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CROSS-CULTURAL COMPETENCE OF FUTURE ECONOMISTS

Методические рекомендации по дисциплине «Иностранный
язык» для студентов направления подготовки 080100 Экономика

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Составитель: М.С. Ширина

Рецензент

Кандидат педагогических наук, доцент *В.В. Махова*

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Содержат материалы, ориентированные на обучение будущих экономистов поликультурному общению на английском языке с учетом основных сфер профессиональной деятельности. Методические рекомендации содержат в себе аутентичные материалы, отражающие социокультурные и поликультурные особенности зарубежных стран.

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UNIT 1 CAREER PLANS

Task 1. Get ready for a job interview.

Pyramid Discussion: discuss in pairs what can help you to succeed in a job interview. Here is a list of things and abilities which can be useful. You must decide on three from the list and one of your own. After that your pair must discuss these issues with another one pair and finally four of you have to present 4 most important things which make your interview a perfect one.

- ✓ Businesslike and tidy clothes
- ✓ Confident manner of speaking
- ✓ Profound knowledge of the company's history
- ✓ Being nice and polite with an interviewer
- ✓ Understanding your weak and strong points
- ✓ Sense of humour
- ✓ Ability to be flexible and relaxed in the interview
- ✓ Ability to be a good listener
- ✓ Being punctual
- ✓ Good CV

Task 2. Read the information concerning Patrick's background. Where has he lived and worked? How have these places influenced his business style?

What is your background?

Patrick Baybeud

I was born on the French island of Martinique in the Caribbean, and then I went to the university in the south of France. My Martinique background gave me social skills and a strong sense of the importance of relationships which has been vital in my management career during difficult change processes.

I trained as a marketing manager and then joined one of the leading international pharmaceuticals companies, working for a number of years in a marketing department based in the US. Then I came back to Paris and headed a project team whose task was to research personal care and cosmetics market in France to promote a newly open organic cosmetics company. My time in the USA taught me the value of participatory management, of involving people in decision-making.

However, I faced a number of problems when I had returned to Paris to take up a management position. In France the leadership culture is more top down. Nevertheless, I have learned to fit in and have developed a more directive leadership style which works in the European environment.

Discuss in pairs.

What specialization could Patrick possibly get in the university?

What companies could he possibly work for in America and France?

What differences are there in American and French management styles?

How can cultural background influence the career?

Role-play. Imagine that one of you is Patrick and the other one is an interviewer, who would like to get more detailed information concerning Patrick's background. Think of 4-5 questions which can be asked after a candidate has represented his background. See typical interview questions in the box below.

What have you learned in your current job?

What are your career objectives?

What are your strong/weak points?

What qualities do you have to fit in this position?

What were your duties in the previous job?

Task 3. Before reading the description of the internship abroad answer the following questions:

- Have you heard about Starbucks? Have you ever visited it? What did you like / dislike about this café?

- Have you ever worked as an intern? How can this experience influence your future career?

- What problems can you face if you work abroad?

Read the description of the internship and the requirements.

Prepare a good CV relevant to the position required. See an example of a CV below.

Business Development Internship

Company Introduction

The Company was founded in 1970s and is one of the world's leading retailers, roasters and brands of specialty coffee with



millions of customer visits per week in stores of North America, Europe, Middle East and Latin America. Within a short period, it has successfully established itself as the one of the most popular coffee companies in China with great brand recognition and high customer satisfaction. The Chinese market is important and growing at fast pace, thus there is a need for talented and skilled young people to join the company to promote its business.

Job Description

Place: Beijing

Application Deadline: Available Year-round

Position: Full-time, Paid

Responsibilities and essential job functions:

- Assist Project manager to implement promotional campaign
- Assist Project manager on promotional materials preparation
- Assist team on routine data consolidation

Requirements:

- Final year students for Bachelor or Master Degree
- Excellent English both oral and written
- Excellent knowledge of Excel, PowerPoint
- Marketing related experience or major is preferred
- Smart, mature, determined, and willing-to-learn

Task 4. Career plans. Think of your professional development and career plans and discuss them with your partner. Complete each sentence beginning.

Over the next few years

*I intend to ...
I am going to try to ...
If possible, I'd also try to ...
And I hope to ..., although I know it won't be easy.*

UNIT 2 PRODUCTS AND SERVICES

Task 1. Pick up a personal thing you have with you which can be described at the moment, for example a mobile phone, a tablet, a jacket, a bag. The object needs to be in view, but you must keep your choice secret. Describe it using sentence beginnings in the box below. Do not include information which makes it too easy to identify the object.

It is made in ... / It's country of origin is ...
 It is sold in ...
 It is advertised ...
 It is in the ... (1000 to 3000 rubles) price range.
 I bought it because ... (explain your own reason).

After the teacher collects in the pieces of paper, reads one or two at random and asks the class to guess which and whose object is being described.

Task 2. Before reading the text – answer the following questions:

1. Look at the pictures below. Brainstorm the ideas what the text tells about.
2. How often do you buy socks? Where do you buy them? Do you (or your friends) buy them online?
3. What problems do you have with the socks after washing?
4. Do you think socks business can possibly be successful?

**Read the following
information. Smart Socks are
Black!**



In 1994, when newly graduated economist Samy Liechti was asked by his then boss to attend a last-minute meeting with Japanese customers, he would not have imagined that this day would change his life. After the meeting, the Japanese invited him to a tea ceremony. Tradition dictates that you take your shoes off for such occasions. It was then that it happened: a mistake so blatant it could not go unnoticed. Samy's socks were odd. One was deep black and smooth while the other was ribbed and faded, with a hole in the big toe. The embarrassing situation made Samy Liechti think about how to manage his personal sock problem and avoid such situations in the future. And that is how the idea of a sock subscription came.

Blacksocks is a European sock subscription service and online retailer. For annual subscription price, customers receive three pairs of socks three times a year. The socks come in a limited variety of sizes and styles, with options such as calf socks, knee socks and silk cashmere socks. The socks are manufactured near Milan, Italy using extensive manufacturing processes to ensure durability and consistency.

Blacksocks has 60,000 active customers, primarily in France, Germany and Switzerland, and, as of March, 2009, the company maintains a growing presence in the United States.

In September 2012, Blacksocks released its *Smarter Socks*, the first socks to use Radio-frequency identification technology to facilitate sorting and to ensure that each sock is correctly matched to its pair after washing. *Smarter Socks* are implanted with chips that communicate with the *Sock Sorter*. In addition, Blacksocks released its *Blacksocks* iPhone mobile application, which, when used in conjunction with the *Sock Sorter*, beeps once a single sock is brought next to its pair. The app also contains a scanner that determines the extent of color fading for any brand of sock, and provides data about the socks such as wash count, date of order, paired status, sock ID number, and whether the sock is left- or right-footed.

