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**РАБОЧАЯ ПРОГРАММА**  
**учебной дисциплины**

**Разговорный английский язык**

**для дополнительной профессиональной программы –  
программы профессиональной переподготовки  
«Деловой английский язык»**

Киров, 2018

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## ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

### Актуальность изучения дисциплины

Разговорная речь - это разновидность языка, реализующаяся преимущественно в устной форме в ситуации неподготовленного, непринужденного общения при непосредственном взаимодействии партнеров коммуникации. Основная сфера реализации разговорной речи - повседневная обиходная коммуникация, протекающая в неофициальной обстановке.

Английский язык играет немаловажную роль в жизни людей. Роль английского языка в современном мире неопределима. Он считается наиболее часто употребляемым языком. Более 450 миллионов людей считают его родным. Еще 600-650 миллионов граждан используют английский в качестве дополнительного языка для общения. Он считается востребованным во многих странах мира.

Изучение учебной дисциплины «Разговорный английский язык» способствует решению задач мероприятий по реализации подготовки специалистов со знанием иностранного языка.

**Целью** учебной дисциплины «Разговорный английский язык» является формирование у специалистов коммуникативной языковой компетенции, которая включает лингвистический, социолингвистический и прагматический компоненты. Формирование данной компетенции реализуется в различных видах речевой деятельности как в устной, так и в письменной форме.

### Задачи дисциплины:

К задачам учебной дисциплины «Разговорный английский язык» относят следующие:

1. Активизация у слушателей знаний лексики, фонетики и грамматики с целью оптимального функционирования иноязычного общения в деловой сфере.

2. Систематическое описание правил и норм использования иностранного языка в различных типовых ситуациях делового общения и развитие соответствующих навыков, необходимых для успешного ведения бизнеса.

3. Обучение слушателей самостоятельному пользованию языковыми средствами в определенных функциональных целях делового общения.

4. Развитие общей культуры и эрудиции, совершенствование толерантного отношения к людям и умения отстаивать свою точку зрения в ходе функционирования делового иноязычного общения.

## Компетенции слушателя, формируемые в результате освоения учебной дисциплины

В результате освоения учебной дисциплины обучающийся должен демонстрировать следующие результаты обучения:

Виды деятельности	Профессиональные компетенции	Практический опыт	Умения	Знания
<b>ВД-1, ВД-2</b>	<b>К 1</b> – способность применять способы достижения эквивалентности в переводе и основные приемы перевода	Владение основными способами достижения эквивалентности в переводе и способностью применять основные приемы перевода	Совершать грамотный перевод эквивалентный перевод	Основные фонетические, лексические, грамматические, словообразовательные явления и закономерности функционирования изучаемого иностранного языка, его функциональные разновидности
<b>ВД-1, ВД-2</b>	<b>К-3</b> способность осуществлять устный последовательный перевод и устный перевод с листа с соблюдением норм лексической эквивалентности, соблюдением грамматических, синтаксических и стилистических норм текста перевода и темпоральных характеристик исходного текста	Владение лексическими, грамматическими, стилистическими и синтаксическими нормами устного перевода	Осуществлять устный последовательный перевод и устный перевод с листа с соблюдением норм лексической эквивалентности, соблюдением грамматических, синтаксических и стилистических норм текста перевода и темпоральных характеристик исходного текста – осуществлять устный двухсторонний последовательный перевод при сопровождении иностранных делегаций, деловых встреч, переговоров на предприятиях и в организациях своей предполагаемой профессиональной сферы и	Нормы лексической эквивалентности, грамматические, стилистические и синтаксические нормы

			смежных областей	
<b>ВД-1, ВД-2</b>	<b>К-4</b> способность моделировать возможные ситуации общения между представителями различных культур и социумов	Владение способностью управлять и разрешать конфликтные ситуации в сфере межкультурных коммуникаций	Применение тактик разрешения конфликтных ситуаций в сфере межкультурной коммуникации; - выполнение функций посредника в сфере межкультурной коммуникации; - обеспечение межкультурного общения в различных профессиональных сферах	- Способы общения между представителями различных культур и социумов; - тактику разрешения конфликтных ситуаций в сфере

