

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ ХАРКІВСЬКИЙ  
НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ МІСЬКОГО  
ГОСПОДАРСТВА імені О. М. БЕКЕТОВА**

Навчальний посібник з дисципліни  
**«ДІЛОВА АНГЛІЙСЬКА МОВА:ЧАСТИНА 2»**  
для студентів 2 курсу усіх спеціальностей університету

Харків  
ХНУМГ ім. О. М. Бекетова

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The tutorial on the subject "Business English. Part 2" is produced for students of higher educational institutions (second year) and is aimed at a substantive knowledge of English in a business field. It consists of seven units, each of which is focused and determined in accordance with the requirements of the curriculum and the new concept of teaching professional English in higher education institutions. Its structure and issues guide students to the systematic organization of the educational process and are a part of teaching materials in English for the second-year students.

Навчальний посібник з дисципліни «Ділова Англійська мова: Частина 2» розрахований на студентів другого курсу вищих навчальних закладів і спрямований на ґрунтовне засвоєнняанглійської мови в діловій сфері. Посібник складається із 7 уроків, фокус кожного із яких визначається у відповідності з вимогами навчального плану та новою концепцією викладання фахової англійської мови в вищих навчальних закладах країни. Він розроблений таким чином, щоб своєю структурою і проблематикою орієнтувати студентів на системну організацію навчального процесу та бути складовою частиною комплексу навчальних матеріалів з англійської мови для студентів 2 курсу університету.

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Даний посібник має на меті допомогти студентам усіх спеціальностей університету оволодіти навичками ділового письмового спілкування англійською мовою, навчити виконувати практичні завдання в межах професійної комунікації. Посібник містить сім блоків, що передбачають вивчення правил оформлення оголошень, листів, резюме та інших документів, їх зразків, мовних зворотів, поширених у діловій англійській комунікації. У розділах посібника приділено увагу завданням на оволодіння знаннями та їх закріплення щодо лексичних, граматичних, стилістичних особливостей ділових паперів, що сприятиме закріпленню навичок професійного письмового спілкування. Велика кількість творчих завдань дозволяє розвивати аналітичне, критичне та творче мислення студентів, сприяє формуванню необхідних компетенцій та зміцненню конкурентоспроможності випускників на сучасному ринку праці. Посібник призначений як для самостійної роботи студентів вдома, так і для роботи в аудиторії під керівництвом викладача.

## **Unit 8. Cross-Cultural Business Communication**

**TASK 1. a) Answer the questions.**

**1. Do you agree people of different nationalities behave differently in similar situations?**

**2. What things define a person's lifestyle? Name all the possible factors:**

- family;
- education;
- ...

**TASK 2. a) How aware are you of different traditions and customs? Test your knowledge answering YES or NO. Think about the reasons for such traditions.**

A It's usual to shake hands the first time you meet a British colleague.

B It's not a good idea to call German colleagues by their first names at work.

C When a Japanese business person gives you his/her business card, it's polite to say thank you and put it in your pocket.

D In the Mediterranean, embrace colleagues when you meet them.

E Take off your shoes when you visit someone's house in Poland.

F In Saudi Arabia it is rude to refuse a cup of coffee.

G In the UK ask about your host's family when you meet for the first time.

H In Asian countries, it is rude to look people in the eyes.

I British people like to talk about their salaries.

J When you visit Poland, your host gives you flowers at the airport.

**b) Think about the term “corporate culture”. Complete the definition.**

*managers hires issues behaviours organically*

Corporate culture refers to the values, beliefs, and \_\_\_\_\_ that determine how a company's employees and \_\_\_\_\_ interact, perform, and handle business \_\_\_\_\_. Often, corporate culture is implied, not expressly defined, and develops \_\_\_\_\_ over time from the cumulative traits of the people that the company \_\_\_\_\_.

**c) Fill in the gaps with suitable words.**

1. We involve everyone in the decision-\_\_\_\_\_ process.
2. This is not a hierarchical company. We only have two management \_\_\_\_\_.
3. We work as a team of \_\_\_\_\_. The newest employee's ideas are just as important as mine.
4. The \_\_\_\_\_ - hours culture here puts people under pressure.
5. I like it here because the company \_\_\_\_\_ is to encourage people to use their initiative.

**d) Find the proper definitions for these words.**

1. Diversity	a. an unfair and unreasonable opinion or feeling, especially when formed without enough thought or knowledge
2. Stereotype	b. a way of behaving or a belief that has been established for a long time
3. Custom	c. the state of being equal, especially in status, rights and opportunities.
4. Ethics	d. knowledge or perception of a situation or fact.
5. Prejudice	e. a generalized belief about a particular category of people.
6. Equality	f. the increasing connectedness and interdependence of world cultures and economies.
7. Awareness	g. the practice or quality of including or involving people from a range of different social and ethnic backgrounds and

	of different genders, sexual orientations, etc.
8. Globalization	h. a branch of philosophy that is concerned with human conduct, more specifically the behaviour of individuals in society.

### **TASK 3. Read and translate the text.**

#### **Good Office Manners around the World**

##### **Text A**

In Germany, as you walk sadly back to your hotel room, you may wonder why your apparently friendly hosts have not invited you out for the evening. Don't worry, it is probably nothing personal. Germans do not entertain business people with quite the same enthusiasm as some of their European counterparts.

The Germans are also notable for the amount of formality they bring to business. As an outsider, it is often difficult to know whether colleagues have been working together for 30 years or have just met in the lift. If you are used to calling people by their first names this can be a little strange. To the Germans, titles are important. Forgetting that someone should be called Herr Doctor or Frau Directory might cause serious offence. It is equally offensive to call them by a title they do not possess.

The British consider it impolite to interrupt a visitor, even after all business has been transacted. The commercial caller is expected to be sensitive to this point, know when to stop, and initiate his or her own departure.

##### **Text B**

Good office manners in Indonesia require the visitor to present a business card immediately. If no card is offered, long delays may result. The mark of a thoughtful executive is to have one side in English and the other in Bahasa.

In Japan certain guests at evening business gatherings will leave early. They should be allowed to leave without effusive good-byes. The Japanese consider formal departures to be disruptive in such cases and disturbing for remaining guests.

In the Middle East, the word “no” must be mentioned three times before it is accepted. In contrast, it is considered good business manners to make many and long

efforts to pick up the check. You should take care not to admire anything in your hosts' home. They will feel that they have to give it to you.

Young Korean businessmen expect their wives to be invited by foreigners to attend business or pleasure meetings in the evening. They also expect their wives to decline the invitation. In Korea guests of honor (as well as the elderly and revered) are supposed to serve themselves first from community dishes. Good manners, however, require that the foreign guest of honor decline the privilege at least once, sometimes twice.

### **Text C**

In Europe the most common challenge is not the content of the food, but the way you behave as you eat. Some things are just not done. In France it is not good manners to raise tricky questions of business over the main course. Business has its place: after the cheese course. Unless you are prepared to eat in silence you have to talk about something – something, that is, other than the business deal which you are continually chewing over in your head.

Italians give similar importance to the whole process of business entertaining. In fact, in Italy the biggest fear, as course after course appears, is that you entirely forget you are there on business. If you have the energy, you can always do the polite thing when the meal finally ends, and offer to pay. Then, after a lively discussion, you must remember the next polite thing to do – let your host pick up the bill.

### **Text D**

American executives sometimes signal their feelings of ease and importance in their offices by putting their feet on the desk whilst on the phone. American business people usually use first names when addressing each other. But only call a person of a higher position by first name if they invite you to.

In many cases, Americans will insist on using first names almost immediately, this is just a cultural norm rather than a sign of real intimacy. It is necessary to shake hands with an American if you are meeting for the first time. A handshake is the customary greeting for both men and women, although you should wait to see if the woman offers her hand first.

When talking to Americans, never ask what their house cost and how much rent they pay. If you are houseguest in the USA, you should send a handwritten note of thanks to your host and hostess afterwards.

When you go out to a nice restaurant in the States, you must wait in a line for a table and be prepared to a 15% tip at the end of the meal.

**TASK 4. a) Mark the statements as True, False or Not Stated.**

**Text A**

1. People in Britain shake hands just as much as people in Germany.
2. Visitors to Germany never get taken out for meals.
3. In Britain, business visitors can stay as long as they like.
4. German business people do not like to be called by their surnames.
5. Make sure you know what the titles of the German people you meet are.

**Text B**

1. A formal departure from parties is important for Japanese people.
2. An Indonesian businessperson will appreciate if you give him/her a card in two languages.
3. Wives of Korean businessmen do not usually attend social occasions.
4. In the Arab world never make compliments to the things in the host's home.
5. In the Middle East, the guest always pays the bill.

**Text C**

1. In France you are expected to shake hands with everyone you meet.
2. It is polite to insist on paying for a meal if you are in Italy.
3. In France people prefer talking during meal.
4. It is easy to get distracted while doing business in Italy.



## Text D

1. It is polite to discuss the amount of house rent with an American.
2. You should always address an American partner by his/her first name.
3. After visiting an American home you should send a letter of thanks to your host and hostess.
4. The amount of tips at American restaurants depends on your satisfaction by the service.
5. American woman offers her hand first.

### b) Fill in the table.

Country	Things you should do	Things you shouldn't do

### c) Find the proper headlines for these pieces of advice. There is one extra variant.

#### Basic Rules of Business Etiquette

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

Always introduce people to others whenever the opportunity arises. It makes people feel valued, regardless of their status or position.

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

Not only does this simple gesture demonstrate that you're polite, confident, and approachable, it also sets the tone for any potential future professional relationship.

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

This should go without saying, but even in a very casual professional atmosphere, this basic form of courtesy is still imperative.

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

We've become a nation of "over-talkers," so eager to offer our own opinions or press our point that we often interrupt others mid-sentence. Remember, be assertive, not aggressive. It's rude and shows disrespect for the opinions of others.

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

While we're on the subject of communication, always check your emails for spelling and grammar errors. Also, do a quick read to make sure the meaning and tone are what you wish to convey.

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

When you're in a meeting, be present. Don't take calls, text or check email. It's disrespectful to the other attendees, not to mention extremely annoying.

A Don't interrupt.

B A handshake is still the professional standard.

C Show genuine interest.

D No phone during meetings.

E When in doubt, introduce others.

F Double check before you hit send.

G Always say "Please" and "Thank you."

**d) Role-playing: imagine you are a senior manager of an international company. A delegation of your business partners from [choose the country or culture] are going to visit your main office to discuss a new project. Write a business letter for your employees about it. Mention the following things:**

- tell them about the topic and the objectives of the meeting;**
- instruct them about basic traditions of your guests connected with doing business;**
- write a brief plan for all the extra events (meals, excursions etc. or their absence and why).**

## **TASK 5. Translate into English**

A

- 1) цінності та вірування
- 2) перевірити щось (двічі)
- 3) наполягати на оплаті
- 4) образлива дія
- 5) процес прийняття рішень
- 6) ієрархічна компанія
- 7) офіційний від'їзд

B

- 1) Американці наполягатимуть на використанні імен майже відразу, це лише культурна норма, а не ознака справжньої близькості.
- 2) Німці відрізняються кількістю формальностей, які вони вносять у бізнес.
- 3) Швидко прочитайте свою промову, щоб переконатися, що зміст і тон відповідають вашим бажанням.
- 4) Хороші манери у Кореї вимагають, щоб іноземний почесний гість відмовився від привілею принаймні один раз, іноді двічі.
- 5) Японці вважають офіційні від'їзди руйнівними і тривожними для гостей, які залишаються.

## **Grammar – Compound Prepositions and Prepositional Phrases**

### **Task 1. Choose the best preposition.**

1. I would rather have coffee ..... tea.

instead of

instead from

2. .... the rains, we went out.

In spite

In spite of

Despite of

3. .... fire, break glass to escape.

In case with

In case of

In case

4. I am standing here .... my friends.

in behalf of

on behalf of

on behalf

5. We solved the problem .... a new device developed by our engineers.

by means of

by means to

by means

6. ...., I had a happy childhood.

On the whole

In the whole

By the whole

7. Can you help me ..... ?

in anyway

any way

in any way

8. She didn't allow cancer to discourage her. ...., she began to work twice as hard.

In the contrary

On the contrary

By the contrary

9. ...., we are impressed with her performance.

In general

On general

By general

10. I am seeing him in May – ..... in June.

rather

or rather

in rather

**Task 2. Complete the sentences with a prepositional phrase.**

- 1) She paid for lunch **in/for** advance, so we don't need to pay now.
- 2) I went to the wrong house **by/about** mistake.
- 3) Please make sure that you're **at/on** time for the class.
- 4) I was walking to the station and **by/at** chance I saw the glove that I'd lost on the ground.
- 5) I love eating out in London. **On/For** instance, one of my favourite restaurants has amazing Japanese food.
- 6) I think the cat is **under/in** danger on that high roof.
- 7) I picked up the laptop and **by/to** my surprise it fell apart in my hands.
- 8) I have a lot **on/in** common with my cousin. We both like many of the same things.
- 9) If the baby starts to cry, pick her up **for/at** once.
- 10) Did you forget your purse **at/on** purpose so you wouldn't have to pay?
- 11) It's best to arrive **on/by** foot because there is nowhere to park.
- 12) What do a whale and a dolphin have **for/in** common?
- 13) He added salt instead of sugar **to/by** mistake.
- 14) What's your favourite thing to do? **By/For** instance, do you like sport?
- 15) The book was **out of/into** reach on a high shelf.
- 16) I want to go to Germany **for/by** a change. I've never been there.
- 17) Please let me know **in/for** advance if you can't come to the meeting.
- 18) She often goes to school **on/by** foot.
- 19) Do you always brush your teeth before bed **with/without** fail?
- 20) The little girl broke the toy **on/for** purpose because she was so angry.
- 21) Please come **in/at** once. We have a big problem.