Discussingroups.

<p>Group 1</p> <ol style="list-style-type: none"> 1. What is the idea of Blacksocks? Do you find it interesting? 	<p>Group 2</p> <ol style="list-style-type: none"> 1. How can you explain the title of the text? 2. What situation made
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2. Where are Blacksocks made?	Samy Liechti launch Blacksocks subscription?
3. How does Blacksocks subscription work?	3. Where do Blacksocks customers mainly live?
4. What is the concept of Smarter Socks?	4. What is sockscription?
5. What socks does the company produce?	5. What is SockSorter?

Answer the following questions:

1. Do you know other confusing situations which resulted in a successful business?
2. What examples of successful enterprises do you know? Where do they come from? How do they promote their goods or services?
3. People of what countries can be interested in Blacksocks? Are Blacksocks popular in Russia?
4. What principles should an entrepreneur follow when he wants to make his business successful worldwide?

Task 3. Describe some successful business. Examples are here: IKEA, Skyscanner, Svyaznoy, Pandora. You can choose any of them or take yours – the only requirement – it must have some unique marketing idea.

Task 4. Your company has just bought a very expensive printer. It has become out of service a month after the purchase. Work in groups - one prepares e-mails of complaint and the other one responds. Use the phrases in the boxes below.

Step 1

A letter of complaint (Group 1)

writing / complain about / have recently purchased (bought) / have problems with / repair or replace / look forward to hearing from you soon.

Step 2

A respond to a complaint (Group 2)

thank you for your letter of ... / surprised to hear / having problems with ... / always try to ensure / highest

quality / our products / would like to suggest you (doing smth) / if you have further difficulties / please contact / our customer line ...

Step 3

A stronger complaint (Group 1)

again writing / complain about ... / found your response / previous e-mail / unsatisfactory / customer helpline / permanently engaged / afraid / must insist / immediate action / otherwise / no alternative / ask for full refund.

Step 4

An e-mail of apology (Group 2)

writing / regarding / your e-mail concerning / we are very sorry to hear / still having problems with ... / please accept / sincere apologies / immediately send an engineer / repair ... / in addition / happy to offer 10 % refund.

MEETINGS, NEGOTIATIONS AND PRESENTATIONS

Task 1. Discuss the possible ways of opening a formal meeting. In the box below there are some ideas.

<p>Getting everybody's attention</p> <p>Welcoming everyone and thanking them for coming</p> <p>Checking everyone has a copy of the agenda and other documents</p> <p>Mentioning when the meeting has to finish</p> <p>Mentioning any coffee breaks, where the toilets are</p> <p>Introducing new colleagues</p> <p>Reviewing any tasks done since the previous meeting</p> <p>Giving background information</p> <p>Explaining the objectives of the meeting</p> <p>Referring to the agenda</p> <p>Asking somebody to introduce the first item</p>

Put these ideas into a possible sequence. Brainstorm other ideas.

Task 2. Read the agenda of the economic forum in Timor-Leste (a country in Southeast Asia). What does a seminar or a forum include?

<p>24 July, 2016 – Timor-Leste Conventions Centre</p> <p>Economic Globalization and Investment Opportunities</p>
<p>8:00 – 8:30 Arrival and Registration of the Participants</p>
<p>Opening Session</p> <p>8:30 – 8:50 Welcoming remarks</p> <ul style="list-style-type: none"> • H. E. Emília Pires, Minister of Finances TL
<p>8:50 – 9:30 Key note address</p> <ul style="list-style-type: none"> • The Prime Minister of Timor-Leste, Kay Rala Xanana Gusmão: a Vision for the Future • The Prime Minister of Portugal, Dr. Pedro Passos Coelho: Globalization
<p>9:30 – 10:00 Africa and Asia - perspectives for 2017</p>
<p>10:00 – 10:15 Coffee break</p>
<p>10:15 – 11:00 Presentations and general discussions</p> <p>Opportunities and challenges in Asia-Pacific</p> <ul style="list-style-type: none"> • Minister of Foreign Affairs of New Zealand, Murray McCully

- Under- Secretary General of the United Nations and Special Advisor of the United Nations Secretary-General for Timor-Leste,
NoelenHeyzer

11:00 – 11:20 Debate: The private sector in a global era
Private sector representatives invited to participate in the debate:

- Dr. SalimoAbdula, President of the Business Confederation
Financial challenges for the private sector
- Gil Alves, Former Minister of Tourism, Commerce and Industry
- João Mendes Gonçalves, Former Minister of Economy and
Development

12:15 – 12:30 Conclusions and Closing

12:30 – 13:30 Lunch

Make up the agenda of your seminar (in the sphere of Management, Economics, International Relations, Advertisement, etc.)

Task 3.Disagreeing techniques.Read the controversial statements below. Think for a few seconds of how you would disagree with the statement.

1. The best country to live in is the United Kingdom.
2. Russian food is the best in the world.
3. The whole next summer the student have to work as interns and have no holidays.

Some possible ways to disagree are given in the box below.

<p>I am sorry I can't agree with you I am not sure I agree with you I am afraid you are totally wrong I can see what you are saying but Really? Do you think so? Don't you think that? Actually ... / To be honest ... I think in many ways you are right , but in my opinion ...</p>

Task 4.Read the follow dialogue and underline disagreement phrases.

Dan: I think we need to spend more money on marketing if we want to grow the business. What do you think Riccardo?

Riccardo: You may be right, Dan, but I am not sure. It could be interesting to invest a little bit more in new product development.

Dan: No, you're totally wrong. We have the right products but we need to communicate this better to customers.

Riccardo: Ok, I hear what you are saying, but can you say why we must advertise our products more effectively. The sales last month were pretty good.

Dan: My feeling is that people would keep on buying the products in case the goods are promoted creatively. As soon as the customers get bored with the advertisement they hear or see they stop spending money on the advertised product. We must constantly improve our marketing techniques unless the business stops growing.

Riccardo: Thank's, Dan, now I see your point and I can agree with you. I think we must have a meeting to brainstorm possible marketing techniques for the next month.

Make up your own dialogues using disagreement techniques.

Your company needs a new a qualified economist. Your colleague thinks that this position must be fitted in by a young guy with lots of potential, but you are sure that experience is more important.

You think that people in your company have become demotivated. Talk to your manager and try to explain that they must encourage the staff by corporate leisure activities, free coffee or giving them positive feedback by the end of each week.

