem that we use different words for the same thing.
	<i>In the flat.</i>
Harry	I'll just open the curtains for you. While you are unpacking your suitcase, I will go and get some petrol. We will need some if we are sightseeing.
Chuck	Curtains? Petrol? Do you mean the .....and .....? Gee, this is complicated. I'll unpack my clothes and put them in the closet and maybe watch some English soccer.
Harry	We don't play soccer!! American soccer is very different!! We call it .....and the closet is the .....!
Chuck	How am I going to speak to everyone here? Gee, this is terrible. Oh, can I order something to eat? I would like a burger and French fries.

Harry	You will have to ask for a hamburger and ..... You will also have to ask for tomato sauce not .....
Chuck	Gee, and I always thought the Americans and the British spoke English!!
Harry	This is just the beginning Chuck. Wait until you have to write something, the spelling is something else!

**Find examples of American English in the text below.**

I was standing in line in a fast food restaurant but I needed to go to the restroom. When I got back the line was really long so I had to wait for a long time. I started to think about what I was going to order: maybe a large hamburger with French fries and a big soda. I thought perhaps a cookie too. While I was in line my cell phone rang. It was my mum who was on vacation and had a problem. She was standing on the sidewalk because the car she was driving ran out of gas and she didn't know what to do. When I finished talking to her I finally got to the end of the line and I ordered my food. When the food came and I looked at the check I suddenly realised that I had left my purse in my apartment and I couldn't pay for all the food. I found two dollars in the pocket of my pants and I got a bag of chips instead.

**Choose the British English equivalent in brackets to American English words.**

- |               |                                    |
|---------------|------------------------------------|
| 1. bathrobe   | (towel, dressing gown, pajamas)    |
| 2. eraser     | (pen, pencil, rubber)              |
| 3. truck      | (lorry, car, van)                  |
| 4. gas        | (oil, petrol, air)                 |
| 5. check      | (bank note, bill, cash desk)       |
| 6. line       | (rope, crowd, queue)               |
| 7. flashlight | (light bulb, torch, traffic light) |
| 8. sidewalk   | (pavement, road, underpass)        |

**Decide which of these words are spelled in the American or British way.**

- |                 |                           |
|-----------------|---------------------------|
| 1. labor        | <b>American / British</b> |
| 2. theatre      | <b>American / British</b> |
| 3. thru         | <b>American / British</b> |
| 4. honor        | <b>American / British</b> |
| 5. travelled    | <b>American / British</b> |
| 6. colour       | <b>American / British</b> |
| 7. center       | <b>American / British</b> |
| 8. hospitalized | <b>American / British</b> |
| 9. tap          | <b>American / British</b> |
| 10. yard        | <b>American / British</b> |

**Choose the right variant:**

1. English is my favourite subject at school.
  - British English / American English
2. Have you seen Dick's new truck?
  - British English / American English
3. The park is in the center of our town.



- British English / American English
4. Mr Barnes, our caretaker, found my key.
- British English / American English
5. I like French fries, they're very crispy.
- British English / American English
6. Have you seen the latest movie?
- British English / American English
7. I've passed this test. So I'll get my driving licence very soon.
- British English / American English
8. The accident happened because the blue car didn't stop at the traffic lights.
- British English / American English
9. Tom told me to get off the Underground at Tower Hill.
- British English / American English
10. We have to hand in our résumé by Friday.
- British English / American English

**How many differences between British and American English can you find from reading these two short texts?**

**David (York, England)**

I live in a flat with my mum, my dad and my two older sisters. My hobbies are playing football and watching films on TV, and my favourite food is burger with chips. There's a good film on TV at the weekend, *Titanic*, but I don't think I'll watch it because I've already seen it.

**David (New York, United States)**

I'd say New York is my favorite city in the States, and I have a nice apartment here. However because my job is so busy, the only time I can do stuff like go out to watch a movie, or even just

watch a soccer game on TV, is on the weekend. Some days I don't even have time to eat properly – I just get chicken and fries from the place next door. I'd like to move back to Florida to be closer to mom and my brother. I already visited them twice this year, but it's not enough.

## **LISTENING**

### **Video I**

**Watch the video about the differences between British and American culture and tick the differences mentioned in it. Then speak about them in detail:**

**<https://www.youtube.com/watch?v=krEO7nGknwI&t=25s>**

- Opening the windows
- Holding doors open
- Waiting in line
- Purchasing in a supermarket
- Drinking too much tea
- Apologizing
- Speaking quietly
- Using nicknames

**What are the main differences of American and British boys according to the video?**

### **Video II**

**1) Watch the video “I Broke Dumb Laws In Front Of Police” about weird laws in Great Britain. Name the most unusual laws that still exist in the UK**

<https://www.youtube.com/watch?t=95&v=vDBzi0n9Fyg&feature=youtu.be>

2) There are some strange laws in the USA as well. Watch the video “Dumb Laws in the U.S.A. -- A List of Unbelievably Weird Laws”. When and where is it forbidden to sound horn?

<https://www.youtube.com/watch?t=28&v=E1GRd3HSDvc&feature=youtu.be>

## **SPEAKING**

Work in pairs and role play the situations using appropriate words.