22) She worked very hard and **at/on** last she managed to pass the exam.

23) We need to be **for/on** time or my grandmother will start to get anxious.

## **Unit 9. Reports. Diagrams and Figures**

### **TASK 1. Answer the questions.**

**1) Can you give your own definition of a report?**

**2) Choose ONLY the correct options.**

**A report is:**

- a spoken or written account of something that one has observed, heard, done, or investigated;**
- a piece of writing included with others in a newspaper, magazine, or other print or online publication;**
- a formal inquiry or systematic study;**
- an account given of a particular matter, especially in the form of an official document, after thorough investigation or consideration by an appointed person or body;**
- a form of a task presented in from of the group.**

**3) What are the possible topics of reports at work? Give examples from your spheres of professional education.**

- presenting a new concept of indoor design you've developed with a team;**
- ...**

**TASK 2. a) Study different types of diagrams and charts used in reports and match them with the proper picture. What is the main idea of each type?**

**A a mind map** – main topic with nodes describing subtopics

**B Venn diagram** – overlapping circles with the text

**C Circular diagram** – shows the elements of something being discussed

**D Histogram** – columns with numerical data

**E Pie chart** - circular graphic divided into slices

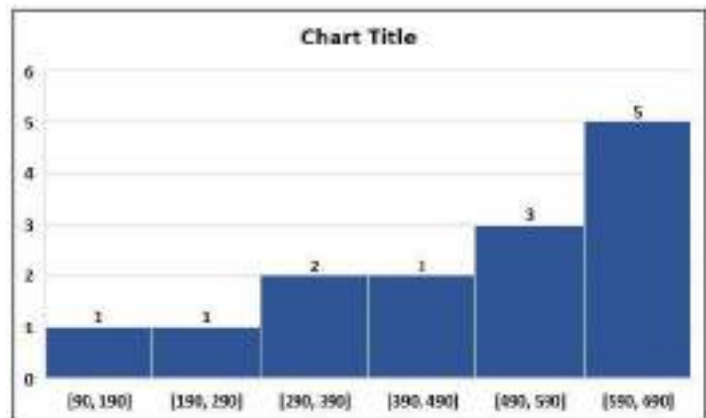
**F Pyramid chart** – triangular graphs for showing datasets



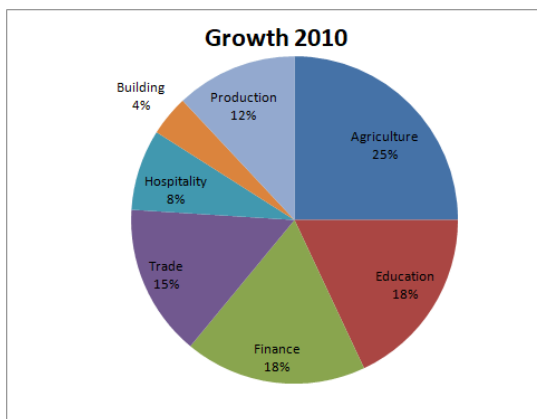
## COMPONENTS OF ICT



1



2



3



4



5



6

b) Which of them would you use for...

- 1) showing the sales numbers for each month during the year?
- 2) demonstrating the components of a new company policy?
- 3) presenting hierarchical relationships between workers and departments?
- 4) discussing differences and similarities of a rival company's products with your ones?
- 5) speaking about the client segments (age, gender, occupations etc)?
- 6) brainstorming a new advertisement campaign?

### **TASK 3. Read the text.**

#### **How to Write a Report in 7 Steps**

A report is a written document that presents the results of an investigation, project or initiative. It can also be an in-depth analysis of a particular issue or data set. The purpose of a report is to inform, educate and present options and recommendations for future action. Reports are an integral element of dozens of industries, including science, tech, health care, criminal justice, business and academia. Reports typically consist of several key elements, including:

- Detailed summaries of events or activities
- Analysis of the impact of the event
- Evaluations of the facts and data
- Predictions for what may happen as a result of an event
- Recommendation for next course of action
- Conclusion

#### **1. Decide on terms of reference**

Many formal reports include a section that details the document's "terms of reference" (or ToR). These terms include:

- What the report is about
- Why it's necessary
- When it was written
- What its purpose is

Setting these terms helps both the writer and their readers to understand why the report is important and what it hopes to accomplish. The terms of reference are usually explained in the first paragraph so that the reader can determine their relevance without having to read the entire document.

## **2. Conduct your research**

Most reports will require you to collect a store of data that directly relates to your topic. You may already have access to this information if, e.g., a doctor who has copies of a patient's medical charts. However, if you're tasked with analyzing an issue and/or investigating an event, you'll likely need to spend some time requesting, finding and organizing data.

For your report, you may need to create charts, graphs or timelines that make your raw information easier to comprehend. You'll also need to carefully cite your sources and keep track of where and how you found your report's data to present it professionally.

## **3. Create a report outline**

The next step in writing a report is to construct your report's outline. This typically looks like a bulleted or numbered list of all the different sections in the document. The order of these sections depends on the specific type of report, how long it is and how formal it needs to be. The most important thing to do when writing your outline is to include all the necessary sections and eliminate anything that does not directly contribute to the report's purpose.

## **4. Write the first draft**

Writing the first draft of your report is one of the most important stages of constructing a successful one. The purpose of the first draft is not to write a perfect document, but rather to get all the main points of your information out of your head and onto the page.

While writing your report's first draft, you'll likely find gaps in your data or holes in your analysis. Make note of these issues, but don't try addressing them as you write. Instead, finish the draft and save problem-solving for when you begin the editing process.

## **5. Analyze data and record findings**

The focus of every report is the "findings" section, i.e., the part where you present your interpretation of the data. For an accountant, for example, the findings could involve an explanation as to why a company's stock dropped the previous quarter. For an environmental scientist, the report's findings could include a summary of an experiment on biodegradable plastics and how the results could affect waste management methods.

## **6. Recommend a course of action**

The final section of your report's body is your recommendation(s). After examining the data and analyzing any outcomes, you're qualified to present an idea as to what actions should be taken in response to your findings. For example, after reviewing the number of overtime hours their team's been working, a project manager may recommend adding another member.

## **7. Edit and distribute the report**

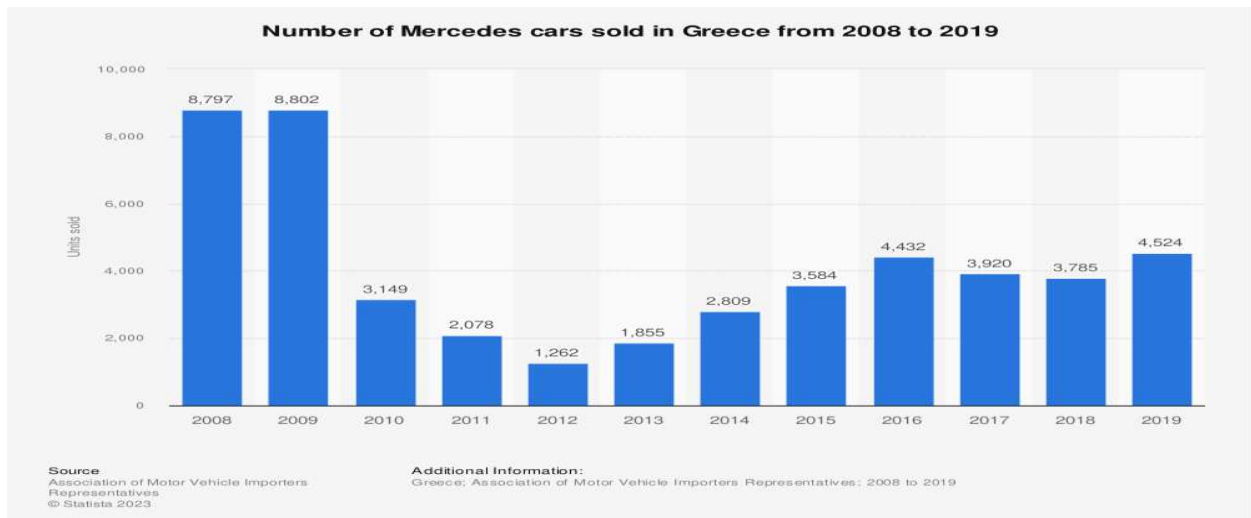
The final stage of writing a report is editing it thoroughly and distributing it to your audience. You'll need to edit for grammar mistakes, spelling errors and typing mistakes. You'll also need to double-check your data, make sure your citations are correct and read over the entire document to ensure it presents a cohesive narrative.

**TASK 4. a) Here are the verbs connected with describing the diagram changes. Put them into an appropriate column. Which of them could also be nouns?**

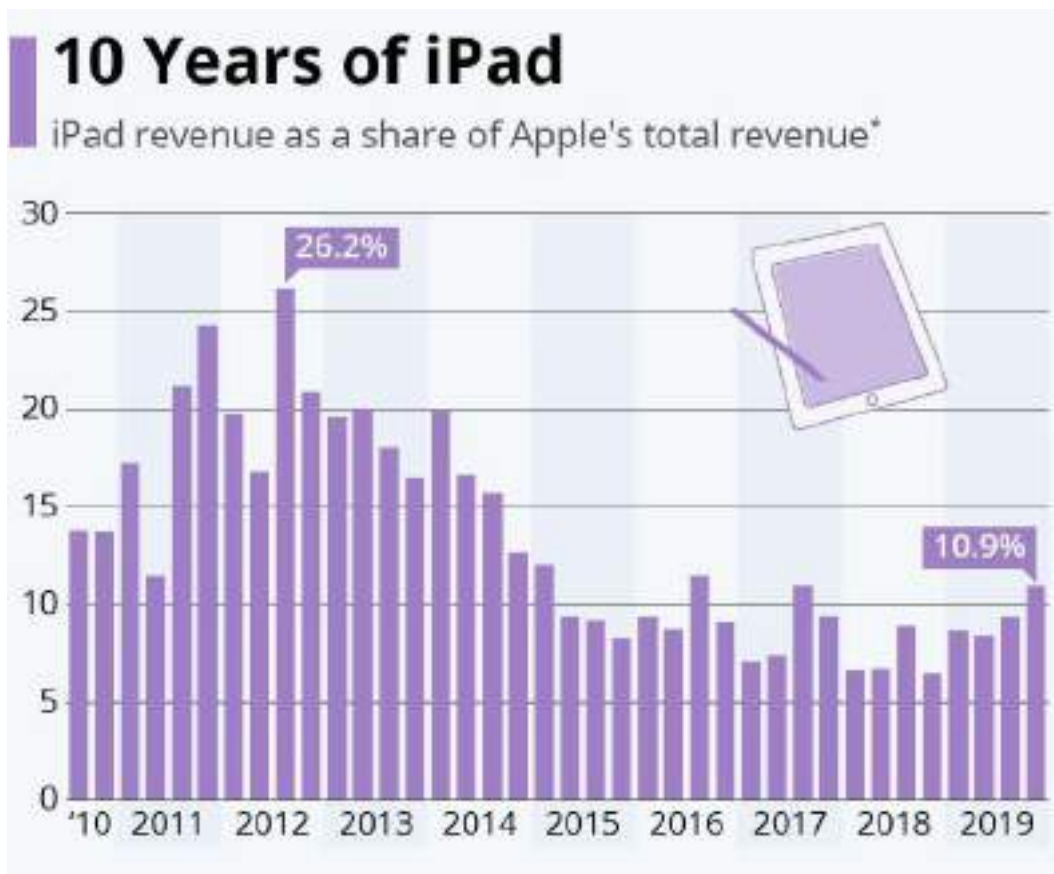
<b>Positive changes</b>	<b>Negative changes</b>

decline	gain	drop	increase	rocket	plummet	double	fall	halve
level off	triple	recover	decrease	fluctuate	improve	peak	rise	jump

**b) Make sentences about the diagrams below using the verbs and nouns from task 4a.**



- 1) The sales \_\_\_\_\_ happened in 2009.
- 2) There was a sharp \_\_\_\_\_ in 2010.
- 3) Year 2012 was the worst because the sales almost \_\_\_\_\_ (approximately 1200 to 2000).
- 4) Since 2013, the situation has started to \_\_\_\_\_.
- 5) Between 2016 and 2019, the numbers were \_\_\_\_\_ a bit.



- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

**c) Study the rules of saying complex numbers in English. Find the general patterns in group A and then read the numerals in group B.**

A

7.5 – seven point five

9.87 – nine point eight seven/nine point eighty-seven

10.546 – ten point five four six

0.03 – zero point zero three/point zero three

$\frac{1}{2}$  - one half

$\frac{2}{5}$  - two fifths

$\frac{3}{4}$  - three quarters

$2\frac{1}{2}$  - two and one-half

B

4.68	$\frac{7}{10}$	0.335	3.7	16.772354	$5\frac{1}{4}$	8.23	0.5	4.6889
$\frac{1}{16}$	45.7	$17\frac{1}{2}$	0.99	100.736543	$\frac{1}{15}$	$33\frac{3}{4}$	6.15	$\frac{4}{7}$

**d) Read the piece of report aloud paying attention to the numerals.**

It was a bad day for the London market. Following disappointing results from Fed Ex in the US and fears of a credit crunch. The FfSE 100 fell 105 points or 1.8 percent to 5,756.9, while the FTSE 250 fell 189.1 points or 1.9 per cent to 9,534.8.