## 1.2 Содержание учебной дисциплины

### Объем учебной дисциплины и виды учебной работы

Форма обучения	Общий объем (трудоемкость) Часов	в том числе аудиторная контактная работа обучающихся с преподавателем, час					Самостоятельная работа, час	Форма промежуточной аттестации
		Всего	Лекции	Практические занятия	Лабораторные занятия	Консультации		
очная	<b>78</b>	68	10	58	-	-	10	зачет

### Тематический план

№ п/п	Основные разделы и темы учебной дисциплины	Часы		Самостоятельная работа
		Лекции	Практические занятия	
1.	Структура компании	1	4	1
2.	Выработка и продажа продукции	1	6	1
3.	Путешествия	1	6	1
4.	Деловые связи	1	6	1
5.	Корпоративная культура	1	6	1
6.	Кадровые ресурсы	1	6	1
7.	История компании	1	6	1
8.	В командировке	1	6	1
9.	Открытие собственного дела	1	6	1

10.	Рабочий день бизнесмена	1	6	1
	<b>Итого:</b>	<b>10</b>	<b>58</b>	<b>10</b>

**Матрица соотнесения тем учебной дисциплины и формируемых в них компетенций**

Разделы/темы учебной дисциплины	Количество часов	К-1	К-3	К-4	Общее количество компетенций
1. Структура компании	6	+	+	+	3
2. Выработка и продажа продукции	8	+	+	+	3
3. Путешествия	8	+	+	+	3
4. Деловые связи	8	+	+	+	3
5. Корпоративная культура	8	+	+	+	3
6. Кадровые ресурсы	8	+	+	+	3
7. История компании	8	+	+	+	3
8. В командировке	8	+	+	+	3
9. Открытие собственного дела	8	+	+	+	3
10. Рабочий день бизнесмена	8	+	+	+	3
<b>Итого</b>	<b>78</b>				

**Краткое содержание учебной дисциплины**

**Тема 1. Структура компании**

Рабочий день. Корпоративная этика. История компании. Сеть Интернет

**Тема 2. Выработка и продажа продукции**

Описание оборудования. Процессы и процедуры. Доставка и поставка товаров. Реклама и маркетинг.

**Тема 3. Путешествия**

Организация поездки. Транспорт. Размещение в гостинице. В ресторане.

**Тема 4. Деловые связи**

Развитие отношений. Вопросы культуры. Работа в команде. Оказание гостеприимства коллегам.

**Тема 5. Корпоративная культура**

Разнообразие культур. Стили общения. Международные стили общения. Корпоративная культура в моей компании.

## **Тема 6. Кадровые ресурсы**

Заявление о приеме на работу. Подбор кадров. Работа с кадрами. Кадры в цифрах и фактах.

## **Тема 7. История компании**

История компаний Ливай Стросса и «Хонгдоу», лекция о ведении бизнеса.

## **Тема 8. В командировке**

Заказ билетов. Бронь гостиницы. Обязательные предметы в поездке. Особенности общения за границей.

## **Тема 9. Открытие собственного дела**

Стили ведения бизнеса. Влияние стиля на успех компании.

## **Тема 10. Рабочий день бизнесмена**

Культура бизнесмена.

## **2. Учебно-методическое обеспечение дисциплины**

### **2.1. Методические рекомендации для преподавателя**

Выбор методов и средств обучения, образовательных технологий осуществляется преподавателем исходя из необходимости достижения обучающимися планируемых результатов освоения дисциплины, а также с учетом индивидуальных возможностей обучающихся из числа инвалидов и лиц с ограниченными возможностями здоровья.

Изучение дисциплины следует начинать с проработки настоящей рабочей программы, методических указаний и разработок, указанных в программе, особое внимание уделить целям, задачам, структуре и содержанию дисциплины.

### **2.2. Методические указания для слушателей**

Успешное освоение учебной дисциплины предполагает активное, творческое участие слушателя на всех этапах ее освоения путем планомерной, повседневной работы. Слушатель обязан посещать практические занятия, получать консультации преподавателя и выполнять самостоятельную работу.

Целью практических занятий является проверка уровня понимания слушателями вопросов, рассмотренных на лекциях и в учебной литературе, степени и качества усвоения материала; применение теоретических знаний в реальной практике решения задач; восполнение пробелов в пройденной теоретической части курса и оказания помощи в его освоении.