**Student A from the USA:** fall, faucet, pickles, jelly, jello, real estate, yard, realtor.

**Student B from the UK:** autumn, tap, gherkins, jam, jelly, property, garden, estate agent.

**Situation 1:** Student A is lost in London and asks Student B for directions.

**Situation 2:** Student B is in the USA and goes to a restaurant. Student A is a waiter/waitress in the restaurant.

## **Discuss the questions in pairs:**

1. What cultural similarities can you find in your country that exist in the US or the UK?

2. Is apologizing common in your culture? Do you consider apologizing many times too polite?

3. Describe boys in your country. Are they more similar to the American or the British boys?

4. What is the weirdest law that exist in the US/UK? Why do you think so?

5. Is there any law in your country that you consider strange?

**Work in pairs and discuss the following.**

**Student A:** Choose a topic and talk about it for 2 min.

**Topic 1:**

Where (how/ who with) would you like to spend your holidays this year?

Will your choice depend on the culture? Why?

**Topic 2:**

If you had a chance to move to one of these countries, which one would you choose – the US or the UK? Why?

What job would you find there?

What obstacles might you face there?

And how would you overcome them?

**Student B:**

Listen to your partner.

Do you agree with him?

What would you change in the plan?

**MODULE III**

**INTERCULTURAL COMMUNICATION  
IN BUSINESS**

**UNIT 7**  
**BUSINESS ETIQUETTE**

**How much do you know about business etiquette? Do the quiz with another student. Discuss the answers and choose the one that matches the question.**

1. What does “**business etiquette**” mean? Choose the correct answer below.
  - a. Goals and strategies that can help a business grow and succeed
  - b. Supplies and materials that are necessary to have in the workplace
  - c. Manners and behaviors that are expected within the **workplace**.
  
2. Treating your co-workers with **respect** and **honesty** means:
  - a. offering a firm handshake when greeting
  - b. arriving on time
  - c. using “please” and “thank you”
  - d. all of the above
  
3. Why is it important to **give people full attention**?
  - a. it makes people feel that you value their time and thoughts
  - b. it makes you feel good about other people
  - c. it helps you to **avoid mistakes**

4. Why is it necessary to **maintain a friendly tone** in writing and speaking?

a. it can help you avoid misunderstanding and improve cooperation

b. it helps to **find new business contacts**

c. it can help you deal with irritated clients

5. Overusing smartphones in a meeting might:

a. help you focus on the people around you

b. make other people **feel disrespected**

c. help you **keep in touch with** the news.

## LISTENING

**Watch the video on *Business etiquette basics* and check the answers to the quiz.**

<https://www.youtube.com/watch?v=qWbWL0l3ySk>

**Watch the video again and complete the sentences with the missing words.**

1. Business etiquette is the \_\_\_\_\_ expected within the workplace.

2. The basics of business etiquette can be used in almost any kind of \_\_\_\_\_.

3. Business etiquette is about \_\_\_\_\_ your \_\_\_\_\_ with respect and honesty.

4. When having a conversation always give people your \_\_\_\_\_.

5. Also, write and speak in a friendly and \_\_\_\_\_ tone.

6. In a business setting it's best to \_\_\_\_\_ your \_\_\_\_\_ sparingly.

7. Follow the basics of business etiquette wherever you work and you are likely to make a \_\_\_\_\_.

## VOCABULARY

Match the words to their meanings:

1 business etiquette	А уважение
2 workplace	В поддерживать связь
3 respect	С чувствовать неуважение
4 honesty	Д находить новые контакты
5 give full attention	Е рабочее место
6 avoid mistakes	Ф честность
7 maintain a friendly tone	Г деловой этикет
8 find new business contacts	Н уделять внимание
9 feel disrespected	І избегать ошибок
10 keep in touch with	Ж дружелюбный тон

**Complete the sentences with the words and phrases from the previous exercise.**

1. I have always tried to \_\_\_\_\_ my friends from high school.
2. \_\_\_\_\_ is a set of rules that govern the way people interact with one another in business, with customers, and suppliers.
3. You should show more \_\_\_\_\_ to your parents
4. Grammarly helps you \_\_\_\_\_ common grammar and writing \_\_\_\_\_.
5. He demands \_\_\_\_\_ from everyone who works for him
6. The women \_\_\_\_\_ angry and \_\_\_\_\_ at these incidents.
7. I did what I wanted to, even if I couldn't \_\_\_\_\_ everything.
8. Some people find it t easy to \_\_\_\_\_.
9. The \_\_\_\_\_ is not a child's environment.
10. Despite his attempt to \_\_\_\_\_, there are already tensions.

## READING

**Read the text and match the heading to the paragraphs:**

- A Interrupting
- B Breaking a confidence
- C Leaving people waiting
- D Lack of courtesy and respect
- E Not greeting or using a name

### **Five business etiquette sins**

**1.** \_\_\_\_\_

When people in business ignore a simple greeting and acknowledgement, they are losing out on building a relationship and possibly a sale. People feel respected when they are greeted, and if their name is known and used it is always impressive.

Keep an eye contact, smile, and use some basic social skills in order to make them feel welcome. For example, say something like: ‘Good morning, welcome, how can I help you?’, rather than: ‘Yeah, can I help you?’

**2.** \_\_\_\_\_

Leaving people waiting, especially if they have an appointment, without any kind of explanation or apology is rude. Waits can be five minutes or in some cases over an hour.

Whichever, a simple apology or explanation, and time frame, is all that is needed.

**3.** \_\_\_\_\_

Often people will just interrupt a conversation or meeting that is occurring without even apologising to the people involved, which is very impolite, even for a senior manager with an important issue.

Mobile phones can cause problems, with people taking calls in the middle of meetings, for example. It is good business etiquette to



switch your phone off before the meeting, or if you are waiting on an urgent call from someone, let the people in the meeting know. Most importantly, wrap up the conversation as quickly as possible.

**4. \_\_\_\_\_**

Often a customer making an unusual request will receive quite negative reactions, and will be treated as if they have no right to make such a request. When someone has a special requirement or seems demanding, they should still be treated politely and with respect.

