

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Київський національний університет будівництва і архітектури

ІНОЗЕМНА МОВА
(АНГЛІЙСЬКА)
Методичні рекомендації
з ділової англійської мови
для студентів всіх спеціальностей КНУБА

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Містять зміст, порядок оформлення і вказівки до виконання студентами, який відповідає рівню бакалавр. Викладено тексти з ділового етикету з вправами, для поглибленого вивчення та розширення словникового запасу студентів.

Призначено для студентів всіх спеціальностей.

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Загальні положення

Методичні рекомендації мають за мету:

- набуття навичок роботи з діловим текстовим матеріалом та засвоєння термінологічної лексики,
- розвиток навичок та вмінь ділового спілкування на англійській мові.

Робота складається з 5 розділів, кожен розділ включає текст ділової тематики, до кожного тексту додаються завдання для формування навичок ділового спілкування.

Мета курсу: формувати у студентів комунікативну, лінгвістичну соціокультурну компетенції, позитивне ставлення до оволодіння як мовою, так і культурною англійською мовою, розвивати у студентів здатність до самооцінки і ділового спілкування; виховувати і розвивати у студентів почуття самосвідомості.

Основним завданням студентів є оволодіння знаннями ділової терміносистеми і набуття вмінь використовувати спеціалізовану лексику.

ТЕХТ 1

Прочитати та перекласти усно текст.

Table Manners

Table manners vary from country to country. But knowing how to behave during meals is very important in any community. We have certain rules that tell us what to do, how to eat and what utensils to use.

There are some things that you should and shouldn't do wherever you are.

Never speak with your mouth full, because it is inappropriate to show people what you have in your mouth. So chew with your mouth closed, do not make noises when you eat and don't make a mess on your plate.

Get rid of your bad habit of putting your elbows on the table. It is not polite to make bad comments about food, the cook can be seriously offended. When you want something that is standing far from you, ask the other guests to pass it.

Take as much food as you want, but eat as much as you take. It is better to ask for another portion than to leave your plate full.

Eating and drinking too fast is also unacceptable even if you are very hungry. Don't leave your spoon in the cup when drinking tea or coffee. Put vegetables and pasta onto the fork with the help of your knife. If your food is too hot, just be patient and wait a little, don't blow on it.

In most European countries you should use a fork and a knife . But there are some exceptions. For example don't be afraid to use your hand if you are eating chicken or taking a slice of bread.

In Asian countries it is normal to use your fingers or chopsticks.

If you are invited for dinner, be on time and don't forget to thank the host.

These are the basic rules of ettiqnett. If you want to look good during meals you should know and follow them.

1. Знайти еквіваленти англійським словам:

- | | |
|--------------------|--------------------|
| 1. Utensils - | 1. тарілка |
| 2. Inappropriate - | 2. ложка |
| 3. Elbows - | 3. неприйнятно |
| 4. Plate - | 4. палички для їжи |
| 5. Unacceptable - | 5. столові прилади |
| 6. Spoon - | 6. недоречно |
| 7. Chopsticks - | 7. лікті |

2. Відповісти на запитання:

1. Why can't you talk with your mouth full?
2. Can you eat and drink very quickly?
3. Do people use a fork and a Knife in most European nations?

3. Перекласти речення англійською:

1. Краще, попросити нову порцію, ніж залишити повну тарілку.
2. Ось базові правила етикету.
3. Ось деякі речі, які потрібно і не потрібно робити.

4. Скласти план з 3-4 пунктів та перекажіть текст.

ТЕХТ 2

Прочитати та перекласти усно текст.

Business negotiation rules

Negotiations are complex because one is dealing with both facts and people. It is clear that negotiators above all must have a good understanding of a subject. They must be aware of the company's general policy, initial bargaining position as well as fallback position.

However, awareness of these facts may not necessarily suffice to reach the agreement. The role of human factor must be taken into account. The approach and strategy in negotiations are influenced by cool, clear logical analyses. But the personal needs of the actors must therefore be considered. These needs might include the need for friendship, goodwill, credibility, recognition of status and authority, a desire to be appreciated and promoted as well as the need to get home earlier on Friday evening.

Researches, who have studied negotiations, recommend separate people from facts. Moreover, while negotiations indirect and impersonal forms should be used. Furthermore, a really tough negotiator should be hard on the facts but soft on the people.