Shares in the medical devices group rose 2.9 percent to 595 ½ after UBS upgraded the stock to a 'buy' recommendation.

On the other hand, British Airways went down 5.2 per cent to 225 ¾ and even further after Morgan Stanley cut its target to 149. This was because of worries about fuel prices.

Tate and Lyle, the sugar and sweeteners group, lost 5.2 per cent to 402 ¼ after CityGroup lowered its forecasts because of rising corn prices. Following recent floods in the US the cost of com has risen 25 per cent.

**e) Write your own report on one of the topics. Use the plan from TASK 3 and draw any graphs you need to present the information.**

**1) You work in the finance department of a café chain. You have been asked for information about the company's turnover and pre-tax profits over the previous six months.**

- **Comment on the situation using your graphs;**
- **Make a brief forecast for the future;**
- **Think of the ways to make more profit from the cafés.**

**2) Your company is going international creating a subsidiary in some other country. As a senior manager, present a report concerning the things they should consider before doing so.**

- **Analyze the reasons your company decided to choose this country for expansion;**
- **Speak about important facts concerning the laws and culture of doing business locally;**

- - Forecast possible problems in the near future and the ways to deal with them.

## **TASK 5. Translate into English**

**A**

- 1) кругова діаграма
- 2) глибинний аналіз конкретної проблеми
- 3) стрімке падіння
- 4) чернетка звіту
- 5) розповсюдити документ
- 6) коливання доходів
- 7) результати розслідування

**B**

- 1) Мета першої чернетки полягає не в тому, щоб написати ідеальний документ, а радше в тому, щоб перенести всі основні моменти вашої інформації з ваших думок на сторінку.
- 2) Діаграми-піраміди найкраще підходять для демонстрації ієрархічних відносин у компанії.
- 3) Метою звіту є інформування, навчання та представлення варіантів і рекомендацій для майбутніх дій.
- 4) У центрі уваги кожного звіту знаходиться розділ «Висновки», тобто частина, де ви представляєте свою інтерпретацію даних.
- 5) Так звана «розумова карта» допоможе вам записувати та доповнювати ідеї під час мозкового штурму у команді.



## TASK 6. Grammar – Conjunctions

A conjunction is a part of speech that is used to connect words, phrases, clauses, or sentences. Conjunctions are considered to be invariable grammar particles, and they may or may not stand between items they conjoin.

### Types of Conjunctions

**Coordinating conjunction** – Also known as coordinators, these conjunctions coordinate or join two or more sentences, main clauses, words, or other parts of speech which are of the same syntactic importance (*for, and, nor, but, or, yet, so*).

**Subordinating conjunctions** – Also known as subordinators, these conjunctions join dependent clauses to independent clauses (*as, whenever, when*).

**Correlative conjunction** – These conjunctions correlate, working in pairs to join phrases or words that carry equal importance within a sentence (*both/and, either/or, neither/nor, not only/but also*).

### Task 1. Choose the best coordinating conjunction.

1) Would you rather have cheese \_\_\_\_\_ bologna on your sandwich?

For    Nor    Or    So

2) His two favorite sports are football \_\_\_\_\_ tennis.

Or    And    Nor    For

3) I wanted to go to the beach, \_\_\_\_\_ Mary refused.

But    Or    So    For

4) I am allergic to cats, - \_\_\_\_\_ I have three of them.

Or            For            Yet            So

5) I am a vegetarian, -\_\_\_\_\_ I don't eat any meat.

So            Yet            Nor            But

**Task 2. Choose the best subordinating conjunction.**

1) I visit the Grand Canyon \_\_\_\_\_ I go to Arizona. (once, whenever, wherever)

2) This is the place \_\_\_\_\_ we stayed last time we visited. (where, when, how)

3) \_\_\_\_\_ you win first place, you will receive a prize. (wherever, if, unless)

4) You won't pass the test \_\_\_\_\_ you study. (when, if, unless)

5) I could not get a seat, \_\_\_\_\_ I came early. (as, though, when)

6) We are leaving Wednesday \_\_\_\_\_ or not it rains. (if, whether, though)

7) Pay attention to your work \_\_\_\_\_ you will not make mistakes. (so that, unless, or)

8) The musicians delivered a rousing performance \_\_\_\_\_ they had rehearsed often. (though, as, once)

9) She's honest \_\_\_\_\_ everyone trusts her. (if, so, when)

10) Write this down \_\_\_\_\_ you forget. (or, when, lest)

**Task 3. Choose the best correlative conjunction.**

1. She is neither polite \_\_\_\_\_ funny.

1. Or

2. Nor

3. Not

4. Yet

2. \_\_\_\_\_ that is the case, \_\_\_\_\_ I'm not surprised about what's happening.

1. If / then
2. No sooner / than
3. Scarcely / when
4. Whether / or

3. Have you made a decision about \_\_\_\_\_ to go to the movies \_\_\_\_\_ not?

1. If / then
2. Either / or
3. Whether / or
4. What with / and

4. \_\_\_\_\_ had I put my umbrella away, \_\_\_\_\_ it started raining.

1. No sooner / than
2. If / then
3. What with / and
4. Neither / nor

5. This salad is \_\_\_\_\_ delicious \_\_\_\_\_ healthy.

1. Whether / or
2. Both / and
3. Scarcely / when
4. Rather / than

**Task 4.** Choose your answers from the options given in the table below. You can use some of them twice.

*as, because, so, and, but, though, if, although, when, before, until, unless*

I. \_\_\_\_\_ he was not ready, we went without him.

II. He asked me \_\_\_\_\_ I had seen his keys.

III. I was angry \_\_\_\_\_ I had lost my way.

IV. Please wait here \_\_\_\_\_ the manager arrives.

V. He put on his coat \_\_\_\_\_ went out.

VI. I called him many times, \_\_\_\_\_ he did not answer my calls.

VII. \_\_\_\_\_ you mend your ways, you will land in big trouble.

VIII. He had gone \_\_\_\_\_ I arrived.

IX. \_\_\_\_\_ they arrived, I was working in the garage.

## **Unit 10. Presentations**

### **TASK 1. Answer the questions.**

- 1) Think about the last time you have to make the slides for a presentation. What was the occasion? What were they about? Did you follow any specific pattern?**
- 2) Have you done any presentations when you were at school? What were the popular formats?**
- 3) Which programs for making presentations do you know? Which one would you recommend?**

### **TASK 2. Watch a video [How to Write a PowerPoint Presentation](#):**

**a) Watch the first part (0:00-2:30) and complete the following pieces of advice with the basic vocabulary for the unit.**

- 1) You can see an \_\_\_\_\_ of slides inside the presentation.
- 2) Your outline serves as a \_\_\_\_\_ to build your slides.
- 3) \_\_\_\_\_ statement outlines the topic of your presentation.
- 4) Circle back and \_\_\_\_\_ the key points.
- 5) If you use a lot of key points, you'll end up with a \_\_\_\_\_, overlong presentation.
- 6) The outline helps you write the Power Point Presentation \_\_\_\_\_.
- 7) Organize your information into the logical \_\_\_\_\_.

**b) Finish watching the video and make the list of tips.**

First slide: \_\_\_\_\_

Second slide: \_\_\_\_\_

General principles: \_\_\_\_\_

### **TASK 3. Read the text.**

#### **How to write an effective presentation**

##### **1. Keep text on slides lean**

A 2019 presentation design report by Venngage, an infographic design service, surveyed 400 presenters at the 2018 MarTech conference. It found that more than half (54.9%) of respondents said presentations had less than 25% text.

The audience has the challenge of not only listening to what you're saying but also reading unspoken physical cues (e.g. hand gestures, eye contact, etc.) — in addition to reading the text on your slides. Using slides to present a full-fledged essay, for example, is one of the common presentation mistakes to avoid.

Instead, draw out immediately relevant information from your narrative and feature these core ideas and points on slides. Some presenters use the “6×6 technique” to avoid getting too wordy in their presentation. This guideline suggests using no more than six bullet points or lines per slide with no more than six words per line.

##### **2. Stick to one idea per slide**

Like keeping slides visually uncluttered, focusing on one key idea per slide can help your audience easily follow along. Too many ideas on one slide can detract from the importance of each idea.

By featuring only one idea or claim per slide, you're also giving the idea room for visual impact. For example, you can experiment with fonts and image sizes to deliver the effect you want.

### **3. Simplify your sentences**

One way to minimize the amount of text on your presentation is by using punchy phrases that aren't full sentences.

For example, instead of writing, "The advantages of fondant icing are that it's great for sculpting various cake designs, it's easy to roll out into a smooth sheet, and it locks in the cake's moisture," you can simplify this idea as:

***Fondant pros:***

*Sculpting designs*

*Smooth roll-out*

*Keeps cake moist*

Concise phrases that aren't full sentences and include less punctuation (e.g. commas and periods) communicate the message without distracting text.

### **4. Include powerful visuals**

The same Venngage survey found that 84.3% of presenters highly focused on visuals when creating their presentations. Adding visual elements to your presentation makes your deck more engaging and dynamic.

The caveat, however, is that visuals used as an afterthought can counter your idea rather than complement it. Visual elements like a nostalgic photo can appeal to the audience's emotions in a way that a generic stock photo might not.

Similarly, using eye-catching graphs and charts to simplify complex information instead of writing out a slew of statistics as text can keep your audience from getting overwhelmed with data.

## **5. Write for your audience**

When it comes to the words you use in your presentation, it's important to keep your audience in mind. Are you speaking to a room of tenured professionals on the topic? Does the audience have mixed levels of knowledge about your subject matter?

Depending on who your presentation is for, consider whether it's appropriate to use jargon that might isolate your audience. Even if you're speaking to peers who are familiar with the technical language, explaining your point without jargon might keep your audience engaged about your idea.

## **6. Don't use slides as notes**

An effective presentation has elements that don't always make it into the presented deck. An anecdotal story during your introduction, for example, is a presentation technique that's more effective when spoken rather than written on a slide.

A fundamental presentation mistake is reading off of your presentation deck, word for word. Not only does this go against the first tip shared above, but it also leads to a disengaged, bored audience. After all, if all of your notes are written on the slides, you might as well share the deck with the audience digitally and spare everyone's time.

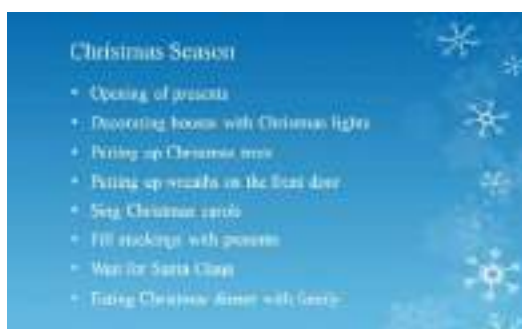
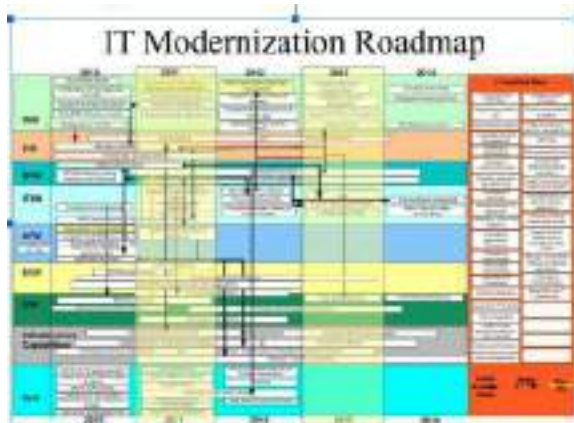
### **TASK 4. a) Look at the examples of bad presentation slides.**

**- What's wrong with them?**

**-Think about the ways you can improve them e. g.:**

- change something in the style;
- divide them into several slides;
- transform the text and bullet points
- ...





**b) Read the text and complete it with the proper translation of the words in brackets.**

## Best Presentation Software: A Comparison

## 1. Visme

Visme is a powerful presentation *(програмне забезпечення)* and a content authoring *(інструмент)*. It has a *(зручний для користувача)* interface and an extensive set of options that make it easy for both beginners and *(досвідчених)* professionals to design and deliver *(впливові)* presentations.

Making professional presentations with Visme is easy and *(прямолинійно)*. Create slides *(з нуля)* using content blocks and the extensive *(бібліотеки слайдів)* categorized by style. You can also use Visme to create other *(візуальне наповнення)*, such as digital documents, animated infographics, *(інтерактивні звіти)* and whiteboards. There are tons of *(шаблонів, що налаштовуються)* that come *(вбудовані)* with the app.

## **2. Prezi**

Prezi offers a *(прекрасну альтернативу)* to the traditional presentation format that goes *(слайд за слайдом)*. The creative idea behind Prezi is you can create an animated, *(непослідовний потік)* with topics and *(підтемами)* that are hidden until you *(приблизити зображення)*.

While Prezi's interface can be *(трохи ускладненим)* to use, it's a good option for people who need to add some *(творчості)* to their presentations.

## **3. Google Slides**

Google Slides is the presentation software *(доступна через)* your Google account. Just like you can create *(документи та таблиці)* with Google Docs and Sheets, you can create presentations with Google Slides.

The *(налаштування)* is very similar to PowerPoint and is *(безкоштовно)* to use for anyone with a google account. *(Існує)* a business version called G Suite, which includes *(такі ж самі)* things with more *(можливостями для зберігання)*.

## **4. Canva**

Canva is not only a presentation software but also a *(повноцінна програма-редактор)* for all visual *(потреб)*. Presentation creation is only one of the *(можливостей)* with Canva. It has become a *(розповсюдженим вибором)* with bloggers and *(бізнесом удома)*.