Rules can be explained and enforced, but it doesn't mean it has to be done with attitude.

**5. \_\_\_\_\_**

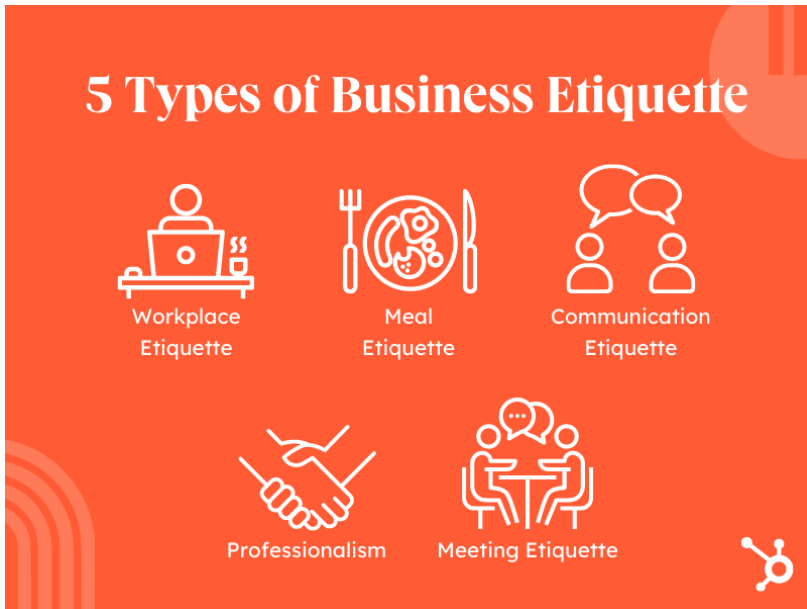
If someone tells you something in confidence, it is not acceptable to go around telling other people about it. This creates a negative impression of your business.

**Read the text again and mark the statements as true (T) or false (F).**

1. It is important to greet people in order to make a good impression.
2. When you greet people, do not look in their eyes.
3. Never make people wait as it shows disrespect.
4. If you keep someone waiting longer than 5 minutes, apologize.
5. Interruption is OK if you have an important issue.
6. You don't have to switch off a mobile phone in a business meeting if you are expecting an important phone call.
7. Never treat customers with unusual requests in a negative manner.
8. Confidential information can be spread among colleague if necessary.

## SPEAKING

Look at the diagram showing 5 types of business etiquette. Work in groups of 5, read the description of each type and exchange information with people in your group.



### Workplace etiquette

These rules deal with your behavior at the office. Culture and expectations differ from company to company, so what's rude at one workplace may be normal at another. There are a few universal workplace etiquette tips to remember, including:

- Acknowledge everyone you come into contact with. Even a simple "*How are you?*" or a quick smile is enough.
- Clean up after yourself in shared spaces (i.e., meeting rooms, kitchen, etc.).

- Show respect for shared items. Borrowed a stapler? Return it to the correct place. Did the printer run out of paper after you used it? Replenish it.

### **Meal Etiquette**

Every professional should know the following:

- Put your napkin in your lap when you sit down.
- Order items in a similar price range to your dining companions.
- Don't start eating until everyone has received their food.
- Give others equal opportunities for conversation.
- Pass condiments and dishes from left to right rather than reaching across the table.
- Chew with your mouth closed.
- Don't snap your fingers at your server.
- Don't blow your nose at the dinner table. Instead, excuse yourself to visit the restroom.
- After the meal is over, partially fold your napkin and put it to the left of your plate.

### **Professionalism**

Being professional means contributing to a pleasant, productive, and inclusive work environment. Professionalism includes an entire range of behaviors; however, here are the most standard:

- Keeping your word: When you make a commitment — whether it's big or small — keep it. If you know that will be impossible, give the other person as much notice as possible.
- Being punctual: Show up on time (or early).
- Remaining calm: Even in heated situations, do your best to stay cool.

## **Communication Etiquette**

- Don't speak too loudly or too softly. If you're worried about your volume, ask, "*How am I coming across? Do you need me to talk more or less quietly?*"
- Never interact with your phone while you're with someone else. Keep it stashed in your pocket or bag at all times.
- If you're on a conference call and you're not speaking, mute yourself so the others aren't distracted by the outside noise.
- Use a pleasant but professional tone of voice.

## **Meetings Etiquette**

Meetings are an important aspect of business communication that allow teams to share ideas, discuss strategy, and get on the same page about projects and priorities. For virtual meeting follow these rules:

- Look at the camera – not your own face or theirs – so you seem like you're making eye contact.
- Shut the door and make sure you're not interrupted by your pets, children, roommates, etc.
- Before your meeting, check the area in camera range for inappropriate or overly personal items.
- Provide non-verbal acknowledgement, like nodding and smiling.
- Follow the dress code – even for virtual meetings.

## **Discuss the questions in groups.**

1. Which of these rules do you find important? Do you think people should stick to them? Justify your choice.
2. Think of a situation that might occur because of someone breaking these rules.

**Look at the basics of business etiquette diagram. Work in pairs or small groups to add more rules to it. Compare your ideas.**



Source: <https://asana.com/ru/resources/business-etiquette>

**There are different ways of improving your business etiquette skills. Read some tips and say which do you consider the most useful and why?**

- 1. Conducting some research:** When at work, pay attention to the manners and habits of your supervisor, mentor, senior management, and other key players.
- 2. Joining a professional organization:** Professional organizations give you an opportunity to gain insight into the etiquette that's particular to your profession. Practice your business etiquette skills outside of your organization.
- 3. Visiting your local bookstore or library:** There have been numerous books written on improving business etiquette. Check out the self-improvement section of your local bookstore or library to find them.
- 4. Going online:** The Internet is filled with suggestions on how to improve your business etiquette.