Language also varies according to negotiating style adopted: it can be either a co-operative or a competitive mode. Cooperative style is based on win-win principles when both parties want to benefit from the deal. This style is often accepted within one company or between companies with longstanding relations when common goals are being pursued. Competitive negotiation style can be appropriate for one-off contracts when the aim is to get the best results possible without considering future relations and risks of the breakdown of negotiators

Moreover, the language can become hostile and threatening.

In reality negotiations are a complex mode of co-operative and competitive styles. Negotiating successfully implies dealing with four main components of negotiations: people, facts, co-operation and competition.

1. Знайти еквіваленти англійським словам:

- | | |
|------------------|-----------------|
| 1. Negotiation - | 1. обов'язково |
| 2. Awareness - | 2. більше того |
| 3. Necessarily - | 3. має на увазі |
| 4. Suffice - | 4. обізнаність |
| 5. Appreciated - | 5. досить |
| 6. Moreover - | 6. крім того |
| 7. Furthermore - | 7. переговори |
| 8. Implies - | 8. оцінювали |

2. Відповісти на запитання:

1. What are you personal needs?
2. What types of negotiations exist?
3. What are the main elements of good negotiation?

3. Перекласти речення англійською:

1. Підхід та стратегія переговорів ґрунтується на холодному, прагматичному підході.
2. Крім того, мова переговорів стає ворожим і загрозливим.
3. Вони повинні знати політику компанії.

4. Скласти план з 3-4 пунктів та перекажіть текст.

ТЕХТ 3

Прочитати та перекласти усно текст

Business etiquette

Business etiquette is made up of significantly more important things than knowing which fork to use at lunch with a client. Etiquette is about presenting yourself with the kind of polish that shows you can be taken seriously.

Etiquette is also about being comfortable around people. People are a key factor in your own and your business' success. Many potentially worthwhile and profitable alliances have been lost because of an unintentional breach of manners. The most important thing to remember is to be courteous and thoughtful to the people around you, regardless of the situation. Consider other people's feelings, stick to your convictions as diplomatically as possible. Address conflict as situation-related, rather than person-related. Apologize when you step on toes. Make it a point to arrive ten or fifteen minutes early and visit with people that work near you. When you're visiting another site, linger over a cup of coffee and introduce yourself to people nearby. If you arrive early for a meeting, introduce yourself to the other participants. Keep notes on people. There are several "contact management" software applications that are designed for salespeople, but in business, nearly everyone is a salesperson in some capacity or another. Social rank or class is a cornerstone of social interaction in many cultures. The corporate climate in the United States is no exception. People tend to feel uneasy until they've seen an "organizational chart" or figured

out who reports to whom. They feel that it is more important to show respect and practice etiquette around superiors than around peers or subordinates. The only thing you owe your boss above and beyond what you owe peers and subordinates is more information. Unobtrusively be sure he or she knows what you're doing, is alerted as early possible to issues that may arise, and is aware of outcomes and milestones. If you're travelling on business to a foreign destination, or have visitors here, it is a good idea to learn as much as you can about the culture they are coming from and make appropriate allowances.

1. Знайти еквіваленти англійським словам:

- | | |
|------------------|------------------------|
| 1. Significantly | 1. звіт |
| 2. Regardless | 2. порушення |
| 3. Report | 3. продавці |
| 4. Introduce | 4. виникати |
| 5. Conviction | 5. вводити |
| 6. Breach | 6. результат |
| 7. Interaction | 7. незважаючи ні на що |
| 8. Salespeople | 8. переконання |
| 9. Outcome | 9. взаємодія |
| 10. Arise | 10. суттєво |

2. Відповісти на запитання:

1. What is the key to your success and the success of your business?
2. What is the single most important thing about business etiquette?
3. Do people in the United States think it is more important to show respect and etiquette towards their superiors or towards peers and subordinates?

3. Перекласти речення англійською:

1. Робіть нотатки о людях.
2. Саме важливе, про що треба пам'ятати – бути ввічливим.
3. Етикет – це демонстрація того, що до вас можливо відноситися серйозно.

4. Скласти план з 3-4 пунктів та перекажіть текст.

TEXT 4

Прочитати та перекласти усно текст.

Courtesy

Courtesy is a set of good manners which we use in everyday life. Good manners and rules of behavior at home, work, transport or other places, are very important in modern society. Even in ancient times people had to observe certain rules of conduct, which made their lives easier. A person is seen and evaluated through his behavior and communication with other people. If someone has a rich and beautiful inner world he or she demonstrates high level of social etiquette. Sometimes when we simply say “Hello!” meeting people and “Good Bye!” leaving, it shows our good manners.