## **5. Ludus**

Ludus is one of the *(найкращих на вигляд)* presentation tools *(доступних для завантаження)*. The main *(приваблюючі риси)* with Ludus are the clean black screen to edit on and the *(велика кількість вбудованих програм)* that give importing capabilities for all sorts of content, from photography to *(написання коду)*.

### **c) Which program is this fact about?**

1. You can create an animated flow of slides with different subtopics.
2. There is a black screen as a background.
3. It is possible to use your account in other service for using this program for free.
4. This program is very beginner-friendly.
5. If you need to do business, a specially adapted version of this program is available.

### **d) Create your own presentation (3-5 slides) about you as a professional or the company you want to work with in the future:**

- Choose programs and tools which suit your ideas best;
- Think about specific design features (colour, text blocks, fonts);
- Use an appropriate amount of photos and pictures;
- Be concise in your writing (use short phrases, bullet points, tables etc.)

## **TASK 5. Translate the words.**

### **A**

1. послідовність слайдів
2. вбудовані програми
3. блок тексту (на слайді)
4. логічний потік інформації
5. зчитувати текст зі слайду
6. впливові візуальні елементи
7. наближувати зображення

### **B**

1. Коли йдеться про слова та професійні терміни, які ви використовуєте у своїй презентації, важливо пам'ятати про свою аудиторію.
2. Використання візуально привабливих графіків і діаграм для спрощення складної інформації може вберегти вашу аудиторію від перевантаження даними.
3. Налаштування та функції цієї програми дуже схожі на Power Point, а тому є зручними для новачків у сфері створення презентацій.
4. Один із способів мінімізувати кількість тексту у вашій презентації – використовувати яскраві фрази, які не є повними реченнями.
5. Існує велика кількість шаблонів, вбудованих у програму, які можна змінювати за потребами користувача.

## **TASK 6. Grammar – Conjunctions.**

**1. Fill in the sentences with *while* or *during*. Work out the difference in their usage.**

- 1) We met \_\_\_\_ the Xmas holidays.
- 2) I learned French \_\_\_\_ I was working in Paris.
- 3) It happened \_\_\_\_ I was out.
- 4) It happened \_\_\_\_ my lunchbreak.
- 5) I fell asleep \_\_\_\_ the film.
- 6) \_\_\_\_ working there, I met some really nice people.

**2. Fill in the sentences with *because* or *because of*. Work out the difference in their usage.**

- 1) We stopped playing tennis ..... the rain.
- 2) It was all ..... her that we got into trouble.
- 3) We had to hurry indoors ..... the weather got worse.
- 4) We didn't arrive until seven o'clock ..... the traffic was terrible
- 5) He can't drive ..... his illness.
- 6) They came to London ..... he got a job there.

**3. Complete the clauses of reason.**

1) \_\_\_\_ she was under a lot of pressure, she never complained.

Despite

However

Although

2) He was very talented. \_\_\_\_\_, he was very lazy and lacked ambition.

Although

However

In spite of

3) They won the match \_\_\_\_\_ not having their star player.

However

In spite of

Although

4) We arrived earlier \_\_\_\_\_ we could sit in the first row.

So as to

So that

For

5) She is very good. \_\_\_\_\_, she is not the best.

However

Despite

Although

6) \_\_\_\_\_ his age, he did a very good job.

Although

However

Despite

**4. Complete the sentences with *what, when, why, because, after, but* or *that*.**

1. They stayed at home \_\_\_\_\_ it was raining heavily.

2. People cause accidents \_\_\_\_\_ they drink and drive.

3. Tommy went to his friends \_\_\_\_\_ he had had lunch.

4. I wanted to help him, \_\_\_\_\_ he said he could do it himself.

5. You should know \_\_\_\_\_ smoking is bad for your health.

6. Linda's father always watches TV \_\_\_\_\_ he comes home from work.

7. Tommy decided to leave \_\_\_\_\_ it was dark outside.

8. We were playing tennis \_\_\_\_\_ it started to rain.

9. Do you know \_\_\_\_\_ he started playing chess?
10. Tim knew \_\_\_\_\_ he will work in his holidays.
11. I can't understand \_\_\_\_\_ she hasn't phoned yet.
12. They were very proud \_\_\_\_\_ they won.
13. He didn't know \_\_\_\_\_ time they had left the party.
14. He broke his arm \_\_\_\_\_ he fell down the tree.
15. She wanted to open the door, \_\_\_\_\_ she couldn't find the key.



## Unit 11. Money

### **TASK 1. Answer the questions**

**1 What do people need money for?**

**2 What do you know about the currency used in your country?**

**3 What is the best method of payment (cash, credit card, etc.)? Why? Give your argument pro and against each type.**

### **TASK 2. a) Complete the definitions**

<b>1</b> currency	<b>a</b> money or property, especially when it is used to start a business or to produce more wealth
<b>2</b> transaction	<b>b</b> a sum of money that a person or organization owes
<b>3</b> barter	<b>c</b> the system or type of money that a country uses
<b>4</b> goods	<b>d</b> a system of exchanging goods and services for other goods and services rather than using money
<b>5</b> capital	<b>e</b> things that are produced in order to be sold
<b>6</b> debt	<b>f</b> a business deal or action, such as buying or selling something

**b) Look at the most common verbs used with the word *money*. Explain their meaning and make word combinations with them**

earn      make      inherit      find      borrow

MONEY

spend      waste      invest      lose      lend

**c) Complete the sentences with a suitable verb and answer them.**

1. If you suddenly ..... a lot of money from a relative, what would you spend it on?
2. Have you ever ..... money to a charity? If so, what was it?
3. Is there something you'd really like to own but can't ..... to buy? If so, what is it?
4. How much money did you ..... yesterday? What did you buy?
5. Have you ever ..... money to a friend? If so, did they pay you back?

**TASK 3. a) Read the text.**

**MONEY**

Economics offers various definitions for money, though it is now commonly defined as any good or token that functions as a medium of exchange that is socially and legally accepted in payment for goods and services and in settlement of debts. Money also serves as a standard of value for measuring the relative worth of different goods and services. The use of money provides an easier alternative to barter, which is considered in a modern, complex economy to be inefficient because it requires a coincidence of wants between traders, and an agreement that these needs are of equal value, before a transaction can occur.

Money is generally considered to have the following characteristics:

"Money is a matter of functions four, a medium, a measure, a standard, a store". To function as money, the monetary item should possess a number of features:

1. It is a medium of exchange.
2. It should have liquidity, and be easily tradable, with a low spread between the prices to buy and sell, in other words, a low transaction cost.
3. It should be easily transportable; precious metals have a high value to weight ratio. This is why oil, coal, vermiculite, or water is not suitable as money even though they are valuable. Paper notes have proved highly convenient in this regard.
4. It should be durable. Money is often left in pockets through the wash. Some countries (such as Australia, New Zealand, Mexico and Singapore) are making their

bank notes out of plastic for increased durability. Gold coins are often mixed with copper to improve durability.

5. It is a unit of account. A unit of account is a standard numerical unit of measurement of the market value of goods, services, and other transactions.

6. It should be divisible into small units without destroying its value; precious metals can be coined from bars, or melted down into bars again. This is why leather and live animals are not suitable as money.

7. It should be fungible: that is, one unit or piece must be exactly equivalent to another, which is why diamonds, works of art or real estate are not suitable as money.

8. It must be a specific weight, or measure, or size to be verifiably countable. For instance, coins are often made with ridges around the edges, so that any removal of material from the coin (lowering its commodity value) will be easy to detect.

9. It is a store of value. Money must be able to be reliably saved, stored, and retrieved.

### **Modern forms of money**

Banknotes (also known as paper money) and coins are the most liquid forms of tangible money and are commonly used for small person-to-person transactions. Today, gold is commonly used as a store of value, but is not often used as a medium of exchange or a unit of account. But central banks do use gold as a unit of account.

There are also less tangible forms of money, which nevertheless serve the same functions as money. Checks, debit cards and wire transfers are used as means to more easily transfer larger amounts of money between bank accounts. Electronic money is an entirely non-physical currency that is traded and used over the Internet.

### **b) Answer the following questions to the text**

1 What are the basic money functions?

2 For what reason is barter considered being less efficient than money?

3 What forms of money are mentioned in the text?

4 Which forms of money are the most suitable to be used as money?

5 How do some countries make their banknotes more durable?

6 What is electronic money?

**c) Mark the sentences as True (T) or False (F)**

- 1 There are a lot of definitions for money.
- 2 The use of money is as convenient as barter.
- 3 Efficient barter means that the traders' needs coincide.
- 4 Precious metals can't be used as money because they are too heavy.
- 5 Gold can serve the same functions as money.
- 6 Checks and debit cards are commonly used for small person-to-person transactions.

**TASK 4. a) Complete the sentences by circling the correct money verb.**

1. Gerald's brother encouraged him to *inherit* / *invest* money in his friend's new business.
2. Can I *borrow* / *lend* £10? I promise to pay you back soon.
3. The generous old lady decided to *donate* / *charge* £3000 to the local hospital.
4. The waiter forgot to *lend* / *charge* me for my second glass of wine.
5. I can't *afford* / *spend* to eat in that restaurant. Their prices are ridiculous!
6. When Jack's uncle dies, he will *inherit* / *invest* his house and his business.
7. I opened my wallet and realised that I didn't have enough money to *pay* / *charge* for the drinks.
8. I'm not surprised you're always broke. You *spend* / *pay* all your money on beer!
9. I'm trying to *save up* / *spend* for a car, so I'm doing a lot of overtime at the moment.
10. I'll *lend* / *borrow* you the money, but I need it back by the end of the week.

**b) Complete the sentences with the proper money word.**

*fine fares tip rent charity shares bill debts account loan*

1. Peter borrowed some money from me because he needed to pay the landlord his \_\_\_\_\_.
2. Jen used the money she inherited after her uncle's death to pay off all her \_\_\_\_\_.
3. If I won £1 million, I'd donate save most of it to a \_\_\_\_\_ such as the local dog's home.
4. Commuting is expensive. I spend nearly \$50 a week on train \_\_\_\_\_.
5. Although the meal was good, I couldn't afford to leave the waiter a \_\_\_\_\_.
6. Fred couldn't give me the money, so I had to take out a \_\_\_\_\_ from the bank.
7. After being caught speeding, I had to pay a large \_\_\_\_\_.
8. Rex is saving up for a new boat, so he's putting all his money in a special bank \_\_\_\_\_.
9. The company wasn't doing well, so I decided not to invest in its \_\_\_\_\_.
10. I looked at the \_\_\_\_\_ and realised they'd charged us for two drinks instead of one.

**c) Can you guess the meaning of popular money idioms? Use the sentences for help.**

- 1) You paid for dinner last Saturday. This time let's ***go Dutch***, okay?
- 2) "Mum, I want all these computer games. Please, buy them for me!" "Calm down, Paul, ***money doesn't grow on trees***."
- 3) We were both laid off, so it looks like we'll have to ***tighten our belts*** until we find work.
- 4) I had to use my credit card limit, so now I'm ***in the red***.
- 5) No, I can't afford that. It costs ***an arm and a leg***.
- 6) We need to start ***saving for a rainy day***.

**d) Complete the sentences with the correct forms of the capitalized words in brackets.**

Many years ago people traded (1) \_\_\_\_\_ (DIFFER) kinds of goods with one another. A farmer traded his grain grown on his plot with a (2) \_\_\_\_\_ (BAKE) for some loaves of bread. A fisher traded some of the (3) \_\_\_\_\_ (DAY) catch of fish with a smith for a spade or an axe. Such an exchange of goods or services by trading was called bartering.

Bartering was a good way to do (4) \_\_\_\_\_ (BUSY) when people wanted to make an (5) \_\_\_\_\_ (ACCEPT) trade. For example, a farmer might want to exchange a pig for a sheep, but first would have to find another person who wanted to make such a trade. This might take a lot of time and effort and, sometimes, might be (6) \_\_\_\_\_ (POSSIBLE).

Bartering was also an acceptable way to do (7) \_\_\_\_\_ (BUSY) when both parties could agree on the worth or value of what they had to trade. But how much grain was a baker's loaf of bread worth? How many fish were equal to the value of the time spent by the smith (8) \_\_\_\_\_ (MAKE) the spade or the axe?

So it became clear that something new was needed that would be acceptable by everybody in (9) \_\_\_\_\_ (CHANGE) for goods and services. That "something" was money.

**TASK 5. Translate the following sentences.**

A

- 1) одиниця розрахунку
- 2) обмін валют
- 3) рівнозначні частини
- 4) золотий злиток
- 5) підвищена зносостійкість
- 6) прийняти майно у спадок

7) виконувати функцію посередника

## В

- 1) Гроші мають чотири основні функції: засіб обміну, засіб заощадження, розрахункова одиниця, відстрочений платіж.
- 2) Гроші не мають вартості самі по собі, але вони служать засобом для обміну товарів.
- 3) Гроші дозволяють людям визначити вартість товарів і послуг.
- 4) Позика – це сума грошей, яку людина або фірма бере в борг у банку.
- 5) Чеки і кредитні картки стають більш популярним засобом платежу, ніж гроші.
- 6) У деяких країнах іноземна валюта використовується поряд з національною валютою.

## Grammar – Active and Passive Forms

The passive voice is formed by using a form of the auxiliary verb “be” (be, am, is, are, was, were, being, been) followed by the past participle of the main verb.

### Active

He *loves* me.

We *took* our children to the circus.

A thief *stole* my money.

### Passive

I *am loved*.

The children *were taken* to the circus.