**Read the rules of business etiquette and complete the table with the headings:**

*General telephone etiquette*

*Cell phone etiquette*

*General email etiquette*

**Business etiquette and electronic communication**

Electronic communication has complicated the rules of business etiquette. To ensure you follow business etiquette when using electronic communication, consider the following:

<ul style="list-style-type: none"> <li>- Consult your organization's rules for cell phone use.</li> <li>- Turn off your phone (or set it to vibrate) where ringing may disturb or offend others.</li> <li>- Never take a call in the middle of a business meeting.</li> <li>- Try to avoid taking calls in the middle of social meetings, such as working lunches.</li> </ul>	<ul style="list-style-type: none"> <li>- Consult your organization's rules for telephone use.</li> <li>- Answer as quickly as possible.</li> <li>- Speak clearly and distinctly, stating your name and the name of your organization.</li> <li>- Use a pleasant but professional tone of voice.</li> <li>- Transfer calls to the correct personnel.</li> <li>- Take messages and deliver them promptly to the correct personnel.</li> <li>Return messages as quickly as possible.</li> </ul>	<ul style="list-style-type: none"> <li>- Consult your organization's rules for email use.</li> <li>Include a subject line.</li> <li>- Keep it brief.</li> <li>- Pay attention to grammar and spelling.</li> <li>- Use a pleasant tone.</li> <li>- Don't forward junk mail.</li> <li>- say, "Hello, you've reached (your name) at (name of organization). I am either away from my desk or on the other line. If you'll leave your name, phone number, and a brief message, I'll return your call as soon as possible. Thank you. Goodbye".</li> </ul>
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## LISTENING

**Watch the video *Office Etiquette Tips with "Mister Manners"* and mark the statements as true (T) or false (F).**  
<https://www.youtube.com/watch?v=Z-RggtgH390>

1. Thomas Farley is an etiquette expert who does workshops for corporations and teaches people to be more professional in workplace.
2. Most people work in traditional offices.
3. You shouldn't handle personal phone calls when you're at work.
4. It is strictly forbidden to eat at your desk at work.
5. Make absolute sure that your desk is kept in an orderly state.

### **Watch the video again and complete the sentences:**

1. I think a big thing that's changed today versus how it used to be is the fact that most of us are working in open office spaces, so you've really got to be (1) \_\_\_\_\_ of how your actions at your own desk are affecting everybody around you.
2. Number one is (2) \_\_\_\_\_. If you're on the telephone you really should keep your volume down not just because you don't want people hear what you're saying, but also if you're taking a lot of (3)\_\_\_\_\_ phone calls you don't want to be seen as the person who's constantly on the phone handling personal stuff on company time.
3. The second thing is (4)\_\_\_\_\_ ...if you're eating a smelly sandwich, a messy sandwich at your desk, you're really involving everybody else around you in ways that they probably would rather not be involved.
4. The other thing is just general (5)\_\_\_\_\_. ....if you've got the desk that looks like Pigpen works there, it really reflects on the company very poorly.

## **WRITING**

### **Memo for Phone Etiquette at Work**

A memo is a kind of document used in the business world to communicate a message to all the employees. The purpose of the memo is to ensure that everyone in the organization is on the same page by assuring that everyone has read the memo.

#### **What is a memo for phone etiquette at work?**

It is a type of memorandum which is used to tell everyone in the company as to how cellphones at the workplace can be used and how it should not be used. In simple words, the etiquette of using the phone at the workplace is communicated via memo.

#### **Importance of this memo:**

Cell Phones have brought so much convenience to our life. While mobile phones come with lots of benefits, they are the biggest distraction of the present time.

In some organizations, it is completely forbidden to use mobile phones during office working hours. However, a memo written for phone etiquette is written when a phone is allowed to be used during working hours.

#### **Why is a memo for mobile phone usage used?**

No doubt, using cell phones at the workplace affects the productivity of the employee in the organization to a great extent. People are seen missing their important deadlines and assignments because they check their cell phone too often. In order to prevent this situation, an employer decides to write a memo in which mobile etiquettes are mentioned.

#### **How to write the memo for cell phone manners**

*Give the background of the memo:*

When a memo regarding mobile phone etiquette is written, the employer should tell everyone that there has been a lot of usage of mobile phones while neglecting one's duties completely. The employer can tell that the company is concerned and therefore writing this memo.



*Mention mobile phone etiquettes:*

After giving the background, the memo should include basic manners regarding the use of cell phones at work. There is usually more than one rule.

*Show respect:*

It is recommended to write the memo in such a way that we can ask people to follow Mobile phone etiquettes mentioned in the memo gently and politely.

*Show your expectations:*

Since you have mentioned different ethics and etiquettes in the memo, now you are in a better position to ask people to follow them. You can also expect people to use the mobile phone as per the policy of the company.

**Read the memo to the staff on phone etiquette and fill in the missing information.**

- A. you are advised to speak politely
- B. These manners should be observed in the workplace
- C. we would not be able to communicate effectively and
- D. to minimize texting during work
- E. Keeping your phone in silent mode
- F. while using the phone in the office

Dear Employees,

This letter serves as a memorandum for the phone etiquette in the office and shortlists the principal manners that are to be followed during office hours. (1) \_\_\_\_\_ to ensure the professionalism in the office.