A new foreign colleague is coming next month to your department. Your boss wants him to start work immediately. Prove that it is important to make him feel comfortable and give him a couple of days to see the city before he starts doing his job.

Task 5. Answer the following questions concerning presentations.

Have you ever given a presentation in English? What challenges did you face?

If you give an economic report in English and you are not sure of the English of your audience what support materials would you prepare for the non-native speakers?

Read the article.

People can have very different ideas about what makes a good presentation. So it's very important that you *find out about* our audience's expectations before you give your presentation. You can then use this information during your presentation **to engage** your audience as much as possible.

1. How will my presentation *benefit* the audience?

Audiences need to understand the benefits of listening to your presentation. *Make* it very *clear* in your introduction why people should listen to you.

2. What is the role of the audience? Should people listen silently or be active participants?

Some audiences listen in silence as a sign of respect to the presenter, and in order to concentrate. They expect questions will come in the end. However many presenters like to ask audiences *to interact* during their presentations.

3. What is my role as presenter? Am I expected to be an expert with all the answers?

It's useful *to clarify* your role *explicitly*, particularly if you are not *in the position of* expert.

4. How far should I *focus* my presentation *on* action (what has been done and what is to do) or analysis (what is known and what is to find out)?

Attitudes to 'analysis and 'action' can differ *significantly* across the cultures of both countries and organizations. In *financial services organizations*, for example, detailed analyses is seen as a form of professional *risk management*. *On the other hand*, in *retail organizations* which are future-oriented and *customer-focused*, this approach would be far too slow. You need to find out what the expectation is: action or analysis?

5. What is my audience *attitude to* structure and organization?

In some contexts a very *clearly-signposted* presentation is seen as *evidence* of good planning and professionalism. In other contexts, it could show *a lack of* imagination and an *inability* to think creatively.

6. How much time should I spend at the beginning on a personal *introduction*?

This depends on whether the context is *relationship-oriented* or *task-oriented*.

7. How far does my audience expect information? How far is entertainment demanded?

This is a question about style. In some business cultures a presentation is a performance, with the presenter entertaining the audience with humour, fun and lots of *charisma*. In other contexts, in front of an audience which just wants *hard data* delivered without any show, this *approach* can fail.

8. How good is the English of my audience?

If *key* members of your audience have a poor level of English, you'll need *to support* them in a number of ways, for example with an interpreter, with translated *handouts*, with handouts written in simple English and / or by speaking more slowly, repeating important messages and allowing plenty of time for *clarification* and discussion.

9. Which decisions will my presentation support? Who is the decision-maker?

Presentations often support a decision-making process. In this situation it's *vital* you identify the key decision-maker(s) in the audience. You also need to find out how quickly decisions will be made. Will they be made at the presentation or later?

Task 6. Fill in the gaps.

Handouts, a lack of, explicitly, interact, retail, find out about, focus on, make clear, benefit

1. Any non-operating cash flow must be _____ reflected in the value of the company.

2. Russia should _____ the modernization of existing HPS (ГЭС) and, perhaps, completing those already under construction.

3. The _____ sales less autos increased 0.3%.

4. According to some reports, steel companies experience _____ orders.

5. Lecture _____ helped me during the exams.

6. You can _____ obtaining a digital certification for your macro at www.verisign.com.

7. I confidently expect the greatest mutual _____ from our association.

8. There is a need to _____ that cooperation is a priority.

9. Markets are groups of traders that _____ to buy and sell.

Task 7. Match the sentences below with the statements in the text.

1. Recently we have signed the agreements with Nokia and Sharp. The following step is to start calibration with Toshiba.

2. If you have any questions while I am giving the presentation feel free to stop me and ask. I would prefer a dialogue.

3. I'd like to clarify at the beginning my role here. I do not see myself as an expert.

4. Now I will give you the handouts which can help you to follow the main ideas of my presentation.

5. I am Head of Quality in the company and head of a family of three boys at home!

6. Finally, I would like to say that I hope the speech I presented today gave you the main idea of the current project and possible ways of solving problems. I believe after 5 o'clock meeting Mr. Greenwich and Mr. Samuel will be ready to say what decisions we are going to make.

7. Today I am going to give a presentation which consists of 3 parts. I will try to be precise and my talk will be full of information and figures. So, not to waste time I will start with the first part...

8. The purpose of my presentation is to provide you with the budget of the upcoming project. The data I am going to give you today can help you in planning and budgeting.

9. Today I will tell you the main benefits of the company I represent and opportunities you will get when you become our partner. I will try to make my presentation emotional and creative.

Task 8. Get ready for your own presentation.

You must prepare the presentation of the furniture company named ' _____ ' which has evolved into the world leader in wooden furniture design, with highly innovative and top quality products.

UNIT 4 MANAGEMENT AND MARKETING

Task 1. Look at the pictures and say some words of the brands which you know.



Discuss in class:

1. Do you like the way the products of these companies and corporations are promoted?
2. What is the origin of these companies?
3. Do you often buy their products?
4. What is the *target group* of these products?
5. Do you find these advertisements efficient?
6. What ideas do the authors of these ads want to promote?

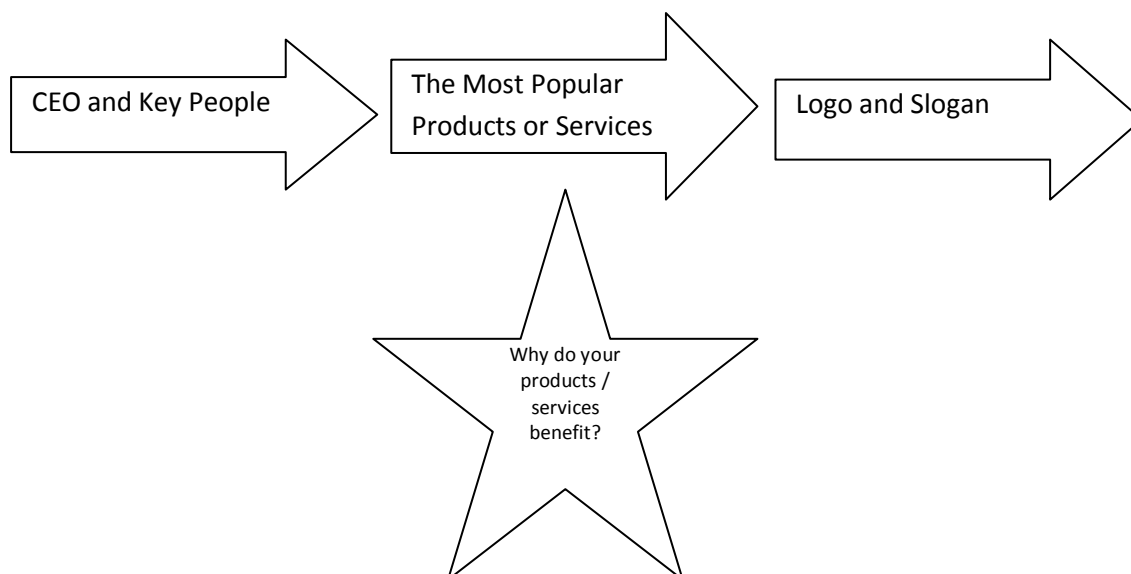
7. What emotions do you feel while watching these pictures?
8. Find Russian *market challengers* of the corporations which you see on the pictures.