Практические занятия в равной мере направлены на совершенствование индивидуальных навыков решения теоретических и прикладных задач, выработку навыков интеллектуальной работы, а также ведения дискуссий.

Конкретные пропорции разных видов работы в группе, а также способы их оценки определяются преподавателем, ведущим занятия.

На практических занятиях под руководством преподавателя слушатели обсуждают дискуссионные вопросы, отвечают на вопросы тестов, закрепляя приобретенные знания, выполняют практические задания и т.п. Для успешного проведения практического занятия слушателям следует тщательно подготовиться.

Регулярно рекомендуется отводить время для повторения пройденного материала, проверяя свои знания, умения и навыки по контрольным вопросам.

При проведении промежуточной аттестации слушателя учитываются результаты текущей аттестации в течение периода обучения.

Процедура оценивания результатов освоения учебной дисциплины (модуля) осуществляется на основе действующего Положения об организации текущего контроля успеваемости и промежуточной аттестации обучающихся ВятГУ.

Для приобретения требуемых компетенций, хороших знаний и высокой оценки по дисциплине слушателям необходимо выполнять все виды работ своевременно в течение всего периода обучения.

#### **Самостоятельная работа**

Самостоятельная работа слушателей включает изучение материалов учебников, проработку тем, вынесенных на самостоятельное изучение, подготовку к зачету.

### **3. Учебно-методическое обеспечение учебной дисциплины**

#### **Литература**

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3. Преображенская, А. А. Деловая переписка на английском языке [Электронный ресурс] / А.А. Преображенская. - 2-е изд., испр.. - Москва: Национальный Открытый Университет «ИНТУИТ», 2016. - 72 с.
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### Перечень специализированных аудиторий (лабораторий)

Вид занятий	Назначение аудитории
Лекции, практика	Учебная аудитория, оснащенная мультимедийным оборудованием
Самостоятельная работа	Читальные залы библиотеки

### Перечень специализированного оборудования

Перечень используемого оборудования
Мультимедиа проектор
Ноутбук
Экран с электроприводом

### Перечень информационных технологий, используемых при осуществлении образовательного процесса по учебной дисциплине

№ п/п	Наименование ПО	Краткая характеристика назначения ПО
1	Office Professional Plus 2013 Russian OLP NL Academic.	Пакет приложений для работы с различными типами документов: текстами, электронными таблицами, базами данных, презентациями
2	Windows 7 Professional and Professional K	Операционная система
3	Kaspersky Endpoint Security для-бизнеса	Антивирусное программное обеспечение

#### 4. Материалы, устанавливающие содержание и порядок проведения промежуточных аттестаций

Промежуточный контроль проводится в форме зачета, который включает задания на чтение, прослушивание текстов, оценку навыков письма и разговорной речи:

1. Задания на чтение текстов включают две части: соотнесение предложений с соответствующей информацией о компании, подбор подходящего слова в рассказе деловой тематики.

2. Задания на прослушивание текстов предполагают нахождение правильного варианта ответа на поставленные вопросы.

3. Задания на оценку навыков письма содержат две части: написание отчета исходя из данных в графике, ответ на деловое письмо.

4. Задания на оценку навыков разговорной речи, предполагающие, с одной стороны, разговор на одну из предложенных тем делового иностранного языка; с другой стороны, диалог между собеседниками в ситуации делового общения.

К сдаче зачета допускаются все слушатели, проходящие обучение на данной ДПП, вне зависимости от результатов текущего контроля успеваемости и посещаемости занятий, при этом, результаты текущего контроля успеваемости могут быть использованы преподавателем при оценке уровня усвоения обучающимися знаний, приобретения умений, навыков и

сформированности компетенций в результате изучения учебной дисциплины.

Зачет принимается преподавателями, проводившими лекции по данной учебной дисциплине.

### Тестовые задания

#### 1. Задания на чтение текстов:

##### Part 1

- Look at the sentences below and the five news bulletins.
- Which bulletin does each sentence refer to?
- For each sentence 1–8, mark **one** letter **A, B, C, D** or **E**.
- You will need to use some of the letters more than once.