My money *was stolen*.

The passive voice is used when we want to emphasize the action (the verb) and the object of a sentence rather than subject. This means that the subject is either less important than the action itself or that we don't know who or what the subject is.

When we know who the subject is, we put it at the end with *by*. We call this an agent.

Passive: The Mona Lisa was painted *by Leonardo Da Vinci*. (agent =Leonardo Da Vinci).

<b>Tense</b>	<b>Auxiliary verb + sample V3 (past participle)</b>	<b>Examples</b>
Present simple	<b>am, is, are</b> + made	Wine is made from grapes. Many cars are made in Japan.
Present progressive	<b>am, is, are</b> + <b>being</b> + sent	The document is being sent right now. I am being sent to work in the London office.
Past simple	<b>was, were</b> + invited	John was invited to speak at the conference. We were invited to Daniel and Mary's wedding.
Past progressive	<b>was, were</b> + <b>being</b> + washed	The dog was being washed when I got home. Their cars were being washed while they were in the mall shopping.
Future (will)	<b>will be</b> + signed	The contract will be signed tomorrow. The documents will all be signed by next week.
Future (going to)	<b>am, is, are</b> + <b>going to be</b> + built	A bridge is going to be built within the next two years. New houses are going to be built in our neighborhood.
Present perfect	<b>has, have</b> + <b>been</b> + sold	That start-up has been sold for \$5 million. The rights to his book have been sold for \$250,000.
Past perfect	<b>had</b> + <b>been</b> + hired	The new manager had been hired before John left the company. All the employees had hired before the store opened.



Future perfect	<b>will + have been + finished</b>	The car will have been loaded by the time he gets home. The crates will have been loaded by then.
Modals: can/could	<b>can, could + be + issued</b>	A passport can only be issued at the embassy. He said the documents could be issued within the week.
Modal: have to	<b>have to, has to, had to + be + arranged</b>	A babysitter has to be arranged for this evening. Joan's travel plans have to be arranged by December.
Modal: must	<b>must + be + stopped</b>	Criminals must be stopped before they commit crimes.

### Task 1. Write passive sentences in Past Simple.

1. the test / write
2. the table / set
3. the cat / feed
4. the lights / switch on
5. the house / build
6. dinner / serve
7. this computer / sell / not
8. the car / stop / not
9. the tables / clean / not
10. the children / pick up / not

### Task 2. Put the following sentences into the passive voice.

1. They make shoes in that factory.

Shoes \_\_\_\_\_ in that factory.

2. People must not leave bicycles in the driveway.

Bicycles \_\_\_\_\_ in the driveway.

3. They built that skyscraper in 1934.

That \_\_\_\_\_ skyscraper in 1934.

4. The students will finish the course by July.

The course \_\_\_\_\_ by July.

5. They are repairing the streets this month.

The streets \_\_\_\_\_ this month.

6. They make these tools of plastic.

These tools \_\_\_\_\_ of plastic.

7. They have finished the new product design.

The new product design \_\_\_\_\_ .

8. They were cooking dinner when I arrived.

Dinner \_\_\_\_\_ when I arrived.

9. Smithers painted 'Red Sunset' in 1986.

'Red Sunset' \_\_\_\_\_ in 1986 by Smithers.

10 .Did the plan interest you?

\_\_\_\_\_ in the plan?

11. They had finished the preparations by the time the guests arrived.

The preparations \_\_\_\_\_ by the time the guests arrived.

12. They are going to perform Beethoven's Fifth Symphony next weekend.

Beethoven's Fifth Symphony \_\_\_\_\_ next weekend.

13 .Someone will speak Japanese at the meeting.

Japanese \_\_\_\_\_ at the meeting.

14. Karen is going to prepare the refreshments.

The refreshments \_\_\_\_\_ by Karen.

15. Toyota manufactures this car in Japan.

This car \_\_\_\_\_ in Japan.

**Task 3. Rewrite the sentences in passive voice.**

1. I confirm the reservation.

2. We will deliver the goods immediately.

3. We arranged a meeting.

4. You can cancel the contract within five business days.

5. They execute all orders carefully.

6. You have made a mistake.

7. We are processing your order.

8. Jane had booked a flight.

9. He has not answered our letter.

## Unit 12. Portfolio

### **TASK 1. Answer the question.**

**1) What is a portfolio? Have you made any kind of it at school or during university studies?**

**2) Think about the elements you can include in:**

- a designer portfolio;**
- a financial portfolio;**
- a language portfolio;**
- any other type of portfolio you can think about.**

### **TASK 2. a) Look at the examples of a professional portfolio pages:**

- What is the idea of the pages shown?**
- What type of information is included?**
- Which graphic elements are presented and why?**

**D.**

[Portfolio](#) [About](#) [Resume](#) [Contact](#)

## **Hi, I'm Daniel.**

Product designer and developer fascinated by social change. Currently, I'm based in Washington, D.C., designing News experiences for **Google**.

[Check out my work](#)



**A**



B

**b) Look at the examples of so-called power words you can use in your portfolio. Put them into proper sentences. Some of them can fit into more than one variant.**

**Teamwork:** *collaborated supervised supported contributed facilitated*

- 1) They \_\_\_\_\_valuable support to clients and colleagues throughout the project lifecycle.
- 2) He skillfully \_\_\_\_\_client meetings to maintain forward momentum for projects.
- 3) She \_\_\_\_\_effectively and was a team player when working as part of a remote team.
- 4) She \_\_\_\_\_thoughtfully during team discussions, sharing potential solutions during challenging situations.
- 5) He \_\_\_\_\_team efforts to successfully achieve project milestones.

**Communication:** *articulated negotiated presented employed spearheaded*

- 6) They \_\_\_\_\_ persuasive presentations to communicate proposals to stakeholders.

- 7) She \_\_\_\_\_respectfully and effectively to achieve mutually beneficial outcomes.
- 8) He \_\_\_\_\_compelling slideshows to diverse audiences of varying sizes.
- 9) They clearly \_\_\_\_\_project timelines, objectives, and milestones to project managers.
- 10) She \_\_\_\_\_advanced design programs to create eye-catching web designs.

**Creativity:** *conceptualized   designed   transformed   innovated   strategized*

- 11) He \_\_\_\_\_ unique design solutions in the face of challenging project issues.
- 12) They \_\_\_\_\_captivating brochures that met and exceeded project and client specifications.
- 13) She \_\_\_\_\_ successful advertising campaigns to increase brands' returns on investment.
- 14) He \_\_\_\_\_ and implemented action plans to reach different target markets.
- 15) They\_\_\_\_\_ basic wireframes into interesting, functional mobile applications.

**Problem-solving:** *forecasted   multitasked   debugged   initiated   accomplished*

- 16) She \_\_\_\_\_ the resolution of client queries thoughtfully and professionally.
- 17) He \_\_\_\_\_market statistics to successfully devise and implement strategies to increase conversion rates.
- 18) They \_\_\_\_\_ mobile applications to client specifications.
- 19) She \_\_\_\_\_ improved efficiency throughout the organization via streamlining standard operating procedures.
- 20) He \_\_\_\_\_to submit several projects on time.

**TASK 3. Read and translate the text.**

## How to Create a Career Portfolio

*Your résumé may have gotten you an interview, but once in the interview, you want to make sure you really stand out. A career portfolio provides you an opportunity to showcase your achievements and samples of your work product to give potential employers a better idea of what you bring to the table.*

1) Start with an up-to-date copy of your résumé. Your résumé is one of the most basic, and perhaps most important, documents in your portfolio. This document summarizes your education and experience and should always be in your portfolio, even if you've already submitted it separately to the potential employer. You may want to keep more than one copy of your résumé in your portfolio, in case a potential employer wants one.

2) Create lists of skills and qualifications. Think about all the things you can do and make a list. If you have skills in a variety of different areas, you may want to categorize them, or create separate skills pages so you can add or subtract as needed to make your portfolio relevant to the job for which you're interviewing. Include people skills, such as the ability to negotiate, lead, or communicate well.

3) Include proof of licenses, degrees, and certifications. Scan or make copies of paper licenses and certificates to include in your portfolio. For degrees, you might include transcripts and highlight relevant courses. If you're including transcripts, scan it so you can make multiple copies. You may be applying for different jobs for which you would highlight different courses.

4) Get letters of recommendation. Letters of recommendation from people with knowledge of your skills and work ethic can persuade potential employers. If someone else had a good experience working with you, it gives a potential employer an idea of what they can expect. Former employers are good sources for recommendations, provided you left on good terms and had a good relationship with your boss or supervisor. Professors or instructors are good sources for recommendations as well.

5) Collect samples of your work. Choose samples that are recent, showcase your skills, and generally make you look good. If you're just getting started, you may want to include samples from school projects rather than something you produced at work. You can create examples of your work just for your portfolio, but don't go overboard. Potential employers will be more impressed by something you created for a former employer or in a class, where you were under time constraints and your work was evaluated by a supervisor or instructor.

6) Start with a title page and table of contents. Your title page should have basic information about you, including your name and contact information. Your table of contents sets out the sections of your portfolio and the types of documents included in each section, for quick reference.

7) Categorize your portfolio contents. Your categories may differ somewhat depending on your skills and career field. Generally, however, the easiest way to organize your portfolio is to think about how a typical job interview would go. For example, most interviewers start off the interview with a question along the lines of "Tell me a little about yourself." Make this question easy by making "About Me" the first section in your portfolio. You may also have separate sections for education, employment, and leadership or community involvement.

**TASK 4. a) Find the proper picture for all the steps in task 3.**



A



B



C



D



E



F



G



**b) Read the tips and find the headlines for them. There are two extras.**

### **5 Design Portfolio Mistakes that'll Send Clients Running (In the Wrong Direction)**

1 \_\_\_\_\_

Imagine you're on a date and the other person shows up with their clothes unwashed, hair disheveled, and sneakers covered in dust. Now imagine a portfolio website cluttered with bad grammar, inconsistent visuals, and low-resolution images.

When clients and hiring managers look at these portfolio websites, it takes them less than a second to decide you're not a serious contender... and assume you just aren't that into them.

2 \_\_\_\_\_

"Sadly, they're everywhere," says Jessica Ko, a recruiter of designers for Google. "They're in at least 70% of portfolios I've seen." Showing your work in low-resolution images is like an artist selling her masterpiece for 20 bucks at a thrift shop.

Senior designers know this very well, and will typically spend at least 50% of their time on the presentation of their work. "This is the easiest thing you could possibly fix", says Jessica.

3 \_\_\_\_\_

Clients and hiring managers are more likely to bet on new designers than those who bring in outdated styles. Designs are changing every year, and it's not always easy to keep up.

Are you the kind of person who puts in effort to keep up with the latest design trends? Are you constantly learning and improving your skills? This will greatly improve your chances of getting clients or the jobs you want

4 \_\_\_\_\_

A portfolio with little or no relevance to the role or the company you're applying to isn't going to land you the job. Clients and hiring managers are naturally attracted to those who can help solve problems they're already facing.

Don't have enough work experience? Pick a problem in their product flow and redesign it on your own time. You'd be surprised how much employers like seeing self-initiated projects.

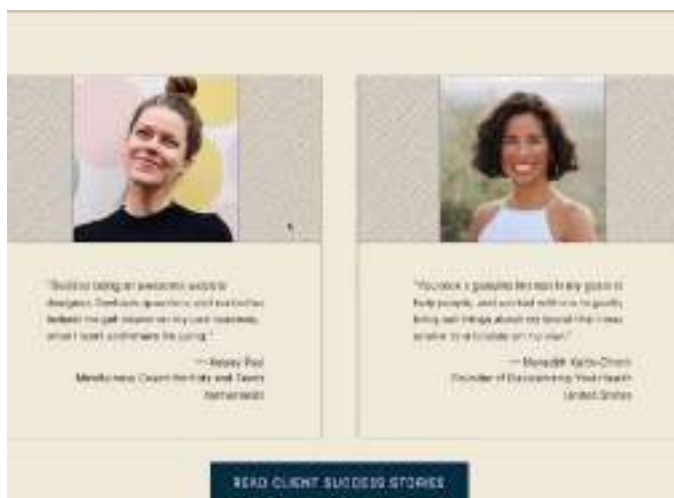
5 \_\_\_\_\_

Your profile photos or social media comments should always paint you in the best possible light. Clients and hiring managers look for reasons to like you. "One third of our lives is spent at work, and we want to spend all that time with people we like. And portfolios are a great way to get to know the candidate's personality," says Jessica.

A couple of tips: A smile goes a long way in your photos. And try to be nice when it comes to comments. If your work is good, the next thing clients will want to know is whether you're the kind of person they'd enjoy spending five days alongside.

- A Not targeting your desired role or company
- B Showcasing styles that died eight years ago
- C Writing irrelevant notes and texts
- D Personal branding that's unpolished or distracting
- E A lack of personality
- F Using low-fidelity images
- G Using the design which is far too bright and striking

**c) Below you have several pair of slides. One of the portfolios in each pair is done right, the other is considered to be bad by professional standards. Find the bad ones and explain your choice.**



**d) Using the examples from TASKS 2 and 4, create the first page of your website portfolio:**

- Write who you are and what you are specialized in;**
- Include one or several features which make you unique (motto, skill list, creative concept etc.);**
- Note a list of pages you can go to from your title page (Works, Contacts, Awards etc.);**
- Use proper design elements and graphics, but don't overdo.**

### **TASK 5. Translate the words.**

**A**

- 1) титульна сторінка
- 2) позиціонування себе як професіонала
- 3) подати документ окремо
- 4) зображення низької чіткості
- 5) демонструвати новітні стилі оформлення
- 6) веб-сторінка, переповнена помилками та шаблонними фразами
- 7) виконувати декілька справ одночасно

**B**

- 1) Якщо людина вміє майстерно переговори, у неї є великі шанси на просування своїх проєктів.
- 2) Ваші фото у профілі та коментарі на бізнес сторінках у соціальних мережах мають показувати ваші кращі сторони.
- 3) У вашому змісті має бути вказано розділи портфоліо та типи документів, включених до кожного розділу, для швидкого ознайомлення із ними.