Task 2. Look at the pictures and give some ideas of what the pictures can advertise.



Task 3. Work in groups and prepare short presentation of a product or some service which one of these companies promotes. Follow the plan given below.





Task 4. Consult a dictionary and explain what these words mean and how they differ.

Entrepreneur, businessman, enterpriser, man of affairs, executive director, CEO, Chief Executive, Head of the Board

Read the biography of the well-known businessman. Guess who it is.

He is an American computer programmer and Internet entrepreneur. He is best known as one of five *co-founders* of a social networking *website*. He is the *chairman* and *chief executive (CEO)* of the world famous *corporation*.

Together with 4 of his college roommates and fellow Harvard University students he *launched* a social networking from Harvard's dormitory rooms. In 2007, at the age of 23, he became a billionaire as a result of the success of his *enterprise*. The number of social networking users *worldwide* reached a total of one billion in 2012.

In 2011, he *ranked* first on the list of the "Most *Influential* Jews in the World" by The Jerusalem Post. He was played by actor Jesse Eisenberg in the 2010 film *The Social Network*, in which the rise of his enterprise is portrayed.

There is one interesting fact about him – he sees blue best because of color blindness. That is the reason for the fact that blue is his social networking dominant color.

Task 5. Prepare a short presentation of a businessman who inspires you. Use the aids below and the vocabulary in bold in Task 4.

....is well known in my country (abroad/all over the world) because...

He/she started the business by ... (+ -ing), and now

I believe the business he runs is very successful because ...

I feel he / she is very energetic / self-confident / innovative / creative / smart talented / flexible ... because ...

What's interesting about him / her is ...

What I really admire about him / her ...

Task 6. Write a short essay on one of the following topics:

1. Successful entrepreneurs generally weren't good students at school.
2. Flexibility and ability to take risks are the key traits of character which good businessmen must possess.
3. It is impossible to start business without great amount of money nowadays.

UNIT 5

BUSINESS COMMUNICATION - TELEPHONING

Task 1. Read the following information. Why do you think there are two options to pronounce phone numbers and emails in some cases (e.g. *oh* and *zero* for 0).

Written	Spoken
22 222 0 334-860	double two triple two oh (zero) double three four eight six oh (<i>three hundred thirty four eight hundred sixty</i> – is not appropriate regarding telephone numbers)
@ . a73-@gmail.com a73_@gmail.com ABC abc /	at dot (point) dash (hyphen) underline (underscore) upper case lower case slash

Task 2. Sit back to back and hold up real mobile phones to your ears. The task is to exchange business email addresses and phone numbers during a phone call. You have to write down your partner's details and check carefully that everything is correct. Use the details written on the business cards below.



Task 3. Look at the telephone phrases and decide which phrases belong to the same functional group.

Answering the phone	Sorry, I didn't catch it.
---------------------	---------------------------

1. 2.	When would be a good time? I am afraid I can't come on that day.
Starting reason for call 1. 2.	Right I think that's all. Thank you for your help.
Saying someone is not available 1. 2.	Sales Department, Patricia speaking. The reason I am calling is... Sorry, she is away on business / in a meeting.
Taking a message 1. 2.	Would you like to leave a message?
Checking 1. 2.	Could you spell your name please? How about next Tuesday at ten?
Making arrangements 1. 2.	Sorry, can we reschedule for another time?
Changing arrangements 1. 2.	Thank you, bye for now. Good morning, how can I help you?
Ending a call 1. 2.	I am calling about ... I am sorry he is not available at the moment. Can I take a message?

Task 4. Read Mary and Sam's telephone conversation. Find some phrases which can belong to the functional groups (see the task above).

- Mary Conway speaking.
- Hi, Mary. Sam calling.
- Hi, Sam. You need to be quick. Just on my way to a meeting.

Sorry.

- No problem. The reason I am calling
- I just need to confirm when you'll have your project report.

Your email didn't actually specify that.

- As I said in the email, things are kind of difficult with that.
- What do you mean by difficult?

- Well, we've got two guys off sick at the moment. So the progress is slow that month.
- Sorry I didn't catch that. Can you please repeat?
- Two of my colleagues responsible for this task are sick. So not really a lot to report.
- Ok, now I see. I don't want to rush you, but we can wait for the report by the end of the month, otherwise we might have problems.
- Well... I am doing my best to solve the problem. When would be a good time to come to my office to discuss that?
- I am coming on Tuesday at 11.30 to you.
- Thanks for your understanding. See you on Tuesday!
- Bye, see you.

Task 5. Discuss in pairs the following questions: – What is the reason for Sam's call? – Why does Sam have to speak quickly? – What questions does she ask to clarify Mary's email? – What phrases does Sam use to tell Mary that they are pressed in time? – How does Mary explain that the report hasn't been ready yet? – How does Mary try to solve the problem? –Do you think Sam is satisfied with the phone conversation?

Task 6. Make up your own dialogues.

One of you calls to the colleague who is responsible for the delivery of the goods your company produces. Ask about the deadlines of the delivery, the feedback of the customers concerning delivery in general, news in the delivery department.

Task 7. Prepare a report on one of the following topics. Do not forget to write not less than 3 arguments and corresponding examples.

1. In business lots of people these days prefer to email rather than call someone. Nevertheless, telephoning has many advantages over emails.

2. Face to face communication is the best way to build relationships between business partners. Quickly written emails and impersonal telephone conversations do not give you a chance to build common commitment to the relationship and work goals.

UNIT 6
BUSINESS COMMUNICATION –
INTERNATIONAL EMAILING

Task 1. Match email abbreviations with the definitions and examples.