It is also necessary to use polite words in formal situations and when talking to strangers or elderly people. For men it is a good manner to let women go first. Most people hold doors for the next visitor in stores, restaurants and other public places. Young people ought to give place to older and disabled people in public transport. Pregnant women and little children also have a priority in such situations.

Table manners are another important issue. While at formal dinners, people usually eat with fork and knife. Soon after sitting down at the table it is correct to put a napkin on your lap. Well-mannered people usually know the rules of table setting. When there is a variety of silverware in front of you, it's a good idea to start with the knife, fork or spoon that is farthest from your plate. Not everyone knows the rules of courtesy. There are also many people who have bad manners. For example, they talk or laugh loudly in public places, which is not acceptable. They litter in the streets or cause inconvenience to other people. They stare at people they don't know and never say “Sorry!” or “Thank you!”

Such behavior should be avoided if we want to be a part of civilized society.

1. Знайти еквіваленти англійським словам.

- | | |
|--------------------|-----------------|
| 1. Observe - | 1. незручність |
| 2. Conduct- | 2. віку |
| 3. Elderly - | 3. серветка |
| 4. Pregnant- | 4. проводити |
| 5. Napkin - | 5. прийнятні |
| 6. Acceptable - | 6. вагітна |
| 7. Inconvenience - | 7. спостерігати |

2. Відповісти на запитання:

1. What do we use every day?
2. Where should young people find a place for seniors and people with disabilities?
3. What is usually kneelled at the table?

3. Перекласти речення англійською:

1. Людину бачать та оцінюють через його поведінку.
2. Не всі знають правила етикету.
3. Молодець потрібно уступати місце літнім людям.

4. Скласти план з 3-4 пунктів та перекажіть текст.

ТЕХТ 5

Прочитати та перекласти усно текст

Business English as a path to the success of a modern specialist

The dynamic social and economic changes of the modern society define the main personal and professional qualities and skills of the young specialist.

We think, that the course of "Business English" gives us the great possibility to master all the necessary professional qualities and skills of the modern specialist.

It is known that Business English and, more widely, business communication are relatively new spheres for those who learn English. We consider, that these subjects have become increasingly interesting as for the students and as for the teachers of English over the past years with the invention of market economy and the social and cultural changes in all over the world. More and more frequently people from different spheres of activity would like to get a better idea of the business world and the English used for business purposes. We understand that it is rather difficult to master these fairly new and rather complicated subjects but it is necessary for us as for the young specialists and it is possible working step by step.

We know that English is a means of human communication in speech and writing; it is also a living and constantly changing entity. Over the past several decades, English has acquired a global presence. It is a preferred and increasingly accepted means of international and intercultural communication. It

is the language of politics and diplomacy, the language of science and modern informational technologies and more important for the present course of lectures, the language used in business contexts.

The Dictionary of General Business English Terminology defines the term business in the phrase the world of business. Business means a person, firm, company or other organization which makes or produces a product, buys and sells goods or provides some kind of service. For the purpose of making a profit; trading generally; the practice of commerce. A standard definition reads as follows: Business English is the language used in business contexts.

The course “Business English” that we have in our university contains the following blocks: Socializing and Telephoning Business correspondence Business documents and contracts Business meetings Presentations Negotiating and the Media. While learning them we get the basis and essence of business and the skills of writing a good resume, summary of our background.

The course “Business English” gives the opportunity to study professional and union newsletters, magazines, and other economical publications and lets us get the skills which can improve our chances for employment.

1. Знайти еквіваленти англійським словам:

- | | |
|-------------------|---------------------|
| 1. Define - | 1. визначати |
| 2. Widely - | 2. широко |
| 3. Increasingly - | 3. все частіше |
| 4. Frequently - | 4. часто |
| 5. Purpose - | 5. мета |
| 6. Essence - | 6. сутність |
| 7. Employment - | 7. працевлаштування |
| 8. Acquire - | 8. досягти/здобути |

2. Відповісти на запитання:

1. Will a “business English” class give us a good opportunity to develop skills for a future profession?
2. Will English benefit students and teachers?
3. Where do people use “business English” the most?

3. Перекласти речення англійською:

1. Ми вважаємо, що ці теми становляться все більш і більш цікавими.

2. Це мова політики і дипломатії, мова науки і сучасних інформаційних технологій.

3. Курс «Ділова іноземна мова» дає вивчати професійні письма.

4. Скласти план з 3-4 пунктів та перекажіть текст.

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Інформаційні ресурси

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