- 4) Врешті решт компанія змогла розробити та втілити в життя плани щодо приваблення цільової аудиторії.
- 5) Він спрогнозував ринкову статистику, щоб успішно розробити та впровадити стратегії підвищення рівня прибутку.

## **Grammar – Active and Passive Forms.**

### **Task 1. Complete the sentences (Active or Passive Voice). You must either use Present Simple or Past Simple.**

1. The Statue of Liberty \_\_\_\_\_ (give) to the United States by France.
2. It \_\_\_\_\_ (be) a present on the 100th anniversary of the United States.
3. The Statue of Liberty \_\_\_\_\_ (design) by Frederic Auguste Bartholdi.
4. It \_\_\_\_\_ (complete) in France in July 1884.
5. In 350 pieces, the statue then \_\_\_\_\_ (ship) to New York, where it \_\_\_\_\_ (arrive) on 17 June 1885.
6. The pieces (put) together and the opening ceremony \_\_\_\_\_ (take) place on 28 October 1886.
7. The Statue of Liberty \_\_\_\_\_ (be) 46 m high (93 m including the base).
8. The statue \_\_\_\_\_ (represent) the goddess of liberty.
9. She \_\_\_\_\_ (hold) a torch in her right hand and a tablet in her left hand.
10. On the tablet you \_\_\_\_\_ (see / can) the date of the Declaration of Independence (July 4, 1776).

### **Task 2. Rewrite the sentences in passive voice.**

1. Kerrie has paid the bill. -
2. I have eaten a hamburger. -
3. We have cycled five miles. -

4. I have opened the present. -
5. They have not read the book. -
6. You have not sent the parcel. -
7. We have not agreed to this issue. -
8. They have not caught the thieves. -
9. Has she phoned him? -
10. Have they noticed us? –

**Task 3. Take the following sentences in the passive voice and put them into the active voice.**

1. The instructions have been changed.

Someone\_\_\_\_\_ the instructions.

2. She will have to be taught.

Someone \_\_\_\_\_ her.

3. This car was manufactured in Japan by Toyota.

Toyota \_\_\_\_\_ this car in Japan.

4. Why aren't the exercises being finished on time?

Why the exercises \_\_\_\_\_ on time?

5. Last year 2,000 new units had been produced by the time we introduced the new design.

We \_\_\_\_\_ 2,000 new units by the time we introduced the new design last year.

6. Casual clothes must not be worn.

You\_\_\_\_\_ casual clothes.

7. \$400,000 in profit has been reported this year.

The company\_\_\_\_\_ \$400,000 in profit this year.

8. The test will be given at five o'clock this afternoon.

The school \_\_\_\_\_ the test at five o'clock this afternoon.

9. Students are required to wear uniforms at all times.

The school \_\_\_\_\_ students to wear uniforms at all times.

10. This rumor must have been started by our competitors.

Our competitors\_\_\_\_\_ this rumor.

## Unit 13. Formal Synonyms. Language to Avoid

**TASK 1. 1) What features of a formal language do you remember from the previous units?**

**2) Give some examples of specific words or phrases people use in documents and formal letters. Explain their functions.**

**3) What is a cliché? How can you avoid them in your writing?**

**TASK 2. a) Find more formal synonyms to the words below.**

1. buy	a. assist
2. live	b. reside
3. start	c. permit
4. answer, reply	d. acquire
5. get	e. purchase
6. fix	f. respond
7. let	g. repair
8. help	h. commence

**b) Study some more formal synonyms and then use them in the sentences.**

### **Formal vs Informal English**

Formal	Informal	Formal	Informal
Nevertheless	Nonetheless	Decrease	Reduce
Obtain	Get	Demonstrate	Show
Perform	Do	Desist	Stop
Prior to	Before	Discontinue	Stop
Prohibit	Ban	Elucidate	Explain
Promptly	Right away	Emphasize	Stress
Purchase	Buy	Encourage	Urge
Require	Need	Endeavor	Try
Reside	Live	Enlighten	Inform
Subsequently	Later	Examine	Check
Sufficient	Enough	Exceed	Go beyond
Terminate	End	Expeditiously	Quickly
Utilize	Use	Facilitate	Help
Verify	Check	Foresee	Predict
Accomplish	Achieve	Henceforth	From now on
Adapt	Adjust	Implement	Carry out
Administer	Manage	Inquire	Ask



- 1) Let me \_\_\_\_\_ how our application works.
- 2) We should \_\_\_\_\_ new approaches to targeting the clients.
- 3) It is impossible to \_\_\_\_\_ all the difficulties while implementing new product.
- 3) The efforts we are making are not \_\_\_\_\_ for being successful.
- 4) Please \_\_\_\_\_ your order before continuing.
- 5) Our next goal is to \_\_\_\_\_ the importance of safety while construction works.
- 6) You have to \_\_\_\_\_ the research results carefully to write an up-to-date report.

**c) Here are some phrases you shouldn't use in formal writing: some of them are too informal, and some contain mistakes. Give your comments and show the correct equivalent. Consult the dictionary if necessary.**

1. alot
2. and *etc.*
3. anywheres
4. could of
5. hisself
6. furtherest
7. irregardless
8. its'
9. let's us

### **TASK 3. Read and translate the text.**

#### **7 Common Phrases to Avoid in Formal Emails**

The email is a form of written communication, which implies that one should be careful with the choice of words for the email. If you do not choose your words with care, then your email will fail to convey the message effectively, and even worse, might portray you as rude and impolite or even undermine your credibility.

#### ***1) The problem is...***

When you use the phrase the problem is, you set a negative tone to the email. Also, even if there's a problem at hand, projecting it as a problem makes it sound as if there's no solution. This might cause the reader to panic.

**What to Use Instead:** Portray the situation as a challenge with a likely solution, instead of a problem. For example, 'We're facing an issue with the system backup, but the team is working on it' sounds better than 'the problem is that there is an issue in the system backup'.

## ***2) I think...***

It is recommended that you avoid using the phrase I think in your emails at all costs, because it indicates uncertainty and shows that you aren't confident enough or you're not completely aware of a given situation. All it does is create a negative impression about you.

**What to Use Instead:** The right approach is to use an assertive sentence. If you're not sure enough to be assertive, say something like 'I will learn the details and get back to you with the best solution' or 'According to my knowledge, this is not the best approach'.

## ***3) Hey there***

The phrase Hey there might sound warm and friendly in a personal email, but it is a strict no-no when it comes to a business email. The reason is that this phrase sounds all too informal.

**What to Use Instead:** The best practice is to use 'Hello' followed by the reader's name as a greeting. The word 'Hi' is also acceptable, but it is perceived as a little less formal. Hence, choose to use 'Hi' only when you know the person well.

## ***4) I'm the [your job title] of the company***

You'll often find people starting their email with this phrase, to highlight the designation or job title. The objective of doing this is to add an air of authority. However, more often than not, this might be perceived as arrogant and self-imposing to your reader.

**What to Use Instead:** A good practice is to avoid using such phrases at the beginning and choose to mention your job title in the email signature at the end.

### ***5) As I mentioned before...***

The biggest reason you should avoid using this phrase is that it makes the reader feel demotivated. When you use this phrase, the reader might perceive it as a minor dig at their lack of attention. You must understand that people go through multiple emails and so if you indeed have to explain a point again, be patient.

**What to Use Instead:** The right approach is to attempt to provide the details the second time. If the person is still not able to follow, it is recommended that you get in touch directly over the phone.

### ***6) I don't know***

Well, this is a phrase you should NEVER use in a professional email. When you say 'I don't know' it is perhaps the easiest way to show unprofessionalism. There are other ways to say things when you have little or no awareness about a particular situation and that you're trying to escape the question with zero ownership.

**What to Use Instead:** If you really feel you need more information before you will be able to answer a question, it is better to say something like 'Let me get into the details of the situation/issue before I can provide you with a solution'.

### ***7) Don't hesitate to contact me***

This phrase is a classic example of being too formal to the point of sounding insincere. Why assume the other person will hesitate to contact us? When you provide contact details in your email, that itself indicates they can get in touch with you. As clichéd as this phrase may be, you must avoid it at all cost as it is vague.

**What to Use Instead:** Instead, just mention something on the lines of 'Get in touch with us' or 'Have a query or suggestion? Contact us' before mentioning your contact details.

Avoiding the above phrases in your email will make you sound more professional yet polite. You should note that written communication is more prone to misunderstandings, as the other person is not able to “read” your expressions or decipher your tone of voice. Hence, the approach to writing good emails is to be as clear as possible and remove all signs of ambiguity.

**TASK 4. a) Do the multiple choice.**

1) Which phrase expresses thanks in an informal way?

- a) You shouldn't have bothered.
- b) Thanks a lot. I'm much obliged.
- c) I would like to express my sincerest gratitude.

2) Which phrase is for expressing a preference in a formal way?

- a) I would rather not do that.
- b) I'm not doing that.
- c) I don't want to do that.

3) Which phrase is for giving instructions in a formal way?

- a) The first step would be to make a plan.
- b) First you need to make a plan.
- c) Now make a plan.

4) Which phrase is an informal request for information?

- a) Can you send me a copy by email attachment, please?
- b) I would really appreciate it if you could send me a copy by email attachment.

c) Send it to me immediately by attachment.

5) Which phrase is an informal apology?

- a) I would just like to apologise for forgetting your birthday.
- b) I'm really sorry I forgot your birthday.
- c) Look, I just forgot, okay.

6) Which phrase is a formal suggestion?

- a) Let's have lunch in this Chinese restaurant!
- b) We are having lunch in this Chinese restaurant.
- c) I recommend having lunch in this Chinese restaurant.

**b) Find the proper headlines for the tips below. There are two extra variants.**

### **Phrases You Should Never Use in an Email**

1 \_\_\_\_\_

This is a hollow formality, and the person reading your email will immediately recognize it as one. You aren't that invested in them. They're not the center of your hopes. This statement is nothing but filler. Get to the point of your email a little quicker by something less intense like 'Hope you are having a great week'.

2 \_\_\_\_\_

The reader knows you wanted to. They got the email you sent them, and you wouldn't have sent it if you weren't trying to make some sort of connection. The statement itself is very vague. If your email contains some kind of call to action, just let the reader know what it is.

3 \_\_\_\_\_

Some people apologize for things that they don't need to. If you've done something you need to express regret for, make sure you're extending that thought further than "I apologize for the inconvenience." An apology won't mean much if you can't back it up with action.

4 \_\_\_\_\_

Most emails are often labeled like that. It's become so common that the phrase has lost meaning. Big companies even label their sales as very important. If something is important, express why it's important, rather than leaving things open to interpretation.

5 \_\_\_\_\_

If you need someone to pay attention to something important, don't be so meek about it. Sometimes, "please note" when attached to a statement that can be interpreted as obvious can even come across as condescending. "Be advised" or "for your reference" make better substitutes for "please note."

6 \_\_\_\_\_

This word only serves to add a level of uncertainty to what you're saying. Be more concrete in your communications and remove it from your emails – if you're not sure about something, be flexible or give yourself a deadline. Nothing sounds worse than "I'll probably have it done today by 3 pm".

7 \_\_\_\_\_

Just write "please", everyone will get the message. This word is too intense to use in professional email conversations.

A "I'm sorry" when used incorrectly

B "Don't hesitate to contact me"

C “I wanted to reach out...”

D “Very important”

E “I hope you’re well”

F “Kindly”

G Any statement with “Forwarding” or “Forwarded”

H “Please note...”

I “Probably”

**c) Rewrite the two emails. Correct the mistakes. Use the appropriate words and phrases to make them sound formal.**

Dear Ken

thank you very much for informing us of your visit.  
i would be in osaka to attend the seminar. this will be  
over at 4pm  
may i see you in osaka around 4 30pm?

best regards mr Honda

---

Dear Sarah,

Greeting from Grandco!

Thank you very much for your message regarding visiting our  
office.

I am available on Nov 20; however, our office is open from  
11am.

On that day, I have a short appointment from 11am so that  
would be very helpful if you could visit me  
around 11:30.

Please let me know your schedule!

Kind regards,

Jenny

## **TASK 5. Translate the words.**

**A**

1. хотіти зв'язатись із кимось
2. одразу ж
3. керувати організацією
4. мати питання або пропозицію
5. пересланий лист
6. підкреслити важливість рішення
7. рівень невпевненості

**B**

1. Рекомендується будь-яким чином уникати використання фрази «я думаю» у своїх електронних листах, оскільки це вказує на невпевненість.
2. Якщо ви не будете ретельно підбирати слова, ваш електронний лист не зможе ефективно передати повідомлення.
3. Будьте більш конкретними у своїх повідомленнях— якщо ви в чомусь не впевнені, будьте гнучкими або вкажіть термін для уточнення.
4. Покажіть ситуацію як виклик із можливим рішенням, а не як проблему.

## **Grammar – Active and Passive Verb Forms.**

### **Task 1. Paraphrase into the passive.**



1) Susan threw away the litter.

The litter \_\_\_\_\_ away by Susan.

2) Someone has opened the door.

The door \_\_\_\_\_ (by someone).