##### Example

0 This company has suspended plans to work closely with another company.

A B C D E

1. This company will be working with a government organisation.
2. This company's decision to restructure will result in staff shortages.
3. This company is to reduce the number of administrative posts.
4. This company will sell off assets to offset poor financial results.
5. This company has made cuts, which are unpopular with senior staff.
6. This company is in the process of upgrading some of its facilities.
7. This company has postponed its entry into new western European markets.
8. This company is suffering from the effects of increased competition.

#### A. Taler to cut UK workforce

Taler Chemicals, the Anglo-German industrial chemical company, announced yesterday that it is to cut 600 blue-collar jobs in a series of downsizing measures at three of its British plants. The news coincided with confirmation that the company also plans to dispose of its loss-making operations, CapPaints, the industrial solvent and paint division. This restructuring comes as the company reported a sharp drop in pre-tax profits. According to a company spokesman, the proposed joint venture with DTR International, one of Taler Chemicals' main competitors, is likely to be shelved.

#### B. Merger creates Hungarian software powerhouse

Silcom has finalized merger terms with ARER to create one of Hungary's largest computer software companies. Details of the merger are expected to be released later today. However, it is believed that Silcom's plans to break into France and Germany have been put on hold for the time being and that major job losses will soon be announced. Silcom looks set to benefit from the merger with ARER, which has recently been awarded a number of major contracts, including a contract with the Hungarian Ministry for Foreign Affairs, which will be worth in excess of \$345,000 for the company.

#### C. Profit warning at LYT International

LYT International, one of Europe's leading Management Training Organisations, has warned shareholders to expect a fall in full year profits. The company, whose flagship training centre in Copenhagen is currently being modernised and refurbished, made an interim profit of \$12m, compared with \$23m in 1998. In response to its poor financial results, LYT has announced plans to cut jobs in its French and Spanish centres. An employee spokesman said that the move would prove unpopular and that with insufficient employees, some centres would struggle to deliver the high level of service demanded.

### D. Shake-up at BTED

Nina Rantanen, former government adviser and the new CEO at BTED Power in Finland, has announced cost-cutting measures at the company. This decision has already led to the resignation of one of the company's most respected employees. Annika Ehlers had been with BTED Power for over 20 years, most recently as its Head of Operations. It is believed that she objected to company plans to reduce staffing levels at two of BTED Power's plants. Indications are that further high level resignations will follow in the next few months.

### E. Restructuring plans announced at San Freight

San Freight has responded to redundancy rumours by revealing that it is to cut the number of office-based staff employed in its Scandinavian division by 25% over the next 24 months. The announcement follows confirmation that the company has also decided to postpone the planned upgrading of haulage systems at its Stockholm subsidiary. A senior staff member has revealed that San Freight's business has deteriorated in recent months due to the escalating price war with central and eastern European rivals.

### Part 2

- Read the article below about cultural awareness in business.
- Choose the best word to fill each gap.
- For each question 1–10, mark **one** letter **A, B, C** or **D**.
- There is an example at the beginning (0).

### Cultural awareness

To succeed in today's global market place, it is essential to learn as much as possible about the (0)... in overseas markets. In the past, companies with international aspirations simply familiarised themselves with any differences in the legal system or in the (1)... used in the day-to-day business of import and export.

Modern trade, however, (2)... more. Today the company seeking international success must also understand the people who live and work in countries they deal with, how they think, behave and do business. In short, today's market leaders must (3)... greater cultural awareness.

Business people operating in foreign markets often fail to consider that cultural differences can result in a (4)... of approaches to everyday business activities such as the way a cross-cultural team (5)... or how it conducts its meetings.

One of the main (6)... of investing in our cultural awareness programmes is that they can help you to fully (7)... your business potential, leaving you better placed to succeed. Our cultural awareness training seminars will (8)... the importance of taking into account how other nationalities think and behave and how they might see you. We can also help you develop the (9)... you need to construct effective working relationships and (10)... difficulties that may arise when working with colleagues or clients from different nationalities and cultures.