BTW	please	Get back to me _____ please because we have to speed up the promotion of our new service.
IMO (imho)	For example (exemplii gratia)	I am writing to you _____ your inquiry.
FYI	by the way	_____ it was not a great idea to schedule the meeting on 2d January – our Russian partners have winter holidays till 10 th January and they won't be able to come.
Pls	In my (humble) opinion	_____, <i>Julia Brown</i> <i>Sales Manager</i> <i>Software</i> <i>Solutions</i>
e.g.	For your information	I can't agree with this proposal. It is simply too expensive. _____ we can't be delivered in the _____ required timeframe.
re	Best wishes	Can we

		reschedule the meeting _____? I feel ill and unable to come tomorrow.
ASAP	as soon as possible	Our company provides Sberbank _____ with excellent services
NB	regarding	_____BEFORE ARRIVAL YOU MUST CONTACT US AND MAKE AN APPOINTMENT WITH HR MANAGER!
Bw	please note (nota bene)	_____you can see the attached agenda of the upcoming even.

Task 2. Read the email. Why type of email is it?

Subject: Software Solutions

Dear Mr. Roberts,

We are glad to inform you that our company Software Solutions has been successful in offering the perfect solutions to all the software needs. *We are proud to tell you* that we have been in this business of taking on projects and *we offer excellent services at reasonable prices* for the past 10 years.

We are proud to offer an ideal package for your company which has been especially *tailor made for you*.

We would like to explain you the details *in person* and hence our sales representative would take an appointment to meet you and give services for the same.

For more information on our company and to *know the feedback from some of our clients* you can visit our website www.softwaresolutions.com.

Thank you for your time and effort,

Best regards,
Julia Brown
Sales Manager
Software Solutions
New Jersey
(juliab@softwaresolutions.com)

Task 3. Using the phrases written in bold and abbreviations in Task 1 make up your own e-mail to promote:

- an upcoming business event in your city;
- tax and financial consultancy
- a new bank

UNIT 7

COMPARING ECONOMIES

(Reading and Comprehension)

Task 1. Before reading the article answer the following questions.

What makes a person dishonest? What country do you think the most honest/the least honest people live in? What economic processes can influence dishonesty in the society?

Where Do The Most Honest People In The World Live?

Would you keep a wallet full of money you found on the street? Or would you return it to the owner identified inside?

That's the question the international magazine "Reader's Digest" tried to answer in a recent experiment that involved dropping 12 *wallets* in parks, on *sidewalks*, and near *shopping malls* in 16 cities around the world. Each wallet *contained* the equivalent of \$50 in *local currency* and some sort of personal photograph, along with a phone number.

Magazine staffers then watched from afar to see whether the people who found the wallets would try to find the owner.

Helsinki had the most number of honest people. Eleven out of the 12 wallets dropped in Finland's capital found their way back to their "owners." Lasse Luomakoski, a 27-year-old businessman who returned a wallet, explained the result by saying, "Finns are naturally honest. We are a small, quiet, *closely knit community*. We have little corruption, and we don't even run red lights." The city where the least number of people returned a wallet was Lisbon, Portugal, where only one of the 12 wallets was returned. And the one that was returned came from a couple visiting from the Netherlands.

Overall, nearly half -- 47 percent -- of the wallets were turned in. Just over half -- 53 percent -- were kept by the people who found them. Catherine Haughney, the editor of the U.K. edition of "Reader's Digest", which conducted the experiment in London, says the more important number is the 47 percent who did the right thing. Moscow ranked sixth most honest, with seven out of 12 wallets returned. One of the *upstanding* citizens was *Emergency Situations Ministry* officer Eduard Antipin, who said his parents raised him to be "an honest and *decent* man." Another Muscovite who called the number

in the wallet said, "I am convinced that people should help one another, and if I can make someone a little happier, I will."

Moscow ranked the sixth most honest city, above regional neighbors like Prague, Warsaw, and Berlin.

The results showed that age and *gender made no difference*. All seven unreturned wallets in Poland were taken by women. Young people in New York who saw the family photo inside decided to find the owner, but youths in Prague didn't. A 73-year-old grandmother in the Brazilian city of Rio de Janeiro, where four wallets were returned, said she called the number inside because the wallet wasn't hers. But *a 60-something woman* in Warsaw looked inside the wallet and disappeared inside a building with it.

Lisbon, the least honest city, has seen its economy *shrink* and *unemployment* grow.

It might be relevant to the best and worst results that Finland -- home to the "most honest" city -- has a growing economy and just over 7 percent unemployment. The economy in Portugal -- where the "least honest" city is located -- has shrunk three years in a row and has an unemployment rate of 17.5 percent. Daniel Ariely, who studies psychology and behavioral economics at North Carolina's Duke University, says that's the more interesting question for him. He wonders if the people who *turned in* the wallet were being watched by other people as they picked it up. If they thought no one was looking, he says, they might have pocketed it more easily. "The simplest way to read *studies* like this is to say, 'Oh, there are some really good people and there are some really bad people,'" Ariely says. "The reality is that we don't find that. We find that lots of really good people are *capable of doing* all kinds of terrible things, it's just a question about what is it about the particular environment that facilitates that?"

(<http://www.rferl.org>)

Task 2. Match the following words:

wallet	<i>a woman who is about sixty</i>
sidewalk	<i>to return</i>
to contain	<i>to have or hold something</i>

closely knit community	<i>purse</i>
overall	<i>to be regarded</i>
to rank	<i>as a whole</i>
upstanding	<i>pavement</i>
a 60- something woman	<i>honest and respectable</i>
to turn in	<i>research</i>
studies	<i>friendly nation</i>

Task 3. Answer the questions.

1. What was the idea of the experiment described in the text?
2. How are Finns characterized in the text?
3. What did Muscovites say when they were asked why they had returned the wallet?
4. How many wallets were returned in Rio de Janeiro?
5. What economic situation is in Portugal? Does it have impact on dishonesty of its people?
6. According to the article what people are capable of keeping a wallet found on the street?

Task 4. Discuss in groups.

1. What currencies do they have in the following countries: Finland, Portugal, Russia, Poland, USA, Brazil?
2. How much is 50 \$ in the countries mentioned above?
3. Match country, currency and currency code.

Country	Currency	Currency code
Lithuania	PoundSterling	AED
SouthAfrica	Euro	LTL
Japan	MexicanPeso	GBP
UnitedKingdom	LithuanianLitas	JPY
Montenegro	ArmenianDram	ZAR
Mexico	Dirham	AMD
Armenia	SouthAfricanRand	EUR
UnitedArabEmirate s	JapaneseYen	MXN

Task 5. Answer the following questions:

1. Do you think that kind of experiment described in the article can show objective situation concerning honesty in the society?
2. What causes unemployment to your mind?
3. What is recent unemployment rate in Russia?
4. What would you do if you found a purse with 2000 rubles inside on the street?