3) My dad was cutting the grass.

The grass \_\_\_\_\_ by my dad.

4) The tourists didn't see the lions.

The lions \_\_\_\_\_ by the tourists.

5) The birds are eating my food.

My food \_\_\_\_\_ by the birds.

6) She is going to buy the red dress.

The red dress \_\_\_\_\_ by her.

7) Gold miners found diamonds in Brazil.

Diamonds \_\_\_\_\_ by gold miners in Brazil.

8) The postman delivers letters.

Letters \_\_\_\_\_ by the postman.

9) Our band will sing that song.

That song \_\_\_\_\_ by our band.

10) Many people had visited the cave.

The cave \_\_\_\_\_ by many people.

**Task 2. Change to a passive.**

1. Because of snow, the Principal has closed the college.

2. The teacher cancelled the classes.

3. Someone has called an election.

4. We should not ban smoking.

5. The government raises money from taxation.

6. The bank gave her a loan.

7. My essay will cover four main areas.

8. We should monitor the results more closely.

9. We can complete the project in a week.

10. We can argue that this is not the solution.

**Task 3. Choose the correct form, active or passive, for each gap below.**

1. The new musical \_\_\_\_\_ next week at 12th Street's Old Auditorium.

a. is going to be performed

b. is going to perform

c. is performed

2. A lot of measures \_\_\_\_\_ to fix the economy.

- a. have been taken
- b. are taking
- c. have taken

3. I \_\_\_\_\_ you exactly what to do when we arrive.

- a. will be shown
- b. am shown
- c. will show

4. The police discovered a group of women who \_\_\_\_\_ in an illegal factory.

- a. have been exploited
- b. were being exploited
- c. were exploiting

5. When do you think they \_\_\_\_\_ us the copy of the contract?

- a. will send
- b. will be sent
- c. are they being sent

**Task 4. Fill in the gaps with the verbs in brackets in the correct tense (in active or passive voice).**

Authorities 1) \_\_\_\_\_ (just/announce) that Saint Pauls Bank 2) \_\_\_\_\_ (rob) yesterday. Two men 3) \_\_\_\_\_ (go) into the bank at 9.30 armed with automatic guns. The customers and workers 4) \_\_\_\_\_ (tell) to lie down on the floor and one of the bank clerks 5) \_\_\_\_\_ (ask) at gunpoint to give them all the money. Then the two robbers 6) \_\_\_\_\_ (leave) the building quickly.

Local authorities have informed that about 500,000 dollars 7) \_\_\_\_\_ (steal) yesterday, but fortunately nobody 8) \_\_\_\_\_ (injure). Police investigators 9) \_\_\_\_\_ (assure) residents that the robbers 10) \_\_\_\_\_ (find) soon.

## **Unit 14. E-Commerce**

**TASK 1. Answer the questions.**

- 1) How do you understand the abbreviation ‘e-commerce’? Name the platforms suitable for this kind of activity.**
- 2) What was the last time you bought something online? How successful was your purchase?**
- 3) Describe the algorithm of shopping:**
  - on a website;**
  - on a page in social networks.**

**Which steps were similar and which were different? Why?**

- 4) Think about pros and cons of e-commerce:**
  - for a customer;**
  - for a company or a business person.**

**TASK 2. a) Study the list of popular e-commerce abbreviations. Match them with their full names. Guess their meaning and function.**

1. AOV	a. Click-through Rate
2. B2B	b. Key Performance Indicators
3. B2C	c. Business-to-Business
4. CTR	d. Customer Relationship Management
5. CRM	e. Business-to-Consumer
6. LCV	f. Average Order Value
7. KPI	g. Search Engine Optimization
8. SEO	h. Lifetime Customer Value

**b) Match the abbreviations from part a) with their definitions.**

- A. It is a method businesses use to track and manage their interactions with current and potential customers. This is commonly handled through special software.
- B. These brands get products into the hands of everyday customers. This includes retail stores, car dealerships, and subscription services like Netflix.
- C. It refers to implementing strategies to make a website more “friendly” for search engines. The friendlier it is, the higher it will organically rank. Using high-ranking keywords in the content and metadata is a common practice.
- D. It is a metric that can be found by dividing total business revenue by the number of individual orders.
- E. This thing looks at the number of clicks a page receives in relation to the total number of visitors. Dividing clicks by total visitors reveals the rate. They are commonly used to evaluate the effectiveness of pay-per-click ads.
- F. It is an estimated dollar amount that is assigned to each customer’s lifecycle. If Julie signs up for a gym membership, the gym may predict that she will spend a total of \$1,000 during her time there. Using this figure, it is easier for businesses to determine how much they should be spending to recruit new customers.
- G. They are measurements of success. They can be tied to specific projects, activities, employees or overall business goals. They are quantifiable and indicate whether or not certain objectives are being met (e.g. the number of new followers for the last month).
- H. These brands are businesses that sell products or services to other businesses. Some examples include accounting software companies, automobile manufacturers, and electrical supply wholesalers.

**c) Below you have an algorithm of making a Google Business profile. Put the instruction into the proper order according to both logics and importance of the steps.**

1. Enter your business’s or chain’s address.
2. Sign in to your Google Account, or create one.
3. Search and select a business category.

4. Sign in to Google Business Profile.
5. Choose how your business will display on Google Maps.
6. Verify your business, and select a verification option.
7. In some cases, your business might already have a profile automatically created by Google (e.g. restaurants, hotels, etc). Thus, you need to first get access to (claim) your business.
8. Enter a phone number and website.

**d) Write a similar instruction for any other social network or marketplace.**

- Include the step-to-step explanation of what you should do to create an account;**
- Give advice on what parts of personal profile should be filled as soon as possible.**

**TASK 3. a) Read and translate the text.**

### **Social Media Marketing: Guide to Setting up Social Media Pages for Business**

There are also clear advantages to using business social media pages. Using a business social media account allows you to track users and posts so you know what posts people see, and what content your followers interact with. A business social media account also lets you take advantage of paid and promoted posts and ads, which you can't do from a personal account.

So how do we set up business social media accounts? The first step is to set up a business email address just for your social media accounts. That keeps all the notifications organized in one place (and not flooding your inbox). That also makes it easy to give your assistant, social media manager, or other employees access to the account without needing your personal email information.

If you have a personal Facebook page, you're already familiar with the process of creating a profile. You'll use your personal profile to set up your business page.

You may choose to use your existing, active personal profile and create the business page from there. Alternatively, you can establish a new “personal” profile that’s just for business purposes. That way you have a separate business Facebook login and a social media manager or agency will be able to get to the account without having access to your personal social media account.

Your X username is also known as your handle and may contain up to fifteen characters. It will show up as “@yourhandle.” Your handle is how your audience and customers will identify you so strive for one with brand recognition. Try to align your names with your Facebook identifiers so you’re consistent across your social media channels. If @yourbrandname isn’t available, switching to @yourbrandname2 or other variations isn’t always the best option. Check out what the profiles with handles similar to your brand name are all about.

While photos are important for Facebook and Twitter, they’re the star of the show on Instagram. According to Sprout Social, Instagram reports “over 500 million monthly active users...[and] is the fourth-most downloaded app in the US.” Instagram also tends to draw younger users, meaning you’ll have an opportunity to tap into the Millennial audience. Now that your account is set up, you can fill it out to better reflect your business. You can tap “Edit Your Profile” to change your business name, username, and profile picture. Add a brief bio to let people know what your business does, and make sure to include a link to your website.

TikTok is a rapidly growing social media platform known for its viral content and engaged user base. Setting up a TikTok account for your business can help you reach a younger and highly active audience. It is a dynamic platform where creativity and authenticity thrive. Have fun experimenting with different styles of content and engaging with your audience to showcase your business in a unique and exciting way! Maintain a regular posting schedule for maximum engagement. Aim for a few posts per week to stay active and visible.

#### **b) Fill in the table**

<b>Social network</b>	<b>Target audience</b>	<b>Useful features for business</b>
Facebook		
X		
Instagram		
TikTok		



#### **TASK 4. a) Study the text and answer the questions below.**

##### **The Future Of E-Commerce: Trends To Watch In the Near Future**

As the world becomes more connected and digital, e-commerce continues to grow at an unprecedented rate. In 2020 alone, global e-commerce sales topped \$4.2 trillion, with projections indicating that this number will only continue to rise. With the ever-changing landscape of e-commerce, it's vital to stay ahead of the curve and understand the latest trends shaping the industry. Here are some of the key trends to watch.

**1) *AI-Generated Noise:*** AI-produced articles and pictures are going mainstream fast. As a result, AI-generated content marketing will explode while its effectiveness decreases. To keep results going in the right direction, figure out “that’s me” messaging that resonates with your ideal customer on a spiritual level. Dial into that niche even more.

**2) *Pricing Pressure:*** In the open eCommerce world customers can price check. Thus, the pressure toward commoditization is even greater, especially when selling on platforms like Amazon. And pricing changes faster. This create methods to differentiate your products. When done well you can achieve value pricing which outperforms marketing pricing.

**3) *80/20 Customer Segmentation:*** To avoid commoditization, what are your customer segments? What is unique about the top 20%? Figure out how to keep and grow these customers as you align new customer acquisition. You will find more joy and financial freedom doing your best work for customers who love it.

**4) *Social Commerce:*** Social media platforms such as Facebook, Instagram, and Pinterest are quickly becoming major players in e-commerce. The integration of shopping features within these platforms, such as Instagram's Checkout and Facebook's Marketplace, allows users to purchase products without ever leaving the platform. This seamless integration is expected to drive social commerce growth.

**5) *Personalization:*** Consumers are increasingly looking for personalized shopping experiences, and e-commerce retailers are responding by using data analytics and AI to provide customized product recommendations, targeted advertising, and personalized email marketing. This trend is expected to continue to grow, with

retailers using a combination of customer data and predictive analytics to create tailored shopping experiences.

**6) *Augmented Reality (AR) and Virtual Reality (VR):*** AR and VR technology are transforming the way consumers shop online. By allowing customers to virtually try on clothing or visualize furniture in their homes, retailers can provide a more immersive and interactive shopping experience. This trend is expected to grow as more retailers adopt AR and VR technology to enhance their online shopping experiences.

**7) *Subscription Services:*** Subscription-based e-commerce services have been on the rise for several years, and this trend is expected to continue. Consumers are increasingly turning to subscription services for convenience, value, and personalized product recommendations. Retailers are responding by offering everything from personalized clothing subscriptions to meal kit deliveries and beauty product subscriptions.

**8) *Sustainable and Ethical Shopping:*** Consumers are becoming more conscious of the impact their purchasing decisions have on the environment and society. As a result, sustainable and ethical shopping practices are becoming increasingly important for e-commerce retailers. They can expect to see more retailers focusing on sustainable and ethical sourcing, packaging, manufacturing, and initiatives to reduce their carbon footprint.

**Which trend is connected with...**

A targeting the audience personally?

B trying clothes online?

C services on a regular basis without reminding?

D being eco-friendly?

E influencing the cost of products?

F further integration with social media?

G using artificial intelligence?

H dealing with customer loyalty?

c) Find and present 2-3 examples of these trends implementation online. Explain their good and bad sides.

d) Look at some examples of introductory business posts in social media.

- What factual information can we get from the post?
- Which strategies do they use to be unique?
- Would it attract more visitors? Why/Why not?
- Would this post be appealing to you as a customer?



A



B



C



D



E



F

e) Write the introductory post for your brand in any social network you like. Think about the information you are going to include:

- the general concept;
- categories of products or services available;
- target audience information;
- contacts or shipping details etc.

Present your ideas of visuals for it.

## **TASK 5. Translate the words.**

### **A**

1. середній розмір замовлення
2. етичні та екологічні рішення для покупців
3. кількість переходів за посиланням
4. модель продажу від бізнесу до бізнесу
5. прагнути зробити власну сторінку легкою для впізнавання
6. взаємодія з підписниками
7. персоналізований досвід покупок

### **B**

1. Послуги електронної комерції на основі передплати зростають протягом кількох років, і очікується, що ця тенденція збережеться у майбутньому.
2. Тепер, коли ваш обліковий запис налаштовано, ви можете заповнити його, щоб краще відобразити свій бізнес.
3. За прогнозами експертів, створений штучним інтелектом контент-маркетинг буде переповненим, а тому його ефективність зменшиться.
4. Використання бізнес-облікового запису в соціальних мережах дає змогу відстежувати користувачів і публікації, щоб знати, які публікації бачать люди та з яким наповненням взаємодіють ваші підписники.
5. Вживання ключових слів, що широко використовуються під час пошуку в мережі, у метаданих є звичайною практикою.

## **Grammar – Wishes (I wish and If only)**

We use wish and if only to talk about things that we would like to be different in either the present or the past. If only is usually a bit stronger than wish.

### **In the present**

We can use wish/if only + a past form to talk about a present situation we would like to be different.

*I wish you didn't live so far away.*

*If only we knew what to do.*

*He wishes he could afford a holiday.*

### **In the past**

We can use wish/if only + a past perfect form to talk about something we would like to change about the past.

They wish they hadn't eaten so much chocolate. They're feeling very sick now.

If only I'd studied harder when I was at school.

### **Expressing annoyance**

We can use wish + would(n't) to show that we are annoyed with what someone or something does or doesn't do. We often feel that they are unlikely or unwilling to change.