Offices are the places where we spend most of our day. Phones play an important role in our work life. Without a phone, (2)

\_\_\_\_\_ with the fast pace of time. Therefore, we need some principal and valuable etiquette to follow (3) \_\_\_\_\_. However, you are requested to follow some principal rules while using a phone during office timings.

First of all, it is part of phone etiquette at work (4) \_\_\_\_\_. One should use email service or calls to communicate with the other departments. Secondly, keeping your tone low at the call will be encouraged and appreciated. Thirdly, it is to be observed that you keep all your personal calls and text messages away from your working desk. (5) \_\_\_\_\_ is recommended. You are advised to refrain from bringing phones to the meetings.

Moreover, if you receive a call from another department or a client/customer, (6) \_\_\_\_\_ and do not rush to hang up. Instead, you are advised to end the call by asking for further assistance. If you receive any of the unprofessional or offensive calls, please report to the Human Resources Internal Affairs Management.

For more, please contact me at +[X] or write at [X]. We shall be delighted to acknowledge and respond to your queries. Thank you in anticipation.

Regards

John Philips  
The Managing Director

**Write a memo on eating rules in the office.**

## UNIT 8 BUSINESS CULTURE IN RUSSIA

**Look at the picture and discuss the questions:**

1. What images of Russia do you see in the picture? Are they true cultural icons?
2. How important are these symbols for you?
3. Is it important to know cultural icons of a country if you want to do business in it?
4. What other symbols or cultural icons do you associate with Russia?



**Look through the list of stereotypes about Russia and Russians from *RUSSIA BEYOND* website. Divide them into 2 categories:**

TRUE	RUBBISH

1. Ivan is the most popular Russian name.
2. Beer is a non-alcoholic drink in Russia.
3. Russians call each other “comrade”.
4. All Russians wear ushanka hats. And a military waist belt with a buckle. And valenki. And lapti. And a traditional Russian shirt.
5. All Russians are communists.
6. It’s very cold in Russia and
7. it snows constantly.
8. Russians can understand and speak other Slavic languages such as Polish, Czech, Bulgarian, Ukrainian, etc.
9. Russia is poor.
10. Russian grocery stores are almost empty.
11. The average Russian has trouble with the law, and close ties to the Russian mafia.
12. Russians say *na zdorovie* when toasting.
13. Bears walk the streets.
14. Russians have a mysterious soul.
15. Russians love vacations at the dacha.
16. The roads are in horrible condition.
17. Russians are extremely superstitious.
18. Russian women: they are beautiful, they always dress up, they are manipulative, and you need a lot of money to date them.
19. Russians are grumpy, evil and cruel.

20. Russians smoke a lot.
21. Russians are great hackers (because they're good at math).
22. Russians aren't good at saving.
23. Russians drink a lot of vodka.
24. Tea is the Russian national drink.
25. The traffic jams in Russia are horrible.

**Do you know other stereotypes about Russians? Add them to the list.**

## **READING**

**Read some advice from a guide on doing business in Russia. Which of these comments do you agree with?**

*"In Russia one can only succeed when you know people. Relations and networks are the keywords. Who you know matters, and especially so if you are foreigner who can get access to these networks."*

*"Russians are warm-hearted; you will only achieve a business deal based upon personal trust. By being honest and sincere you will win their trust pretty quickly."*

*"Sometimes your Russian business partner trusts you even more than his fellow countryman. Do not go to Russia with the expectation to introduce western business concepts at an operational level."*

<https://www.expatica.com/ru/working/employment-basics/russian-business-culture>

**Read guidelines on doing business in Russia and match the headings to paragraphs:**

- A. Be open-minded and adapt*
- B. Do your research*
- C. Speak the language*
- D. Get on the plane to see Russia*
- E. Learn the rules of the game and stick to them*
- F. Find partners in Russia*
- G. Learn the cultural differences*

1. \_\_\_\_\_

It's a mistake to assume the Russian market is similar to the European one. Russia is the largest country in the world, spread across nine time zones (before 2010 it spread across eleven!). The climate varies from arctic to subtropical. Yet, less than 150 million people live there. Naturally, things work differently there – just think about logistics and storage, communications, even ways of living.

2. \_\_\_\_\_

Climate conditions, geography and scale, even history, mean that Russians behave differently to Westerners. For instance, when it comes to planning, Russians prefer to leave things till the last moment and then work extra-hard to meet deadlines. They also tend to be – and expect you to be – more direct than we are used to in the West. It can come across as rude at first.

3. \_\_\_\_\_

Make allowances for those cultural differences in your business planning. Adjust terms where needed, allow more time than you might usually expect to complete projects and build time to deal with uncertainties into your working hours. See the positive side of things. If you know that your Russian customers or suppliers

don't start until close to deadline, allocate more effort and time to 'clearing the decks' of all other issues early in the project.

4. \_\_\_\_\_

As part of your preparation for expansion in Russia, visit the country. Walk the streets. Meet the people. Check out who else works there and how they serve their clients. It's hard to beat first-hand experience. It might lead to a rethink of some of your plans.

5. \_\_\_\_\_

In an ideal world, you would speak your customers' language. Your website should be translated and localised to Russian. Ideally you'd have a member of staff or an on-call service who can read and write emails, and answer phone calls in Russian. Try to learn at least the basics of Russian yourself, so that you can read Cyrillic characters and pick up words when your Russian partners talk among themselves. Even a few phrases in Russian is a great ice-breaker. It says that you are serious about doing your best for your Russian customers.

6. \_\_\_\_\_

Ally with locals. Who knows them better than they know themselves? Choose local partners carefully, then treat them as equals. And be self-aware. Try to view yourself as Russians see you. If you can establish good communications, there are a lot of skilled and talented people in Russia.