Task 6. Read the article below and fill in the gaps.

currency, the European Union's statistical office, unemployed, eurozone, rate, percent

By the end of 2013 the number of people looking for work in the 17 countries that use the euro has hit its highest level since the _____ was introduced in 1999. Eurostat, _____, said on April 2 that unemployment across the eurozone rose to nearly 11 percent in February, with more than 17 million _____.

Seven _____ countries have unemployment rates of above 10 percent, with Spain having the highest, at nearly 24 percent. The lowest unemployment _____ among the euro countries was Austria's 4.2 _____.

Task 7. Compare unemployment rates, minimum wages, Value Added Tax (VAT) for the current year in different countries and fill in the table.

Country	Unemployment rates	Minimum wage (EUR)	VAT
Austria	4,2 %		
Russia			18%
France			
New Zealand			
Mexico			
Hungary			
Belorussia			
China		457	
Brazil			

Task 8. Prepare an economic report on one of the countries mentioned above. The plan is the following:

- Geographical position
- Population
- Industry
- Agriculture
- Standard and quality of living of the people
- Unemployment rates
- Economic characteristics

Task 9. Read the report on New Zealand and tell what issues mentioned above are/ aren't described in it. Improve it.

New Zealand is located in the Pacific Ocean and composed of the two islands which are approximately 1500 km from Australia. North and South islands are separated by the channel which is named after Cook.

The main population is New-Zealanders, which are composed of Anglo-New Zealanders (about 2.4 millions) and Maori (about 230 thousands). Maori make 14.5 % of the population.

New Zealand is the developed country which has market economy. The leading economic spheres are agriculture, food industry and tourism. National economy has export orientation. The main trade partners are Australia, the USA, Japan and China.

Agricultural production, industrial fishing, the food and forest industry are the basis of the economy of the country and in many respects define also the direction of development of industrial production. The food industry is the largest industrial branch on employment and branching of infrastructure in economy of New Zealand. Total volumes of production of the food industry make about 10% of GNP, and export of production of the food industry about 15 billion dollars.

Characteristic of the country is also almost total absence of the large industrial enterprises and branches of the heavy industry.

New Zealand has the international reputation of the country with the effective and advanced agricultural industry. Production of animal industry (especially dairy animal husbandry and sheep breeding), gardening, winemaking and wine growing, forestry became one of the main articles of national economy. Research work and modern

technologies play an important role in steady competitiveness of New Zealand agricultural production and a great demand on it in the international market.

The sphere of tourism and the industries accompanying it are becoming more and more important elements of New Zealand's economy. In the sphere of tourism nearly 18 000 enterprises work, and they create about 10% of workplaces in the country.

UNIT 8

GLOBALLY RECONIZED COMPANIES (Reading and Comprehension)

Task 1. Before reading the article answer the questions.

What leading aircraft companies do you know? What does an aircraft company produce? Would you like to work in an international aircraft company?

Boeing is the world's largest aerospace company and **leading** manufacturer of commercial **jetliners** and defense, space and security systems. A **top** U.S. exporter, the company supports airlines and U.S. and **allied government customers** in 150 countries. Boeing products and **tailored services** include commercial and military aircraft, **satellites, weapons, electronic and defense systems, launch** systems, advanced information and communication systems, and performance-based logistics and training.

Boeing has a long tradition of aerospace leadership and innovation. The company continues to expand its product line and services **to meet customer needs**. Its broad range of capabilities includes creating new, more efficient members of its commercial airplane family; integrating military platforms, defense systems and the **warfighter** through network-enabled solutions; creating advanced technology solutions; and arranging innovative customer-financing options.

With **corporate offices** in Chicago, Boeing employs more than 170,000 people across the United States and in 70 countries. This represents one of the most **diverse**, talented and innovative **workforces** anywhere. More than 140,000 employees hold **college degrees** -- including nearly 35,000 **advanced degrees** -- in virtually every business and technical field from approximately 2,700 colleges and universities worldwide. Our enterprise also leverages the talents of hundreds of thousands more **skilled** people working for Boeing **suppliers worldwide**.

Boeing is organized into two business units: Boeing Commercial Airplanes and Boeing Defense, Space & Security. Supporting these units are Boeing Capital Corporation, a **global** provider of financing

solutions; the Shared Services Group, which provides a broad range of services to Boeing worldwide; and Boeing Engineering, Operations & Technology, which helps develop, acquire, apply and protect **innovative** technologies and processes.

Task 2. Translate the following words and write them under the correct heading:

Leading, jetliners, defense systems, college degrees, allied government customers, diverse, college degrees, innovative, skilled, advanced degrees, corporate offices, to meet customer needs, satellites, weapons, tailored services, top, launch systems, warfighter, corporate offices, workforces, worldwide, global, supplier.

Boeing products	Boeing customers	Boeing employees	Adjectives describing Boeing

Task 3. Work in pairs and complete the sentences.

1. The leading oil producing company in Russia is _____.
2. If the company wants to be a top one, it must meet customer needs and _____.
3. Lukoil employs not only skilled people, but also _____.
4. German _____ are global manufacturers of automobiles.
5. There are a lot of innovative electronics producers in Japan such as _____.
6. Corporate offices of Henkel are worldwide, while the head office is in _____.
7. One of the most successful Russian airplane and aerospace companies is _____.

Task 4. After reading the text tell which statement is true or false.

1. Boeing does not produce defense and military equipment.
2. Boeing supports airlines only in the USA.
3. More than 150 000 employees work for Boeing.
4. If you would start a career in Boeing, you should have had an advanced degree.

5. There are Boeing suppliers worldwide.
6. Boeing Commercial Airplanes is one of the three business units of Boeing.
7. The company does not stop developing its products and services.

Task 5. Work in groups. Discuss the top producers of different products in different countries. Fill in the chart.

<i>Products</i>	<i>Japan</i>	<i>USA</i>	<i>India</i>	<i>France</i>	<i>Russia</i>
<i>Electronics</i>					
<i>Automobiles</i>					
<i>Personal care products</i>					
<i>Food</i>					
<i>Textile</i>					

UNIT 9

DO YOU KNOW THE CULTURE OF TIME? (Reading and Comprehension)

Task 1. Read the title of the article; discuss what this article may be about?

Good business relationships across cultural groups and geographic boundaries develop over time by paying attention to small, but important, details. One of these details is your arrival time for a scheduled business meeting, as the value of punctuality varies throughout the world.

In some cultures, such as the Chinese, and countries like Germany, being punctual is so important that you will personally insult your client if you don't arrive on time. He or she will "lose face".