### Example

0.	A conditions	B elements	C influences	D factors
	<b>A</b> B C D			
1.	A technicalities	B mechanics	C schedules	D procedures
2.	A commands	B requests	C demands	D prescribes
3.	A procure	B find	C acquire	D earn
4.	A variety	B scope	C choice	D selection
5.	A co-operates	B associates	C contributes	D participates
6.	A prizes	B benefits	C premiums	D compensations
7.	A practise	B exploit	C outdo	D employ
8.	A demonstrate	B expose	C announce	D publish

9. A talent  
10. A overturn

- B skills  
B overrun

- C strength  
C overtake

- D proficiencies  
D overcome

2. Задания на прослушивание текстов:

**Choose the correct variant:**

1. In what way has the bridge project benefited Gifford?  
A) They have been able to reduce their promotional budget.  
B) They have improved their reputation worldwide.  
C) They have gained valuable experience in bridge construction.
  
2. How do Gifford find out about large new public projects?  
A) They read about them in a periodical.  
B) They are approached by potential clients.  
C) They have personal contacts inside public organisations.
  
3. How are prices set on a 'top-down' basis?  
A) By charging a fixed designer's fee.  
B) By estimating the amount of work involved for the designer.  
C) By charging a proportion of the total value of the project.
  
4. How are prices set on a 'bottom-up' basis?  
A) By estimating how much the client would be prepared to pay.  
B) By adding up the cost of all the work involved.  
C) By charging less than your competitors.
  
5. How do companies meet the costs of unsuccessful bids?  
A) The costs are paid by income from successful contracts.  
B) The costs are shared with other consultants.  
C) The costs are not recovered.

3. Задания на оценку навыков разговорной речи:

**Part 1**

**Talk about one of the following topics for 2–3 minutes. Candidates are given a minute to prepare their ideas. Look at the following topics. Which would you choose to talk about?**

- The importance of a good hotel when travelling on business.
- How to provide good customer service.
- The importance of good product positioning.
  
- The qualities required for the job.
- The best method of recruiting a replacement.
- Headhunting.
  
- Recruiting new employees.
- Promoting staff.
- Fixing salary levels.
  
- Making staff redundant.
- How to make brands work around the world?
- What foreign brands do you buy?

- The importance of headhunting.
- The advantages of a strong and living corporate culture.
- National cultures.
- International business.
- The importance of advertising.
- The advantages and disadvantages of global sourcing.

**Remember these points when planning a short talk.**

- **Purpose**

What is the purpose of the talk? (e. g. to explain a procedure)

- **Content**

What are the main points?

How are these points supported?

- **Organisation**

How could you order your main points? (e. g. chronological sequence)

How could you introduce and conclude your talk?

- **Language**

What linking words and phrases could you use?

What other useful phrases could you use?

**Part 2**

**Work in pairs. Do the following task.**

1. Your company is launching a new product. You have been asked to organize a public relations event as part of the launch. Discuss and decide together:
  - who should be invited;
  - what the programme should involve.
2. A key staff member has just left your company and you have been asked to recruit a replacement. Discuss and decide the following:
  - the qualities required for the job;
  - the best method of recruiting a replacement.
3. Your company is entering an overseas joint venture.
  - Decide on the details of the companies involved (nationalities, activities etc.).
  - Decide on a recruitment policy.
4. Your company wants to create a more open attitude towards internal information. Discuss and decide the following:
  - what information should be available to staff;
  - the implications of the new policy.
5. Your company wishes to exhibit at a trade fair. Discuss and decide the following:
  - your objectives for the trade fair.
  - where and when you should exhibit.
6. Find out the following information about your partner:
  - position;
  - responsibilities, duties.

## ***Итоговый контроль***

### **1. Задания на чтение текстов:**

#### **FIRST TIME LEADER**

Taking on a leadership role for the first time is tough. There is always pressure on you to do the right things, and to be seen to be doing them. But, unless there's something that needs sorting out urgently, your first few months in the role will be better spent in understanding the people and the situation. One easy mistake to make is to think that you, as leader, the top person with the top salary, have the sole responsibility and the know-how to solve every single problem yourself. And you can be sure that others will encourage you to think that way, since it takes the pressure off them, and it satisfies their natural urge to leave the solving of problems to others. Instead try using existing resources to identify the current position and the ways to change it for the better.