7. \_\_\_\_\_

When a child joins new playmates, she has to learn the rules of the game very quickly. Even if those rules don't seem to make particular sense, the new child has to stick to them. Remember that when getting into the Russian market. There are plenty of regulations. Laws can be very different. Yet, that is the game you have chosen to join.

### **Read the text again and answer the questions:**

1. What is so unique about Russia? How is it different from other countries?
2. Why do Russians behave differently to Westerners?
3. What cultural differences regarding time do you need to take into account?
4. Why is it useful to make a trip to Russia before doing business there?
5. Is it important to know the basics of the Russian language? Why?
6. Why is it necessary to make friends with locals?
7. Do you have to take into consideration some legal aspects of doing business in Russia? Why?

### **VOCABULARY**

**Look through the text and find the words that have the following meaning:**

cultural difference	ice-breaker	subtropical
deadline		make sense

- a) belonging to or relating to parts of the world that are immediately south or north of the tropics (= the hottest areas) and have very hot weather at some times of the year
- b) a time or day by which something must be done
- c) various beliefs, behaviors, languages, practices and expressions considered unique to members of a specific ethnicity, race or national origin.
- d) something that is used to introduce people to each other so that they feel more relaxed together
- e) to be clear and easy to understand



**Match the word combinations to their meanings:**

1. meet deadlines	A. to handle a situation when you are not sure
2. deal with uncertainties	B. to have a similar attitude to everyone
3. allocate effort and time	C. to have particular qualities
4. come across as	D. be better than practical experience
5. beat first-hand experience	E. to finish something at the time it is meant to be finished
6. treat sb as equals	F. have knowledge and understanding of yourself
7. be self-aware	G. to be clear and easy to understand
8. stick to the rules	J. to give more time and effort
9. make sense	I. follow the rules

**Complete the sentences with the words and phrases from the previous exercise.**

1. How do people \_\_\_\_\_ with \_\_\_\_\_ in their life?
2. How do you \_\_\_\_\_ in the workplace?
3. You should \_\_\_\_\_ more \_\_\_\_\_ and \_\_\_\_\_ to your work.
4. He \_\_\_\_\_ as a bit of a bore in interview.
5. If everyone \_\_\_\_\_ to \_\_\_\_\_, we shouldn't have any problems.
6. They're also socially and culturally \_\_\_\_\_.
7. Men often don't \_\_\_\_\_ women as \_\_\_\_\_.
8. Nothing beats a \_\_\_\_\_.
9. Everything he said \_\_\_\_\_ – I'd definitely vote for him.

## **LISTENING**

**Watch the video “Russian Culture Tips: What not to do” and mark the statements as true (T) or false (F).**

<https://www.youtube.com/watch?v=62GZ88p0laU>

1. In winter, Russians shake their hands with the gloves on.
2. If their hands are dirty, they do not greet each other.
3. Russian people always use a polite (formal) language when talking to people.
4. Russians have two doors in their homes – a steel door and a wooden door.
5. Social distancing is important in Russia when talking to each other.

**Which of these tips do you agree? Which do you think are not true?**

## **SPEAKING**

**Read the guide on do’s and don’ts in Russia and act out a dialogue.**

### **Do’s & Dont’s When in Russia**

#### **Do**

- Learn key words and phrases in Russian. Brush up on greetings, numbers, shopping and bargaining words, and how to ask for directions. This will help you connect with local people.
- Pack dressier clothes than you might wear normally. Russians pay attention to their appearance and tend to be more respectful of well-dressed people. Looking too casual can identify you as a tourist.
- Bring a small gift, such as chocolates, flowers, a small toy for a child or a souvenir from home if you’re invited into a Russian household

- Take tissues and liquid soap/sanitiser when you are out and about as many public Bathrooms are not equipped with these facilities
- Dress modestly when visiting churches and other religious places. Women should cover their heads before entering a Russian Orthodox church, and men should take off their hats if they're wearing one

### **Don't**

- Leave your shoes on when entering someone's home. Russian homes, even apartments often have expensive rugs, and Russian streets are often dusty. Shoes and expensive floor coverings don't mix! The host will usually offer a pair of slippers (tapochki) to wear inside, and women sometimes pack a separate pair of 'indoor' shoes.
- Overlook the elderly on public transport. Respect for elders remains a strong tradition in Russia, and not giving up your seat for an elderly person who is standing is seen as a grave offence – expect the entire bus to look at you like you're a criminal! The same rule applies for pregnant women, and Russian men will often give up their seat for a woman regardless.
- Take pictures inside churches, unless you've asked the staff that it's OK to do so.
- Be surprised if you're stopped by the police. Carry a photocopy of your passport, visa and registration.
  - Be afraid to open yourself up to Russian hospitality and try some uniquely Russian experiences. Taste local food and drink, sweat it out at a banya, discover classical ballet and theatre, get amongst it at a local sporting event, participate in a cultural festival and explore the vibrant nightlife of the Russian cities, preferably with a local as your guide.

## WRITING

### Letter of Giving Advice

#### Opening

Thank you for your letter requesting  
I am writing in reply to your letter asking for advice about.  
I hope the following advice will be of some help to you

#### Useful language for paragraphs

I strongly recommend that  
I would suggest that  
I would advise you  
If I were you I would

#### Closing

I hope this will be of help  
I would very much like to know if this was helpful

#### Write a letter of advice.

An English-speaking colleague is coming to attend a conference in your town next year and has written asking for information and advice. Write a letter to your friend. In your letter:

- Give information about accommodation options.
- Give information on where they can have meals.
- Give advice on some cultural events in your town.