In many other countries where punctuality is expected and valued, you will always want to be on time. Even though your client won't be personally insulted if you were tardy, you will only gain a professional reputation and build a successful relationship by always being punctual.

In parts of the world, the attitude towards time and punctuality is more relaxed, as in the Latin countries of Central and South America. However, don't let this relaxed local attitude undermine your professionalism. In most cases, to be credible you're expected to arrive on time. Your client may or may not meet with you at the appointed time, but this is not meant to be insulting or disrespectful. It's just a mindset that "being on time" is relevant to what else is happening that day. Relationships are more important than the clock. If it's time for your meeting, but your client is currently engaged in a conversation with another person, that conversation and relationship will take priority for the moment. Only when that conversation has concluded your client will arrive to meet with you.

In the Middle East it's culturally appropriate to keep the "other person waiting." Knowing this, you will arrive on time, remain relaxed, perhaps catch up on some reading, and be gracious when you are finally ushered into the meeting. Becoming agitated over being kept waiting will not change the situation, and only put you in a bad frame of mind when the meeting does take place.

One interesting side note is the fact that countries within the former USSR are in transition regarding punctuality. Under the old Soviet regime working for the state, a person was employed for life, so there wasn't any built-in motivation to be punctual since you couldn't be fired. This lack of awareness for being punctual can carry over into schedules today, with a Russian client's late arrival of an hour or more.

However, especially in Belarus, Russia, and the Ukraine you are expected to be always punctual. It will adversely impact your credibility if you're not, even if your client arrives after the appointed time.

It's important to be aware of the countries in which the local customs don't include being punctual for meetings. In these cases you'll need to leave much time between appointments, and at times, only schedule one appointment per day. This type of scheduling will eliminate the impolite and embarrassing position of having to cancel a previously scheduled appointment because your first meeting runs over the time you've allocated.

Brenda Townsend Hall PhD, Writer/Editor adds that, "France is most definitely a 'polychronic' culture and punctuality is low on the list of priorities. In fact most people expect a 15-minute delay and the further south you go the longer that delay becomes. If you have a social invitation it is actually quite impolite to turn up on time."

Also be cognizant that our world is filled with multi-national companies. An Asian company with a manufacturing facility in Guatemala may have an Asian cultural corporate environment. Therefore, arriving on time for a meeting is imperative even though Guatemala generally has a more relaxed attitude about punctuality.

So the geographic location for a business meeting may not always give a complete picture of what is expected from you. Learning about the client's corporate culture will also be important.

Task 2. Answer the following questions:

1. In what ways does punctuality differ in the world?
2. What countries are characterized as punctual / less punctual / unpunctual?
3. What is the most important in business in Latin American countries?

4. How does the author explain former USSR unpunctuality?

Do you agree with the author?

5. Why should you leave much time between appointments and have one appointment per day in some cultures?

6. How long are you expected to wait for your French partner?
How are the French characterized?

7. Why should you be careful in dealing with multinational companies?

Task 3. Write an essay on one of the following topics:

1. Punctuality is the soul of business.

2. I owe all my success in life to having been always a quarter of an hour before my time.

3. If you're there before it's over, you're on time.

UNIT 10
WHAT IS THE BEST COUNTRY
IN THE WORLD TO WORK?
(Reading and Comprehension)

Task 1. Answer the following questions before reading the text:

Are you satisfied with the work-life policy in your country? How long does maternity leave last in your country? What do you pay attention to when choosing a job?

It's no secret that lots of people complain about work-life policies of their countries. But **is the grass really greener in other parts of the world?** Depends on what's important to you. Here, we explore what work would be like if you lived in another country.

If you were to make a list of all the things you consider when taking a job, what would be on there? Would you include **maternity leave** policies, amount of vacation days, or **average pay rates**?

Every person is different when it comes to what they **value** in a job, so there really is no definitive way to say what is the best **work environment**.

Instead, we've **culled together** some of the most important statistics from countries around the world.

Most of the statistics come from the Organization for Economic Cooperation and Development (OECD), which has compared **well-being** factors like **income** and **employment rates** to work-life balance and safety across several different countries.

Here's what we came up with:

WHERE ARE BEST JOB OPPORTUNITIES?

Some of the hottest companies right now are located in different parts of the world. Take for example, **app customer-service** company Nice Systems or Water-Gen, a company that creates water virtually **out of thin air**.

Both of these businesses, among several other innovative companies, are located in Israel, a country that has been **dubbed** by many the "Startup Nation."

According to the OECD, the average working age is between 15 and 64, and 66% of this overall population has a paid job. Employment

levels are highest in Iceland (79%), Switzerland (79%), and Norway (75%) and lowest in Turkey (48%), Greece (56%), and Hungary (56%).

Young Swiss workers between 15 and 24 years old face an unemployment rate of less than 8%, which is half the OECD average of 16% unemployment. And the number of Swiss that has been unemployed for more than a year is almost half the world average of 3%.

WHO EARNS THE MOST?

America tops the **household income** and financial wealth list, with an average household **disposable income** of \$38,001 (U.S.) a year. In second and third place are Switzerland and Luxembourg.

At the same time, there is considerably more unequal income distribution between the richest and poorest in America, with the top 20% of the population earning about eight times as much as the bottom 20%.

By contrast, the Nordic and Eastern European countries have less income **inequalities**. For example, the top 20% of the population in Slovenia earn less than four times as much as the bottom 20%.

Over the past 15 years, financial wealth has increased **considerably** in countries like Israel, Germany, and Sweden. Germany now ranks in the top 10 OECD countries in terms of income with an average household **net-adjusted** disposable income of \$28,799 (U.S.) a year.

WHO IS THE HAPPIEST, HEALTHIEST, AND MOST BALANCED?

The Scandinavian nations Denmark, Sweden, and Norway top the charts in categories like life satisfaction and work-life balance, and they fare pretty well in the health category as well.

In Sweden, for example, **life expectancy** is almost 82 years, two years higher than the OECD average of 80 years. Air pollution is considerably lower than the world average, and 95% of the population say they are satisfied with the quality of their water, compared to an average of 84%.

Overall, 85% of Swedes say they have more positive experiences--feelings of rest, pride in accomplishment, enjoyment - in an average day than negative ones like pain, worry, sadness, and boredom. This is 5% higher than the OECD average of 80% satisfaction.

While the average person works 1,776 hours a year and devotes close to 15 hours of their day to personal care and leisure, the U.S. doesn't quite **stack up** when it comes to work-life balance. Americans spend less time taking care of themselves and more time working than the world average.

The U.S. is also the only OECD country without a national paid **parental leave** policy - protected parental leave is a short 12 weeks (and unpaid), compared to Estonia, whose government offers almost two years of paid parental leave.