Start by consulting widely, beginning with the people who now report to you direct, as these are most likely to be the people with the expertise and experience to tackle some of the problems that are identified. A series of one-to-one meetings, though time-consuming, will be worthwhile, especially if they are structured to provide you with the information you need to make decisions later on. Two useful questions are: 'What do you see as the biggest problem facing the department now?' and 'What one change would make the most difference to our success?' From their answers you can build up a picture of your people, as well as of the issues. Some will consider the needs of the department as a whole, while others may just concentrate on their own particular concerns. You will also have had personal contact with each person and can judge who you will work well with in the future.

Overlap in their responses is a useful pointer to the priorities needing your attention. If there is no duplication in problems or solutions, it means that you have inherited a disunited group which will need some team-building and restructuring. If no clear picture emerges, it means that your people are part of the problem: you will need to make them aware of this.

At the same time, consult with customers. Be open to criticism and to praise. Compare the views of your department with this external viewpoint and see where the biggest gaps are. This will help to identify areas for action.

While you are data-gathering, have a look at the figures. Apply different measures from the standard ones. You probably lack knowledge about which company products are profitable, and you recognize that staff costs are a key factor. So, ask for an analysis of profitability per employee. There will be some grumbling that the new figures involve extra work, but the analysis will reveal how many and what kind of staff your company really needs.

Finally, a key issue for you as a new leader is to establish priorities. If you have done your research well, you will have identified a number of areas for action. Bring your senior team together and tell them about your research findings, both the problems and the suggested solutions. Together, plot the solutions on a big graph, with one axis relating to the amount of difference the action would make; and the other axis to the ease of implementation. This will prompt useful discussion on the issues and the means of resolving them. In selecting priorities, you might well gain volunteers to tackle some of the tasks. Agree actions, assign responsibilities and establish dates for completion and progress reviews.

**Read the following article, and check that you have understood the main points by choosing the best answer, A, B, C or D, to these questions.**

1. Employees encourage their boss to believe that he or she should solve all the problems, because they

- A** really don't want to have to solve the problems themselves.
- B** believe that the boss is paid to solve problems.
- C** know that the boss has a lot more information about the issues than they do.
- D** feel that they shouldn't have to solve problems created by other people.

2. How should you structure your first meetings according to the writer?
  - A Explain to each member of staff the problems facing his or her department.
  - B See people individually and ask each one the same questions.
  - C Ask each member of staff to help in setting priorities for action.
  - D Bring everyone into the discussion to get an agreed plan of action.
  
3. Getting the same answers from different people during your research tells you that
  - A the people who are under you clearly do not work well together.
  - B a lot of your department's problems are caused by the people themselves.
  - C you have identified the most urgent issues needing your attention.
  - D your department is working well despite a number of problems.
  
4. It is useful to talk to customers about the performance of your department because
  - A they are likely to be more honest and open than your own staff.
  - B it makes your customers feel that their opinions are important to you.
  - C it gives you an opportunity to criticize or praise them.
  - D you can evaluate what they say against what your own staff told you.
  
5. What might you learn from the kind of financial analysis that the writer recommends?
  - A That you need to employ fewer people, or people with different skills.
  - B That you can increase profitability by using different measures.
  - C That this kind of financial analysis involves a lot of extra work.
  - D That financial data must be combined with other information to give a full picture.

### **CAMPAIGNERS DISAPPOINTED**

Plans to regulate the chemicals industry in Europe approved by the European Commission on October 29<sup>th</sup> are a minor victory for industrial lobbyists over environmental campaigners. 'I can live with it', was the less than enthusiastic comment by Margot Wallström, the Environment Commissioner, who had wanted something far more ambitious. Her colleague, Erkki Liikanen, the Commissioner for Enterprise, was happier. He claimed that the right balance had now been struck between growth and employment on the one hand and health and the environment on the other.

Behind the Commission's proposal is the fear that the world is full of unknown chemicals doing damage to health and happiness. It proposes that any business making or importing more than one tonne per year of a chemical must register safety information on a central database. Those chemicals seen as riskiest to health or the environment, or produced in the greatest quantity, will be subject to evaluation by the authorities. \_\_\_\_\_

But the Commission has given in too easily to industry, say the greens. \_\_\_\_\_ These three politicians jointly wrote to Romano Prodi, the Commission President, giving warning of the dangers of excessive regulation. So how far have the Commission's original proposals changed? A requirement to provide safety information has been softened for some 20,000 chemicals produced in quantities of less than ten tonnes per year. Also, a requirement to switch to alternative chemicals is now less binding. \_\_\_\_\_ And there will be fewer limits on what can be imported into the EU.