Begin your letter as follows: 'Dear...'  
You should write at least 150 words.

## UNIT 9 ENGLISH-SPEAKING COUNTRIES

Look at the picture of some English-speaking countries' flags. Match a flag to the country.



**Match the facts to the countries above:**

1. The name of this country means "land of the Angles". The Angles were one of the Germanic tribes that settled in this country during the Early Middle Ages.
2. It is the world's second largest country by total area.
3. Approximately 10% of this country's population are foreign citizens.

4. The term "Down Under" comes from the fact that this country is located in the southern hemisphere, below many other countries on the globe.

5. The country has the largest national GDP in the world.

6. The raincoat was invented in this country by a man named Charles Macintosh

7. This country is Game of Thrones® Territory.

8. There are more castles per square mile in this country than any other European country.

9. Its capital city has more than 8 million citizens who communicate in different languages

*(Answers: 1 – England, 2 – Canada, 3 – Ireland, 4 – Australia, 5 – the USA 6 - Scotland 7- Northern Ireland 8 -UK)*

## READING

### Discuss the questions in small groups:

1. Do you think etiquette rules are the same in all English-speaking countries? Why?

2. What is the most distinctive national trait of the British?

**Read the information about rules of behavior in social situations in the UK and check your answers to the questions above. Match the headings to the paragraphs:**

Complaining

Queuing

Being polite

Table manners

Tipping

Apologising

Knowing how to act appropriately in social situations can be difficult at the best of times. It's made harder still when visiting a new country like the UK which is famous for its **strict** British etiquette rules.

So, to get you started, here are a few quick tips on British etiquette.

1) \_\_\_\_\_

Brits love to complain! They will happily moan to one another about bad weather and **overpriced** food. However, they do not complain when they have an actual problem with a product or receive poor service. When they do, they do it in an apologetic way. You'll find Brits are polite even when they are actually complaining!

2) \_\_\_\_\_

Brits across the UK will often be seen forming neat and tidy **queues**. Whether at the supermarket, train station or a concert, they will be awaiting their turn at the front. The worst mistake one can commit is queue-jumping – pushing ahead in the line. This will always be met with disapproval from those who have been waiting patiently.

3) \_\_\_\_\_

Saying “please” and “thank you” are two important things to always remember in British etiquette. It doesn't matter who you're speaking to, **politeness** and good manners are always welcome.

4) \_\_\_\_\_

Table manners **vary** all over the world. Each country has different ideas about how one should act during a meal. Although formal occasions have their own rules, you should remember to eat at a relaxed pace, put your cutlery down between bites and never talk with your mouth full.

5) \_\_\_\_\_

Sometimes even Brits find it difficult to know how much to **tip** a server in cafes and restaurants, or if they should tip anything at all. Always check your bill after your meal. If it reads “service not included” then this means that you can leave a tip for the person

that served you and the amount is **at your discretion**. If the service was good, it is customary to add an extra ten per cent on top of the bill total. Many Brits tip taxi drivers and hairdressers too, but the exact amount is the customer's preference.

6) \_\_\_\_\_

Mobile phones might be part of daily life but it's still important to observe some unwritten etiquette about **handheld devices**. Using a mobile phone at the dinner table is considered impolite, as is speaking loudly when making a call, especially on public transport.

7) \_\_\_\_\_

No guide to etiquette would be complete without mentioning the Brits' love of **apologising**. Although one would expect to say sorry for stepping on a shopper's toe or bumping into a passer-by, many will be surprised to find that when two Brits engage in a stand-off, both will offer their apologies for being in the other's way. They don't care who is at fault. Apologising is a default reaction to many of life's little incidents. This is a **quirk** Brits are famed for!

**Read the text again and mark the statements as true (T) or false (F):**

1. The British tend to complain when they have problems with a poor service or product.
2. The British hate queuing.
3. It is a must to use polite words when speaking to people.
4. Table manners in the UK are exactly the same as in many other countries.
5. There are no strict tipping rules in the UK.
6. It's OK to use mobile phones at the dinner table.
7. The British hardly ever apologise.



## VOCABULARY

**Find the words that have the following meaning to the words in bold in the text:**

- A. to give money to someone for service which is in addition to the amount being charged
- B. expressing regret for something that one has done wrong
- C. a line or sequence of people or vehicles awaiting their turn to be attended to or to proceed
- D. done if, how, when, etc., you choose to do it
- E. change from one condition, form, or state to another
- F. a piece of computing equipment that can be used in the hand, such as a smartphone or tablet computer
- G. behaviour that is respectful and considerate of other people
- H. demanding that rules concerning behaviour are obeyed and observed
- I. too expensive; costing more than it is worth
- J. a peculiar aspect of a person's character or behaviour

**Complete the sentences with the words in bold in the text.**

1. I think Mr Peters should \_\_\_\_\_ for his remark.
2. Versions of the game were released for consoles and \_\_\_\_\_.
3. Did you remember to \_\_\_\_\_ the waiter?
4. He stood up out of \_\_\_\_\_ and offered her his seat.
5. They were always very \_\_\_\_\_ with their children.
6. There were long \_\_\_\_\_ at polling stations
7. The menu \_\_\_\_\_ with the season.
8. The drinks in the bar were all \_\_\_\_\_.
9. Everyone has their own little \_\_\_\_\_ and mannerisms.
10. There is no service charge and tipping is at your \_\_\_\_\_.