Which brings us to our next question.

WHERE IS THE BEST PLACE TO RAISE A FAMILY?

You may consider several factors when deciding where **to raise a family**, including the best housing conditions, low crime rates, environmental quality, social support, and education.

Generally, the U.S. falls somewhere in the middle for most of these categories, though America's housing conditions are ranked among the top countries.

Countries like Iceland, Canada, Finland, and Australia come out looking like top **contenders** for those looking to raise a family.

In Canada, for example, 90% of the population says they are satisfied with their current housing situation.

U.S. neighbors to the north also report the lowest **assault rates** in a 12-month period and a lower homicide rate than the OECD average. In fact, 81% of Canadians feel safe walking alone at night, which is 14% more than the world average.

Iceland, on the other hand, boasts the best social support networks - meaning people who live in Iceland have a lot of friends they feel they can rely on in a time of need. As the saying goes, "it takes a village," and Iceland is the best place to find that kind of support with 98% of the population reporting they have someone to **lean on**.

And if education is your top priority, it might be time to move to Finland, where the average 15-year-old outperforms her peers in other countries, according to the Programme for International Assessment.

Finns can also expect to attain more than 19 years of education, which is more than the OECD average of less than 17 years. And 83% of Finnish adults have earned the equivalent of a high-school degree, 9% more than the world average.

Task 2. Match the word and its definition.

disposable income	to depend on someone for support and encouragement, especially at a difficult time
to lean on	your salary after tax and necessary bills have been paid
maternity leave	to find or choose information from many different places
household income	to support financially your family
to cull	someone or something that is in competition with other people or things
to raise a family	time that a mother is allowed to spend away from work when she has a baby
work environment	conditions which you have in your workplace
contenders	the money that family earned from their work

Task 3. Answer these questions:

1. How do you understand the meaning of the proverb **‘the grass is always greener on the other side’**? Give an example from your own experience when you can say this proverb.
2. Why is it difficult to say what is the best work environment?
3. What factors are compared in the text to define what the best country to work is?
4. What countries can provide you with the best job opportunities according to the author’s view?
5. Where can you have the highest income according to the text?
6. What does the author say about unequal income distribution between the richest and poorest in America and in some European countries?

7. What countries top the charts in categories like life satisfaction and work-life balance? How do you understand the meaning of the word combination 'work-life balance'?
8. How do Canadians feel when walking alone at nights?
9. What do people in Iceland say about their life environment?

Task 4. Make up a dialogue.

Imagine that one of you has come to some foreign country to work for half a year. The other one is currently working in this company. The latter welcomes a foreign colleague and tries to make him / her feel comfortable.

Task 5. Prepare a note for people who are going to come to S-Petersburg to work in summer. Give some ideas concerning weather, clothes to wear, cafes and restaurants, prices, transport. Besides, say some words about the most popular sites and free time activities in that period of time in S-Petersburg.

UNIT 11

GLOBALIZATION – GOOD OR EVIL?

(Reading and Comprehension)

Task 1. Discuss the following questions before reading the text:

What examples of globalization have you experienced in your city? If there was no globalization how would your city look like? What do you know about the G8 summit?

Globalization is not new. For thousands of years people have been trading goods and travelling across great distances. During the Middle Ages, **merchants** travelled along the **Silk Road**, which **connected** Europe and China.

The modern age of globalization started with the Industrial Revolution at the end of the 18th century. New machines were able to produce cheaper goods. Trains and **steam-powered** boats transported products farther and faster.

Since 1980, globalization has been moving at a faster pace. Today it is easier for companies to work in other countries. The Internet gives them the chance of reaching more customers around the world. **Teleworkers** work for firms that may be far away.

However, there is a growing debate over globalization. Governments **are in favour of** globalization because the economy can grow. Other people are not so sure that there are only **advantages**. Here are some **arguments** from both sides:

Good sides:

✓ Globalization lets countries do what they can do best. If, for example, you buy cheap **steel** from another country you don't have to make your own **steel**. You can **focus on** computers or other things.

✓ Globalization gives you a larger market. You can sell more **goods** and make more money. You can create more jobs.

✓ Consumers also profit from globalization. Products become cheaper and you can get new goods more quickly.

Bad sides:

- Globalization causes unemployment in industrialized countries because firms move their factories to places where they can get cheaper workers.

- Globalization may **lead to** more **environmental** problems. A company may want to build factories in other countries because environmental laws are not as strict as they are at home. Poor countries in the Third World may have to cut down more trees so that they can sell wood to richer countries.

- Globalization can lead to financial problems. In the 1970s and 80s countries like Mexico, Thailand, Indonesia or Brazil got a lot of money from **investors** who hoped they could build up new businesses there. These new companies often didn't work, so they had to **close down** and investors **pulled out** their money.

- Some of the poorest countries in the world, especially in Africa, may get even poorer. Their population is not as educated as in **developed countries** and they don't have the new technology that we do.

- Human, animal and plant **diseases** can **spread** more quickly through globalization.

Many experts say that we need a different kind of globalization in our world today. There must be ways to **make sure** that all countries profit from the good sides of globalization. We should help poorer countries by giving them better education and showing them how new technology works.

Every year, leaders of the world's biggest industrial countries get together to discuss economic problems. This meeting is called the **G8 summit**. In the last few years groups against globalization have organized protest marches and demonstrations to **point out** that not everyone is happy with how the world's economy is developing.

Task 2. Answer these questions:

1. What example of medieval globalization is mentioned in the text?
2. When did the Industrial Revolution start?
3. What helps businessmen to reach their customers?
4. Why are governments in favor of globalization?
5. What advantages of globalization are described in the text?

Do you agree with the author?

6. Why can globalization cause unemployment and environmental pollution?

7. What do experts say about today's globalization and the way the world's economy develops?

Task 3. Read the considerations written below. Decide which of them can be considered as globalizer's or antiglobalizers' ideas.

- We would like to attract foreign investment because it can help to increase greatly product quality and knowledge and standards, especially in heavy industry.

- I believe my record company can suffer from the global processes. I am not sure that we will be able to save authenticity and preserve local musical traditions in case globalization keeps developing.

- The best option for my business nowadays is to integrate in the global business society.

- World-known brands and corporations make our life easier. You can travel all over the world and feel comfortable.

- I am sure North Korean government preserves national identity of the country. It is good that the country is not globalized.

- We are an international venture builder based in Hong Kong. We offer services and solutions for Small and Medium companies looking to expand their business internationally.

Task 4. Express your point of view – what do you think of globalization? Is it good or bad? Prove your opinion using examples.

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