Yet still the chemicals industry continues to complain that European producers will be put at a competitive disadvantage. This is because restrictions are not as strict elsewhere, particularly on chemicals that have long been in widespread use.

The lobbying battle will now move into international arenas like the European Parliament and the Council of Ministers. \_\_\_\_\_ While it goes on, the Commission should think about

what it is doing. Increasingly, it justifies its actions by saying that it is trying to protect consumers. \_\_\_\_\_ For Europe's three biggest economies, the price proposed was much too high.

**Complete the article with the sentences below:**

6. The process could easily take another few years.
7. Very dangerous chemicals, such as carcinogens, will need authorisation before use.
8. Firms will have the right to keep some information about products confidential.
9. But the fight over chemicals has shown that consumer protection comes at a price.
10. Pro-industry lobbyists include Gerhard Schroder, Jacques Chirac and Tony Blair.

**PLATINUM FEVER**

In South Africa's mines, workers are struggling to keep up with (11)\_\_\_ demand for the precious metal, a key element in catalytic converters – and now worth almost twice as much as gold.

Of all the metals, platinum probably has the strongest (12)\_\_\_, some analysts consider. Despite new technologies that use less of the metal in catalytic converters and a growing trend to recycle, the demand for platinum has continued to increase, while production (13)\_\_\_. Industrial demand has been the primary factor driving up the metal's price, but the (14)\_\_\_ image of platinum as purer than gold continues to make the metal popular in the jewelry market, particularly in Asia.

Because of the overall perspective for platinum demand the world's largest platinum companies are straining to keep up the (15)\_\_\_, and smaller firms are scrambling to expand. One survey found that several new platinum mining companies planned listings on the Johannesburg Stock Exchange (16)\_\_\_ money for operations. Some of the new players have benefited from government requirements that big mining companies transfer part of their assets and mineral rights to firms with black South African owners.

(17)\_\_\_ rules are only one of the challenges faced by the big companies.

**Complete the article with the correct options A–D:**

11.

- A befalling
- B supplementing
- C rising
- D raising

12.

- A outlook
- B view
- C expectation
- D horizon

13.

- A ceases
- B interrupts
- C lags
- D stretches

14.

- A producer
- B consumer



- C manufacturer
- D dealer

15.

- A supply
- B price
- C authority
- D reputation

16.

- A to collect
- B to increase
- C to rise
- D to raise

17.

- A Transformation
- B Empowerment
- C Embodiment
- D Enlargement

2. Задания на прослушивание текстов:

**Listen to the recording twice and for each question (1–5) mark one letter (A, B or C) for the correct answer.**

1. What, according to Paul, is the main advantage of arts sponsorship for large companies?

- A They have parts of buildings named after them.
- B They improve their reputation.
- C They reach a wider audience.

2. Why, according to Paul, do companies sponsor operas?

- A Members of the board enjoy them.
- B It is good for brand image.
- C They hope it will boost their share values.

3. What recent development has encouraged greater corporate sponsorship in Europe?

- A Lower government funding for the arts.
- B Changes in tax rules.
- C More aggressive fund-raising.

4. Companies nowadays are more interested in sponsoring

- A Art exhibitions.
- B Classical music concerts.
- C Theatre.

5. Sponsorship helps big art organizations to

- A Become more popular.
- B Become more professional.
- C Spend more on travelling performances.

For an information pack, please contact:

Rosemary Brown

Ask for this

3. Задания на оценку навыков разговорной речи:

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- The importance of good product positioning.
  
- The qualities required for the job.
- The best method of recruiting a replacement.
- Headhunting.
  
- Recruiting new employees.
- Promoting staff.
- Fixing salary levels.
  
- Making staff redundant.
- How to make brands work around the world?
- What foreign brands do you buy?
  
- The importance of headhunting.
- The advantages of a strong and living corporate culture.
- National cultures.
  
- International business.
- The importance of advertising.
- The advantages and disadvantages of global sourcing.

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What other useful phrases could you use?

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