*I wish you wouldn't borrow my clothes without asking.*

*I wish it would rain. The garden really needs some water.*

*She wishes he'd work less. They never spend any time together.*

**Task 1. Choose the correct option to complete the sentences.**

1) I wish I \_\_\_\_\_ a better job. I don't enjoy this kind of work.

a.would have had

b.had

c.had had

d.would have

2) I wish you \_\_\_\_\_ so late. I'm tired of always waiting for you!

a.wouldn't always have arrived

b.hadn't always arrived

c.wouldn't always arrive

d.didn't always arrive

3) I wish you \_\_\_\_\_ your bedroom. It's a mess!

a.tidied up

b.had tidied up

c.would tidy up

d.would have tidied up

4) I wish it \_\_\_\_\_ raining. This rain is annoying. I want to go out.

a.would stop

b.stopped

c.had stopped

d.would have stopped

5) I'm starving. I wish I \_\_\_\_\_ breakfast this morning.

a.ate

b.would have eaten

c.would eat

d.had eaten

**Task 2. Rewrite these sentences with the new beginnings.**

1 If we want to arrive on time we should leave now.

It's time

.....

2 What a pity he didn't spend more time revising.

If only

.....

3 I should have learnt German at school!

I wish.....

4 I'd prefer to stay at home tonight if you don't mind.

I'd rather

.....

5 Please don't interrupt me when I'm speaking.



I'd rather

.....

6 We ought to find out how much it's going to cost.

It's time we

.....

7 I've got so much to do today.

I wish.....

8 What a shame you didn't tell me earlier.

If only

.....

**Task 3. a) Regrets about the present. Use the Past to complete what the speaker says.**

1 I'm so shy. I wish...

2 I don't know what to say to people. If only...

3 I find it so difficult to make friends. I wish...

4 I'm not good-looking. I wish...

5 My ears are so big. If only...

**b) Regrets about the past. These people did something yesterday which they now regret.**

*Clare has caught a bad cold - yesterday she went out in the rain without an umbrella.*

*I wish/If only I hadn't gone out in the rain without...*

- 1 Joe has got very bad sunburn - yesterday he stayed in the sun for long.
- 2 He's got an awful stomachache - yesterday he ate a lot.
- 3 Lewis hurt his leg in a car crash - yesterday he didn't drive carefully.
- 4 Sue has hurt her back - yesterday she lifted a heavy table on her own

**Task 4. Write sentences from the ones given starting with “I wish ... ” or “If only...”.**

1. He won't be home tonight because his train was delayed.
2. I can't travel to New York. I haven't got enough money.
3. They didn't score a goal.
4. My car is so small.
5. They lost the photo.
6. I didn't study hard at school.
7. My sister invited me to her party, but I didn't go.
8. I only have one child, so I'm lonely.
9. I don't have a fast car.
10. They were not quiet last evening.
11. The bus was late.
12. They had an accident because of the bad weather.

**Texts for  
Additional Reading**

## **Text 1**

### **Digital Transformation and Data Handling Forecasts**

Certainly, COVID-19 prompted organisations to view digitisation as a way to achieve a more agile and scalable IT infrastructure to streamline business processes and allow for contingencies.

A combination of recent events and emerging process challenges mean that 2023 is likely to be a transformational year in digital document management.

Jason Field, Integration Director at Document Logistix, predicts 5 document management trends:

1. Organisations will seek technology to manage huge data volumes
2. Businesses will introduce more automation
3. Purchasers will scrutinise Cloud and software security
4. CIOs will integrate artificial intelligence in business processes
5. Organisations will ramp up green practices

### **Managing staggering data volumes**

It is hard to fathom the huge quantities of data generated today and the increases in data generation predicted for the immediate future. According to Techjury, internet users generate 2.5 quintillion bytes of data a day and the world will generate 180 zettabytes of data by 2025.

In business, the amounts of data held by organisations – on staff, customers and suppliers – is also expanding exponentially, and a growing problem is the multiple formats in which data is acquired and held. Techjury reports that 95% of businesses view the management of unstructured data as a significant problem. According to CIO, 80-90% of the data we generate today is unstructured and takes the form of datasets (typically files) that are not stored centrally or in a structured format, which makes it harder to analyse and more costly to manage.

Organisations will have to review current systems, and turn to new technologies to centralise data and simplify workflows, as well as to access and analyse data, and manage data in compliance with strict regulations.

### **Process automation for productivity and compliance**

The proliferation of data, its formats, and associated data compliance schedules, mean that manual processes are obsolete. Consider the case of an average-sized HR department and the multiple documents it holds, each with their own data privacy sensitivities and retention/deletion schedules.

The continuing enactment of strict data protection legislation and the imposition of fines mean that compliance will remain a hot topic this year. Since the General Data Protection Regulation (GDPR) came into force in 2018, more than 60 countries have enacted or proposed a privacy or data protection law. Today, 80% of countries are covered by privacy law, which heightens the need to comply in order to manage risks and reputations internationally.

According to data compiled by Finbold, the EU GDPR fines for 2021 Q3 hit €984.47 million, which is almost 20 times higher than cumulative fines of €50.26 million imposed during Q1 and Q2. Automation for compliance and risk management will definitely be a board level priority.

On a productive note, automation plays a key role in helping to optimise standard documentation procedures, from ingesting data into business workflows, to improving customer experience in processes such as insurance claims.

Automation helps on two fronts – productivity and compliance – to reduce human error and enhance efficiency, which ultimately advances the goals of the organisation, be they corporate profits or NFP community welfare.

### **Heightened attention to software security**

How often do purchasers carry out due diligence on the security of a Cloud service or software product? Do you know how often your mission-critical document management systems are penetration tested? According to Check Point research, global cybersecurity attacks increased by 28% in the third quarter of 2022 compared to

same period in 2021, and the average weekly attacks per organisation worldwide reached more than 1,130.

CIOs and CTOs will demand more proof of security at the point of purchase and throughout the lifetime of a document management product.

### **Artificial intelligence and machine learning become mainstream**

AI and ML are buzz-terms that have yet to be fully understood or fully proven in the wider world of business process management. The Enterprisers Project, which offers guidance to IT professionals, advocates to CIOs that: “Extracting the value of artificial intelligence requires gaining quick wins while developing at enterprise scale.”

We predict we will see a breakthrough in the application of AI to ingest data into digital workflows and, in particular, to overcome the problems associated with unstructured data, such as email and notes. AI will also advance data privacy practices by improving the reach and accuracy of data redaction.

### **Support for corporate green agendas**

World leaders embrace views ranging from concern to denial! At COP27 attending countries reaffirmed their commitment to limit global temperature rise to 1.5 degrees Celsius above pre-industrial levels.

2022 research published by RICOH suggests that 22% of organisations are targeting paperless operations and many more organisations have a target of ‘less paper.’ The research identifies as a quick-win solutions that eliminate paper wherever possible by digitising incoming paper.

Corporate policies that once paid lip service to climate-sparing goals are increasingly more likely to contain practical agendas and objectives for which organisations are prepared to be held accountable. We see this notably in the transport, housing, manufacturing and energy sectors.

Digitisation will be incorporated into more company value statements as it is something that can be implemented even by small companies in order to make a measurable 'green' difference.

**Task 1. True or false?**

1. COVID-19 was a great drawback for digitalization.
2. Most of the data companies generate today is not organized properly.
3. Automatization processes have already shown their usefulness in optimizing documentation.
4. In 2022, cyberattacks doubled globally.
5. Demand for company data security will continue to grow in the future.
6. AI has proven to be ineffective for data sorting.
7. Environment-friendly technologies means using less paper documents.

**Task 2. Write a 1-sentence summary for every paragraph with the predictions. Include only key facts and do not forget about the conclusion.**

## **Text 2**

### **Resume Trends That You Should Follow Nowadays**

In an ever-evolving job market, staying ahead of the curve is crucial, and your resume is often the first impression you make on potential employers. As we move into 2023, there are several new trends and standards in resume writing that job seekers need to be aware of. In this article, we will delve into these emerging trends, providing you with the insights needed to craft a resume that stands out and effectively communicates your value in today's competitive job landscape.

#### **1. The Rise of Digital Resumes**

Gone are the days when a simple Word document sufficed for a job application. Digital resumes are the new norm. These dynamic formats allow for greater creativity and interaction, setting your application apart from the rest. Platforms like LinkedIn, personal websites, and online portfolio sites enable job seekers to present their professional profile in a more comprehensive and engaging way. These platforms not only allow you to showcase your work and achievements but also provide a space for testimonials and endorsements, adding credibility to your professional image.

Moreover, digital resumes are not just about visual appeal; they also enhance accessibility and ease of sharing. With a click, recruiters can view your professional journey, projects, and skills. However, while adopting these innovative formats, it's important to maintain a balance. Your digital resume should be easy to navigate, professionally designed, and most importantly, it should encapsulate your career story in a way that resonates with potential employers.

#### **2. Emphasis on Skills and Achievements**

The focus of resumes has shifted significantly towards highlighting specific skills and quantifiable achievements. In 2024, it's more about what you can do and how well you've done it, rather than just listing your previous job responsibilities. This approach aligns with the increasing demand for skill-based hiring. For instance, rather than stating "managed a team," specify "led a team of 10 and increased department productivity by 20%." This not only shows your leadership skills but also quantifies your impact.



To make your resume more effective, tailor your skills and achievements to match the job description. Research the company and role to understand which skills are most valued and reflect those in your resume. Remember, it's not about having a long list of skills, but about presenting the right skills in a way that demonstrates your suitability for the specific role you are applying for.

### **3. The Use of Keywords for SEO Optimization**

Understanding and leveraging SEO (Search Engine Optimization) in your resume is more critical than ever. Many companies use Applicant Tracking Systems (ATS) to filter and rank resumes based on specific keywords. These keywords are usually the skills and experiences that are most relevant to the job. To pass through these filters, incorporate relevant keywords from the job description into your resume. This strategy increases the chances of your resume being noticed and selected for further review.

However, keyword stuffing, or overusing keywords, can work against you. It's crucial to integrate these keywords naturally within the context of your achievements and skills. For instance, if the job description emphasizes project management, illustrate this skill with a specific example, like "Spearheaded a cross-functional project team, leading to a 30% increase in process efficiency." This approach ensures that your resume is ATS-friendly while still being readable and engaging for human recruiters.

### **4. Minimalistic and Clean Design Trends**

The trend towards minimalistic and clean resume designs continues. The focus is on creating a document that is both aesthetically pleasing and easy to read. This means less clutter, more white space, and a clear structure. A well-designed resume uses bullet points for readability, consistent formatting, and a professional font. This approach ensures that the recruiter's attention is drawn to the content rather than being distracted by overly complicated designs or multiple colors.

While creativity is important, especially for roles in creative industries, it's crucial to strike a balance. A good rule of thumb is to keep the design simple and professional, using color and unique formatting sparingly to highlight key areas, such

as your name or section headings. Remember, the goal is to make your resume stand out for its content and clarity, not its flamboyance.

## **5. Personal Branding Through Resumes**

Nowadays, a resume is more than just a list of your past jobs and qualifications; it's a tool for personal branding. Your resume should reflect who you are as a professional, including your work ethic, values, and career aspirations. This means customizing the language, tone, and even the design to match your professional persona. For instance, if you're in a creative field, a bit of color and unique formatting can reflect your creativity. If you're in a more traditional industry, a classic and clean resume format might be more appropriate.

Personal branding also means being consistent across different platforms. Ensure that your resume aligns with your LinkedIn profile, personal website, or any other professional platform you use. This consistency helps in building a strong and recognizable professional brand. Use a professional summary at the top of your resume to succinctly present your unique value proposition, focusing on what sets you apart from other candidates.

## **6. Inclusion of Remote Work Experience**

With the rise of remote work, showcasing your experience and skills in this area has become increasingly important. Employers are looking for candidates who are not only comfortable with remote work but also excel in it. When detailing your experience, highlight skills such as self-motivation, time management, and proficiency in remote communication tools. If you have successfully managed projects or led teams remotely, make sure to include these accomplishments.

Additionally, with the shift towards hybrid work environments, showcasing your adaptability to work both remotely and in-office can be a significant advantage. Mention any experience you have in transitioning between these environments smoothly and how you maintained or improved productivity during these transitions.

## **7. Short, Impactful Content Over Lengthy Text**

The emphasis is on concise, impactful content. Recruiters often have limited time to review each resume, so it's important to make your points clearly and succinctly. Avoid long paragraphs and unnecessary details. Instead, focus on summarizing your experiences and achievements in a way that highlights your strengths and value to potential employers. Use action verbs and quantifiable results to make your statements more powerful.

This approach not only makes your resume more readable but also ensures that the most important information catches the recruiter's eye. Remember, the goal is to provide a snapshot of your career and skills, enticing the recruiter to want to learn more about you in an interview.

## **8. Video Resumes and Visual Elements**

The use of video resumes and other visual elements is an emerging trend, especially for roles in digital media, marketing, and design. A well-made video resume can be an effective way to showcase your personality, communication skills, and creativity. Keep your video professional, concise (no longer than a minute or two), and focused on your professional achievements and skills. Ensure good quality audio and lighting, and practice your script to come across as natural and confident.

While video resumes can be a great addition, they should complement, not replace, your traditional resume. Always provide a traditional resume as well, as this is still the preferred format for most recruiters and industries. Visual elements like infographics can be used to highlight key achievements or skills but remember to keep it professional and relevant to the job you are applying for.

### **Task 1. Which paragraph talks about...**

1. using optimization techniques to make your CV visible for search engines?
2. being concise with your writing?
3. make yourself recognizable through highlighting your uniqueness?

4. making personal profiles for better accessibility?
5. using only a small amount of formatting?
6. mentioning working from home?
7. using other media than just paper and text files?
8. showcasing what you are able for?
9. implying infographics into your CV?
10. being consistent with your professional image?