## LISTENING

Watch the video “American Social etiquette” and answer the questions:

<https://www.youtube.com/watch?v=xGY2LJI9Yq4>

1. What is a normal way of greeting people in the USA?
2. Is social distancing important in the USA?
3. Is a smile a sign of happiness or good mood?
4. Do you have to tip in the USA?
5. Where is it considered inappropriate to sit in a taxi?
6. What does RSVP mean? Why is it important?
7. Is it OK to bring cash gifts to your host?
8. Why is it important to offer a hand in the kitchen?

**Watch the video again and complete the sentences:**

1. Handshakes are usually brief. Light handshakes are considered distasteful. You should use a firm \_\_\_\_\_.
2. When saying goodbye Americans may say “we’ll have to get together or let’s do \_\_\_\_\_”
3. “Please” and “thank you” are very important in the United States. You should say “please” and “thank” you to everyone for even the smallest \_\_\_\_\_.
4. Sending a handwritten thank you note within two to three days after receiving a gift is considered \_\_\_\_\_.
5. \_\_\_\_\_ is also customary for taxi drivers, barbers and hair stylists.
6. A simple smile and hello before telling your taxi driver where you’re going will go a \_\_\_\_\_.
7. It is generally considered impolite to begin eating once dinner before all seated have been \_\_\_\_\_.

8. Unless it's an emergency do your best to keep your phone put away and \_\_\_\_\_.
9. When invited to a dinner in someone's home a bottle of wine is \_\_\_\_\_.
10. In addition to helping with food preparation you may also offer to set the \_\_\_\_\_.

**Read the text about the basic etiquette in the USA and fill in the gaps with the words that fit the context.**

### **Basic Etiquette in the USA**

It is considered impolite to ask a 1 \_\_\_\_\_ question about someone's weight or age – especially to a woman.

Americans generally do not appreciate questions about their salary, wealth or how much things cost. This is seen as an invasion of 2 \_\_\_\_\_ and very rude.

People may begin speaking with 3 \_\_\_\_\_ without being introduced (e.g. as they stand in a queue or sit next to each other at an event).

If someone coughs while you are smoking, it is an indication that you should 4 \_\_\_\_\_ the cigarette.

It is impolite to pick your teeth without using a toothpick in public.

Americans place a big importance on time 5 \_\_\_\_\_ and punctuality. Delays and lateness tend to reflect badly on people, often interpreted as disrespectful or rude. However, lateness can be acceptable in some contexts (for example, when attending large parties or social gatherings).

It is rude to push in line or 6 \_\_\_\_\_ people in a line. If you are in an urgent rush, you should ask the person before you if they are okay with you going ahead of them.

If you arrive at a line or door at the same time as someone else, it is polite to 7 \_\_\_\_\_ for them to go before you.

It is polite to 8 \_\_\_\_\_ a door or elevator open for someone who is close behind you. If someone does this for you, you should give them a verbal “thank you”.



It is considered rude to 9 \_\_\_\_\_ loudly on cell phones anywhere, including outdoors, but especially in enclosed, 10 \_\_\_\_\_ places such as trains, restaurants, museums, waiting rooms, and elevators.

Clothing styles vary by social status, region, occupation and climate, as well as between social settings. On a day-to-day basis, however, wearing casual clothing in public is common.

1	A open	B direct	C indirect
2	A privacy	B life	C land
3	A friends	B colleagues	C strangers
4	A extinguish	B throw	C finish
5	A schedule	B management	C zones
6	A skip	B jump	C kick
7	A tell	B suggest	C offer
8	A hold	B push	C pull
9	A speak	B say	C tell
10	A popular	B public	C famous

## SPEAKING

Look at the list of office rules. Which country do they apply to? Discuss your ideas with other students.

	UK 	USA 
Be formal and dress smartly.		
Act in a reserved manner.		
No hugging or prolonged eye contact.		
No chatting and personal discussions during office hours.		
Do not make personal calls.		
Do not raise personal problems as soon as you join		
Do not copy software.		
Be friendly and open.		
It is important to mix with colleagues quickly after starting. A good time to do this is at lunchtimes.		

**Do people in your country follow similar rules in the workplace? Are there any differences?**

## ЗАКЛЮЧЕНИЕ

Знание иностранного языка является необходимым условием для развития современного человека, которому приходится общаться с людьми из разных стран, вести переговоры на иностранном языке, грамотно вести профессиональную деятельность и строить карьеру. Для этого необходимо знание иноязычной культуры, основ делового и профессионального общения в устной и письменной формах в типичных ситуациях.

В учебном пособии «Английский язык для межкультурной коммуникации» авторы попытались соединить основы бизнеса, профессиональной деятельности и овладение английским языком, включив современный аутентичный материал. Представленный в пособии грамматический материал способствует формированию коммуникативно-познавательной компетенции обучаемых в наиболее распространенных ситуациях деловой и профессиональной сфер общения во всех видах речевой деятельности (аудирование, говорение, чтение, письмо).

Темы пособия нацелены на:

- расширение лексического запаса;
- закрепление грамматического материала;
- развитие умений устанавливать и поддерживать контакт в устной форме с партнерами и собеседниками;
- развитие и совершенствование всех видов чтения оригинальной литературы разных жанров;
- развитие и совершенствование умения понимать информацию аудиотекста по заданной тематике, осуществлять смысловую обработку поступающей информации в зависимости от целевой установки;
- формирование умений самостоятельной работы по овладению английским языком в бытовой и профессиональной сферах.

Таким образом, успешное изучение представленного в пособии материала и выполнение предложенных заданий позволяет обучающимся участвовать в обсуждении различных бытовых и профессиональных проблем на английском языке, используя достаточный лексический запас в зависимости от ситуации общения, находить и использовать необходимую информацию из иностранных источников, читать тексты, общаться с зарубежными партнерами.

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